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CARB Testimony – Nov. 20, 2008

Good morning – I'm EH, co-founder/CEO of New Voice of Business. We played a major role in the passage of California's MSR and then worked closely ^{with} E2 and others for the passage of AB32. We represent over 1000 business people who are devoted to the long term sustainability of our businesses, economy and society.

AB32 opens new business opportunities for entrepreneurs whose companies have a potential for growth that no fossil fuel firm can rival. For example: while the rest of the economy is crumbling, solar panel production is sold out. Two California solar companies recently signed agreements to build the largest solar farms in the world – 550 and 250Mw farms, right here in California. We all know that when demand for fossil fuels increase, prices soar. When demand for clean renewable energy increases, prices drop. Though CARB will be under pressure to weaken every aspect of the Scoping Plan, lowering the bar is exactly what we can't afford.

The tide is turning. We have a new president who gets it. His comments to the Governor's climate meeting on Tuesday were a clear signal that we finally have a President who understands these critical times and issues: To quote Sen. Obama – “delay is no longer an option; denial is no longer an acceptable response.” Our governor got it right years ago and he finally has a partner in DC.

Most business people get it. This is the time - CARB should adopt the most ambitious terms recommended in the Scoping Plan because not only **can** we rise to the challenge, we must. The passage of AB32 has spurred investors to pour money into California's clean energy industry. This is exactly the right time to seize these incredible economic opportunities. Imagine what would happen if CARB decided to listen to the deniers and delayers and slowed things down. If CARB gets the rules right, our entrepreneurs are capable of delivering the clean energy economy for the 21st Century.

There are those who want to continue dragging us down and slow AB32's implementation by claiming it will hurt the economy.

Most of us know that implementing AB32 and accelerating the transition to the new energy economy are exactly where the emerging economy lives.

Will you listen to old tired industrial era business thinking and voices or to new, innovative and future looking business thinking and voices?

Finally – I'd like to make a specific recommendation: We believe that all businesses have an important role to play in reducing carbon emissions.

We urge CARB to include specific language that supports the ability of voluntary purchasers of renewable energy to reduce greenhouse gas emissions below the level of the cap. Doing so will allow voluntary markets to help California exceed its goals for renewable energy development and GHG reductions.