T. Boone Pickens Media Coverage 9.12.09-9.14.09

Total of 6 Placements

- Print: 5
- Blog/Online: 1

Coverage Summary:

The Washington Post ran an editorial on the Energy Department's use of stimulus money through the Clean Cities program, asking if the Obama administration should be paying trade organizations to market their source of energy. The Alternative Fuel Trade Alliance, made up of the Renewable Fuels Association, the National Biodiesel Foundation, the Clean Vehicle Education Foundation and the Propane Education and Research Council, was specifically called out in the piece.

The Oklahoman and *Land Line Magazine*, a magazine for professional truckers, both reported on the latest oil import numbers. In the *Land Line Magazine* piece, the writer quotes Thursday's email to Army members and outlines the NAT GAS Act and what that would mean for truckers.

Highlighted Placements (Full Articles Below)

- **Self-Serve, Please; Tax Dollars Shouldn't Be Used to Hype Alternatives to Fossil Fuels.** – *Washington Post* – 9/14/09
- **August Marks Largest Oil Imports for Year** – *The Oklahoman* – 9/13/09
- **T. Boone: U.S. Still Importing More Than 60 Percent of its Oil** – *Land Line Magazine* – 9/11/09

Print Placements (Full Articles Below)

- **Resource Experts Gather in Austin** – *Austin American Statesman* – 9/13/09
- **Engine of Growth** – *The Times-Picayune* – 9/13/09

Blog/Online Placements (Full Articles Below)

- **Jet-Engine Inspired FloDesign Boosts Wind Turbine Output** – *CNET* – 9/11/09

HIGHLIGHTED COVERAGE

Self-Serve, Please; Tax Dollars Shouldn't Be Used to Hype Alternatives to Fossil Fuels. – *Washington Post* – 9/14/09

MOVING THE United States to a clean energy future is a priority for the Obama administration. There's nothing wrong with that. But should it really be paying trade organizations to tout the benefits of their pet energy sources?

Through its Clean Cities program, the Energy Department will use $300 million in economic stimulus money for "petroleum reduction projects." According to the agency, the funded programs will "speed the transformation of the nation's vehicle fleet" by putting 9,000 alternative fuel vehicles on the road and creating 542 refueling stations for them.

And then there are the "education projects." The Alternative Fuel Trade Alliance won a competitive bid for a $1.6 million contract to hold events and workshops "to increase knowledge about alternative fuels and advanced vehicle technologies." The organization is made up of the Renewable Fuels Association, the National Biodiesel Foundation, the Clean Vehicle Education Foundation and the Propane Education and Research Council. Even though some of these groups lobby the government for subsidies, the Energy Department award is for marketing, not lobbying. Still, enhancing the propaganda efforts of alternative energy "winners" strikes us as a strange use of taxpayer money.

Is there a similar effort in the offing to promote nuclear power as an alternative to coal to help meet the nation's power demands? After all, nuclear energy emits almost zero carbon emissions. But, somehow, we just don't see a nuclear power trade group being able to avail itself of such taxpayer generosity anytime soon.

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August Marks Largest Oil Imports for Year – *The Oklahoman* – 9/13/09

DALLAS — In his ninth consecutive monthly update on the level of foreign oil imports, energy expert T. Boone Pickens said the U.S. spent more money importing oil in August than any previous month in 2009.

The comments came on the same day the U.S. Department of Commerce announced the biggest increase to the trade deficit in 10 years, largely because of surging oil purchases.

Pickens said that based on the latest figures from the U.S. Department of Energy’s Energy Information Administration, the U.S. imported 60 percent of its oil, or 355 million barrels in August 2009, sending about $25 billion, or $564,201 per minute, to foreign governments.

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T. Boone: U.S. Still Importing More Than 60 Percent of its Oil – *Land Line Magazine* – 9/11/09

By Clarissa Kell-Holland

At the height of the fuel crisis a little more than a year ago, Texas oil billionaire T. Boone Pickens wrote the “Pickens Plan” to provide some solutions as to how the United States might “alleviate its addition to foreign oil.”

