



T. Boone Pickens Media Coverage 4.23.11 – 4.25.11

Total of 15 Placements • Print: 12 • Blog/Online: 3

Coverage Summary

Wired ran a feature story on Ted Turner and Boone Pickens' energy policy discussion at the National Press Club luncheon last Tuesday (4/19/11). Turner highlighted the value of renewables while Pickens stressed the importance of reducing our dependence on foreign oil.

Highlighted Placements (Full Articles Below) • Green Tech's New (Old) Pitchmen Take It on the Road – Wired – 4/24/11 <http://www.wired.com/epicenter/2011/04/greentechs-new-old-pitchmen/2/>

Print Placements (Full Articles Below) • Pickens Plan finds possible ally in Kennedy – Tulsa World – 4/23/11 http://www.tulsaworld.com/opinion/article.aspx?subjectid=61&articleid=20110423_61_A20_Wher713741 • CNG switch for trash haulers needs discussion – Tulsa World – 4/25/11 http://www.tulsaworld.com/opinion/article.aspx?subjectid=61&articleid=20110425_61_A11_TheMor713828 • JFK's nephew has elitist, skewed vision – The Oklahoman – 4/24/11 <http://newsok.com/crap-a-lot-jfks-nephew-has-elitist-skewed-vision/article/3561491> • Is economy getting any better? – Green Bay Press Gazette – 4/24/11 <http://www.greenbaypressgazette.com/article/20110424/GPG03/104240696/Max-Frost-column-economy-getting-any-better-> • Deep in the trenches of the war on oil – Postmedia News – 4/24/11 <http://www.ottawacitizen.com/Deep+trenches/4666652/story.html> o Ottawa Citizen o Winnipeg Free Press o The Star Phoenix o Calgary Herald o Edmonton Journal o Times & Transcript

Blog/Online Placements (Full Articles Below) • Boone Pickens, Ted Turner focus their energy on natural gas, renewable power – Texas On The Potomac (Houston Chronicle Online Blog) – 4/23/11 http://blogs.chron.com/txpotomac/2011/04/boone_pickens_ted_turner_natural_gas.html •

Natural gas making a comeback? – The Globe And Mail –

4/24/11 <http://www.theglobeandmail.com/globe-drive/green-driving/news-and-notes/natural-gas-making-a-comeback/article1996847/> • The Price of Privilege: Inheriting the Earth, Like It or Not – The Huffington

Post – 4/25/11 http://www.huffingtonpost.com/betsy-perry/far-hills-country-day-school-windspires_b_853394.html

HIGHLIGHTED COVERAGE

Green Tech's New (Old) Pitchmen Take It on the Road – Wired – 4/24/11

By Herman K. Trabish

Ted Turner and T. Boone Pickens, two rich, famous, gifted gabbers with big stakes in energy, are uninhibited about saying why U.S. energy policy remains fundamentally unchanged.

“The oil and coal lobbies, who are holding the hill and have all the money, have done a masterful job of confusing everybody. I even go to bed at night praying for clean coal and I know there is no such thing,” Turner at a joint appearance at the National Press Club last week. “But I’ve seen so many ads for it that they’re persuading me that it’s possible.”

It is likely Pickens wanted to do a push for passage of H.R. 1380, legislation that would subsidize a transition from diesel gasoline to natural gas for heavy transport, and got his pal Turner, once known as The Mouth of the South, to join him.

“If President Obama had just taken the energy and climate change bill and put it first, before health care we’d have gotten it,” Turner said. But the Democrats’ political capital and resources were expended “and then the coal and oil industry counter-attacked with their ad campaign and the solar and wind industries ran out of money and couldn’t match them and we just got beat.”

But Turner remains optimistic. “I foresee, 20 years from now, a world where there is no more fossil fuel, where it’s not being used anymore,” Turner said. “It served us well for several hundred years, since the time of the Industrial Revolution, but it’s time to move on to clean renewable energy,” he said, then added as an afterthought, “with natural gas as a bridge fuel, probably.”

A world without fossil fuel pollution, Turner said, would be “a real nice world.” He then looked directly at the audience, grinned, and said, “We’re either gonna do it or we’re gonna die.”

“I want to talk about energy security,” Pickens began. It was the familiar Pickens Plan refrain. “We have no energy plan. Forty years without an energy plan. Why? Because we had cheap oil. Neither party ever had an energy plan.” It has been, he said, “an obvious bipartisan effort to not do anything.”

