

PickensPlan

T. Boone Pickens Media Coverage 3.13.10-3.15.10

Total of 9 Placements

Print: 2
Blog/Online: 4
Broadcast: 3

Coverage Summary:

The *Dallas Business Journal* reported on today's oil import numbers release, which showed the U.S. spent more than \$50 billion on foreign oil in the first two months of 2010.

MoneyNews.com reported on Pickens' comments that we need to capitalize on natural gas in order to reduce our dependence on foreign oil, mentioning that this can be accomplished by running 18-wheelers on natural gas.

The Hill's Energy & Environment blog reported on ANGA's announcement that Anadarko Petroleum Corp CEO Jim Hackett will serve as its new chairman. Hackett succeeds David Trice.

On his radio show, Larry Kudlow mentioned that he had Pickens on his show on *CNBC* to discuss natural gas, saying that switching 18-wheelers to run on natural gas as a way to reduce our dependence on oil and gasoline from the Middle East is the right idea.

Highlighted Placements (Full Articles Below)

T. Boone Pickens: U.S. Paid \$50b For Foreign Oil In First Two Months Of 2010 – *Dallas Business Journal* – 3/15/10

Pickens: 'Dumbest People' Not Using Natural Gas – *MoneyNews.com* – 3/15/10

Notable Natural Gas Coverage (Full Articles Below)

Natural Gas Group Taps Anadarko CEO As Chairman – *The Hill's Energy & Environment Blog* – 3/15/10

Print Placements (Full Articles Below)

My Best Advice For Growing Your Business – *Fortune* – 3/22/10

Hundreds Coming For 2-Day Summit – *The Herald-Zeitung* – 3/14/10

Blog/Online Placements (Full Articles Below)

Schork Oil Outlook: Bad Action Does Not Bode Well for Prices – *CNBC.com* – 3/15/10

HIGHLIGHTED COVERAGE

T. Boone Pickens: U.S. Paid \$50b For Foreign Oil In First Two Months Of 2010 – *Dallas Business Journal* – 3/15/10

By Kerri Panchuk

The United States continues to be too dependent on foreign oil imports, even as the economy has weakened demand, T. Boone Pickens said Monday.

The well-known financier and renewable-energy proponent said the U.S. imported 59 percent of its oil -- or 322 million barrels -- in February 2010, sending \$24.6 billion overseas. In the first two months of the year, America paid about \$50 billion for foreign oil.

“As the U.S. economy continues to struggle, demand for oil continues to be weak,” Pickens said in a statement. “But our dependence is also slowing the economic recovery. Every new barrel we add to our demand has to come from a foreign country, and that means money leaving our own economy.”

Pickens continues to push his renewable energy program, dubbed the Pickens Plan, saying that the country can cut back on its foreign oil dependence by investing in wind and solar power and by using supplies of natural gas for transportation fuel.

Pickens: 'Dumbest People' Not Using Natural Gas – *MoneyNews.com* – 3/15/10

By Julie Crawshaw

U.S reserves of natural gas seem to have jumped dramatically during the past year, and the price of natural gas remains very low.

Four thousand trillion cubic feet of recoverable natural gas ought to be enough to get Washington's attention, but somehow it isn't, says energy investor T. Boone Pickens, “which makes us number one in the world.”

“We'll be identified as the dumbest people in the world if we don't capitalize on this resource and replace OPEC oil.”

The way to draw attention to the benefits of natural gas over any other vehicular fuel is to “go after the 18 million 18-wheelers,” Pickens says. “When a new 18-wheeler is purchased, it would go to domestic fuel, and that would be natural gas” Pickens says.

“If we had those, we would cut OPEC in half.”

Pickens expects that oil prices will reach \$85 to \$90 a barrel in the next six months. “One Mcf (thousand cubic feet of natural gas) of natural gas equals seven gallons of diesel,” Pickens notes. “Seven gallons of diesel is \$21; one Mcf of natural gas is five dollars.”

“This is an unbelievable opportunity for America to go to a fuel of our own resource in this country at a fraction of what we're paying the enemy for their oil.”

The head of Libya's National Oil Company says the global oil market is oversupplied, and that OPEC would not change production quotas when its members next meet in Vienna on Wednesday.

“We do not foresee a change in OPEC (production) quotas,” Shukir Ghanem said.

"Before considering an increase or a cut in production, (existing) quotas should be respected."

