

# PickensPlan

## T. Boone Pickens Media Coverage 11.12.09

### Total of 14 Placements

- Print: 6
- Blog/Online: 4
- Broadcast: 4

### Coverage Summary:

*Forbes* published Pickens' list of the "World's Seven Most Powerful in Energy," looking at the ability of this group to change – for better or worse – the fundamental nature of the energy supply chain. The NAT GAS Act and the New Energy Army are mentioned in the piece.

The *Calgary Herald* published a positive editorial about the work Pickens is doing to promote a greater use of natural gas and how his plan to break America's dependence on foreign oil will help Canada.

The *NPR* station in Washington D.C. previewed Pickens' appearance at the first ever Bloomberg Washington Summit today. *Bloomberg* reported on comments he made about the price of oil and how much he has spent on the Pickens Plan since it was launched.

A *WSJ Blog* looks at the winners and losers in the International Energy Agency's outline of what the world's energy future would look like over the next 20 years if it took serious steps to tackle climate change. The piece calls wind power and natural gas the two big winners, highlighting Pickens' support for these alternative energy sources.

*Green Energy News* used the latest oil numbers in a piece to show Americans how much they are spending every day to import foreign oil, urging people to imagine what \$26.5 billion every month would do for the U.S. economy if it stayed here.

### Highlighted Placements (Full Articles Below)

- **T. Boone Pickens Picks The World's Seven Most Powerful In Energy** – *Forbes* – 11/11/09
- **Pickens' Plan Good for Alberta and Environment** – *Calgary Herald* – 11/12/09
- **Pickens Predicts \$100 a Barrel Oil Price Next Year** – *Bloomberg* – 11/12/09
- **Pickens Sees \$300 Per Barrel Oil in Decade Without U.S. Changes** – *Bloomberg* – 11/12/09
- **T. Boone Pickens Says He Has Spent \$62 Million on Energy Plan** – *Bloomberg* – 11/12/09
- **Power Shift: Winners and Losers In the Energy Future, From the IEA** – *WSJ Blog* – 11/11/09
- **The Heavy Toll of Imported Oil** – *Green Energy News* – 11/11/09

### Print Placements (Full Articles Below)

- **Coal, Gas Supplies Abound Across Our Region as Winter Nears** – *The State Journal* – 11/12/09

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

- **Daily Sprout** – *Earth2Tech* – 11/11/09
- **V-Vehicle on the Hunt for Local Suppliers** – *Earth2Tech* – 11/11/09

## **HIGHLIGHTED COVERAGE**

### **T. Boone Pickens Picks The World's Seven Most Powerful In Energy – *Forbes* – 11/11/09**

The matrix of the world's energy supplies, distribution channels, usage patterns and pricing mechanisms has never been as complex as it is today. One person or group can have a massive impact on the price of oil or gas by the simple turn of a valve, in a remote area thousands of miles away from the intended destination. The power of these seven is measured not just in petro-dollars, but in the ability to change--for better or worse--the fundamental nature of the energy supply chain.

T. Boone Pickens is the founder and chairman of BP Capital Management.

#### **No. 1: Abdullah bin Abdulaziz**

King, Saudi Arabia

As the world's largest oil exporter, Saudi Arabia is the lead camel in the Organization of Petroleum Exporting Countries (OPEC) caravan. When oil prices dipped down to \$40 a barrel, Saudi Arabia was vocal in its call for \$75 oil--meaning the 12 OPEC nations would agree to limit production forcing the prices of oil to that level. During October, oil was back at \$80 a barrel. No other individual in the petro-world has the influence of King Abdullah and his oil ministers.

#### **No. 2: Barack Obama**

President, United States of America

The U.S. uses nearly a quarter of the world's oil with 4% of its population. President Obama can end 40 years of increasing dependence on foreign oil by putting his stamp of approval on the New Alternative Transportation to Give Americans Solutions Act (or NAT GAS Act) which is making its way through the House and Senate. The NAT GAS Act promotes the use of natural gas powered vehicles through a combination of tax credits and by requiring the federal government to dramatically increase the size of its natural gas powered fleet. Unlike other legislative initiatives, the NAT GAS Act has bipartisan support in both chambers.

