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Pickens plans to build a huge wind farm in a state known for oil

Entrepreneur

T. Boone Pickens

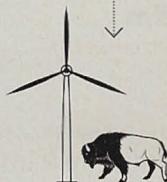
By Ted Turner

MY GOOD PAL T. BOONE PICKENS IS NOT YOUR average retiree. After four decades growing Mesa Petroleum into an energy giant, he has redefined himself to become a seemingly unlikely environmental crusader.

One of Boone's favorite so-called Booneisms is one he learned from his dad: "A fool with a plan can outsmart a genius with no plan." Last July, at 80, and with his dad's words in mind, Boone unveiled his blueprint to reduce our country's astonishing dependence on foreign oil and end what he calls the greatest transfer of wealth in human history. The Pickens Plan details steps we should take to utilize our abundant natural gas, wind and solar power here in the U.S. Always thinking big, and acting bigger, Boone proposes building a \$12 billion wind farm in the Texas Panhandle—the most ambitious design to harness renewable wind energy to date. Tireless and fiercely competitive, Boone isn't going to let the other guy reach the finish line first. He's put millions of dollars of his personal fortune into an unprecedented campaign to market his plan.

Boone and I have a lot in common. We've both made a lot of money, and we've also given a lot of it away. For all his accomplishments, I respect Boone most for his vision, generosity and can-do attitude. He recognizes that investing in renewable energy isn't just the right thing to do for the environment; it's the smartest and most prudent financial investment we can make in these times. It's a win-win opportunity, and when we're talking about our kids' and grandkids' future, I'm listening to the man with the plan.

TURNER is a philanthropist and investor



Turner owns 50,000 head of bison, the largest private herd in the world

Philanthropist

Ted Turner

By T. Boone Pickens

One of the people I admire most is my friend Ted Turner. Why? Because he is an innovator whose greatest legacy is bettering the world around him.

Ted realized the potential of cable television long before anyone else. But he did more than just build a global media organization. He beamed the American Dream around the world and by doing so spread democratic ideals. With CNN, he accomplished what Ronald Reagan implored: he tore down those walls.

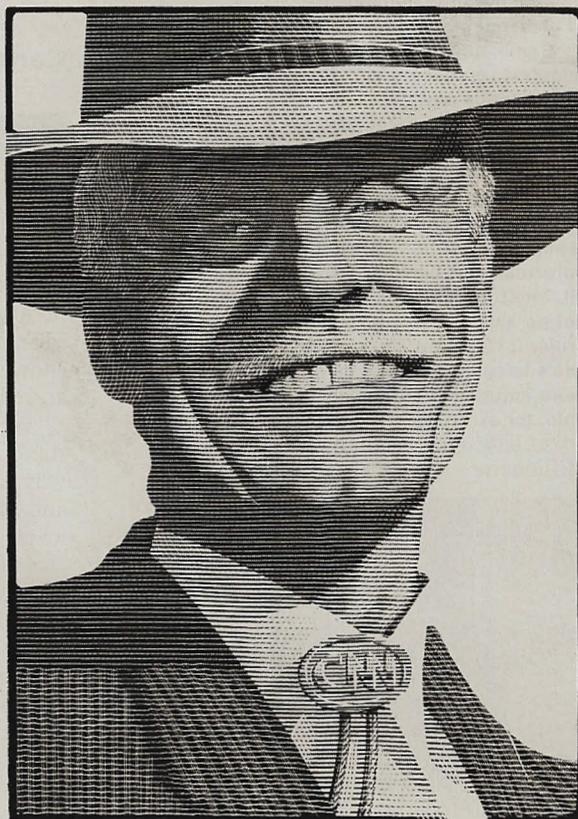
My father used to tell me that you could "judge a wood chipper by his chips." It's always been easy to measure Ted's chips; only these days it's through his environmental commitment.

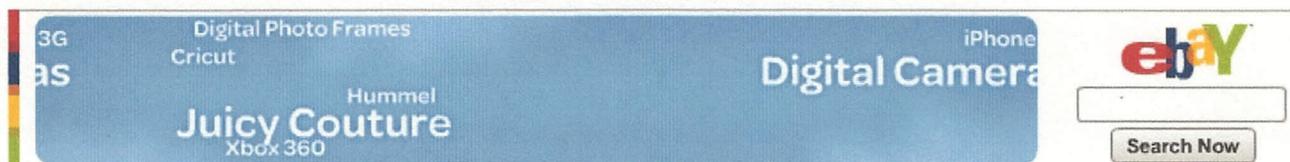
Ted is America's largest private landowner: 2 million acres from coast to coast. And that's not including his properties in Argentina. He's an environmental poster child for people who dream about pristine prairies and use terms like *self-sustaining* and *zero carbon footprint*. Just as important, his landholdings are profitmakers that generate income from ecotourism, forestry, ranching, farming and oil and gas leases.

Is there a master plan in all of this? You bet there is. Ted sees the green economy as the greatest economic-stimulus plan imaginable.

I'm 80 years old, and Ted is 70. Over the next decade, I can't wait to see how he will continue to change our world for the better.

PICKENS is chairman of BP Capital Management





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Thursday, Apr. 30, 2009

T. Boone Pickens

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