NOTABLE NATURAL GAS COVERAGE

Natural Gas Group Taps Anadarko CEO As Chairman – *The Hill's Energy & Environment Blog* – 3/15/10

By Ben Geman

America's Natural Gas Alliance (ANGA), a year-old coalition of independent natural gas producers, on Monday announced that Anadarko Petroleum Corp. CEO Jim Hackett will serve as its new chairman.

Anadarko is one of the world's biggest independent oil-and-gas companies. ANGA – which now represents 34 companies – is an advocacy group that is pushing for a range of natural gas-friendly measures in climate and energy legislation.

“As a country, we need to fully utilize this clean-burning, abundant, domestic resource that has the potential to create jobs throughout North America, enhance energy security by reducing our dependence on foreign oil, and advance a cleaner, lower-carbon energy future in our communities,” Hackett said in a prepared statement Monday.

Hackett succeeds David Trice, the group's founding chairman who is the retired CEO of Newfield Exploration Co. Hackett is the former president of Devon Energy Corp., another large producer, and has also worked for several other energy companies.

PRINT COVERAGE

My Best Advice For Growing Your Business – *Fortune* – 3/22/10

By Verne Harnish

The economy may be lagging, but there are some foolproof ways to make sure your company thrives.

FOR ALMOST 30 YEARS I've been organizing, advising, and just hanging with leaders of the world's top growth firms. Dubbed "gazelles," these companies continue to hire even as the economy stumbles. What makes such fast-track businesses tick? How do they prosper in the hardest of times? Here are six timeless strategies for doing just that—in good times and bad. Whether you run a small or midsize business or manage a department in a larger company, these tips will work for you.

—Verne Harnish is a consultant and creator of MIT's Birthing of Giants executive program.

1 GET AN EDGE

Find an underlying advantage of 10 to 30 times over the competition to dominate your industry. Barrett Ersek, founder of Philadelphia-based Happy Lawn, innovated a way to close sales in minutes instead of weeks using a proprietary mapping and price-quoting process. How to figure this out? Look at your industry's biggest cost and time constraints and challenge the conventional thinking in those areas of the business.

2 OWN A PHRASE

Brand is about owning a word or two in the minds of your market. No confusion about what niche Trench Safety & Supply Inc. owns. J. Darius Bikoff, founder of Energy Brands, coined "enhanced waters" as a new multibillion-dollar beverage category. Chris Krause is focused on "athletic scholarships" for high school athletes. And how do you know if you own the phrase? Google it and see if your company shows up.

3 HYPERFOCUS

Align the entire company around a single measurable priority each quarter. Not 75, not five, but one overarching focus for the next 90 days that removes a significant bottleneck in the business. One company needed to hire 16 specialists; another focused on doubling inventory turns; a third concentrated on its Google ranking. What about yours?

4 CONTROL YOUR CASH

Growth sucks cash, so construct a business model that fuels your growth without the need of outside capital. Gift cards, advanced payments, tighter billing practices, and shorter sales and delivery cycles are a few of many strategies. And to stay focused, look at your cash position daily. You'll sleep better knowing the business can fund its own growth.

5 WRITE!

Flood the digital market space with blogs, white papers, YouTube videos, and Twitter messages that align with the phrase you own (check out The Shipping Bloke blog). Then enhance your authority by writing a book like Chris Krause's *Athletes Wanted*. Published content is king in driving education-based marketing programs and in establishing you and your company as the authorities in your industry.

6 PULSE FASTER

If you want to move faster, pulse faster. The executive teams of the fastest-moving companies huddle daily, as if in constant crisis mode—driving on priorities, metrics, and data gathered from the market. Billionaires like T. Boone Pickens formally meet twice a day with their teams. And successful executive teams gather once a week vs. annually to get some talk time around the six strategies I've outlined for growing the business. It's about having a bias for action.

Hundreds Coming For 2-Day Summit – *The Herald-Zeitung* – 3/14/10

By Chris Cobb

Each year, hundreds of political figures and business leaders descend upon new Braunfels for a two-day summit, and there will be an interesting item on the menu this year at the 44th annual Texas Legislative Conference.

“Edmund Kuempel will be for lunch,” joked greater New Braunfels Chamber of Commerce President Michael Meek.

This year's conference begins Thursday night, and will wrap up Friday at noon with a roast of longtime Texas legislator Edmund Kuempel.

The conference gives state leaders a chance to meet and discuss some of the major issues facing Texas and the nation.