#### **No. 3: The New Energy Army**

Activists, the Pickens Plan

More than 1.6 million Americans have signed on to support my Pickens Plan, which aims to reduce America's dependence on foreign oil, primarily through massive investment in wind power and reallocation of our natural gas resources to power our vehicles. Through their e-mails, phone calls and visits to the offices of their congressmen and senators, the so-called New Energy Army, speaking with one voice, has helped make foreign oil dependence a major piece of the American legislative and political discussion.

#### **No. 4: Dr. Fatih Birol**

Chief Economist, International Energy Agency

Fatih Birol is the chief economist of the International Energy Agency. When he says things like, "the world would need to find the equivalent of four times the crude oil reserves now held by Saudi Arabia to maintain current production plus six Saudi Arabias if it is to keep up with the expected increase in demand between now and 2030," the world sits up and takes notice.

#### **No. 5: Terrorists**

One of the issues surrounding energy is that a relatively small group of terrorists can have an enormous impact on availability and distribution. As an example, groups such as the Movement for the Emancipation of the Niger Delta in Nigeria have demonstrated that the entire global energy system is so finely balanced that it can be materially impacted by one well-placed bomb in a far corner of the world. The War on Terror is not just about airliners and commuter trains; it is just as much about oil supplies and transmission lines.

#### **No. 6: Wen Jiabao**

Premier, People's Republic of China

Nothing is likely to have as much impact on the world price of oil as the industrial growth in China. China's one billion-plus population has made it clear they want a better (more Western) lifestyle, and that will be fueled by oil. The Chinese have spent over \$100 billion in the last three years buying oil resources around the world, which is impacting what the value of oil in the ground is worth.

#### **No. 7: Vladimir Putin**

Prime Minister, Russia

Putin is an aggressive nationalist and will continue to use his country's vast energy resources as a weapon. Given what he did last winter when he shut off natural gas supplies to much of Western Europe in an argument over pricing with Ukraine, it is clear that Vladimir Putin can, single-handedly, change the world's energy equation at any time for any reason.

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#### **Pickens' Plan Good for Alberta and Environment – *Calgary Herald* – 11/12/09**

Philanthropist and oilman T. Boone Pickens dropped by for a visit with the Herald editorial board this week and showed he's the kind of friend Alberta's oilsands needs in the U.S.

The legendary Texas financier, who has the ear of President Barack Obama, has spent \$62 million of his own money to create and promote a plan that has evolved into a Natural Gas Act with bipartisan support.

It would switch vehicle fuel from oil to natural gas, starting with heavy trucks.

Although a patriotic proponent of using U.S. domestic supplies, any increase in demand for natural gas would hugely benefit Alberta, especially if Pickens' prediction proves true that the commodity will rise to \$6 US by next year.

If passed, it would break America's dependence on foreign oil, but excludes that which comes from Canada.

"I'm Canada's best ambassador without being an ambassador," he said. "You honestly wouldn't believe how outspoken and protective I am about Canadian oil. I'm not trying to protect Canada. The United States needs that oil . . . and I don't want that pipeline built from Fort McMurray over to the West Coast, 'cause that's going to go to Asia."

That's the kind of talk Alberta likes to hear. Pickens is also dead on when he says America's increasing dependence on Middle Eastern oil amounts to "funding both sides of the war."

At 81 years of age, Pickens has ample energy and influence. Alberta could use more friends like him south of the border.

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### **Pickens Predicts \$100 a Barrel Oil Price Next Year – Bloomberg – 11/12/09**

By Dan Whitten

Nov. 12 (Bloomberg) -- The price of oil will rise to \$100 a barrel next year, billionaire investor T. Boone Pickens said. The world has “maxed out” at 85 million barrels a day of production, Pickens said today at a conference held by Bloomberg Ventures, a unit of Bloomberg LP, parent of Bloomberg News.

