

GOV. MSG. NO. **611**

State Board of Barbering and Cosmetology

Effective Date: Reappointment

Expiration Date: 6/30/2017

Representing: Public/O'ahu

Department: DCCA

Term Limit: N/A

Choi, Alexander

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NEIL ABERCROMBIE
GOVERNOR

SHAN S. TSUTSUI
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KEALI'I S. LOPEZ
DIRECTOR

JO ANN M. UCHIDA TAKEUCH
DEPUTY DIRECTOR

**PRESENTATION OF THE
PROFESSIONAL AND VOCATIONAL LICENSING DIVISION**

TO THE SENATE COMMITTEE ON
COMMERCE AND CONSUMER PROTECTION

TWENTY-SEVENTH LEGISLATURE
Regular Session of 2013

Friday, March 1, 2013
9:00 a.m.

TESTIMONY ON GOVERNOR'S MESSAGE NO. 611.

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. 611, regarding the **reappointment** of Alexander Choi to the Board of Barbering and Cosmetology ("Board"). The Department supports the confirmation of Mr. Choi's reappointment to the Board.

Mr. Choi has served on the Board as an interim Board member representing the general public since July 1, 2011, and was confirmed in 2012 for a term to expire on

June 30, 2013. This reappointment for your consideration is for a full four-year term to expire June 30, 2017.

Mr. Choi has proven to be a valuable member of the Board who prepares for meetings and actively participates in discussions and deliberations. Since his interim appointment, Mr. Choi has attended 8 of 10 scheduled meetings.

As statutorily required, Mr. Choi is one of three public members of the Board, who are counted on to articulate the viewpoints of the public consumers of barbering and cosmetology services. As the owner and president of a successful beauty salon with multiple locations in Hawaii as well as retail and wholesale beauty supply enterprises, Mr. Choi possesses a working knowledge of the beauty culture and industry, and he brings this skill set to the Board with contributions that reflect his position as an advocate of the public interest.

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

STATEMENT OF ALEXANDER CHOI

- 1) To improve the overall industry of cosmetology and barbering. I feel I can make a difference in the industry that has given me so much.
- 2) To serve ethically and by holding myself and other board members to a higher standard that will improve the industry overall. Also to make sure the health and safety of all that is involved is kept.
- 3) I am a beauty salon owner going on 10 years. I have over 30 employees and have the experience and know how to better the industry. I also have a B.A. From UCLA.
- 4) I wish to leave my position in a far better state than before I was there. I want to set forth momentum that keeps the industry moving forward and bettering itself through policy set by us.
- 5) Practical- will make real world decisions. Realistic- vote based on things that are possible. Concerned- sincerely care about the well being of my industry.
- 6) I currently sit on the board for EO (Entrepreneurs Organization). We are a not for profit organization and my experience on this board has and will help tremendously.
- 7) Being the owner of salons, it can be perceived that I might do thing that will be advantageous for me. If this event was to occur, I would recuse myself from the vote.