

10/14/05

Jaclyn A. Brillling  
NYS Public Service Commission  
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Albany, NY 12223-1350

Jaclyn,

The "Energy Star" program is a major benefit to the consumer, my company and manufacturers. Since our partnering with NYSERDA early 2000, we have profited by saving money on energy, increased showroom sales and from reduced emissions from energy efficient appliances and lighting.

As an individual, being educated by NYSERDA, my home has become more energy efficient just by making a few simple changes. I started with replaced the majority of lights to more efficient lighting, reducing our usage from approximately 4400 watts to just over 1000 watts. This simple step reduced my electric usage by more than 2/3. That's not all, by replacing my clothes washer to an Energy Star unit I will save 60% on water consumption, not only reducing energy consumption but harmful emissions as well. Again proving that purchasing Energy Star products saves, money, energy and the environment. Now just think if every household in America did the same what a savings that would be.

As a retailer, partnering with NYSERDA has been very successful due to the retailer education, support and incentives to increase showroom traffic and sales of energy star products. NYSERDA provides us with coop advertising funds, sales staff training and a personnel field representative for our store. NYSERDA's field rep Jeff Riha helps keep our store well educated on program benefits and on the cutting edge of energy efficient products available to consumers. Jeff was a priceless asset to our store and NYSERDA in the summer of 2002 during the "Keep Cool" air conditioning program. Our store alone helped recycle over 1,500 room air conditioners, which increased our sales of Energy Star products, saved consumers time and money by giving them a bounty for their old unit when they purchased an energy star unit, as well as properly recycling there old unit in an environmental safe manner. And again NYSERDA was instrumental in the Energy Star Washer Rebate 2003. This \$100.00 rebate, split 50/50 NYSERDA and manufacturers, helped boost consumer awareness and showroom sales but more importantly formed an every increasing partnership with manufacturers to produce these products. As a result I have seen General Electric company go from having an insignificant number of energy

efficient home appliances to producing most of their clothes washer line as energy star products, to name one. At the 2005 local dealer sales meeting for GE products the main emphasis was on their new Energy Star washer and how much it will save consumers and increase showroom sales. Obviously manufacturers now have consumer demand to produce such products and these manufacturers can thank NYSERDA and the Energy Star program for the increase in consumer demand. Now the Energy Star program is seen by consumers, retailers and manufacturers as a winning solution to ever growing energy needs. Like the slogan states, " There are no costs , just benefits to the Energy Star partners."

Finally as previously stated, the service NYSERDA and the Energy Star program provides is invaluable to the consumer, retailer and manufacturer. There is no question that it would be tremendously missed by these groups if funding was withdrawn or stopped. Especially in the recent wake of natural disasters, skyrocketing energy costs and energy shortages. Hats off to the best government sponsored programs in years !! Keep up he good work NYSERDA and all Energy Star program partners.

Regards,

Tom Giannino



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