

PickensPlan

T. Boone Pickens Media Coverage 12.17.09

Total of 4 Placements

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

Coverage Summary:

The *San Marcos Daily Record* previewed Pickens' commencement speech that he will be delivering at Texas State University on Saturday.

Highlighted Placements (Full Articles Below)

- **T. Boone Pickens to Keynote Saturday Ceremony** – *San Marcos Daily Record* – 12/17/09

Print Placements (Full Articles Below)

- **Texas Football Boosters Think Big** – *Wall Street Journal* – 12/17/09

Blog/Online Placements (Full Articles Below)

- **2009, the Fight for New Energy & Why the Wind Industry Wins It** – *Renewable Energy World* – 12/17/09

HIGHLIGHTED COVERAGE

T. Boone Pickens to Keynote Saturday Ceremony – *San Marcos Daily Record* – 12/17/09

Oil businessman T. Boone Pickens will be the keynote speaker at one of four commencement ceremonies to be held at Texas State University Friday and Saturday in Strahan Coliseum.

Pickens will speak during the 10 a.m. ceremony on Saturday. Degree candidates from the College of Liberal Arts and the University College will attend the Saturday ceremony.

Degree candidates from College of Applied Arts and the College of Fine Arts and Communication will attend the 10 a.m. ceremony on Friday.

Candidates from the College of Science and the McCoy College of Business Administration will attend the 2 p.m. ceremony on Friday.

Candidates from College of Education and the College of Health Professions will attend the 6 p.m. ceremony on Friday.

Pickens is founder and chairman of BP Capital Management, which manages energy oriented investment funds.

Last year, he launched a grassroots effort to reduce the nation's dependence on foreign oil.

He pursues a wide range of business interests, including water resources, wind power and a company named Clean Energy, a transportation fuels company he founded and took public last year.

He pursues a wide range of philanthropic interests and is consistently ranked by the Chronicle of Philanthropy as among the nation's most generous donors. This year, Time magazine listed him as among the 100 most influential people in the world.

The university will award honorary doctoral degrees to Bruce and Gloria Ingram of New Braunfels during the 2 p.m. ceremony on Friday.

The Ingrams are among Texas State's most generous benefactors, having donated \$7 million in support of programs and scholarships in the Ingram School of Engineering at Texas State.

Bruce Ingram is the founder of Ingram Readymix, a manufacturer of concrete that operates 26 plants in 22 Texas cities.

Both are active community volunteers. They are co-chairs of the Texas State Pride in Action Campaign Academic Excellence pillar.

There are 2,681 Texas State students who are candidates for bachelor's, master's or doctoral degrees this fall at Texas State.

Texas State University-San Marcos is a member of The Texas State University System.

PRINT COVERAGE

Texas Football Boosters Think Big – *Wall Street Journal* – 12/17/09

By HANNAH KARP

In college football, the most indispensable players are not necessarily star quarterbacks. Sometimes they're the overeager alumni who write big checks and weigh in from the sidelines. And in that department, nobody can mess with Texas.

The Longhorns, who will take on Alabama next month for the national championship, have what is, hands down, the nation's biggest, wealthiest and most eccentric collection of college football boosters.

"The recession hasn't broken any of us," says oil and gas mogul W.A. "Tex" Moncrief, who gave \$18 million to the school's engineering department in February and whose name is plastered on the school's athletic center. "We're all in damn good shape."

While revenue at many big-time college football programs has fallen or stayed flat last season, revenue at the University of Texas—which comes from things like ticket sales and suite rentals—jumped by 20% last year to \$87.6 million, the most ever generated by a college football program and almost \$20 million more than second-place Ohio State University pulled in.

The bulk of the \$14.6 million increase came from the addition of a building on the north side of the stadium with 9,000 new seats that was financed by alumnus and former Minnesota Vikings owner Billy Joe "Red" McCombs.

At Texas, alumni donations fund more than one-third of the athletic department's \$127 million budget. In addition to buying football tickets, Texas alumni contributions help pay coaches' salaries. Last week, the University of Texas System raised coach Mack Brown's annual pay to \$5 million from \$3 million—a move that disgusted a group of faculty members who this week called the raise "unseemly and inappropriate."

An athletic department spokesman said the complaint represented the views of only a few faculty members. One of the school's major donors, Dallas banking and real-estate mogul Mike Myers, said Mr. Brown's raise was driven by market forces. "He's in the entertainment business," said Mr. Myers, who says he gives as much to academics as he does to athletics. "It sounds kind of crass but that's just a fact of life."

