

From: Michael <mrmcmaster@earthlink.net>
To: <docket@energy.state.ca.us>
CC: <mrmcmaster@wilshirehe.com>
Date: 11/2/2009 11:32 AM
Subject: Proposal to regulate TV Electricity- Docket#09-AAER-1C

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Dear Mr. Rosenfeld and Ms. Levin,

As a stakeholder in the consumer electronics industry, thank you for allowing Wilshire Home Entertainment the opportunity to express its objection to the California Energy Commission's proposal to regulate television energy usage.

Wilshire Home Entertainment has been providing home entertainment system solutions to Californians since 1954. Established in Southern California, we have two stores and one warehouse. We employ 50 people in California.

If the California Energy Commission imposed the strict television energy efficiency standards, we may as well take our sign off of our door after 54 years. Flat panel televisions are the technology that drives customers to our stores. We cannot survive losing a majority of our revenue.

We would default on our leases and bank loans, further impacting the California economy.

Unfortunately, our employees would be among the 4,600 people forecasted to lose their job as a result of this regulation. Our 50 employees would need to collect unemployment, adding to the rising percentage of Californians reliant on state assistance and may even be forced to file personal bankruptcies.

Our closing will also affect the state of California's sales tax revenue. When our channels of distribution (installers, independent retailers, national chains, etc.) are taken into account, we estimate a state sales tax loss of more than \$100 million.

As I follow the news of the state's \$24 billion budget gap, I hear Legislators fight over how to solve this issue. Cut spending. Cut services. Or raise taxes on residents and businesses. It's a lose-lose for Californians.

What our public officials are missing is that it is businesses like Wilshire Home Entertainment that are the key to our economic recovery. Adding costly energy regulations will only discourage business and bring greater economic hardship to the state.

I encourage the California Energy Commission to fully examine the economic impacts of the proposed television energy regulation.

We embrace the idea of energy conservation, but not at the expense of California businesses and the economy. Companies like Wilshire are responding to consumer demand for energy efficient technologies: components, lighting control systems, and solar integration. I am a fifth generation Californian, and love our state, but we cant survive with further regulations.

Thank you for your consideration,

Mike McMaster
President
Wilshire Home Entertainment, Los Angeles, CA