

Consumer Electronics Retailers Coalition



July 14, 2009

The Honorable John D. Rockefeller
Chairman
Senate Committee on Commerce, Science and Transportation
508 Dirksen Senate Office Building
Washington, DC 20510-6125

Dear Chairman Rockefeller:

On behalf of the Consumer Electronics Retailers Coalition (CERC), I write in support of the nomination to the Federal Communications Commission of Meredith Atwell Baker. During her tenure leading the National Telecommunications and Information Administration, Ms. Baker worked with CERC, its members, and other retailers to assure that all consumers would have convenient access to Coupon Eligible Converter Boxes throughout the transition to Digital Television, and beyond.

It is largely because of Ms. Baker's personal leadership, sensitivity to business requirements, and determination to address and solve problems, that the distribution of these Converters has proceeded so smoothly.

When Ms. Baker assumed her post, there many unknowns and variables about the potential supply and demand of these Converters. Ms. Baker met with retailers during her first week as Acting Administrator, and showed great interest in and sensitivity toward retailers' questions, needs, and abilities. She forged a working relationship in which retailers, on an ongoing basis, had the information they needed to plan inventory and distribution and to counsel consumers accurately, and were assured that the program would be managed fairly and reliably.

As a result, the Transition has proceeded to conclusion without any significant concern or complaint about the availability of Converters. Having worked closely with Ms. Baker, we are confident that she will serve the country equally well as an FCC Commissioner and we are pleased to recommend her confirmation.

If you should have any questions or concerns please do not hesitate to contact me at 612-291-6127 or Laura.Bishop@bestbuy.com

Sincerely,



Laura Bishop
Director, Government Relations, Best Buy Co., Inc.
Chair, Consumer Electronics Retailers Coalition

Cc: Hon. Kay Bailey Hutchison