But, Pickens said, “in 10 years, we’ll pay \$300 or \$400 per barrel for oil and be importing 75 percent of our oil,” because “oil’s a finite resource and it’s running out.” And, Pickens added, “you’ll be able to check whether Boone knows what he’s talking about. In the fourth quarter of this year, demand is projected to be 90 million barrels a day and I don’t think the world can produce 90 million. If they can’t, the only way you can kill demand is with price.”

Then came Pickens’ pitch for natural gas as a heavy transport fuel. “It’s cleaner, it’s cheaper, it’s abundant and it’s ours. Why not?”

Turner, who described himself as a little cleaner and a little greener than Pickens, said that he doesn’t disagree about the use of natural gas as a bridge, though hydrocarbons will be needed in the future for plastics “and the sun is sitting there free everyday, just going to waste.”

“We’re capitalists,” Pickens interrupted. “We try to find the cheapest deal and make the most off of it,” he said, explaining that solar and wind remain more expensive than natural gas. He backed out of his ambitious 1,000-megawatt wind project in Texas, he said, because it was too expensive. (He neglected, however, to mention that the biggest obstacle to that project was inadequate transmission and the transmission might have been built if he hadn’t demanded water rights along with transmission rights-of-way.)

H.R. 1380, Pickens said, would subsidize the transition of heavy transport from diesel gasoline to natural gas with a \$60,000 tax credit for each purchase of a new natural gas-fueled truck. “I want a billion dollars a year for five years — and then kill it. The program is over. It sunsets out. Five billion dollars.”

It will, Pickens said, fund the transition for only a small portion of the U.S. fleet’s 8 million 18-wheelers. “The money to get it started,” is all he wants, Pickens said, “and we’ll go in that direction. Because we are patriotic people and we’re not stupid. We can save \$1.50 per gallon.”

Pickens’ vision is based on the Southern California trash-truck fleet transition to natural gas led by the Air Quality Management District’s Barry Wallerstein. “Infrastructure will come with the transition,” Pickens said.

“Can you imagine?” he went on. “Go back. Henry Ford.” What if, Pickens suggested, someone had

pointed out to Ford that there were no gas stations and Ford had said, "Oh, hell, we can't do it then."

Returning to his energy-security theme, Pickens said the transition to natural gas will reduce OPEC oil imports by half in seven years, eliminating the funding of both sides of the Middle East wars by U.S. drivers. "I've been with the Saudis," Pickens said. "They say to me, 'If you come up with alternatives, we'll lower the price of oil.'"

"We're subsidizing coal and oil big time," Turner pointed out. "On a totally level playing field, wind, solar and geothermal have a much better chance than they do with the subsidies all stacked up against them. We're subsidizing the wrong thing."

*** **PRINT COVERAGE**

Pickens Plan finds possible ally in Kennedy – Tulsa World – 4/23/11

When T. Boone Pickens and Robert F. Kennedy can agree on something, anything, it's noteworthy. Last week in Tulsa they agreed that the environment is important and agreed, somewhat, on how to achieve clean air while reducing U.S. dependency on foreign oil.

The "Pickens Plan" promotes, among other things, the use of natural gas to end or at least reduce the country's foreign oil crutch. As a motor vehicle fuel, compressed natural gas (CNG) burns cleaner than gasoline and its use could reduce air pollution.

In fact, Pickens has now set out to put all of the nation's 18-wheelers on CNG. He says that alone could reduce the import of foreign oil by 2.5 million barrels a day.

Imagine everyone in the country running their vehicles on CNG. Imagine the economic boon for Oklahoma, which is rich in natural gas deposits.

Pickens and Kennedy spoke at the first Sustainable Enterprise Conference at the Renaissance Tulsa Hotel and Convention Center.

They did not agree on some things, such as cap-and-trade and hydraulic fracturing, but they both endorsed alternate energy issues and a clean environment. Pickens is optimistic about a natural gas act making its way through Congress. He predicts that the House will pass it within 30 days.

Kennedy, noting that similar bills have bogged down in Congress before, is not so optimistic. "One thing

I can't be optimistic about is the political system," he said.

