

# PickensPlan

## T. Boone Pickens Media Coverage 03.19.10

### Total of 5 Placements

- Print: 1
- Blog/Online: 2
- Broadcast: 2

### Coverage Summary:

Phil Gotthelf, commodities analyst and president of Equidex and Jim Likens, investment manager from Hilliard Lyons, were on CNBC's "Squawk on the Street" discussing the price of natural gas and noting natural gas stocks. Pickens was mentioned as a major proponent of natural gas recognizing that it is a better fuel and a more efficient fuel. Click here for clip: <http://media.vmsnews.com/MR.pl?id=031910-5097227-E003521194>

*The Hill* ran an article featuring Mitt Romney's new book "No Apology: The Case for American Greatness." As a result of a recent interview, Pickens is mentioned in this article for his ridicule of Romney's suggestion to use our coal reserves as a substitute for foreign oil. Pickens also ridicules Romney for suggesting that coal can be liquefied and used as a transportation fuel, saying it would cause "a horrible emissions problem."

### Highlighted Placements (Full Articles Below)

- **Romney has nothing to apologize for in his new book, 'No Apology'** – *The Hill* – 3/18/10

### Blog/Online Placements (Full Articles Below)

- **Alabama Biofuels Workshop Focuses on Emerging Market** – *DomesticFuels.com* – 3/18/10
- **Low Carbon Diets, Readers Review "AVA TAR"** – *GreeningOfOil.com* – 3/18/10

## HIGHLIGHTED COVERAGE

Squawk On The Street

CNBC, National | DMA: 0

03/18/2010, 10:00 AM - 11:00 AM

[CC] 00:33:12 ( guests are Phil Gotthelf and Jim Lykens)...Okay. Phil, what's your point of view on **naturalgas** itself, especially given the difference you're seeing between that and crude **oil**? Well, **naturalgas** has always been assumed, unfortunately, to be a high correlation to crude **oil**, but they are actually different **fuels**. **Naturalgas** has a great deal of supply, both locally and global. So, we may see a squeeze in the price of crude **oil** and **naturalgas** can come plummeting down. That's exactly what we're seeing right now. The **naturalgas** play between the commodity itself and the stocks that represent **naturalgas** are all anticipatory. **Naturalgas** is emerging from the green movement as the **fuel** of choice. We have **T. BoonePickens** pushing **naturalgas**, many other groups saying **naturalgas** is a better **fuel**, more efficient **fuel**, and we're already seeing signs that infrastructure may be changed over for the transportation industry to take into consideration some amount of **naturalgas**. This makes stock plays anticipary, so you can push up stocks that might benefit from this kind of a movement higher, even though the price of **naturalgas** is going down. And as Jim said, when the price of **naturalgas** goes down and fixed contracts have a higher price, the spreads are more profitable. Therefore, the bottom lines of these utilities and **gas** distributing companies, pipelines, et cetera, go higher. Well, Phil, what changed over the last few years? A few years ago, everyone was talking about all the pressure on **naturalgas** because electric generation plants are being built and were going to run on **naturalgas**, new homes were being built everywhere, most of them heated with **naturalgas**. And so, a few years ago, people were talking about **naturalgas** going through the roof. Now all of a sudden, we've got too much? Well, if you actually look at the historical prices of **naturalgas**, we're about 100% over the ten-year averages starting back in 1993, **naturalgas** was selling somewhere around 1.50 to 2.50 And now we're at 4.15, So the price of **naturalgas** is considerably higher. The question is how much natural gas is being discovered globally, and in particular, in the United States and Canada, that's going to come to market relatively quickly? And new techniques for freeing natural gas from shale and from other resources has actually given the supply side much more of a boost to keep in balance. And this is something that the green movement has paid very close attention to. Yeah. Jim -- yes? Would you rather have a company that finds gas, transmits gas, sells gas to the public? Where in that food chain do you want to be? Well, I would kind of like to own a company that does all the above, and the best example of that would be industries that have the utility, in the storage and trading business where they can trade on the market volatility with the commodity, they have onsite facilities and also an investment in the Marcellus Shale where they can benefit on the a p side. So one size fits all stock. Thank you, Phil, thank you, Jim. Thank you. Appreciate it. Always a pleasure.00:36:13

**Audience:** 404,118 **Spot Cost:** \$3,443

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## Romney has nothing to apologize for in his new book, 'No Apology' – *The Hill* – 3/18/10

By Albert Eisele

As the latest example of that subset of political books designed to advance a politician's presidential ambitions — see Barack Obama's 2006 tome, *The Audacity of Hope: Reclaiming the American Dream* — Mitt Romney's contribution to this genre is not without its redeeming qualities.

In fact, you could say the telegenic former Massachusetts governor need make no apologies for *No Apology: The Case for American Greatness*, in which he sets the stage for his all-but-announced quest for the 2012 Republican presidential nomination, a prize he failed to achieve in 2008, just as his late father, Michigan Gov. George Romney, failed to do in 1968.

