



DEPARTMENT OF COMMERCE AND CONSUMER AFFAIRS
BUSINESS REGISTRATION DIVISION

DCCA News Release

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HAWAII JOINS INVESTOR EDUCATION CAMPAIGN IN APRIL

(Honolulu) March 25, 2003 – Joining state securities regulators from across the nation, Hawaii is kicking off an investor education campaign in the month of April aimed at raising awareness of financial issues and helping residents recognize and avoid securities fraud.

As part of the annual Facts on Saving and Investing Campaign, representatives from the Business Registration Division of the Department of Commerce & Consumer Affairs will be visiting schools and retirement homes to reach out to residents of all ages and backgrounds.

"The goal of this campaign is to help investors understand their financial needs and help them develop a comprehensive strategy for meeting them," said Commissioner of Securities, Ryan Ushijima. "Stock market volatility has people looking for somewhere 'safe' to put their money. But many people are expecting the sort of double-digit returns they saw over the last decade in the stock market. Con artists know this, so they promise high returns with low risk. Investors should continually remind themselves that risk and return almost always go together."

During the month-long effort, state securities regulators will join a broad-based coalition of consumer groups, Securities Industry Association representatives, regulators, and educators from the University of Hawaii to focus on youth financial literacy, ways to guard against fraud, and how to prepare for retirement.

On Friday, March 28, at 2:00 PM Governor Lingle will sign a proclamation to kick off April as the State Facts on Saving and Investing Campaign Month at the State Capitol. She will be joined by representatives of the Department of Commerce and Consumer Affairs, officers of the Securities Industry Association of Hawaii and students.

(more)

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While volumes of investment expertise are now available at the click of a mouse, state securities regulators remain investors' first lines of defense against fraud. They investigate complaints, bring enforcement actions, register brokers and educate investors at the grass-roots level.

Stock pump-and-dump schemes, risky payphone and ATM investments and bogus promissory notes are among the problematic investments reported by state regulators.

The Hawaii Department of Commerce and Consumer Affairs can also provide answers to questions relating to investment education topics. Contact the Department of Commerce and Consumer Affairs at 586-2744 on Oahu or visit our website at www.state.hi.us/dcca/breg-seu.

The toll free numbers for the neighbor islands are as follows:

Big Island:	974-4000, then enter 62740 and hit #
Kauai:	274-3141, then enter 62740 and hit #
Maui:	984-2400, then enter 62740 and hit #
Molokai & Lanai:	1-800-468-4644, then enter 62740 and hit #.

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