



**ENVIRONMENTAL ENTREPRENEURS®**

The Independent Business Voice for the Environment

California Energy Commission

**DOCKETED**

**12-AAER-2A**

TN 72521

**FEB 10 2014**

www.e2.org

February 10, 2014

Commissioner Weisenmiller  
California Energy Commission  
1516 9th St  
Sacramento, CA 95814

Commissioner McAllister  
California Energy Commission  
1516 9th St  
Sacramento, CA 95814

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**12-AAER-2B**

TN 72522

**FEB 10 2014**

**Re: Support for California Appliance Efficiency Standards**

Dear Commissioner Weisenmiller and Commissioner McAllister,

As members of Environmental Entrepreneurs (E2), we are writing to encourage the California Energy Commission to proceed expeditiously with its current appliance efficiency rulemaking, and to set strong standards for the products with the largest energy savings potential. Efficiency standards are essential to continuing California's progress toward a clean energy economy and to maintaining California's leadership in technological innovation, saving Californians more than \$74 billion in reduced electricity bills since 1975.

E2 members have deep experience in industries that have seen economic growth paired with environmentally sustainable practices and policies. As such we strongly support California's continued efforts to set new appliance efficiency standards. Standards provide California companies with a business opportunity to leverage their leadership in low-power electronics technology to strengthen their market share.

Opportunities for large energy efficiency gains in electronic products are demonstrated daily on mobile electronic devices, due to strong market drivers for longer battery life. Efficiency standards are necessary to extend the use of these low-power technologies to stationary consumer electronic products such as computers, displays and video game consoles.

Electronic products represent a substantial and growing share of electricity consumption in homes and businesses. Efficiency standards for electronic products will result in substantial electricity savings and greenhouse gas emission reductions in California and ultimately nationwide as other states and the federal government follow suit. The commission has a long tradition in setting performance-based standards that are technologically feasible with no sacrifice in functionality and performance, and that save money to businesses and consumers in the form of reduced electricity costs.

As purchasers of computers, displays, reflector lamps and other appliances for our businesses and homes, and as business leaders looking to grow California's innovation and leadership in energy efficiency technology, we urge the commission to proceed expeditiously with its current rulemaking and to set strong standards for the products that present the largest savings opportunities including computers, displays and lighting.

E2 is a non-partisan, national community of business leaders who promote strong environmental policy to grow the economy. We are entrepreneurs, investors, and professionals from every sector of the economy who collectively have been involved in financing, creating or working in the early development of 1,700 companies, which have created over 570,000 jobs. Our members manage over \$175 billion in private equity capital that will flow over the next several years into new companies.

Sincerely,

*The following 21 E2 members have signed this letter:*

**Tony Bernhardt, PhD**

Northern California Director, Environmental Entrepreneurs

**Maureen Blanc**

Director, CHARGE ACROSS TOWN

**David Bowen**

Consultant

**Ken Goldsholl**

CEO, x.o.ware, Inc.

**Paula Hawthorn, PhD**

**Nicholas Josefowitz**

Executive Director, Leadership For A Clean Economy

**Charlene Kabcenell**

Former Vice President, Oracle Corporation

**Derry Kabcenell**

Former Executive Vice President, Oracle Corporation

**Arthur Keller**

Managing Partner, Minerva Consulting

**Steve MacKay**

Principal, Scourie Network Partners

**Armand Neukermans**

Founder, Xros

**Jack Oswald**

CEO, SynGest Inc.

**Jim Patton**

Trade Counsel, Apple

**Christopher Pribe**

**Eric Schmidt**

Executive Chairman, Google

**Wendy Schmidt**

Founder, The 11th Hour Project

**Anneke Seley**

CEO, ALIO Inc.

**Barbara Simons**

Research Staff Member, Retired, IBM Research

**Jon Slangerup**

Chairman, AgraSystems International, LLC

**Mike Ubell**

Architect, Oracle

**Bill Weihl**

Sustainability guru, Facebook

Cc: Mr. Oglesby, Executive Director