

For Immediate Release: November 18, 2009
Source: Californians for Smart Energy (www.casmartenergy.com)
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Smart Energy Coalition Outraged over CA Energy Commission's Unjustified Regulations to Ban Televisions Based on Energy Use

SACRAMENTO, CA – Today the California Energy Commission (CEC) adopted regulations that set arbitrary energy use limits on televisions sold in California. Members of Californians for Smart Energy (www.CASmartEnergy.com), a coalition of small business owners and associations, responded with shock and dismay.

"In a state that is facing over 12 percent unemployment – the highest since World War II – it's inexcusable that California chose to pursue unnecessary and harmful regulations that will destroy thousands of jobs and lose millions in tax revenues," said Pam Crane, Ken Crane's Big Screen Headquarters in Los Angeles.

"Today's decision is little more than a stimulus package for neighboring states," said Shawn Worst, Evolution Home Theatre in San Diego. "These regulations will effectively remove hundreds of big screen television models from California store shelves - leaving consumers with higher prices and fewer choices and force many to shop across state lines. Many local retailers, installers and distributors are already hanging onto their businesses by a thread. This decision makes clear just how tone deaf the state is to the economic woes of its small businesses."

"We all believe in the importance of energy efficiency, but the CEC's regulations are bad policy that will do little to achieve energy efficiency and a lot to destroy California jobs," said Leon Soo Hoo, Paradyme Sound & Vision in Sacramento. "Market-based and consumer-focused programs are successfully delivering energy efficient TVs to California consumers and the CEC chose to ignore them."

"The CEC was presented with industry-supported alternatives that would have saved as much or more energy without harming the state's economy or local retailers," said Gerry Demple, Andrews Electronics in Santa Clarita and Custom Electronic Design & Installation Association (CEDIA) member. "At every turn, the CEC ignored our concerns, data and alternatives in favor of arbitrary regulations."

“CEDIA is disappointed in the CEC’s action today to adopt energy efficiency standards for televisions,” said Darren Reaman, CEDIA director of public policy. “Throughout this process CEDIA has provided examples to the CEC regarding the continuous efforts of electronic systems contractors who are working without a mandate to meet their customers’ desire for energy-efficient homes. Despite the beliefs of the CEC, their actions will significantly impact California-based electronic systems contractors and the flat-panel displays they install for their customers and the residential electronic systems industry.”

Full list of local coalition members available for interviews: <http://casmartenergy.com/about-us.php>

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Comprised of consumers, small businesses, trade groups and associations, Californians for Smart Energy (www.CASmartEnergy.com) is a growing coalition 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).