

MAR 09 2012

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# SENATE 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

3  
4 WHEREAS, the use of the Hawaiian language is being  
5 systematically perpetuated as a functional language for  
6 Hawaiians and non-Hawaiians; and

7  
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

14  
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

23  
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

29  
30 WHEREAS, providing a Hawaiian language option in automated  
31 teller machines would be a gesture of respect for the host  
32 Hawaiian culture, by acknowledging the relevance of the language  
33 to contemporary business practices; and



1 WHEREAS, the Office of Hawaiian Affairs and Hawaii Tourism  
 2 Authority have expressed a sincere interest in pursuing the  
 3 inclusion of the Hawaiian language in automated teller machines  
 4 with interested banks and other financial institutions; now,  
 5 therefore,

6  
 7 BE IT RESOLVED by the Senate of the Twenty-sixth  
 8 Legislature of the State of Hawaii, Regular Session of 2012,  
 9 that banks and credit unions operating in the State of Hawaii  
 10 are encouraged to work with the Office of Hawaiian Affairs and  
 11 the Hawaii Tourism Authority to incorporate the Hawaiian  
 12 language in their automated teller machines; and

13  
 14 BE IT FURTHER RESOLVED that certified copies of this  
 15 Resolution be transmitted to the Governor, President of the  
 16 Hawaii Tourism Authority, Chairperson of the Board of Trustees  
 17 of the Office of Hawaiian Affairs, President of Bank of Hawaii,  
 18 President of American Savings Bank, President of First Hawaiian  
 19 Bank, President of Hawaii National Bank, President of Hawaii  
 20 State Federal Credit Union, President of Honolulu City and  
 21 County Employees Federal Credit Union, President of the Native  
 22 Hawaiian Chamber of Commerce, President of the Maui Native  
 23 Hawaiian Chamber of Commerce, Chairperson of the Board of the  
 24 Council for Native Hawaiian Advancement, Chief Executive Officer  
 25 of Kamehameha Schools, Chairperson of the Board of Queen  
 26 Liliuokalani Trust, and Chairperson of the Board of The Queen's  
 27 Health Systems.

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OFFERED BY: \_\_\_\_\_

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*Michelle Iudani*

*J. L. H.*

*Maana Conner Oallaud*

*Mal. P. M.*

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