

PickensPlan

T. Boone Pickens Media Coverage 8.21.10-8.23.10

Total of 11 Placements

- Print: 4
- Blog/Online: 5
- Broadcast: 2

Coverage Summary:

The *Aspen Daily News* published an op-ed by Pickens discussing how domestic natural gas can take the lead in making a serious dent in our foreign oil reliance. The *Aspen Daily News* also covered Pickens' appearance at AREDAY, focusing on comments he made pertaining to the war and oil fields in Iraq. The piece goes on to describe the Pickens Plan.

In the *Grand Junction Sentinel* article on AREDAY, Ted Turner is quoted saying "We've got to get on with the Pickens Plan and put natural gas to work for us." Pickens points out that the purpose of his plan is to boost the nation's security by ending its reliance on imported oil.

Highlighted Placements (Full Articles Below)

- **Relying On Alternative Fuels Is The Natural Thing To Do** – *Aspen Daily News* – 8/21/10
- **Pickens Urged Bush To Take Iraq's Oil** – *Aspen Daily News* – 8/23/10
- **Pickens, Turner Push Gas At Confab** – *Grand Junction Sentinel* – 8/22/10

Print Placements (Full Articles Below)

- **Lignite Did Not Dodge A Bullet** – *Bismarck Tribune* – 8/23/10

Blog/Online Placements (Full Articles Below)

- **Huge Names In Aspen For Renewable Energy Talks** – *CBS 4 Denver* – 8/22/10
 - *Denver Business Journal*
 - *Huffington Post*
- **Is Now the Time to Buy Natural Gas Stocks?** – *TickerSpy* – 8/23/10
- **Irrational Optimism At Age 84** – *AnnArbor.com* – 8/23/10

HIGHLIGHTED COVERAGE

Relying On Alternative Fuels Is The Natural Thing To Do – *Aspen Daily News* – 8/21/10

By T. Boone Pickens

Some of the best thinkers in business, academia and government are meeting in Aspen this weekend to examine the social, economic, environmental and national security benefits of alternative energy.

A significant amount of attention is given to the production of electricity. The numbers are clear. According to the U.S. Energy Information Administration, more than 46 percent of the electricity produced in the U.S. comes from coal-fired power plants. About a fifth comes from nuclear power, another 21 percent from natural gas, and the remaining 13 percent from other sources like hydroelectric, solar, wind and petroleum.

We import far too much of the oil we use every day. In July alone, the United States imported 388 million barrels of oil, approximately 70 percent of which was used as a transportation fuel.

I'm all for using every American resource to power our nation and reduce our dependence on foreign oil. However, because petroleum is a relatively minor player in the production of electricity, we need to look to the transportation sector to reduce our continuing dependence on foreign oil generally, and OPEC oil in particular.

Those 388 million barrels imported in July represent the highest monthly total since Barack Obama was inaugurated. The amount we spent on foreign oil in June, \$27.3 billion, represents nearly 55 percent of our trade deficit. It's a national and economic security disaster.

Thankfully we have the American resources to combat this dependence. Domestic natural gas in particular can take the lead in making a serious dent in our foreign oil reliance.

Natural gas is not only abundant, but it's significantly cleaner than foreign diesel. Natural gas is the most widely distributed natural resource in America with lines running up every street and down every alley in just about every city and town, making it readily available for use.

First, let's look at trucks. Heavy-duty trucks use approximately one-third of the oil we import as a transportation fuel. And, because heavy-duty trucks either go home to the barn every night or, if they are over-the-road 18-wheelers, they tend to run the same routes on a regular basis.

Trucks like these, and other fleets — municipal and school buses; taxis; utility and express delivery trucks; and any fleet which goes home to the barn at night — can be easily refueled at a natural gas pump in the garage overnight.

Just ask AT&T, which has one of the largest private fleets in the nation. Last year, AT&T announced it's transitioning 15,000 vehicles away from gasoline and diesel to alternative fuels, including 8,000 vehicles that will run on natural gas.

Natural gas is the only fuel we have that can power heavy trucks today, making it the perfect fuel to make an immediate and significant impact on foreign oil.

If, over the next seven years, we replaced all of our heavy trucks now running on diesel with trucks running on natural gas, that alone would reduce our need for OPEC oil by half; and in that time batteries, hybrids, and other alternative fuel cars and light trucks will be widely available, reducing our need for imported oil even further.

A NGV industry in the United States would add jobs immediately, especially in regions that have been hit hardest by the recession. It would reduce our need for foreign oil, which would prevent OPEC from using oil as a weapon to influence American foreign policy, and it would have a major impact on our environment.

Natural gas is not the permanent solution to the foreign oil issue. It is a transition fuel that can take us from importing and burning billions of dollars worth of imported oil to utilizing one of our most abundant, and widely distributed, domestic resources.

As we discuss alternative energy, we have to go beyond the production of electricity and look to transportation fuel as a prime candidate for green energy and green jobs.