All schools have their ardent supporters, of course. But in many cases there are just one or two mega-boosters at a school whose names always seem to end up on the most coveted facilities. It would take a brave Oregonian to compete with Nike co-founder Phil Knight, for example, who's given the University of Oregon hundreds of millions over the years. Billionaire T. Boone Pickens, the founder and chairman of BP Capital Management, is equally hard to topple as chief booster at Oklahoma State University.

Texas, on the other hand, has a club of at least ten big shots who egg each other on. There's Mr. Myers, who was the No. 1 Bible salesman in the country as a Texas undergraduate (the university's 20,000-seat track and soccer stadium bears his name); WWII hero and Austin attorney Frank Denius, who at the age of 84 attends not only every game but most practices (he stands on the sidelines and watches the defense); energy consultant B. M. "Mack" Rankin Jr., whose name graces the athletic dining hall; and former UT tackle Jim Bob Moffett, now the chief executive of Freeport McMoRan Copper & Gold.

Robert Rowling, who made his fortune in the oil industry and who now owns Omni Hotels and Gold's Gym, gave the keynote speech at the Longhorn football banquet last week. It's a close-knit crew, and though they sit in separate suites at games, they lunch together frequently and bond over golf and gin rummy.

"You're better off having a bunch than one," says UT's athletic director, DeLoss Dodds, who describes the group as being "just so Texas" because of their outsized school pride. When a school has just one major booster, he explains, there can be a tendency for that person "to try to run it."

While they don't try to steer the ship, the Longhorns' big boosters are all keenly aware of the influence they wield. They are often invited to speak to players once a year and some go even further to cement their connections to the team. Though Mr. McCombs says he stopped participating in recruiting years ago, he invites players and their families to his ranch in the hills outside of Austin each August where he grills steaks and takes them fishing. Players call him frequently for advice, he says.

The coaches always return boosters' calls promptly and sometimes even call them out of the blue for moral support. Last week Mr. Moncrief says he was caught a bit off-guard when Coach Brown buzzed him at home in Ft. Worth for no apparent reason.

"I guess he just called to say hello and pass the time," says Mr. Moncrief, who adds that the two men usually talk about football.

Houston-based billionaire Joe Jamail, a personal-injury lawyer known as the "King of Torts" is one of the most well-known boosters on campus. The 84-year-old Mr. Jamail was recently swooped off the ground by Texas linebacker Sergio Kindle during a postgame visit to the team's locker room with his friend, country singer George Strait. (Mr. Jamail says he yelled at Mr. Kindle to put him down.)

Mr. Jamail says he was honored that his alma mater named the football field after him in 1997—until the Longhorns suffered an embarrassing loss to UCLA early in the season. "I called the athletic director and said, 'How much money will it take to get my name off' that field? Mr. Jamail recalls. The coach at the time, John Mackovic, was fired at the end of that season and the selection committee sought Mr. Jamail's opinion on Mr. Brown before hiring him.

When Mr. Brown took the helm in 1998, former Longhorn coach and athletic director Darrell Royal instructed him to call Mr. Jamail and ask for his blessing. "It's his field, you need to get his permission," Mr. Royal told Mr. Brown, who did as he was told.

School officials say the football program owes its broad base of boosters not just to the team's winning record and the general passion for football in the Lone Star State, but to the strength of the region's economy, which has drawn strength from sectors like energy, high tech, homebuilding and health care and has benefitted from a surge in population. Economic growth in Texas has outpaced the national average since 2004.

Boosters aren't always a positive force in college football. Across the country, overzealous supporters have gotten their schools in trouble by wining and dining recruits or by giving current players clothes, cash or cars. Still, Texas has not had any scandals in recent years. "I'm not saying it won't ever happen, but we've been lucky so far," says Mr. Dodds.

One advantage Texas has over many schools is that the school has some 500,000 alumni still living in the state—and seems to have a new crop of donors almost every year who come out of the woodwork to snap up the suites in the new Red McCombs Red Zone.

Last year, Mr. Dodds, the athletic director, says he asked one young booster for a \$4 million donation to help fund a specific project. At first, he recalls, the booster thought he'd been asked for \$40 million, but Mr. Dodds assured him he didn't need that much.

Nevertheless, Mr. Dodds says, the next day he saw that the money was being wired to the school's account—and that it had already surpassed \$5 million. Mr. Dodds says he called the donor to find out if there had been a mistake and the donor told him he was having a little trouble getting the wire transfers sorted out.

"How do you shut this thing off?" the donor joked.

BLOG/ONLINE COVERAGE

2009, the Fight for New Energy & Why the Wind Industry Wins It – *Renewable Energy World* – 12/17/09

2009 will be remembered as the year the New Energy industries fully joined the rising grassroots movement that is now really beginning to stand back the Old Energies.

The new administration came in this year with a rush and with a New Energy-boosting Recovery Act that is still having reverberations and driving growth.