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### **Pickens Sees \$300 Per Barrel Oil in Decade Without U.S. Changes – Bloomberg – 11/12/09**

By Jeran Wittenstein

Nov. 12 (Bloomberg) -- Billionaire hedge-fund manager T. Boone Pickens said he expects oil to reach \$300 a barrel in a decade if the U.S. government doesn't change its energy policies. Pickens was speaking today at a conference in Washington held by Bloomberg Ventures, a unit of Bloomberg LP, parent of Bloomberg News.

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### **T. Boone Pickens Says He Has Spent \$62 Million on Energy Plan – Bloomberg – 11/12/09**

By Jeran Wittenstein

Nov. 12 (Bloomberg) -- Billionaire hedge-fund manager T. Boone Pickens said he has spent \$62 million on his energy plan. Pickens was speaking today at a conference held by Bloomberg Ventures, a unit of Bloomberg LP, parent of Bloomberg News.

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### **Power Shift: Winners and Losers In the Energy Future, From the IEA – WSJ Blog – 11/11/09**

By Keith Johnson

We mentioned yesterday the International Energy Agency's outline of what the world's energy future would look like over the next 20 years if it took serious steps to tackle climate change, rather than continuing on a business-as-usual course.

In a nutshell, the IEA's vision of the next two decades would make T. Boone Pickens crow: Wind power and natural gas are the two big winners under the IEA's climate-change scenario. In contrast, clean coal and nuclear power—battlhorses of the traditional energy business—might play only a relatively minor role over the next two decades, the IEA says.

This comes from the IEA's World Energy Outlook, when it breaks down just what electricity-generation technologies will be used to power the world and power it cleanly (page 236, for those of you playing along at home).

Over the next 20 years, the world needs 4,900 gigawatts of new electricity-generation capacity, the IEA says. Of that, wind power—both onshore and offshore—could provide 1,130 gigawatts, the single-biggest chunk. That's roughly ten times more wind power than is installed globally today. While onshore wind power would continue to be dominant, the IEA figures offshore wind may finally mature: It expects almost 200 gigawatts of offshore wind could be installed by 2030.

Natural gas is another big winner, accounting for 864 gigawatts of the total. Solar power will also grow a lot, and could add more than 500 gigawatts—but most of that would be old-fashioned photovoltaic panels, not the more expensive concentrating solar power.

Surprisingly, given the IEA's cheerleading for clean coal, that doesn't seem poised to take off anytime soon. Coal-fired plants with carbon capture and storage could provide 182 gigawatts globally over two decades, with almost all of that coming after 2020. Ditto with nuclear power, widely seen as a key contributor to a low-carbon future. The IEA roadmap suggests 278 gigawatts of nuclear power could be built.

One important caveat about the role of renewable energy in that scenario: Its preponderance doesn't necessarily mean it's the best source of clean electricity. Rather, it takes a whole lot more wind turbines and solar panels to equal the energy output of traditional power plants. From the IEA:

Much of this additional capacity is wind and solar power, in which the availability of generation is much lower than in the equivalent thermal capacity. Consequently, more capacity is needed.

In any event, the IEA's energy-in-a-world-fighting-climate-change scenario is predicated on a few huge ifs: If the world agrees to a cocktail of policy measures, and if that sends the global price of carbon emissions a lot higher than it is today, then just maybe, this vision of a cleaner-energy future will come true.

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### **The Heavy Toll of Imported Oil – *Green Energy News* – 11/11/09**

By Bruce Mulliken

In October 2009, still in the midst of job losses unprecedented since the Great Depression, the United States exported more than \$850 million a day, in cash, to buy oil. True, that's less than \$3 a day for every man, woman and child in the country. That's more than \$90 per person for the month. For a family of four that's nearly \$375 for the 31 day month.

Energy expert T. Boone Pickens likes to use more dramatic numbers saying the nation sent more than \$ 594,359 per minute overseas to foreign governments. Pickens wants the nation to switch to natural gas, which it has in abundance, and/or to renewable energy.