Pickens is the head cheerleader for the use of compressed natural gas. And he is a good one. If his idea to convert all 18-wheelers to CNG and his further plan to convert all government vehicles would catch hold, it could lead to a nation of CNG-powered vehicles and possible energy independence.

He and Kennedy also agree on the search for alternate energy - wind, solar, gas and nuclear - would not only put the U.S. at the forefront of new technology but it would be a boost to the economy, creating thousands of high-paying jobs.

The U.S. can do what it always has and hope the price of oil goes down again so we can return to cheap gasoline and big vehicles. Or, we can insist that our political leaders finally do something.

Pickens and Kennedy have a similar vision. It's one that the rest of the country ought to adopt.

CNG switch for trash haulers needs discussion – Tulsa World – 4/25/11

The more fleet vehicles that convert to the use of compressed natural gas rather than burn gasoline or diesel the better.

Tulsa City Councilor Bill Christiansen understands the economics and environmental impact of such a choice. He has asked that the city consider making the switch to CNG part of the upcoming contract negotiations with trash haulers.

There are some questions that need to be answered before the city makes it a requirement in future contracts. But, as Christiansen said, it's a good idea to begin the discussion and find out if such a move would be economically feasible for the city and the haulers.

There is little doubt that CNG ought to be on the minds of all Americans. It only takes a quick glance at gasoline prices to understand the impact oil prices have on everything from a trip to grandma's to a trip down the grocery aisle. Natural gas is plentiful, especially in Oklahoma, and CNG is a cheaper and cleaner fuel.

T. Boone Pickens believes that just converting the 18-wheelers on the highways to CNG could reduce the use of imported oil by 2.5 million barrels a day. Imagine if all cities and state and federal

governments converted vehicles to CNG.

Tulsa has had a good relationship with its current setup, a consortium of small private haulers. There are few complaints from customers. Some in the city fear that requiring CNG conversion would place an unfair financial burden on the small haulers, effectively taking them out of the bidding process. That's a legitimate concern.

That is why the topic should be discussed. There might be ways to make the conversion that would ease that burden, such as a phase-in program.

The price of oil isn't coming down anytime soon and that means gasoline costs will continue to rise. The discussion about our energy future and our environment has to start somewhere. As Christiansen says, let's get in all on the table.

JFK's nephew has elitist, skewed vision – The Oklahoman – 4/24/11

He's been called the "Kook of Camelot." He thinks 9/11 resulted from the relaxation of fuel economy standards under Ronald Reagan. He's hobnobbed with South American dictator Hugo Chavez, and he thinks President Kennedy's assassination was due to a right-wing climate of hate in Dallas in 1963.

Despite this, Robert F. Kennedy Jr. is taken seriously enough that he shared the stage Thursday with T. Boone Pickens. The venue was a sustainable energy conference in Tulsa.

Kennedy and Pickens found common ground during the forum, but they couldn't be further apart on many issues. Pickens, an Oklahoma native, and longtime fossil fuel extractor, is pushing a plan to reduce dependence on foreign energy in part by increasing the use of natural gas to operate motor vehicles.

Kennedy's hard left views have blinded him to reality, including the fact that 9/11 happened because of anti-American hatred, not fuel economy standards. His uncle was assassinated in Dallas by a communist sympathizer, not a neo-Nazi. And Chavez is a dangerous nutjob.

This man was considered for the post of Environmental Protection Agency administrator. How would that have worked out for Pickens and natural gas producers who use hydraulic fracturing to release energy from shale?

Kennedy loathes conservative talk radio and TV and would abolish them if he could. His vision of America is diametrically opposite that of most Americans.

He got a polite welcome in Tulsa, the former Oil Capital of the United States, but his elitist vision is unwelcome nationwide.

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Is economy getting any better? – Green Bay Press Gazette – 4/24/11

By Max Frost

Markets have risen dramatically since the first of September and continued into this year, but it appears it is trying to take a rest. The economy has not improved much overall, in spite of the numbers we receive that indicate there is virtually little or no inflation. Have they been buying gas at the same gas pump we have? Have they been buying cotton thread to make shirts or slacks or anything requiring it? Have they been to the grocery store to buy coffee or tea, or you name it?