Romney's book qualifies as one of the better examples of an otherwise largely forgettable category of campaign literature — see that of another presidential hopeful from Massachusetts, Democratic Sen. John Kerry's *A Call to Service: My Vision for a Better America* (2003).

Indeed, Romney's book may be worth reading for its thought-provoking analysis of the many challenges America faces at home and abroad as we struggle with the worst economic crisis since the Great Depression and confront a world reshaped by global competition, Islamic terrorism and the specter of global warming.

Romney states his purpose at the outset: "This is a book about what I believe should be our primary national objective: to keep America strong and to preserve its place as the world's leading nation."

Romney, who taps the expertise of more than two dozen former aides and public policy experts, draws not only on his two terms as governor but on his previous experience as a management consultant.

He writes that "a nation's strategy should be designed to propel it beyond its competitors and to increase the security and prosperity of its citizens." To that end, he identifies four strategies "to achieve world leadership status — superpower status — and perhaps dominion of the global order." They are:

- An "American" strategy as followed by the U.S. and most Western nations — one that is characterized by economic and political freedom.
- A "Chinese" strategy based on authoritarian rule and state-controlled free enterprise, but without the rule of law and regulation that shapes free enterprise elsewhere. "It is free enterprise on steroids — anything goes. China brazenly sells sensitive technologies to Iran and buys oil from genocidal Sudan, and it vigorously defends these nations against international sanction."
- A post-Cold War "Russian" strategy based on authoritarian rule, exploiting its science and technology sectors and its vast energy resources ("Russia's rediscovered ambition for superpower status is fueled by its massive energy reserves").
- A strategy of violent jihadism, embraced by Iran and radical Islamic fundamentalist groups from Hamas to al Qaeda, all united in common purpose "to cause the collapse of all competing economies and systems of government, and thereby ... become the world's leading power."

Romney doesn't just focus on geopolitical threats to American's superpower status, but deals in subsequent chapters with domestic issues like healthcare, Social Security, job creation and the economy, energy, education, the environment, etc.

However, many of his ideas for addressing these issues are recycled from his 2008 campaign and seldom depart from mainstream Republican orthodoxy — e.g., "Stop the trillion-dollar deficits, and spend only what we have," "Protect the right of workers to vote by secret ballot," "Reform medical malpractice."

Not surprisingly, Romney defends the "Massachusetts model," the pioneer public healthcare plan enacted while he was governor.

And even though it has run into major problems, he contends that it proved "that to get everyone insured, you don't have to create a government-run healthcare system or government insurance."

And he is unremittingly critical of President Barack Obama, especially his foreign policy approach, describing it as “a rupture with some of the key assumptions that have undergirded more than six decades of American foreign policy.”

One area where Romney may have stumbled into a hornet’s nest is energy, as I discovered last week while interviewing Texas oilman T. Boone Pickens, who ridiculed Romney’s suggesting that we use our coal reserves, which are the largest in the world, as a substitute for foreign oil. Pickens, who is pushing his plan to use natural gas to reduce oil consumption, had Romney’s book on his desk. Opening it to page 241, where he had highlighted numerous passages, he ridiculed Romney for suggesting that coal can be liquefied and used as a transportation fuel, saying it would cause “a horrible emissions problem.”

Nevertheless, I found Romney’s book a useful guide to the many challenges America faces in the years ahead.

If his book serves its intended purpose, part of which is to win the support of conservatives who still have deep reservations about him, he could become the first Mormon president and achieve the office his late father failed to win in 1968.

## **BLOG/ONLINE COVERAGE**

### **Alabama Biofuels Workshop Focuses on Emerging Market – *DomesticFuels.com* – 3/18/10**

By Cindy Zimmerman

Over 100 fleet managers, city, state and county government representatives, fuel producers and distributors and fuel retailers gathered together Wednesday in Dothan, Alabama to become informed leaders for the state's emerging biofuels marketplace.

"We are gathered here today to bring you more awareness of the five alternative fuels of propane, compressed natural gas, E85, biodiesel and electric vehicles," said Mark Bentley of Alabama Clean Fuels Coalition.

Speakers during the event included Dothan Mayor Mike Schmitz; Kathy Hornsby of Alabama Department of Economic and Community Affairs; Larry Fillmer, Executive Director of Auburn's Natural Resources Management & Development Institute; Michelle Kautz, Market Development Manager from Growth Energy speaking on E85 and ethanol blender pumps, and Rob Dascal of Renewable Energy Group (REG) speaking on biodiesel. REG currently produces over 25% of America's biodiesel.

Retailing biofuels in Alabama was discussed by Hayden Powers, Municipal Sales Manager for the McPherson Oil Company and the municipal use of alternative fuels was explored by David Lindon, Director of Hoover Fleet Management. The City of Hoover has been nationally & internationally recognized for its use of alternative fuels. Over 85% of Hoover's vehicles are powered by alternative fuels. Clean Energy (the Boone Pickens Company) was represented by Mason Ecker. Clean Energy is the largest provider of Natural Gas in North America with a broad customer base in the refuse, transit, port, shuttle, taxi, regional trucking, airport and municipal fleet markets.