The nation imports 60 percent of its oil. In October 2009 more than 350 million barrels arrived in U.S. ports representing about \$26.5 billion. October was no anomaly. That figure has been roughly the same all year, and even higher in 2008. Imagine what \$26.5 billion every month would do for the U.S. economy if it stayed here and was not sent overseas?

Much, but not a majority, of our exported cash for oil goes to OPEC nations. Right now our friendly northern and southern neighbors are the top one and two exporting nations for the oil we consume.

Some of the crude oil the U.S. imports from Canada comes from the oil sands of Alberta. For green-leaning Canada the oil sands projects should be at least an embarrassment for the nation. However, the Canadian government says the mining can be clean. (It's hard to imagine the U.S., or many other nations, allowing the kind of mining operations now being performed there.)

The tar sands are considered the biggest reserve of oil outside Saudi Arabia. Deposits are spread out over an area the size of Florida in a landscape that's now being permanently altered and possibly permanently polluted.

Before it became technologically and economically feasible to extract the oil, the area was mostly covered in Boreal forest. The extraction process begins with the removal of those carbon-capturing, carbon-storing trees. After the trees are cut and hauled away, the top soil and other vegetation is removed to reveal sand coated in a mix of water and bitumen, a heavy oil.

In one project (there are many in the region) oily sands are washed with heated water from the nearby Athabasca River. Oil and water don't mix, of course, so the oil can be skimmed off. The process isn't perfect. The water used to cleanse the sand of its oil is contaminated and can't be pumped back into the Athabasca. Instead, the water is pumped into tailing ponds where it sits, perhaps waiting for evaporation to remove it. That tainted water may get into the water table and the Athabasca and is a concern.

With luck the mines will all be reclaimed, with forest regrown. It will be decades before the truth is known.

Tar sands operations, continually growing, are now producing over a million barrels of oil per day. What tar sands oil that isn't being consumed in Canada is being shipped to the U.S. and elsewhere.

Americans go on their merry way each day not realizing that money shipped overseas may do little to improve their lives. Nor do they realize how much keeping \$850 million every day would do for their country and themselves. Nor do they realize the permanent damage to the planet they are leaving behind for their children to deal with, simply because they refuse to demand something different or conserve the source of energy they have.

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## PRINT COVERAGE

**Coal, Gas Supplies Abound Across Our Region as Winter Nears** – *The State Journal* – 11/12/09

By Rob Cornelius

Usually it's this time of year when we start burning everything from coal to couches for warmth.

On one hand, neither football team in this great state seems likely to be playing a post-season game that will interest most folks outside West Virginia, so couches and various porch furniture remain safe for now.

But if you heat your home more conventionally with natural gas or electric heat that comes from coal furnaces up and down the Ohio River, you can prepare to save some dollars this winter.

You've seen the headlines. Gas providers like Dominion and Mountaineer Gas have voluntarily dropped their rates for every thousand cubic feet, or MCF, of natural gas you buy to warm the home. After paying as much as \$15 for every MCF the past few winters, you will see prices back down in the single digits on the next several bills. Wholesale gas on the national exchanges is down around \$4.50 per MCF.

If you could buy gas in sufficient quantity to get that price, it'd be like heating your home in four- or five-day stretches for the cost of a Big Mac Extra Value Meal, possibly upsized.

And still more natural gas is on the way. Storage nationally remains near record highs: 3.8 trillion cubic feet of NG in storage is a huge number, and would probably be bigger had we more storage. Wells here and there are being shut in for the time being; others are drilled and left unfinished until local gathering operations have the capacity to take more gas.

Imagine what will happen when operations here in the Marcellus shale finally are able to crank at the speed and capacity of those in the Barnett Shale near Dallas. That's where this process of multi-stage well fracturing and ultra-deep horizontal drilling first began to hit its stride.

Open the trade papers, and you will see still more places, new shale fields and strata of pay for natural gas. Names like Eagle Ford and Mid-Bossier and those sorts of bends in roads in Louisiana or Arkansas that mean nothing to us are probably the sources of a few more trillion cubic feet.

