

GM502

ALEXANDER CHOI

Measure Title: Submitting for consideration and confirmation to the State Board of Barbering and Cosmetology, Gubernatorial Nominee, ALEXANDER CHOI, for a term to expire 6-30-2013.

Report Title: State Board of Barbering and Cosmetology

Description:

Companion:

Package:

Current Referral: CPN

Introducer(s):

| <u>Sort by</u> <u>Date</u> | | Status Text |
|---|---|---|
| 1/13/2012 | S | Received. |
| 1/18/2012 | S | Referred to CPN. |
| 3/9/2012 | S | The committee(s) on CPN has scheduled a public hearing on 03-22-12 9:30AM in conference room 229. |



NEIL ABERCROMBIE
GOVERNOR

BRIAN SCHATZ
LT. GOVERNOR

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KEALI' S. LOPEZ
DIRECTOR

TO THE SENATE COMMITTEE ON
COMMERCE AND CONSUMER PROTECTION

TWENTY-SIXTH LEGISLATURE
Regular Session of 2012

Thursday, March 22, 2012
9:30 a.m.

TESTIMONY ON GOVERNOR'S MESSAGE NO. 502.

TO THE HONORABLE ROSALYN H. BAKER, CHAIR,
AND MEMBERS OF THE COMMITTEE:

My name is Laureen Kai and I am the Executive Officer for the Board of Barbering and Cosmetology, Department of Commerce and Consumer Affairs ("Department"). The Department thanks you for the opportunity to testify on Governor's Message No. 502, regarding the appointment of Alexander Choi to the Board of Barbering and Cosmetology ("Board"). The Department supports the confirmation of Mr. Choi's appointment to the Board.

Mr. Choi has served as an interim Board member representing the general public since July 1, 2011, and has actively and constructively participated in the Board's deliberations despite his short tenure. Mr. Choi is a reliable member and has attended 4 of 4 Board meetings. His preparedness for these meetings and sincere interest in the issues before the Board facilitate his development as a beneficial and valuable member

of the Board. The Board has come to value Mr. Choi's thought-provoking and pragmatic comments and recommendations that reflect his viewpoint as an advocate of the public interest.

As the owner and president of Salon Bobbi and Guy (four locations of a full-service beauty salon and retail beauty supply) as well as Salon Suppliers (a full-service distributorship servicing all of Hawaii and part of Alaska), Mr. Choi possesses a working knowledge of the beauty culture and industry, which has enabled him to more readily understand the purpose of the Board and his role as a public member.

Therefore, the Department supports the confirmation of Alexander Choi to the Board of Barbering and Cosmetology, and thanks you for the opportunity to provide testimony.

PERSONAL STATEMENT

Q: Why you want to be a member of the board?

A: I truly believe that I can make a difference by being on the board and in turn help the beauty industry that that gave my mother a career and the opportunities to support myself and my family, send me to a private school, and on to UCLA, and now is giving me a chance to become a successful business man. I want to give back to beauty industry and I feel that I can by participating on this board to make sure that the health and safety of Hawaii is upheld and the ethical standards that keep our industry solid is not discredited.

Q: Your understanding of the role and responsibilities of the board?

A: To my understanding, the primary responsibility of the board is to protect the public by ensuring the safety of the consumers of the state of Hawaii. This is done by upholding the ethical standards by enforcing laws, rules and regulations of the cosmetology and barbering industry.

Q: Why do you believe you are qualified to serve on the board including any skills, expertise or knowledge that would inform your decision-making ability as a board member?

A: My family has been in the industry for over 40 years and I personally have been in the industry for 10 years as an employee, as a manager, and as an owner of multiple locations throughout Oahu. I believe my experience and insight will be uniquely beneficial for the board as a public member. I have vast international financial experience and knowledge as well.