

ROSENBLUM RICHARD M

Form 3

November 19, 2009

**FORM 3 UNITED STATES SECURITIES AND EXCHANGE COMMISSION**

Washington, D.C. 20549

OMB APPROVAL

OMB Number: 3235-0104

Expires: January 31, 2005

Estimated average burden hours per response... 0.5

**INITIAL STATEMENT OF BENEFICIAL OWNERSHIP OF SECURITIES**

Filed pursuant to Section 16(a) of the Securities Exchange Act of 1934,  
Section 17(a) of the Public Utility Holding Company Act of 1935 or Section  
30(h) of the Investment Company Act of 1940

(Print or Type Responses)

1. Name and Address of Reporting

Person \*

ROSENBLUM RICHARD M

(Last)

(First)

(Middle)

2. Date of Event

Requiring Statement

(Month/Day/Year)

01/01/2009

3. Issuer Name and Ticker or Trading Symbol

HAWAIIAN ELECTRIC CO INC [NONE\*\*\*]

4. Relationship of Reporting

Person(s) to Issuer

5. If Amendment, Date Original

Filed(Month/Day/Year)

C/O P.O. BOX 730

(Street)

(Check all applicable)

☒ Director ☐ 10% Owner☒ Officer ☐ Other

(give title below) (specify below)

President &amp; CEO

6. Individual or Joint/Group

Filing(Check Applicable Line)

☒ Form filed by One Reporting Person☐ Form filed by More than One Reporting Person

HONOLULU, HI 96808-0730

(City)

(State)

(Zip)

**Table I - Non-Derivative Securities Beneficially Owned**

1. Title of Security

(Instr. 4)

2. Amount of Securities

Beneficially Owned

(Instr. 4)

3.

Ownership

Form:

Direct (D)

or Indirect

(I)

(Instr. 5)

4. Nature of Indirect Beneficial

Ownership

(Instr. 5)

Cumulative Preferred Stock

0

D

HI

Reminder: Report on a separate line for each class of securities beneficially owned directly or indirectly.

SEC 1473 (7-02)

**Persons who respond to the collection of information contained in this form are not required to respond unless the form displays a currently valid OMB control number.**

**Table II - Derivative Securities Beneficially Owned (e.g., puts, calls, warrants, options, convertible securities)**

1. Title of Derivative Security

(Instr. 4)

2. Date Exercisable and

Expiration Date

(Month/Day/Year)

3. Title and Amount of

Securities Underlying

Derivative Security

(Instr. 4)

4.

Conversion

or Exercise

Price of

Derivative

Security

5.

Ownership

Form of

Derivative

Security:

Direct (D)

or Indirect

6. Nature of Indirect

Beneficial Ownership

(Instr. 5)

Date  
ExercisableExpiration  
Date

Title

Amount or  
Number of

Shares (I)  
(Instr. 5)

## Reporting Owners

| Reporting Owner Name / Address                                     | Relationships |           |                 |       |
|--------------------------------------------------------------------|---------------|-----------|-----------------|-------|
|                                                                    | Director      | 10% Owner | Officer         | Other |
| ROSENBLUM RICHARD M<br>C/O P.O. BOX 730<br>HONOLULU, HI 96808-0730 | X             |           | President & CEO |       |

## Signatures

|                                                        |            |
|--------------------------------------------------------|------------|
| Connie Y. Chang, Atty-in-Fact for Richard M. Rosenblum | 11/19/2009 |
| **Signature of Reporting Person                        | Date       |

## Explanation of Responses:

- \* If the form is filed by more than one reporting person, *see* Instruction 5(b)(v).
- \*\* Intentional misstatements or omissions of facts constitute Federal Criminal Violations. *See* 18 U.S.C. 1001 and 15 U.S.C. 78ff(a).

^

### Remarks:

Remarks:

Exhibit List

^ ^ ^ Exhibit 24 - Power of Attorney

\*\*\*The issuer's securities are not listed on a national securities exchange. Various classes of the issuer's securities are listed on the New York Stock Exchange.

Note: File three copies of this Form, one of which must be manually signed. If space is insufficient, *See* Instruction 6 for procedure.

Potential persons who are to respond to the collection of information contained in this form are not required to respond unless the form displays a currently valid OMB number.