It would appear they are asleep at the switch or are living in another world. Inflation is rising mostly due to the falling of the dollar and the rise in gold and silver and every other commodity one can think of. The market is getting tired. Another reason for a rest is that the Feds' feeding of \$600 billion has done little to relieve the recession we are in (notice how it is being referred to as the "Great Recession," which suggests it isn't as bad as the Great Depression), and the so-called relief has done little to put people back to work. I wonder if the deficit is more about tax collections than it is spending. One doesn't pay taxes if one is not working.

I have in the past referred to following the wind, "if you're not going with the wind, you're going the wrong way," which is in conflict with another dimension, namely "how about going in circles?" which is more likely the case right now. Profits are coming in strong, but for how long? By the end of next quarter or the following? Big jumps up and down depending entirely on the latest news bulletin. Dang!

- Energy: Who is alive who hasn't choked as they filled their gas tanks? How high will gas prices go? As high as they want and until we start slowing down and not taking so many long trips. Also we have many alternatives, as pointed out by T. Boone Pickens who would have all the big trucks using not diesel fuel but natural gas. I can't wait to turn my van into a natural gas user instead of a refined crude junk that messes up our oceans and our Gulf. Much cleaner. And this would create a lot of jobs (and have people paying more taxes) to change the gas stations into natural gas stations.

- Technology: We have become so dependent on technology to do our daily work or tasks that I can't imagine what would happen if it all collapsed. From our electricity to energy, to cooking, our entertainment, our news, everything we do is not only touched by technology, but also totally dominated by it. We cannot live without it. Sound like we need to keep invested in technology? I believe so, and the biggest difficulty is deciding which company or companies to own so as to take advantage of opportunities of making some money off it.

There are so many aspects to technology and so many companies involved in it that who knows what to do? The answer might be to use a reputable fund company which continuously monitors and invests in the companies most likely to produce benefits for the investors. And don't limit your thinking about technology to computers, laptops, cell phones, etc., but also medicine. I am currently reading a lot about the use of nanotechnology, which deals in atoms so small that we cannot humanly conceive of them. Yes, that small. Google the word and explore the uses of this 15-year-old research. Check them out.

- Employment: The government would have you believe that the unemployment rate is coming down, but it does not include those able-bodied workers who have dropped off the radar screen. Those who have lost hope of ever getting a job. Those whose age and experience work against them rather than for them. So much work is moved off-shore that there is little hope for them. Would that be a reason for the markets to be in some sort of jeopardy? Retail would be most especially damaged. From car sales to socks. This could prolong the effects of inflationary pressures worldwide. Keep a close eye on that score.

- Gold and silver: Will gold and silver ever stop rising? As long as the dollar keeps falling, it won't. But one day, by hook or by crook, we will see the proverbial light, but don't count on it any time soon. Stay very close to your investments as they need to be watched. Like the dentists used to say about your teeth, "if you don't pay attention to your teeth, you won't have to worry about them very long," or something like that. Pay attention to your investments these days, or you might not have any to worry about them at all.

Until next time.

Deep in the trenches of the war on oil – Postmedia News – 4/24/11 o [Ottawa Citizen](#) o [Winnipeg Free Press](#) o [The Star](#) [Phoenix](#) o [Calgary Herald](#) o [Edmonton Journal](#) o [Times & Transcript](#)

By Allen Abel

No time to waste if the U.S. hopes to break free of OPEC: BP boss

On the train, as I headed downtown to a luncheon with the self-appointed general of the New Energy Army and the unsinkable Captain Outrageous, were posters of black smoke rising from a burning oil rig in New York Harbor, on the Mall in Washington and under the Golden Gate Bridge.

What if it happens here? the signs demanded. And below that, the petro-phobic punch line: "Offshore

drilling is dirty and dangerous."

At lunch, there was no escape from this heated war for hearts and minds and windmills. On the dais were 72-year-old Ted Turner and 82-year-old T. Boone Pickens, two hyper-energetic billionaires NOT running for president (yet), each wolfing down a free meal.

They had come to talk about clean, cheap energy and to bemoan the fact that, for the past 40 years, White House windbags of both parties have prattled on about the urgency of disengaging from Arab crude, with nothing to show for it but three wars and four-dollar gasoline -heading for five (to match what you pay in Canada), then to six (like Europe), and seven and the moon.

"There has been," said T. Boone Pickens, the Oklahoma natural-gas goliath, "an obvious bipartisan effort not to do anything."

