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**PRESENTATION OF
DEPARTMENT OF COMMERCE AND CONSUMER AFFAIRS**

**TO THE HOUSE COMMITTEE ON
CONSUMER PROTECTION & COMMERCE**

**TWENTY-SEVENTH STATE LEGISLATURE
REGULAR SESSION, 2014**

**MONDAY, JANUARY 27, 2014
2:10 P.M.**

**TESTIMONY ON HOUSE BILL NO. 1715
RELATING TO THE INVESTOR EDUCATION PROGRAM**

**TO THE HONORABLE ANGUS L.K. MCKELVEY, CHAIR,
AND TO THE HONORABLE DEREK S.K. KAWAKAMI, VICE CHAIR,
AND MEMBERS OF THE COMMITTEE:**

The Department of Commerce and Consumer Affairs ("Department") appreciates the opportunity to testify on House Bill No. 1715, Relating to the Investor Education Program. My name is Keali'i Lopez, Director of the Department. The Department offers the following testimony in support of the intent of the bill.

House Bill No. 1715 proposes to support and protect Hawaii's kupuna by appropriating funds to the office of the securities commissioner for the continued operation of the office's investor education program targeted to Hawaii's kupuna.

As the bill notes, the Department has taken a proactive approach to preventing fraud against the State's citizens through the department's investor education program, which offers free educational presentations and materials for all investors. In particular, the program provides education and outreach to the State's kupuna, including information on how to make wise choices when investing and how to detect financial fraud. In this electronic age where financial fraud can occur through telephone and internet scams, and even without our knowledge through cyber theft of our personal financial information, the Department recognizes the ongoing, if not growing, need to educate and inform consumers of such threats, and strongly supports educational programs that will help to protect and empower Hawaii's seniors against financial fraud and scams.

With regard to the specific language and scope of the bill, the Department notes that although the title of the bill is "Relating to the Investor Education Program", the Department's educational outreach includes a much broader range of topics including identity theft, door to door sales, telemarketing, lottery scams, direct mail marketing, insurance fraud, "rock wall" scams, and the like. While the Department welcomes support of its Investor Education Program, it would be appropriate to include a wider spectrum of topics to more fully address the problems facing our kupuna.

Thank you for this opportunity to testify on House Bill No. 1715. I will be happy to answer any questions that the members of the Committee may have.