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RICHARD M. KESSEL
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(518) 474-3514

REPLY TO:
250 BROADWAY, 17TH FLOOR
NEW YORK, NEW YORK 10007
(212) 587-4482

July 19, 1984

ALL PARTIES (Docket No. 50-322-OL-4)

The enclosed biography was omitted from my
testimony filed on July 13 in the above numbered
docket.

I apologize for any inconvenience.

Sincerely,

Richard M. Kessel

Enc.

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PDR ADOCK 05000322
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EXECUTIVE DEPARTMENT

STATE CONSUMER PROTECTION BOARD

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RICHARD M. KESSEL
EXECUTIVE DIRECTOR

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BIOGRAPHICAL SKETCH

Richard M. Kessel of Bellmore, Long Island, was appointed by Governor Mario M. Cuomo as Executive Director of the New York State Consumer Protection Board in January of 1984 and confirmed by the Senate in February. Kessel is well-known for his consumer advocacy on Long Island and previously served as a consultant to the Borough of Manhattan on utility rate matters.

Since 1981, Kessel has been a member of the Board of Trustees at Nassau Community College. After being appointed by then-Governor Hugh L. Carey, Kessel led the Board of Trustees in adopting major reforms in the administrative practices of the college. Kessel introduced measures which banned nepotism on the college payroll, restricted the number of hours for which administrators could receive extra compensation, and helped develop a reorganization plan which reduced the administration by one-third.

A 1971 graduate of New York University, Kessel also attended Colgate University from 1967-1969. He received his Masters in Political Science at Columbia University in 1974.

Kessel has taught consumer economics at Brooklyn College and has developed course outlines for such courses as: Introduction to Consumer Studies, Consumer Resources and the Consumer and Energy.

As a Long Island consumer advocate, Kessel was instrumental in having the Nassau County Board of Supervisors adopt consumer-oriented legislation including an item pricing law, a ban on multiple pricing and a requirement that all perishable foods be marked with the last date of sale. Kessel also led the fight to eliminate Nassau County's 3% sales tax on home heating fuels.

Kessel has appeared before the New York State Public Service Commission on numerous occasions to advocate the interest of consumers. In 1980 he successfully petitioned the Public Service Commission to issue a policy statement allowing the introduction of evidence of



economic impact on ratepayers in all rate cases. Prior to that, Kessel convinced the Commission to hold evening hearings in utility rate cases. He has actively intervened in the last five LILCO rate cases, the last four New York Telephone cases, the last three Con Edison rate cases, and several generic proceedings. He was the first person to petition the PSC for both a management audit and a phase-in of costs for LILCO's Shoreham Nuclear Power Station.

In 1980 Kessel made history by organizing the first commuter strike against the Long Island Rail Road in response to massive breakdowns in service. He also gained national attention when he successfully sued the LIRR for failing to provide reliable air conditioning service during the summer months. That successful lawsuit, which was never appealed, established the right of commuters to receive a fair standard of service.

Kessel, 34 years old, has also conducted many consumer surveys and studies which have helped inform consumers about their rights as well as marketplace conditions. His "holiday" surveys of prices for such items as Halloween Candies, Thanksgiving Turkeys, Valentine Hearts and Mother's Day Roses have been reported throughout the nation.

He has also revealed numerous consumer abuses including 'butterless' buttered popcorn, 'alcoholless' apple champagne and 'leaded' lead-free gasoline.

Kessel is a member of the Board of Directors of the New York University Alumni Federation. He is also a member of the Board of Directors of the American Jewish Congress.