He wrote the Pickens Plan in July 2008 when oil prices soared to $147 per barrel and fuel skyrocketed to the $5 mark in some parts of the country.

However, a year later, Pickens warns there has been little movement toward decreasing our dependence on foreign oil.

“We are digging ourselves deeper into a hole every day, and our economy and security are suffering,” Pickens wrote in a mass e-mail Thursday, Sept. 10, directed to Pickens Plan supporters.

That’s because the U.S. is still importing more than 60 percent of its oil from foreign countries. In August, the U.S. imported approximately 335 million barrels of oil – at a cost of $25.2 billion – which Pickens states is the “most spent on foreign oil out of any month this year.”

Instead, Pickens is urging that more emphasis be placed on using domestic energy alternatives such as natural gas and on using less imported oil, to power the nation’s vehicles, including heavy trucks.

Many local and regional trucking operations are currently using the liquefied form of natural gas – or LNG – to power their trucks. While the infrastructure isn’t there for long-haul truckers to use LNG instead of diesel, Pickens hopes this will change soon. Two bills now in the U.S. House and Senate – H.R. 1835 and S. 1408 – are aimed at using natural gas as an alternative fuel source because it is cheaper, cleaner and we have vast resources of it here in the U.S.

“New alternative energies allow us to shift natural gas to transportation, securing our economy by reducing our dependence on foreign oil and keeping more money at home to pay for the whole thing,” Pickens wrote a year ago about his plan.

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PRINT COVERAGE

Resource Experts Gather in Austin – *Austin American Statesman* – 9/13/09

By Mike Leggett

Scientists from around the country will be arriving in Austin today for this week's meeting of the Association of Fish and Wildlife Agencies, according to Texas Parks and Wildlife.

The organization will be focusing on fish and wildlife issues and on conservation, during the conference, which ends Wednesday. Monday's meeting at the Hyatt Regency starts with a session called "It's Clean, But is it Green? How Compatible is Renewable Energy Development and Fish and Wildlife Management?" Panelists will include: Jack Hunt, president and CEO of King Ranch; T. Boone Pickens, founder and chairman of BP Capital Management; and Tom Strickland, who is Department of the Interior assistant secretary for fish, wildlife and parks.

Other sessions will focus on invasive species, climate change, hunting and shooting participation, and tourism.

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Engine of Growth – *The Times-Picayune* – 9/13/09

By Mario Villafuerte

North Louisiana has enjoyed a steady stream of economic development coups this year, with at least four different employers announcing plans to establish major new plants or expand existing ones in that part of the state.

Gardner Denver Thomas, the Air Force, ConAgra Foods Lamb Weston and the upstart V-Vehicle Co., which will develop a new fuel-efficient car in Monroe, have each rolled out ambitious plans in that part of the state.

"What you're seeing is that Louisiana is outperforming the national and Southern-state economies. And northern Louisiana is adding jobs and private investments," Gov. Bobby Jindal said at a ceremony activating the Air Force's new Global Strike Command post at Barksdale Air Force Base in Bossier City last month.

To be sure, north Louisiana is not without its vulnerabilities. In June, General Motors put its 950-employee Shreveport plant on a list of facilities across the country slated for closure by 2012. But the economic gains racked up by north Louisiana this year seem to outweigh the looming job losses at GM.

Together the new projects have the potential to create several thousand jobs in a Delta region that has suffered from poverty and unemployment for decades. Just as significant will be the resulting impact on Louisiana's economic development reputation.

Economic planners hope the flurry of announcements will create a new responsive business image for Louisiana and make it easier for all parts of the state to recruit companies going forward.

"I really believe that these wins throughout the state help us and change the perception about what can happen in Louisiana," said Michael Hecht, CEO of the New Orleans area economic development group GNO Inc.

"New Orleans is the brand," Hecht said. "People associate anything in Louisiana with New Orleans. All these (economic development announcements in north Louisiana) reinforce the perception that Louisiana is a place that can support business."

