



Association of Directory Publishers

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President & CEO

## Hawaii: ADP Testimony

February 8, 2011

**THIS IS THE FOURTH IN A SERIES OF SCHEDULED OPT-OUT/IN  
ADVISORIES**

To: All ADP Members

Fr: Larry

Re: Hawaii Senate Testimony

On Thursday, February 3, ADP submitted testimony on Hawaii SB 201 to the Chairs and Members of the Senate Committees on Energy & Environment and Commerce & Consumer Protection.

A copy of ADP's testimony is attached for your information.

ADP's testimony was coordinated with that submitted by Hawaiian Telecom, Local Insight Media (Berry Company), and YPA, which detailed the industry metrics referred to in the third paragraph of our testimony.

You will notice that, by design, ADP's statement emphasized the points that the proposed legislation was both unnecessary and complicating in light of the industry's enhanced [www.yellowpagesoptout.com](http://www.yellowpagesoptout.com) web site.

It remains my belief that full publisher participation in a user-friendly, fully-functioning site will be the industry's most effective deterrent to a myriad of duplicative and contradictory state and municipal statutes that will occur if the industry site does not become the go-to mechanism by which those wishing to opt-out may achieve their objective.