HAWAIIAN ELECTRIC CO INC Form 8-K July 02, 2010

UNITED STATES SECURITIES AND EXCHANGE COMMISSION

Washington, D.C. 20549

FORM 8-K

CURRENT REPORT
Pursuant to Section 13 or 15(d) of the
Securities Exchange Act of 1934

Date of Report: July 2, 2010

Exact Name of Registrant as Specified in Its Charter

Hawaiian Electric Industries, Inc. Hawaiian Electric Company, Inc. Commission File Number 1-8503

1-4955

I.R.S. Employer Identification No. 99-0208097

99-0040500

State of Hawaii

(State or other jurisdiction of incorporation)

900 Richards Street, Honolulu, Hawaii 96813

(Address of principal executive offices and zip code)

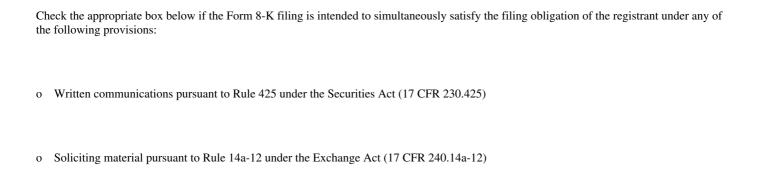
Registrant s telephone number, including area code:

(808) 543-5662 - Hawaiian Electric Industries, Inc. (HEI)

(808) 543-7771 - Hawaiian Electric Company, Inc. (HECO)

None

(Former name or former address, if changed since last report.)



- o Pre-commencement communications pursuant to Rule 14d-2(b) under the Exchange Act (17 CFR 240.14d-2(b))
- o Pre-commencement communications pursuant to Rule 13e-4(c) under the Exchange Act (17 CFR 240.13e-4(c))

Itom	Q 0.1	Other	Events
Hem	A 111	CHINER	H.VANIS

On July 2, 2010, HEI issued the following news release:

HAWAIIAN ELECTRIC INDUSTRIES, INC. TO ANNOUNCE SECOND QUARTER 2010 FINANCIAL RESULTS ON AUGUST 9, 2010

HONOLULU Hawaiian Electric Industries, Inc. (NYSE - HE) said today that it plans to announce its second quarter 2010 financial results on Monday, August 9, 2010.

The Company also announced that it has scheduled an earnings conference call beginning at 8:00 a.m. Hawaii time (2:00 p.m. Eastern time) on August 10, 2010.

Interested parties may listen to the conference by calling (866) 730-5768 and entering passcode: 11930283, or by listening to a webcast on HEI s website at http://www.hei.com. HEI intends to continue to use its website as a means of disclosing material and other important information and for complying with its disclosure obligations under SEC Regulation FD. Such disclosures will be included on HEI s website under the headings News & Events and Financial Information in the Investor Relations section. Accordingly, investors should routinely monitor such portions of HEI s website, in addition to following HEI s press releases, SEC filings and public conference calls and webcasts.

An on-line replay of the August 10, 2010 webcast will be available at the same website beginning about two hours after the event. Replays of the teleconference will also be available approximately two hours after the event through August 24, 2010, by dialing (888) 286-8010, passcode: 42345741.

HEI supplies power to over 400,000 customers or 95% of Hawaii s population through its electric utilities, Hawaiian Electric Company, Inc., Hawaii Electric Light Company, Inc. and Maui Electric Company, Limited and provides a wide array of banking and other financial services to consumers and businesses through American Savings Bank, F.S.B., one of Hawaii s largest financial institutions.

Forward-Looking Statements

Statements made orally on the above-referenced webcast/conference call may contain forward-looking statements, which include statements that are predictive in nature, depend upon or refer to future events or conditions, and usually include words such as expects, anticipates, intends, plans, believes, predicts, estimates or similar expressions. In addition, any statements concerning future financial performance, ongoing business strategies or prospects and possible future actions, which may be provided by management, are also forward-looking statements. Forward-looking statements are based on current expectations and projections about future events and are subject to risks, uncertainties and the accuracy of assumptions concerning HEI and its subsidiaries, the performance of the industries in which they do business and economic and market factors, among other things. These forward-looking statements are not guarantees of future performance.

Forward-looking statements made orally on the above-referenced webcast/conference call should be read in conjunction with the Forward-Looking Statements—discussion (which is incorporated by reference herein) set forth on pages iv and v of HEI—s Quarterly Report on Form 10-Q for the quarter ended March 31, 2010, and in HEI—s future periodic reports that discuss important factors that could cause HEI—s results		
to differ materially from those anticipated in such statements. Forward-looking statements speak only as of the date of the above-referenced webcast/conference call.		

###

1

SIGNATURES

Pursuant to the requirements of the Securities Exchange Act of 1934, the Registrants have duly caused this report to be signed on their behalf by the undersigned thereunto duly authorized. The signature of the undersigned companies shall be deemed to relate only to matters having reference to such companies and any subsidiaries thereof.

HAWAIIAN ELECTRIC INDUSTRIES, INC. (Registrant)

/s/ James A. Ajello James A. Ajello Senior Financial Vice President, Treasurer and Chief Financial Officer (Principal Financial Officer of HEI) Date: July 2, 2010

HAWAIIAN ELECTRIC COMPANY, INC. (Registrant)

/s/ Tayne S. Y. Sekimura Tayne S. Y. Sekimura Senior Vice President and Chief Financial Officer (Principal Financial Officer of HECO) Date: July 2, 2010