--- Transformative potential ---

The V-Vehicle Co. plant, which is expected to employ 1,400 people when it is up and running next year, is perhaps the highest-profile of the new developments.

"The plant has the potential to be transformative to the economy here," said Dr. Robert C. Eisenstadt, an economist at the University of Louisiana at Monroe. "The high-tech manufacture of a green high-mileage car will require engineers, computer networking people and not just assembly line workers. The local economy will be looking for more highly skilled people than it has in the last 10 years."

This could reverse a trend of outmigration from Louisiana that has occurred over the past 10 years, he said.

The economic impact of the plant will be about $19 billion over 12 years, according to an analysis by Louisiana State University in Baton Rouge.

Designs for the vehicle have not yet been unveiled, but development of the plant is already under way. Investors including oilman T. Boone Pickens are establishing the auto assembly plant in an abandoned headlamp plant once owned by Guide Corp.

To get the first car to roll off the assembly line in late 2010, the plant will be expanded to 750,000 square feet from 425,000 square feet, an investment of $248 million. State officials will provide $67 million in incentives for plant expansion and improvement. Local and regional governments will kick in $15 million, plus $5 million from the Federal Economic Development Administration.

The San Diego company must raise $350 million in equity, or loans, between Oct. 1 and March of 2010 to receive the largest chunk of state incentives.

"We have a unique business model, different than other car companies in the past," said Horst Metz, vice president of assembly operations for V-Vehicle Co.

--- FastStart fosters growth ---

Louisiana has landed the economic development projects with the help of several tools, including a new state program that promises customized workforce recruitment, screening and training to companies that are starting up or expanding.

The so-called FastStart program is similar to Georgia's "Quick Start" and is run by Jeff Lynn of Louisiana Economic Development. Lynn formerly worked for Georgia's Quick Start."

"It was a huge element in bringing us to Louisiana" Horst Metz said. Going from zero to more than 1,000 employees is a difficult endeavor for a startup company, he said.

"We suggested to them (that) we wanted to be a partner in their success, approaching them as if we were applicants for a job," Louisiana Secretary of Economic Development Stephen Moret said of the state's working relationship with V-Vehicle.

Moret said the FastStart program, along with state ethics reform and a megafund set up during Gov. Kathleen Blanco's administration to finance economic development projects that create 500 or more jobs, are among the tools that are being used to court companies.

"We have aspirations of a new Louisiana business landscape," Moret said.

At the same time, a new Cyber Innovation Center in Bossier City is being used to develop north Louisiana's high-tech workforce.

"Development of a knowledge-based economy in this community is what everything we're doing is predicated upon," said Greg Spohn, executive director of the Cyber Innovation Center.

Plans for the cyber center initially got under way when the Air Force was considering locating its Cyber Command at Barksdale. When the Air Force decided earlier this year to put the post in San Antonio instead, municipal, parish and state leaders decided to make lemonade out of the situation and continue with the cyber center.

Developing a highly skilled and educated workforce is one critical mission of the innovation center, because cyber is the next big industry of significance, Spohn said.

Continuously losing advanced degree graduates from Louisiana is a debilitating erosion of brainpower and talent, he said. "The reversal of the state's brain drain is incredibly important, and now we have the opportunity to create jobs that will allow folks to stay here," Spohn said.

At the same time, two regional economic development groups in northern Louisiana are banding together to expand their efforts.

The Northwest Louisiana Economic Development Foundation of Shreveport, Bossier City and the Northern Louisiana Economic Development Corp. of Monroe are merging into one organization with a combined budget of $2 million. The merger, which will be complete in late 2010, will mean one group is in charge of economic development of a large 14-parish area in north Louisiana.

"We can leverage our resources and theirs under the new name North Louisiana Economic Partnership," said W. Kurt Foreman, president of the Shreveport, Bossier City foundation.

