

**Docket Optical System - Docket No. 09-AAER-1C**

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**To:** <Docket@energy.state.ca.us>  
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To whom this may concern,

I work with independent Consumer Electronics retail and custom installation businesses across the United States. I have been working with this channel of business for more than 15 years. These companies are family owned and they employ local people. I work with 20+ such companies in California. Moreover, I live in California.

The Consumer Electronics industry and the Consumer Electronics Association (CEA) is very aware of television power consumption issues and are working diligently to self-correct with new and improved energy efficiency standards emerging every year. Why regulate an industry that is already working with entities such as Energy Star to bring more energy efficient TVs to the marketplace?

Ultimately the consumer will decide. If a California consumer wants to purchase a 50 inch plasma TV, he or she will buy one. That tax revenue will go to other states, those commission dollars will go to sales people that are not in California, and the gross dollars will go to businesses outside of California. This will cost the state of California millions of dollars and may succeed in putting these independent family owned companies out of business.

Please let the consumer decide. Docket No. 09-AAER-1C.

Thanks,

Jeannette

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