What does this all mean? To the detriment of the natural gas explorers, it probably means a cap on prices for a while. It certainly was fun to plan for drilling at \$10 or \$12 gas, but now at \$5, the plan has to be how to operate successfully without oversupplying the market.

Some guys work the demand side. That's why I get bulk mail seemingly every day from Boone Pickens and the like, reminding us how cool it would be to drive a natural gas-powered Honda I could fuel up at my house while I sleep.

But telling any American that using more energy is a great thing is a hard sell as governments try to take away our choices, and impugn those who want us to do less or be less.

On the supply side, the technology is there. The natural gas in North America seems limitless. But we've seen a ton of natural gas stories over the years that didn't come true. That's why policymakers are still a little wary of turning this stuff into transportation fuel it seems.

The drillers and guys who supply the rigs will continue to get rich, albeit in boom-and-bust cycles. The folks who build the partnerships and pipelines are getting into the act now, growing and merging and building the infrastructure we need to get this out to market from rural West Virginia.

The best deal is for the consumer. Long term, more natural gas means cheaper everything. And if we can keep the EPA from declaring shenanigans and wanting to review every new hole punched in the ground by a drill, we can all save some money.

The last thing the gas guys want is to be in the same fight the coal industry is -- or perhaps that would bring them all together to fight our oppressors.

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## **BLOG/ONLINE COVERAGE**

**Daily Sprout** – *Earth2Tech* – 11/11/09

By Josie Garthwaite

Texas Homebuyers Go for Efficiency: “Texas is a national leader in the number of Energy Star qualified homes in the United States, according to the Environmental Protection Agency. Four Texas markets earned spots on the top 20 list.” — [San Antonio Business Journal](#)

Winners and Losers in the Upcoming Energy Shift: The International Energy Agency’s “vision of the next two decades would make T. Boone Pickens crow: Wind power and natural gas are the two big winners under the IEA’s climate-change scenario.” The forecast doesn’t look so bright for clean coal and nuclear power. — [WSJ’s Environmental Capital](#)

Cell Tower Power Blowing in the Wind?: “Helix Wind announced Wednesday that it’s beginning a trial run in Southern California to see if its wind turbines might be useful for powering cell phone towers.” — [CNET’s Green Tech](#)

Big Blackout in Brazil Sparks Grid Scrutiny: The failure of three transmission lines at the world’s largest operating hydroelectric plant created a domino effect blacked out large swaths of Brazil and Paraguay for more than two hours late Tuesday — a sign, experts say, of the “dangers of interconnection.” — [New York Times](#)

Metabolix Prices Stock Offering: Massachusetts-based bioplastics developer Metabolix has priced a public offering of 3 million common shares at \$9 each. Funds will be used for “working capital and other general corporate purposes.” — [Mass High Tech](#)

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**V-Vehicle on the Hunt for Local Suppliers** – *Earth2Tech* – 11/11/09

By Josie Garthwaite

Louisiana offered up a hefty incentive package in order to bring the Kleiner Perkins and T. Boone Pickens-backed auto startup V-Vehicle Company to the state. And over the next few weeks, businesses in the state will be racing to secure some of the direct benefits of that move.

According to the latest report on the company from the local [Monroe News-Star](#), V-Vehicle is now on the hunt for machine, service and auto component suppliers. It’s giving preference to Louisiana companies, which have until Nov. 23 to submit an application. Within a week of that deadline, V-Vehicle will make the first cut and invite a group of suppliers to interview. By then [the startup expects to have word](#) from the Department of Energy on its request for \$250 million in low-interest loans.

V-Vehicle has discussed few details so far regarding the vehicle technology itself, revealing only that it plans to build a high-efficiency gas-powered vehicle. Pickens, ever the natural gas promoter, [told](#)

[reporters in June](#) at an event in Calgary that the company was looking at natural gas at that point and could opt for it "if it works out."

