

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

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**From:** "Terry Morton" <sterryo@san.rr.com>  
**To:** <Docket@energy.state.ca.us>  
**Date:** 10/30/2009 7:10 PM  
**Subject:** Docket # 09-AAER-1C 2

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

To Whom It May Concern:

My company, Land & Sea Entertainment is in commercial/residential design and the sales and installation of LCD and Plasma television for applications ranging from entertainment to public safety signage.

2009 marks Land & Sea Entertainment's 20th anniversary. We've been installing flat screens since 1994, and a large part of our work is replacing large cathode ray tube (CRT) televisions and projectors (which consume very large amounts of power) with smaller, more efficient LCD and Plasma screens.

The CEC's proposed television electricity regulation would have a negative impact on our home theater sales, which comprises approximately 40% of our business.

We have fought hard to keep our customers from buying their televisions from Internet vendors, and our service guarantee is our competitive advantage against the low-price Internet competitors. Though warranties are through the manufacturers, if a set breaks customers want someone to call who can help them resolve the problem. If consumers buy the television from an Internet vendor, they will have an unpleasant experience getting their set to work again. If we sell the television, Land & Sea Entertainment backs the manufacturer's warranty with our own customer service warranty, which is built into our sales. The CEC's proposed regulation will cause us to lose income from the sale and our service warranty program.

Furthermore, there will be absolutely nothing to stop someone from buying a large television out of state and having it shipped here.

For this the State of California will lose tax revenue in many ways. California-based freight companies will lose their income from the shipment of the television through an out-of-state carrier<decreasing DOT taxes and revenues. The State Board of Equalization will lose the sales tax, which in San Diego is currently 8.75% and can be hundreds of dollars per sale. The State Board of Equalization Environmental Division will lose the \$25 recycle fee imposed on the sale of the new television in California. The landfills will lose their portion of those funds too, but they will likely gain the disposal of the imported television.

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All manufacturers are working towards lower power consumption, and it is dropping every year. With recent advances in LCD and new technologies like OLED, this will soon be a moot point anyway.

The current economic recession has been tough enough. An ill-conceived plan to ban televisions is a nail in the coffin!

This is a lose, lose, lose proposition, and we are 100% against it. Let's try to be smarter about how we save power and reduce our carbon footprint.

Respectfully submitted,  
Terry Morton, Owner  
Land & Sea Entertainment, San Diego, CA



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