In Chicago, in the spring, WindPower 2009 was the biggest New Energy conclave ever. The wind industry hosted a coterie of Midwestern governors who stumbled over themselves prevailing on wind to build in their states. And the industry brought oil & gas billionaire-turned-wind developer T. Boone Pickens to the convention as a keynote speaker to show the fossil fuels they are yesterday's party.

At Solar Power International 2009, in Anaheim in the fall, solar association President Rhone Resch unveiled a Solar Bill of Rights and declared the coal industry an "opponent" and keynote speaker/environmental hero Robert Kennedy, Jr., described America's New Energy industries as the cutting edge in a 21st century arms race.

The geothermal, hydrokinetic and algae biofuel associations fought harder than ever in 2009 for recognition on the national stage, joined the solar and wind associations in the struggle against recalcitrants in the U.S. Congress and helped push a groundbreaking energy and climate bill through the House of Representatives.

But by far the biggest story of 2009 was that the No-New-Coal movement, born of grassroots activists in 2005, defeated its 100th proposed coal plant and took on unprecedented momentum. The "there's no such thing as clean coal" media campaign found spokesmen in Jon Stewart, Steven Colbert and other late night comedians and it won adherents from YouTube audiences around the world.

The floundering economy has slowed New Energy's progress. And the Old Energies won't roll over without a brutal struggle, as evidenced by the vulgar tactics of the blowhard American Coalition for Clean Coal Energy (ACCCE). But what the events of 2009 demonstrated is that even the staunchest of fossil fools can't hold back history.

The triumph of the U.S. wind industry – the U.S. has built more wind power to date than any other country in the world – is a tribute to a particular way of fighting for New Energy. It is a 2-part approach.

The first part is to keep building, no matter what. The wind industry has developed unimpeded by any criticism and has slowed only when the federal government pulled the carpet out from underneath it.

The second part is to look directly at criticism with a cold hard scrutiny. If there is truth in it, what is there to learn? If there is not, how can the real truth be effectively told?

2009 is exemplary of the first part. The wind industry saw the economy unraveling and the capital for project finance disappearing and went into action. Along with the solar industry, it led New Energy's fight for revised federal benefits and, as a result, is coming out of the recession still building.

December has seen the release of 2 highly substantial studies exemplifying the second part of wind's victory plan, a frank response to criticism. Wind Turbine Sound and Health Effects; An Expert Panel

Review is a panel of experts' highly researched negation of unsubstantiated claims, circulated for years and reiterated in a recent, poorly documented book, that the noise of wind turbines causes health impacts and something called "wind turbine syndrome."

The panel of experts negates the unsubstantiated claims with old-fashioned facts demonstrating there is no basis for such a syndrome or any other harm to human health from properly sited wind turbines.

The doctors and other health professionals on the panel concluded: (1) The sounds and vibrations emitted by wind turbines have no unique endangering quality. (2) Knowledge about sound and health is substantial. (3) That substantial accumulated knowledge offers no evidence the audible or subaudible sounds from wind turbines have "any direct adverse physiological effects."

The Impact of Wind Power Projects on Residential Property Values in the United States: A Multi-Site Hedonic Analysis is a thoroughly documented paper from researchers at the Lawrence Berkeley National Laboratory (LBNL) that negates long-muttered suggestions by wind's enemies that nearby projects somehow diminish home values with thoroughly calculated statistics showing there is absolutely no such harm to real estate prices.

The researchers identified 3 ways a nearby wind project could impact home values: (1) Area Stigma is a concern that the general area surrounding a wind energy facility will appear more developed; (2) Scenic Vista Stigma is a concern that a home's otherwise scenic vista might be compromised by the view of a wind energy facility; (3) Nuisance Stigma is a concern there could be factors like sound and shadow flicker that close proximity to wind turbines could impose.

They concluded that there is no evidence that any of the 3 stigmas having "any consistent, measurable, and statistically significant effect" on home values.

BROADCAST COVERAGE

1. Fox Business

DMA: N/A

Fox Business Network (---) National
12/16/2009 10:00 AM - 11:00 AM

[CC] 00:40:12 (guest is Al Reiss of ATP Oil and Gas)...A lot of buses in DC right now already run on natural gas. I think you will begin to see Washington force **natural gas**. It's clean, it is green. We're part of the **National Wildlife Refuge Association**. We're the lead sponsor there on the environmental side. Very strong environmentalist from that standpoint. We've got to continue to have more on **natural gas**. That's why we're spending the money we're spending. Brian: like **Boone Pickens**. The company that does all the buses. Look on the side of the buses ...says CE Clean Energy. Should say BP- **Boone Pickens**. Thank you very much. Thanks so much. I appreciate coming back. Dagen: always good to see you.
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