It will feature panels discussing the economy, immigration and Texas' political landscape, as well as the annual presentation of the Texan of the Year.

This year's winner is Peter Holt, the owner of the San Antonio Spurs and CEO of Holt Cat — the nation's largest dealer of Caterpillar agricultural and industrial products. He also was named chairman of the Texas State Parks and Wildlife Commission by Governor Rick Perry in 2007.

“What's neat is that he was chosen not because he's CEO of one of the state's most successful companies, or owns one of the most successful sports franchises in the nation, but because of his commitment to the environment,” Meek said.

Previous Texans of the Year include President George W. Bush, Laura Bush, Governor Rick Perry, David Robinson, Barbara Jordan and Sen. Kay Bailey Hutchison. Last year's winner was T. Boone Pickens.

The reception will be Thursday night, followed by the half-day seminar Friday morning, both at the New Braunfels Civic Convention Center at 375 S. Castell Ave. To attend, or for more information contact the chamber at 1-800-572-2626.

"It's consistently voted as one of the best conferences of its kind in the state," Meek said.

BLOG/ONLINE COVERAGE

Schork Oil Outlook: Bad Action Does Not Bode Well for Prices – *CNBC.com* – 3/15/10

By Stephen Schork

Energy prices were mixed last week.

The bulls ran out of the gate with gusto but stumbled by the end of the week despite bullish macro-economic news and a weak dollar. We may have seen a peak in net length according to the latest CFTC report. This week we will look for colder weather forecasts to lead a possible rebound in the natural gas market.

Last week The Schork Report discussed mixed feelings about the latest U.S. trade balance data. On the big picture, we (and the talking heads on TV) are happy to report that the deficit decreased from \$40.2 bn in December to \$37.3 bn in January, a 7.2% drop. This bodes well for the economy in general, but much of the drop was due to a decline in crude oil imports.

This is bearish for the energy markets because low imports imply low demand which (in theory) implies lower prices. Consider that the value of crude oil imports dropped by 10% between December and January to 245 million barrels with a value of \$18.1 bn. The value becomes distorted due to fluctuating prices – January 2008 saw a value of \$27.2 bn as NYMEX WTI averaged \$91.75 while January 2009 saw a value of \$ 11.9 bn as NYMEX WTI averaged \$41.68.

When we look at the absolute number of barrels, however, the picture becomes very clear.

January 2010 saw the number of barrels imported drop 11.4% to 245.27 million barrels, 18.3% below last year and 22.6% below the 2004-08 timestep.

Now The Schork Report is all for energy independence, but unless T. Boone Pickens hooked up his wind farm while we weren't looking, the U.S. hasn't yet found a way to replace foreign oil. Traders cite Chinese demand as a boost for prices, but we are currently importing the lowest number of barrels since February 1999 – when NYMEX WTI was trading at \$12.75 - and you have to wonder why the Chinese so desperately want to pay a \$70 premium.

Between January 1999 and January 2006, the correlation between the number of barrels imported and the price of crude oil was a moderate 0.30 – as demand for barrels grew, so too did prices. Between January 2009 and 2010, the correlation reversed to -0.42. Demand for foreign oil is falling at a time when production at home is on the rise (Thunder Horse and Tahiti) in the GoM. Up through early March domestic crude oil output is averaging (5.47 MMbbl/d) 5.4% above a year ago and 3.4% above the 2004-2008 average. Net, net, U.S. demand for oil is falling... and prices are still rising.

It's been a while since Econ 101, but rest assured our professor would weep. Right now, we cannot blame him.

As for the economy in general, we saw another round of good news with Friday's manufacturing and trade inventories data, which were effectively unchanged at 1310.17 billion. For manufacturers, sales were 0.3% higher at \$383.7 billion – that may not seem like much but it is 5.5% above 2009 and 3.7% below the 2004-08 timestep. Compare that to December 2009 where the deficit to the 2004-08 timestep clocked in at 5.5%. Manufacturers' inventories rose 0.15%. This is also slightly positive for the energy sector as an increase in manufacturing is directly correlated with an increase in energy demand.

Over-all, total business sales are 6.8% above last year and 2.02% above the 2004-08 timestep. There is no denying that spending is returning to the economy, January 2009 was at a 15.3% year-on-year deficit. Therefore, turning to a near 7% surplus is hard to dismiss. However, much of these sales are intracommercial, and fuelled on credit, and commercial spending does not translate to consumer

spending. Until we see a decrease in unemployment and an increase in consumer confidence, analysts at The Schork Report remain on guard for a double dip recession.