Pickens quoted Barack Obama from July 2008: "I will set a clear goal as president: In 10 years, we will finally end our dependence on oil from the Middle East."

"He's almost halfway there and we have no energy plan. Zero," Pickens added. "How long we gonna import oil from the enemy? I'll take anything American over OPEC oil."

(There was no mention of Canada, as usual, no acknowledgment that more oil flows southward by land than across any ocean or sea.)

"We're starting to border on not being very smart," he said. But he had a plan. The Pickens Plan: To crack and frack the earth's intestines and liberate the four thousand trillion cubic feet of natural gas (his number) that seethes below the lunch table, the water table and the inert Obama's desk.

This, he avowed -plus a few million wind-powered turbines, some of them in Ontario -should be enough to allow America to tell the Arabs to kiss our gas.

Someone asked Pickens if there was a need for more research and development before propping up so many pinwheels on the prairies and sinking so many pinholes 20,000 leagues below you and me.

"I don't do R and D," he replied. "R takes 10 years, D takes 10 years, and that puts me over the line."

Ted Turner spoke, and we learned that he had become, in his soul-searching senior years, the Malthus of the Earth.

"My main concern is the survival of the human race," the CNN founder and Cupwinning sailor said.

(Like Pickens, Turner has pledged to leave most of his fortune to charity.)

He listed his priorities in descending order: first, "the existence and danger of nuclear weapons;" second, "we have to get serious about family planning;" third, "we have to get serious about the whole issue of the environment, because the oceans are collapsing and rangeland is endangered by desertification and over-farming." This from the man who owns more acreage than any other private citizen in America.

Then, fourth: "clean, renewable energy," and a day when "we'll have a world without pollution, and our kids won't get asthma."

"We either gonna do it," he said, "or we gonna die."

Heading home, there were more posters in eye-catching orange, still the clinching argument in any debate between the real world and the world as it might be: The U.S. oil and natural gas industry supports 9.2 million American jobs.

"This train is out of service," a soft voice said, as we reached the end of the line.

BLOG/ONLINE COVERAGE

Boone Pickens, Ted Turner focus their energy on natural gas, renewable power – Texas On The Potomac (Houston Chronicle Online Blog) – 4/23/11

By Jennifer Dlouhy

Media magnate Ted Turner and Texas oil billionaire T. Boone Pickens have a lot more in common than their massive wealth.

The pair agreed this week that natural gas can power the U.S. while weaning the nation off foreign crude and moving Americans toward more renewable electricity sources.

But the two billionaires clashed over the environmental consequences of hydraulic fracturing, the controversial technique being used to unlock natural gas from dense shale formations nationwide.

Turner, who created CNN and has partnered with Southern Company to develop solar power, said natural gas can be a "bridge fuel" as the nation transitions to more renewable and alternative sources. But in the meantime, Turner said, regulators and natural gas produce need to quell mounting public fears about water contamination from the fracturing process used to extract the fossil fuel.

"We have to feel better about that and make sure that it is not too environmentally damaging," Turner said during a debate at the National Press Club.

Pickens, who has spent tens of millions of dollars pushing a plan to spur companies and motorists to adopt natural-gas-powered vehicles, dismissed those concerns.

He noted that reports of water contamination have centered in Pennsylvania, where natural gas development began in earnest just a few years ago. That clashes with a history of more than 800,000 wells that were hydraulically fractured safely in Texas, Oklahoma and Kansas, Pickens said.

Operators "desperately want to develop" natural gas and "they'll make a mistake every once in a while," Pickens conceded.

"Can you mess one up? Yeah, but you don't just shut down," Pickens told reporters later. "You just get on their ass, get it straight (and) fine them when they mess up."

The comments came on the heels of a new study by scientists at Cornell University that concludes that more greenhouse gas emissions come from natural gas than other fossil fuels, when the hydraulic fracturing method is part of those calculations. Natural gas advocates have questioned the credibility of that analysis.

The process involves injecting mixtures of water, sand and chemicals deep underground at high pressures that can break up shale rock and other tight formations to produce natural gas.

Although hydraulic fracturing has been used for decades, it has surged in popularity as oil and gas producers combine it with horizontal drilling techniques to access new shale formations. Conservationists have raised concerns about the water demands of fracturing. Environmentalists also say that natural gas can escape out of poorly secured wells, and that harmful chemicals used in fracturing fluids can taint nearby water sources. President Barack Obama acknowledged the concerns during a town hall today in Annandale, Va..

