

MAR 09 2012

SENATE CONCURRENT RESOLUTION

ENCOURAGING BANKS AND CREDIT UNIONS OPERATING IN THE STATE OF
HAWAII TO INCORPORATE THE HAWAIIAN LANGUAGE IN THEIR AUTOMATED
TELLER MACHINES.

1 WHEREAS, the Hawaiian language is an official language of
2 the State of Hawaii; and

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4 WHEREAS, the use of the Hawaiian language is being
5 systematically perpetuated as a functional language for
6 Hawaiians and non-Hawaiians; and

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8 WHEREAS, the various schools of Hawaiian language, such as
9 the Hawaiian immersion schools and Hawaiian language charter
10 schools, and the Hawaiian language classes offered by community
11 education programs and the University of Hawaii campuses
12 throughout the State, are resulting in the exponential growth of
13 a Hawaiian language proficient population; and

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15 WHEREAS, people who are not fluent in the Hawaiian language
16 would be compelled to learn more about the language if it was a
17 language choice in an automated teller machine; and

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19 WHEREAS, banks and credit unions that provide a Hawaiian
20 language option on their automated teller machines will likely
21 attract customers who are culturally curious or might not
22 otherwise frequent their automated teller machines; and

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24 WHEREAS, a Hawaiian language option in automated teller
25 machines would contribute significantly to a "Hawaiian sense of
26 place", and would convey a lasting impression on the several
27 million visitors each year who seek an authentic Hawaiian
28 experience; and

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30 WHEREAS, providing a Hawaiian language option in automated
31 teller machines would be a gesture of respect for the host



1 Hawaiian culture, by acknowledging the relevance of the language
2 to contemporary business practices; and
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4 WHEREAS, the Office of Hawaiian Affairs and Hawaii Tourism
5 Authority have expressed a sincere interest in pursuing the
6 inclusion of the Hawaiian language in automated teller machines
7 with interested banks and other financial institutions; now,
8 therefore,
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10 BE IT RESOLVED by the Senate of the Twenty-sixth
11 Legislature of the State of Hawaii, Regular Session of 2012, the
12 House of Representatives concurring, that banks and credit
13 unions operating in the State of Hawaii are encouraged to work
14 with the Office of Hawaiian Affairs and the Hawaii Tourism
15 Authority to incorporate the Hawaiian language in their
16 automated teller machines; and
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18 BE IT FURTHER RESOLVED that certified copies of this
19 Concurrent Resolution be transmitted to the Governor, President
20 of the Hawaii Tourism Authority, Chairperson of the Board of
21 Trustees of the Office of Hawaiian Affairs, President of Bank of
22 Hawaii, President of American Savings Bank, President of First
23 Hawaiian Bank, President of Hawaii National Bank, President of
24 Hawaii State Federal Credit Union, President of Honolulu City
25 and County Employees Federal Credit Union, President of the
26 Native Hawaiian Chamber of Commerce, President of the Maui
27 Native Hawaiian Chamber of Commerce, Chairperson of the Board of
28 the Council for Native Hawaiian Advancement, Chief Executive
29 Officer of Kamehameha Schools, Chairperson of the Board of Queen
30 Liliuokalani Trust, and Chairperson of the Board of The Queen's
31 Health Systems.
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Michelle