Other topics included propane, electric vehicles and funding opportunities for alternative fuels.

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### **Low Carbon Diets, Readers Review "AVA TAR" – *GreeningOfOil.com* – 3/18/10**

ECO-MARATHON REVS STUDENTS ... Forget Cancun! Student teams from across the Americas are spending spring break designing, building, and testing vehicles to see whose will travel the farthest distance using the least amount of energy. The teams will compete at Shell's 2010 Eco-marathon Americas in Houston March 26-28. Last year's winner was Laval University from Quebec, Canada, achieving 2,757.1 miles per gallon (1,172.2 kilometers per liter). The 2010 roster includes 50 vehicles from 43 teams including nine high schools and 29 universities from Canada, Italy and the United States. To learn more about the event and to track the results visit Shell's web site. Photos of the vehicles are a must-see!

LOW CARBON DIETS GAIN TRACTION ... Davis, Calif., wants to get a jump on the 300 or so other U.S. cities vying to become America's first carbon-neutral city. Going up against green havens like Portland, Ore., and Rochester, NY, the university town of 65,000 is pulling out all the stops. The first American city with bike lanes and a year-round farmers' market, Davis also claims the distinction of being the first city in America to adopt an ordinance requiring energy efficiency tailored to the local climate. The law ultimately led to California enacting Title 24, the first state statute of its kind in the United States.

By teaming up with low-carbon guru David Gershon, author of "Low Carbon Diet: A 30-day Program to Lose 5,000 Pounds" and "Social Change 2.0," Davis aims to ratchet up the savings.

"As a city where 75 percent of our greenhouse gas emissions are coming from residential sources, it was a no-brainer," said Mitch Sears, sustainability director of the City of Davis. "When you pair the carbon

reduction results Gershon is getting with the innovative Cool Community strategy and tools he offers to scale them up, “Low Carbon Diet” is by far the most cost-effective option for our city budget.”

LATEST FROM PICKENS ... In his monthly update on the level of foreign oil imports to the United States, T. Boone Pickens said March 15 that based on figures from the U.S. Department of Energy's Energy Information Administration, the United States imported 59 percent of its oil, or 322 million barrels in February, sending approximately \$24.6 billion, or \$609,857 per minute, to foreign countries.

MOVIE MADNESS ... Last week I discussed an ad that appeared in the trade pub Variety, linking the movie Avatar to the Canadian oil sands — i.e. Ava tar.

The ad was basically lobbying for both the movie and director Cameron to win Oscars. Quite a few of you responded to me directly. Some were scientific and some more emotionally charged, but either way, I love a person who takes a position! Do you agree with them? Read on...

\* Avatar was bang on the problem. It is historical and contemporary truth. It is natural for a people who can identify themselves as villains of the movie to shun it. However the defeat of these forces by the primitive tribal is not a truth till today but a hidden aspiration of many in the undeveloped world.

\* Ava Tar Sands has damaged Canada's positive image in the world badly. If that could be calculated into economic figures, Cameron would think it over again.

\* I would not be surprised if the Chinese who are in the effluents stream for their uncontrolled PV fabrication plants would not think of themselves as the Na'vi also. :-) The film's theme fits many circumstances. It implies there are easy alternatives, which I am not so sure is the case. After all, if it were easy and cheap to move from oil to solar or wind, the oil companies would do it, make the same or more money, and have less PR headaches.

\* The cost to mitigate a ton of CO2 is as high as 40 dollars (\$US) per ton, that I have seen. I know American Forests, a non-profit in the USA, can plant for one dollar per tree. Trees for Tigers is a good example program, after all this is the Year of the Tiger (Chinese)! Trees scrub the sky of CO2 and put it in into the ground through a natural process. This balance must be restored. Solar, Wind and other renewable resources are fine, but biomass recovers the emissions. A billion dollars for CCS R&D or a billion trees for carbon capture and storage? My bet is on the trees.

\* Interesting and it is obvious that unobtainium was in the end of the movie degraded to an “unobtainable” mineral. Your clean jeans Gideon may be more valuable than you think. Dare I say once again Bloom Box and Silicon or as they like to call it, Sand? Now if we get the Bloom Box to use either unobtainium or grease residue as well as the clean sand, we may have a good business.

Contact me! I am Greening of Oil's social networker. My weekly column is posted in both Petroleum News and on Greening of Oil's Buzz and Latest news pages. My e-mail address is [mac@greeningofoil.com](mailto:mac@greeningofoil.com)

## BROADCAST COVERAGE

**Phillips Phile**

**WTKS-FM Freq. 104.1, Orlando | DMA: 19**

**03/18/2010, 04:00 PM - 05:00 PM**

00:14:00 is propane the same as natural gas?... that **TBoonePickens** is pushing ...in the canisters- that is propane ..I think there is a between **naturalgas** and propane ... propane is liquid propane, LP yes...but natural gas some have proposed running automobiles engines or at least turcks, converting..... would that be in liquid form?... 00:15:59

**Audience: 24,100 Spot Cost: \$259**