

July 7, 2009

Ms. Karen Douglas
Chair, California Energy Commission

California Energy Commission
1516 Ninth Street, MS-31
Sacramento, CA 95814

DOCKET

07-AAER-3

DATE Jul 07 2009

RECD. Aug 10 2009

RE: Proposal to Regulate Television Electricity Usage (Docket # 07-AAER-3)

Dear Ms. Douglas:

Thank you for allowing North Bay AVS Design the opportunity to comment on the California Energy Commission's ("CEC") proposal to regulate television energy usage.

North Bay AVS Design started in 2005, and we now support seven employees. We are a custom electronics design and installation company specializing in the integration of state-of-the-art audio, video, communications, seating and lighting into new and existing homes and businesses. We service much of the Bay area, including Napa, Sonoma, Marin and as far south as Atherton.

The CEC regulation will definitely affect North Bay AVS Design. High-performance televisions are the product that attracts customers to my business, but this regulation would effectively remove 25 percent of LCD and plasma big screen televisions and all plasma televisions over 60 inches off the shelves. Restricting the televisions available to be sold in California will not only affect how many customers we can attract, but it will also decrease our sales, installation jobs and consumer choice.

It's likely we could lose as much as 15-20 percent of our sales as a result of the CEC regulation, forcing us to cut 15-20 percent of our labor.

Our sales are already down significantly as a result of the economic recession. Please do not allow the CEC to hinder my business further with costly and unnecessary regulations.

I look forward to working with the CEC to find business-friendly approaches to improve energy efficiency.

North Bay AVS Design
849 North Street
Santa Rosa, CA 95404

www.NorthBayAVSDesign.com



NORTH BAY AVS DESIGN

Respectfully submitted,

/s/

Don Mueller, Owner
North Bay AVS Design

North Bay AVS Design
849 North Street
Santa Rosa, CA 95404

www.NorthBayAVSDesign.com

July 7, 2009

Mr. Arthur H. Rosenfeld, Ph.D.
Commissioner and Presiding Member, Efficiency Committee

California Energy Commission
1516 Ninth Street, MS-31
Sacramento, CA 95814

RE: Proposal to Regulate Television Electricity Usage (Docket # 07-AAER-3)

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