



**Testimony to the Senate Committee on Judiciary and Labor
Thursday, March 3, 2011 at 10:00 a.m.
Conference Room 016, State Capitol**

RE: SENATE BILL NO. 298 SD2 RELATING TO BUSINESS REGULATION

Chair Hee, Vice Chair Shimabukuro, and Members of the Committee:

The Chamber of Commerce of Hawaii (“Chamber”) supports the intent of SB 298 SD2 relating to Business Regulation and respectfully request that the committee pass this measure for further discussion.

The Chamber is the largest business organization in Hawaii, representing more than 1,100 businesses. Approximately 80% of our members are small businesses with less than 20 employees. As the “Voice of Business” in Hawaii, the organization works on behalf of its members, which employ more than 200,000 individuals, to improve the state’s economic climate and to foster positive action on issues of common concern.

This measure establishes an organizational and regulatory framework for public benefit corporations.

Transparent companies, with clear social benefits, will attract investors and consumers and encourages beneficial corporate behavior without additional regulation. It will be attractive to investors who are seeking businesses that create public benefits and Hawaii will be known as a place that encourages the creation of these businesses.

Thank you for the opportunity to provide testimony.

Testimony to the Senate Committee on Judiciary and Labor

Thursday, March 3, 2011

10:00 p.m.

Conference Room 016

RE: Relating to Business Regulation - Senate Bill 298 SD2

Chair Hee, Vice Chair Shimabukuro, and Members of the Committee:

My name is Gary Kai and I thank you for the opportunity to submit this testimony in support of SB 298 SD2.

I have had the good fortune of working in our community for over 30 years. During that time I have worked for large corporations as well as small and served a number of non-profit organization's boards. I understand the challenges the State and the Legislature faces in these extremely difficult economic times. I view the enactment of SB298, allowing for the creation of Sustainable Business Corporations, as one of the many small, but relatively simple steps, that we can take to help our economy and our future.

By creating Sustainable Business Corporations, the state creates another tool to attract businesses, investors and consumers who believe that business should operate in a socially and environmentally sustainable manner. At a recent conference sponsored by the University of Hawaii and the National Academies the theme was Innovation for Hawaii's growth. Its focus was on Innovation and Sustainability as an important part of Hawaii's future. Sustainable Business Corporations are a clear fit with that vision.

Approval of SB298 also sends a message to businesses, investors and consumers, both within the State and outside, without being exclusionary of others, that we welcome Sustainable Business Corporations and their belief that they have a duty to act in the interest of their public benefit mission. Enactment of SB298 adds another small piece of clarity to how we as community feel about the importance of taking care of the people and place that is Hawaii.

Thank you very much for the opportunity to testify.

Sincerely,

//s

Gary K. Kai
1042 Fort Street Mall, Suite 200
Honolulu, Hawaii 96813
March 2, 2011

COMMITTEE ON JUDICIARY AND LABOR

Senator Hee, Chair

Senator Maile S.L. Shimabukuro, Vice Chair

HEARING

Thursday, March 4, 2011

12 p.m.

Conference Room 016

Re: SB298, SD2 Relating to Business Regulations- SUPPORT

Dear Chair Baker, Vice Chair Taniguchi, and Members of the Committee:

Thank you for your consideration of this bill. As the Co-founder and CEO of GreenCar Hawaii I strongly support passage of SB 298.

The legislation would permit electing corporations to pursue both profit and the creation of public benefits, filling gaps in the law that currently interfere with these endeavors. The voluntary regime established by the bill would serve the interests of corporations, shareholders, and consumers and would make Hawaii a better place to do business.

SB 298 is important to businesses. Consumers and investors are seeking socially responsible companies – companies that can make a profit while accomplishing social good. The bill permits corporations to declare a commitment to creating public benefits, while simultaneously providing a mechanism through which to verify these benefits. Corporations that accomplish measurable benefits for society can be recognized for their good works and identified by interested consumers and investors.

Successful Sustainable Business Corporations will be transparent, committed to public benefits, and profitable. They are the types of businesses whose development should be encouraged in Hawaii. I strongly urge your support for this legislation.

Sincerely,

Justin MacNaughton

CEO / GreenCar Hawaii

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