"We have a lot of natural gas here in this country," Obama said. "The problem is that extracting it from

the ground -- the technologies aren't as developed as we'd like, and so there are some concerns that it might create pollution in our ground water."

"We've got to make sure that if we're going to do it, we do it in a way that doesn't poison people," Obama added.

At the press club, Turner predicted the U.S. will stop using fossil fuels within two decades, and the environment will be better for it.

"I foresee, 20 years from now, a world where there is no more fossil fuel, where it is not being used anymore," Turner said. "We'll have a world without pollution. Our kids won't be getting asthma, and we won't have all these bronchial infections, and it'll be quiet, because the cars will be electric. It's going to be a real nice world."

Pickens noted that renewable power is more expensive than coal and natural gas -- one reason he abandoned plans for a massive wind farm in west Texas. Instead of installing the GE wind turbines in Texas, Pickens now plans to use the equipment at wind farms in Canada and Minnesota.

Wind power just can't compete with lower-cost electricity generated from natural gas that is priced around \$4 per thousand cubic feet, Pickens said. "I tried to build the biggest wind farm that had ever been built," Pickens said. But "wind is priced off the margin."

Pickens also repeated his call for the U.S. to produce more of its own energy so that it isn't reliant on foreign supplies of crude from less friendly nations in the turbulent Middle East.

"We're paying for both sides of the war," he said. "We don't look very smart doing that."

Natural gas making a comeback? – The Globe And Mail – 4/24/11

By Michael Vaughan

I noticed Gwyn Morgan singing the praises of natural gas as a transportation fuel in another section of the newspaper. Oil billionaire T. Boone Pickens has been Cheerleader-in-Chief for the cause but, of course, he's flogging stock in his company Clean Energy Fuels. Morgan, who was brilliant at EnCana, is only advocating the stuff, I presume, out of pure enlightenment.

Nevertheless, natural gas is the transportation fuel with a great future behind it. Remember when gasoline prices spiked in the early 1980s and suddenly taxi-cabs and airport limos and even private cars were converting to CNG (compressed natural gas) as fast as they could. That rush of enthusiasm resulted in more than 20,000 of them on Canadian roads and about 220 service stations to fill them up. Now there's next to nothing left.

Shell Canada, which tediously touts its "environmental" concerns at every possible opportunity, announced just ahead of the Morgan piece that it is closing down all its CNG pumps at Canadian gas stations. Sure it's a clean fuel. but there's not enough money in it to interest Shell. Natural gas vehicles with their environmental benefits have stalled out in Canada even though, with the recent run-up in gasoline pricing, natural gas is now 40 per cent cheaper to use than gasoline.

But as Shell bails out, there are signs that a natural gas comeback could be in the cards.

Chrysler announced last week that it will start selling CNG vehicles by 2017; majority-owner Fiat leads the league in CNG car sales in Europe. Honda has been quietly selling about 2,000 CNG-powered Civic s a year in three U.S. states (not available in Canada) and next year will offer them in all 50 states.

CNG-powered cars are a lot cheaper than electric cars with their expensive lithium-ion batteries. Sure, the tank for compressed gas takes up nearly the whole trunk but it's dead easy to make an internal combustion engine run on the stuff. Trucks are better than cars since there's lots of room for that tank. Also when trucks return to base each night you can fill them up without going anywhere near a Shell station. Vancouver-based Westport Innovations does a great job of converting diesels to CNG and has switched over plenty of delivery trucks and city buses. Natural gas was a flop the last time out but that doesn't mean it won't have a share of our multi-fuel future.

Car-sharing a hit on Wall Street

IPO means Initial Public Offering, or if you prefer, Is Often over-Priced. Zipcar went public last week and you may reach your own conclusion.

Sharing cars is a great idea as it cuts down on the total number of vehicles on the road and the Internet makes collaborative consumption a cinch. With Zipcar, you book online and wave your chip card at the car you've selected and it opens right up. I find its prices expensive compared with your average Rent-a-Wreck or other supplier, but with Zipcar every vehicle has a cutesy name and how "new age" is that.

Anyway, Zipcar Inc., which has been around for 10 years and is the largest car-sharing company in

North America, last week sold \$174.3-million (U.S.) in stock, surpassing even its broker's expectations.