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BLOG/ONLINE COVERAGE

Jet-Engine Inspired FloDesign Boosts Wind Turbine Output – *CNET* – 9/11/09

By Martin LaMonica

BOSTON--Start-up FloDesign Wind, one of a number of companies looking to shake up the wind turbine business, said a prototype of its jet engine-inspired turbine was three times more efficient at converting wind to usable energy than traditional designs.

The Massachusetts-based company is seeking to raise a series B round of $25 million later this year to deploy and test the real-life performance of its 150-kilowatt turbines, said CEO Stanley Kowalski III at the Cleantech Forum conference here on Thursday.

FloDesign Wind last year was spun out of aerospace engineering company FloDesign, which has supplied components used in military helicopters and fighter planes. Using its expertise in aerodynamics, the company is developing a wind turbine that more resembles a jet engine than a typical three-blade turbine.

Its plan is to develop relatively small turbines and market them for use by businesses, communities, or wind farm developers. The company is now testing prototypes, a process that will take at least a year, Kowalski indicated.

"I think it's exciting that there's an oligopoly (among wind turbine suppliers)," he said during a panel on Thursday. "There is a resistance to change and that's how things disrupt and we hope to be one of the disruptors."

Utility-scale wind farms typically use giant wind turbines capable of turning out one or two megawatts of electricity--enough to supply hundreds of homes. By contrast, FloDesign wind--along with a other wind challengers--is developing its turbine for use in locations not well suited for large turbines, such as mountain ridge lines, or to customers that want to make power on site, such as municipalities or businesses, Kowalski said.

FloDesign Wind estimates that it can produce power at about 40 percent cheaper than traditional turbines, although the performance depends on the location. Part of the lower cost is from being able to extract more usable energy from the available wind--the company tested a prototype of its turbine at the Massachusetts Institute of Technology earlier this year and found that it delivered a three times improvement over traditional designs, Kowalski said.

The turbine is built around a fan and a shroud that surrounds it. It's designed so that air passes through the fan blades and around the edges of the shroud. This creates a mix of two air speeds at the back of the unit, with fast air going around the edges of the shroud and slow air passing through the blades. When the two air flows meet, the rapid mixing causes air to be pulled through the turbine, Kowalski explained. The electricity is generated at the tips of blades rather than using a gear box.

The product, which has a 60-foot diameter, is being made so that it can be transported onto a standard truck bed, which should make installation cheaper and easier than large turbines. The company expects that it will be less dangerous to birds and bats because it will be easier to see, Kowalski said. He said it should be quieter than traditional turbines as well.

Taking on incumbents

FloDesign Wind is among a number of start-up wind companies trying to crack into the wind market by introducing different product designs and by targeting different customers than the large suppliers, such as Siemens, Vestas, and GE, which sell to large-scale wind farm developers.

Incumbents have made turbines larger and larger over the years to generate more power from an existing location and bring down the cost of delivered electricity. There have been attempts to make mid-size turbines big enough to supply a school or community using the traditional three-blade wind turbine design. But there have been technical problems and those projects which typically have a higher cost per kilowatt to install, according to a report from the National Renewable Energy published last year.

New companies, however, are entering the mid-size turbine field, including FloDesign Wind, OptiWind, and BroadStar Wind Systems. Developers envision that the machines could be deployed in existing wind farms among larger turbines, at a big-box stores, or for locations where there isn't enough land available.

"For the first time, we can build a turbine that can compete on price with big turbines at small scale--it's like the PC versus the mainframe," said Kowalski.

A more distributed model of wind generation addresses one of the biggest problems today in wind: having the transmission lines to bring megawatts worth of electricity to places where it is consumed. T. Boone Pickens, for example, had to delay its planned wind farm in Texas because a lack of transmission.

With its second round of funding, FloDesign Wind is seeking partnerships to help bring the product to market, Kowalski said. The company raised a series A round of $6 million from Kleiner, Perkins, Caufield & Byers and is hoping to close its second round by the end of the year. It has also received funding from the Department of Energy.

The company has already gotten interest from at least one utility to use its turbine, Kowalski said, although he also said that he expects utilities overall will be slower to adopt new wind technologies.

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