

**STATEMENT FOR THE RECORD**

**BEFORE THE ENVIRONMENTAL PROTECTION AGENCY AND THE  
NATIONAL HIGHWAY TRAFFIC SAFETY ADMINISTRATION**

**ON**

**SMALL BUSINESS GROWTH IN RELATION TO PROPOSED FUEL  
EFFICIENCY STANDARDS**

**ON JANUARY 24, 2012**

**FRANKIE RIDOLFI  
VP OF MARKETING  
CLIMATE EARTH**

**3-Minute Version**

Good afternoon. My name is Frankie Ridolfi. I am the VP of Marketing for Climate Earth in San Francisco, CA. Climate Earth helps companies make themselves more aware of the carbon emissions and other environmental impacts their company is having—impacts they have some control and influence over. Our goal, essentially, is to raise their consciousness so they can become leaner and greener—reduce their footprint and save money in the process. Therefore, we support anything that raises fuel efficiency standards because it addresses our company's primary focus, which is resource use.

We look at it from a complete supply chain point of view—applying higher standards for fuel efficiency will affect the entire system. It creates that positive influence and pressure.

Right now, bolstering fuel efficiency standards is a policy lawmakers should enact immediately for the sake of small businesses and our floundering economy. Higher fuel economy standards can help entrepreneurs like me save money. We can then use that money to grow our businesses and create jobs for the 14 million unemployed Americans.

I recently saw a survey from Small Business Majority that found 80% of California small business owners believe it is important for the U.S. to take action now to increase fuel efficiency in cars and light trucks. Fifty-six percent of California owners said it was *very* important to raise these standards.

Small Business Majority's poll also revealed just how strong small business owners would like to see fuel standards become over the next few years: Four in five California small business owners said they would support raising requirements to 60 mpg by 2025—an even higher standard than the 54.5 mpg rule President Obama proposed in November. With 69% of California's entrepreneurs saying American car companies do not innovate enough and 79% agreeing the federal government should do more to make them do so, it's essential for California to continue leading the way in making sure these standards are met.

Small business owners have a strong economic reason to favor bold fuel standards. Small Business Majority's poll found that California entrepreneurs see the rising costs of doing business as one of their primary business concerns—and that includes the cost of fuel. Improved fuel economy standards have the power to cut long-term business costs.

What's more, 82% of California owners agree that improving innovation and energy efficiency are good ways to increase prosperity for small firms. This helps explain why so many small business owners like myself believe stronger fuel economy standards have the potential to boost our bottom lines.

All in all, higher fuel standards would help me grow Climate Earth. Anything that causes a company to be more conscious of the resources they're using is good for business. It will help drive business our way. The proposed fuel economy standards are a win-win for Californians and Americans at large. Thank you.