The company has never made a dime but owns and operates an 8,000-vehicle fleet for members in 50 cities in the United States, Canada and the United Kingdom and on many college campuses. What it has is "first-mover advantage" and it has created a market from the ground up.

The idea has also caught on with some community and neighbourhood groups who are doing car-sharing on a co-operative basis. The rental car giants have also tested the waters with Hertz launching Connect by Hertz in three or four major cities. They leave the cars in parking garages rather than rental offices and offer Zipcar-like online booking and rentals by the hour.

Zipcar (ticker symbol: ZIP, Nasdaq) expected to sell 8.3 million shares at \$14 to \$16 a share. Instead, it sold 9.7 million shares at \$18 each. When the shares opened on the first day they began trading at \$29 or 61 per cent higher than the IPO price, making huge profits for insiders. Shares closed the day at \$28. When I last looked, they were just above \$27.

I have no idea how the stock will fare but the big launch shows that the idea of cars as a service as an alternative to car ownership is making waves.

The Price of Privilege: Inheriting the Earth, Like It or Not – The Huffington Post – 4/25/11

By Betsy Perry

I can be a lazy slug retreating to my bed when it rains (okay, also maybe when it's below 65 degrees or Valentine's Day). Really any excuse will do. So an invitation to visit the unveiling of The Far Hills Country Day School's four Windspires during damp and grey Earth Week was an "Are you out of your mind?" moment for me. However, because the invitation came from Andrew Drexel Allen, a philanthropist, smart banker and dead ringer for Simon Baker on *The Mentalist*, I J. Crew-ed myself up with appropriate gear and figured it wouldn't hurt to make an effort. Lord knows, I still have ample brain space to fill up with something worthwhile.

As we zipped through the Holland Tunnel, getting farther away from burping smoke stacks and train tracks with rats the size of chihuahuas, we drove through fancy towns with names like Bedminster and Peapack where Jackie O used to fox hunt. Daffodils and forsythia were busting out and I was giddy with this Fresh Air fund feeling -- a city kid seeing how the other half lives.

So here we are at this very preppy FHCDS with girls in Tom's sparkly shoes worn with Juicy Couture striped tights and boys all khaki-and-blazered up and I'm actually stopping to ask where they shop. No nose rings in this crowd. Marching into the gym/auditorium each carried a pinwheel in honor of the Windspires while I carried a warm chocolate chip cookie from the school's Chef Mike, my appetite stimulated by the fresh air. Principal Jayne Geiger explained in her best Grade 1-6 voice that the kids needed to become "Stewards of the Environment" and never once used the word "sustainability," which is too uber-highbrow for anyone.

Of course, the attention span being short -- not just for the kids but for me -- we moved on to Andrew Drexel Allen, chairman of the Energy and Sustainability Committee at the FHCDS. Andrew's family has attended the school for centuries and after tasting the cookies, I so get it. Speaking to his wiggly noogie-nudgy audience, he age-appropriately shared that these Windspires will provide power to the school and this project proves if you put your mind to something you can get it done. Educational lessons thinly disguised.

The whole project, funded by energy czar and dad Doug Kimmelman, a big deal at Energy Capital Partners, was a follow up to a previous gift of solar panels. We clapped, unveiled a plaque, pledged our allegiance to the flag and the best part -- start to finish 30 minutes. I pushed aside a couple of first graders to grab cookies and discussed a fabulous pink "Sami and the City" sweatshirt, obviously created for a classmate's bat mitzvah, with 13-year-olds. I traded business cards with the mayor of Far Hills, Paul Vallone -- nephew of the famed Peter Vallone -- and had my picture taken with Chef Mike.

But all silliness aside, I actually got why I was there. Think about this -- while our public school kids in the South Bronx or Newark are fighting for a hot breakfast and desk space, these lucky duck kids are the ones who may have the money and time to focus on the quality of life going forward. Privilege comes with a price: they're learning early lessons thanks to parents and a school which understands time could be running out for Planet Earth if we muck it up. Yes kids, you will inherit the earth and everything wrong with it and your mission -- like it or not -- is to make it better.

As the Windspires began to hum and spin, one little fellow asked if you could make money from harnessing wind as an energy source. To which I say, let's get Boone Pickens on the phone, and Con Ed while we're at it.

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