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Coalition Calls on CA Energy Commission to Drop Job-Killing Ban on Big Screen Televisions

CEC is Rushing the Regulatory Process; Ignoring Stakeholders' and Legislators' Concerns

SACRAMENTO, CA – Today the California Energy Commission (CEC) released draft language for regulations that, if adopted, would destroy thousands of jobs, cause the state of California to lose tax revenues, and ban the sale of certain televisions in California.

The proposed regulations require television manufacturers to meet an arbitrary energy use limit in order to sell their televisions in California. According to a Resolution Economics, LLC study (<http://casmartenergy.com/whats-at-stake.php>), it would destroy 4,600 jobs and cost California \$50 million a year in lost tax revenues. It would also effectively ban the sale of 25 percent of current big screen TV models and 100 percent of plasma TVs larger than 60 inches in California.

Members of Californians for Smart Energy, a growing coalition of consumers, small business owners and associations, responded with disappointment and dismay.

"We all believe in the importance of energy efficiency, but the CEC's proposed regulation is simply bad policy that will do little to achieve energy efficiency and a lot to destroy California jobs," said **Charlie Martinez of Elk Grove Home Theater in Sacramento**. "The consumer electronics industry has been trying to work with the CEC since day one on alternatives that would help achieve energy efficiency without causing undue harm on California's economy. But time and time again, we have been disappointed with the CEC's approach and process."

"Democratic Assembly Members Mary Hayashi, Felipe Fuentes and Alex Padilla have announced their intentions to hold a legislative hearing this month," said **Steve Caldero of Ken Crane Big Screen Headquarters in Los Angeles**. "Why is the CEC moving forward on this regulation when the legislature hasn't had a chance to examine the full economic impacts? What's the rush? Thousands of jobs and millions of tax revenue are at stake. Californians deserve a thoughtful and judicious process."

"Nearly two-thirds of Californians oppose this regulation," said **Shawn Worst, Evolution Home Theatre, Inc. in San Diego**. "Why is the CEC virtually ignoring the concerns of small business owners and consumers?"

"The CEC is treating this like a foregone conclusion, sending a strong signal that they could care less about how small business owners and consumers would be impacted," said **Jim Richards, Futurehome Systems & Design, Fresno**. "In a state that is facing nearly 12 percent unemployment – the highest since WWII – it's inexcusable that the state is pursuing an approach that would destroy thousands of jobs and put many small retailers out

of business. Especially when alternatives exist that would achieve the same goals without the negative impacts.”

“For anyone who thought the CEC couldn’t possibly be serious about this adopting this regulation, I hope this is a wake-up call,” said **Barry O’Brien, Performance Audio in San Francisco**. “The state of California has a history of absurd proposals from allowing public utilities to control private home and business thermostats to the banning of black cars. The only reason why those proposals were defeated is because the public got wind of them and loudly voiced their opposition. I urge everyone to make their voices heard! Learn more and voice your opposition at our coalition’s website: www.casmartenergy.com.”

The release of the draft language signals the start of a 45 day public comment period. A public hearing is scheduled for October 13 in Sacramento, and according to the *Los Angeles Times*, the commission is expected to approve the measure in early November.

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Comprised of consumers, small businesses, trade groups and associations, Californians for Smart Energy (www.CASmartEnergy.com) is dedicated to having a real discussion about meeting California’s energy needs – without job-killing regulations that are harmful to California’s economy. Please also follow us on Twitter (www.twitter.com/casmartenergy) and Facebook (www.facebook.com/pages/Californians-for-Smart-Energy/118950385329) and YouTube (www.youtube.com/casmartenergy).