

Docket Optical System - Docket #09-AAER-1C 2

From: "Pam Crane" <pamcrane@kencrane.com>
To: <Docket@energy.state.ca.us>
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Subject: Docket #09-AAER-1C 2

DOCKET 09-AAER-1C

DATE	<u>OCT 30 2009</u>
RECD.	<u>OCT 30 2009</u>

[RE: Proposal to Regulate Television Electricity Usage \(Docket # 09-AAER-1C\)](#)

To Whom It May Concern:

Ken Crane's Big Screen Headquarters has been in business for over 60 years.

We are a family-owned business with ten locations in the Los Angeles area, and we currently employ over 140 people.

We are extremely concerned about the California Energy Commission's proposal to regulate television energy usage.

By placing severe restrictions on the models of televisions we can offer, the regulation may cause us to close our doors forever. We are already struggling to compete against online retailers, especially in the current economic climate. The last thing we need is the burden of a state regulation.

We also believe the regulations are unnecessary because the industry is already moving toward energy efficiency. Each year manufacturers produce models that are more efficient than the previous year's. And consumers are increasingly seeking Energy Star products because of their efficiency.

The most effective way to decrease energy consumption would be to eliminate all the older Cathode Ray Tube (CRT) models, as they consume substantially more energy than newer flat-panel models.

We believe CEC has an obligation to develop a proposal that does not harm consumers, take away jobs and sales from local retailers, hurt innovation or cause financial loss for the state - all of which are all problems inherent in the CEC's proposed regulation.

We respectfully urge the CEC to not adopt these regulations.

Sincerely,

Pamela Crane

Pamela Crane
 Exec. Vice President



4900 W. 147ths St. Hawthorne, Ca. 90250
p. (310) 973-7373 xt 250
f. (310) 219-0375