The types of suppliers V-Vehicle is now seeking as it looks to retool a former head lamp factory don't offer much more insight. According to the News-Star, V-Vehicle hopes to find suppliers of components including metal forming, injection molding, powder/corrosion coating, tubing and hose manufacturers. For equipment, it's looking specifically for things like control panel builders, electrical and IT infrastructure and industrial rigging.

As we've noted before, V-Vehicle seems to be [more than a pure technology play](#). The startup aims to deliver a better-designed, more efficient American-made car with an approach that represents "a holistic change" (as Kleiner's Ray Lane put it in V-Vehicle's promotional video this summer) from the current U.S. auto industry. The supply base for that company may be taking shape now, but we'll have to see what comes down from the DOE to get a better idea of how far, and how fast those companies can deliver that transformation with V-Vehicle.

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## BROADCAST COVERAGE

### 1. NBC 5 First At Four

**KXAS-TV CH 5 (NBC) Dallas/Fort Worth**  
11/11/2009 04:00 PM - 05:00 PM

**DMA: 5**  
**Spot Cost: \$1,077**  
**Est. Audience: 83,571**

Available formats: QuickView, DVD, CD, digital link, videotape, transcript, NewsBoard

00:06:41 **Pickens: T Boone Pickens** starts his day at 6 am on the treadmill. V; **Pickens** on True treadmill. Today he manages BP Capital, his hedge fund and promote his clean **energy** plan. I; **T Boone Pickens**, BP Capital, does not want to get old and feel bad. He is taking a Gulfstream 550 to his alma mater. I; Madeline **Pickens**, he is like a man in his 50s. V; Gulfstream 550 plane. I; Jay Rosser, **Pickens'** public affairs, he has the ability to remember names, people, stories. I; Dr Denise Park, UT Dallas Center for Vital Longevity, **Pickens** was part of a 350 person study of people of all ages. The underwent tests on their brains. V; MRI machine. **Pickens'** brain is almost identical to the brain of a 20-year old. **Pickens** has good genes, he does cardio workouts daily and he challenges his brain. **Pickens** gave \$11 million to the Center for Brain Health to help fund the 10-year study he is participating in. 00:10:28

### 2. Morning Edition Local Cut-Ins

**WAMU-FM 88.5 (NPR) Washington, DC**  
11/12/2009 07:32 AM - 07:39 AM

**DMA: 9**

00:04:00 Congress is in recess but a few members are at a 2 day confab at the Newseum with heavy policy hitters from General David Patreaus to **T Boone Pickens**. The first ever Bloomberg Washington summit promises to shed new light on the shifting relationships between government and business.  
00:05:59

### 3. Market Call

**Business News Network (---) National Canada**  
11/11/2009 12:30 PM - 01:30 PM

[CC] 00:38:01 **Gas** is a clean **fuel**. A lot of power plants built in North America as peaking plants to deal with peaks. Some will be used as base load plants to replace coal because **gas** is cheap enough to do that. And we see the general movement toward **natural gas** as a **fuel**. **T. Boone Pickens** will be in town. Howard: we'll have him on "Headline" on Friday. 00:39:36

#### 4. Stars & Dogs

Business News Network (---) National Canada

11/11/2009

08:30 PM - 09:00 PM

[CC] 00:07:08 Andrew, I'm glad you're on today. I heard some of the analysts are answering questions and I'm sure they don't have a good handle based on the answer. I'm asking do you like **energy**? Guest: Daylight is one of the **oil** and **gas** trusts we own. We are very positive about it. We think hait could run up as high as 12 or \$13 over the next 12 to 18 months and we think the yield is sustainable. They are a little **gassier** than some of the other names we own and this **gas** glut coming to fear world wide. We think Daylight has enough **oil** and we think the **gas** glut may last less time. Howard: why? Guest: there is some ability to switch. **Gas** is a clean **fuel**. A lot of power plants built in North America as peaking plants to deal with peaks. Some will be used as base load plants to replace coal because **gas** is cheap enough to do that. And we see the general movement toward **natural gas** as a **fuel**. **T. Boone Pickens** will be in town. Howard: we'll have him on "Headline"on Friday. Guest: perfect. 00:08:56