Stephen Schork is the Editor of The Schork Report and has more than 17 years experience in physical commodity and derivatives trading, risk systems modeling and structured commodity finance.

BROADCAST COVERAGE

1. Charlie Rose (Rebroadcast)

Bloomberg, National | DMA: 0

03/12/2010, 10:00 PM - 11:00 PM

[CC] 00:31:30 ... Tick off some of those kinds of interest groups that exist on Ning. Yesterday alone, we checked this right before we came on, we had Ning networks that were created for Humboldt County surfers, for U.S. Rowing, for Milwaukee's best, which was for restaurant reviews and events and nightlife, and, as far as we can tell, a Ning network that the Bolivian government was creating for Bolivian history. And I think that just represents in one small snapshot just how interesting people are, how many different things that make us who we are and make us unique in this world. What is the largest of them all? Well, it is interesting. I would say we have probably about ten or 20 Ning networks that are just pushing out towards 800,000 or a million registered members. What is an example of that? An example of that would be the **PickensPlan**, which is **T. Boone Pickens** -- for **windmills? Wind, energy. And natural gas.** Exactly. And that is just for the organizers. So what **T. Boone Pickens** and his team did is created a presence on a Facebook fan page, a Twitter stream, they have a YouTube channel. They had a traditional media or radio, television blitz. And what they did is they actually pushed people into a Ning network, the **Pickensplan.com**, to organize the organizers. So they basically found who were the people that were most passionate about **windenergy** and organized them by congressional district. And within six months they were actually able to create in person meetings with members, 91 percent of congress, in terms of their offices, by congressional district. How do you go about forming a Ning network? ...00:35:05

Audience: N/A Spot Cost: N/A

2. Charlie Rose (Rebroadcast)

Bloomberg, National | DMA: 0

03/12/2010, 08:00 PM - 09:00 PM

[CC] 00:33:41 ... Tick off some of those kinds of interest groups that exist on Ning. Yesterday alone, we checked this right before we came on, we had Ning networks that were created for Humboldt County surfers, for U.S. Rowing, for Milwaukee's best, which was for restaurant reviews and events and nightlife, and, as far as we can tell, a Ning network that the Bolivian government was creating for Bolivian history. And I think that just represents in one small snapshot just how interesting people are, how many different things that make us who we are and make us unique in this world. What is the largest of them all? Well, it is interesting. I would say we have probably about ten or 20 Ning networks that are just pushing out towards 800,000 or a million registered members. What is an example of that? An example of that would be the **PickensPlan**, which is **T. Boone Pickens** -- for **windmills? Wind, energy. And natural gas.** Exactly. And that is just for the organizers. So what **T. Boone Pickens** and his team did is created a presence on a Facebook fan page, a Twitter stream, they have a YouTube channel. They had a traditional media or radio, television blitz. And what they did is they actually pushed people into a Ning network, the **Pickensplan.com**, to organize the organizers. So they basically found who were the people that were most passionate about **windenergy** and organized them by congressional district. And within six months they were actually able to create in person meetings with members, 91 percent of congress, in terms of their offices, by congressional district. How do you go about forming a Ning network? ...00:34:59

Audience: N/A Spot Cost: N/A

3. Larry Kudlow

WABC-AM (ABC/AP) Freq. 770, New York | DMA: 1

03/13/2010, 11:00 AM - 12:00 PM

00:28:00 you are absolutely right Dave, I have always said liberate and deregulate the US energy sector ... Quit trying to control it which is what Obama wants to do, just remove the regulatory restrictions on all the forms of energy ... let us drill for oil, let us drill for gas, let us drill onshore, let us drill offshore ... let us allow for the production of cleaner coal, let us allow the production of nuclear energy. We need 50 new nuclear energy plants ... I had on CNBC last week my old pal **Boone Pickens** came on the morning show at eleven o'clock and talked about natural gas with shale production ... We need to get that natural gas to liquid into the eighteen wheeler trucks ... and that would be great way to save oil and gasoline and reduce our dependence from our enemies in the Middle East ... that is exactly right ... But Obama speaks with

forked tongue on this too because he says he wants to drill offshore but then they keep restrictions on that drilling... 00:29:59

Audience: 115,800 **Spot Cost:** \$1,204