T. Boone Pickens is an American financier who chairs the hedge fund BP Capital Management. With a net worth of about \$3 billion, he has been ranked by Forbes as the 117th-richest person in America. He will be speaking at 10 a.m. today as part of the AREDAY Conference at the Hotel Jerome, along with Ted Turner, Sam Wyly and James Cameron.

Pickens Urged Bush To Take Iraq's Oil – *Aspen Daily News* – 8/23/10

By Andrew Travers

As the last American combat troops left Iraq last week, oil-tycoon-turned-clean-energy-innovator T. Boone Pickens was at the American Renewable Energy Day conference in Aspen, lamenting that the U.S. didn't take hold of the rich oil fields in the war-torn Middle Eastern nation before they left.

Pickens at first elicited laughs from an audience at the Paepcke Auditorium on Saturday night, as he bluntly made the case for America's right to Iraq's oil. Those laughs subsided as he recalled how he personally lobbied Presidents George W. Bush and Barack Obama to seize Iraq's natural resources.

“I’ve heard people accuse President Bush of going to Iraq for their oil,” he began, in a public conversation with CNN founder Ted Turner and New York Times columnist Thomas Friedman. “That didn’t happen. We didn’t get the oil.”

Pickens argued that the American blood shed in the war was reason enough to take the oil. But, he said, Bush was too concerned about his image and appearing as if the war were a ploy to get the oil to follow Pickens’ plan.

“It’s absolutely nuts to lose 5,000 people, have 31,000 injured, and spend a trillion dollars, and you didn’t even get the oil,” Pickens said.

The 82-year-old Texan recalled a conversation with President Bush as his days in office waned, in which Bush asked about how they could bring the oil to market and battle the public perception that Operation Iraqi Freedom was a war for oil.

“He said, ‘People will think we’re there for the oil.’ And I said, ‘That was eight years ago, a lot’s happened since then — a lot of money spent, a lot of lives lost.’ And he said, ‘How would you price it?’ I said, ‘Price it on the market every day.’”

Bush then asked more detailed questions about the pricing structure, and Pickens recalled pushing those concerns aside and telling the president, “That’s a high-class problem. We can figure out how to get it in the hands where it’d do best for America.”

“He never took it seriously,” Pickens said.

He made a similar plea to Obama, Pickens said, with similar results.

“I went to Obama and said, ‘Don’t leave Iraq.’ Look where we are now.”

Instead of Iraq's greatest oil supplies going to the country that waged a seven-year war of liberation there, Pickens bemoaned, they went to China, which cut deals to mine the oil fields of Ramallah, which Pickens estimates holds 15 billion barrels of crude.

"Here we were," Pickens said. "We paid the price and [we] don't get it It's heartbreaking to me to lose our people and the Chinese end up with the oil."

Pickens' evening comments capped a slate of AREDAY panels that included calls for action on climate change and renewable energy development from some of the most rich, successful — and outspoken — men in America. Among them were Pickens, Turner, filmmaker James Cameron and entrepreneur Sam Wyly.

Earlier Saturday, Pickens blasted the ongoing war in Afghanistan, stating that billions of American dollars going to OPEC nations for oil are being directly funneled to U.S. opponents and the Taliban.

"We are paying for both sides of the war," Pickens repeated several times.

"That Afghan war," he said. "That is the most stupid thing. Eleven hundred people killed, I don't know how many injured, \$345 billion spent, and what in the hell do we have for it?"

He touted his "Pickens Plan" to install massive wind power infrastructure across the country as a way to move toward domestic energy sources, including natural gas. He is currently lobbying congressional leaders to move the trucking industry entirely onto American-mined natural gas.

In an aside, Pickens also pooh-poohed environment concerns about the used of toxic chemicals for fracturing (or "fracking") in Colorado natural gas wells, telling a story about drilling a well himself near Rifle in 1955.

“The rules and regulations are pretty clear about how you maintain a safe operation and a safe environment,” he said.

Cameron: ‘Make it emotional’

James Cameron, director of the two highest-grossing movies in film history, screened an “environmental cut” of “Avatar” at the AREDAY festival on Sunday. Over the decade and a half he worked on the film, he became increasingly involved with environmental threats to the Amazon jungle, and the film is largely a parable for protecting such pristine ecosystems on Earth.

Cameron said he believes the film’s universal appeal and massive success is evidence that there is a visceral human connection to protecting the environment — an emotion that new energy advocates need to learn to tap into.

Criticism of the film’s vaguely conservation-centric political message, he said, was muted by its unprecedented commercial success.

“I think it would have been easy for them to dismiss the film as Hollywood, left-wing, liberal tree-hugging pap,” Cameron said, “except it made \$2.7 billion worldwide. For a film to do that, its appeal has to be very broad in all markets.”

Despite the film’s success, Cameron said he is “pretty pessimistic” about America leading the way toward clean or renewable energy production, noting that the number of Americans who even believe climate change is real has dropped from 47 percent to 34 percent in recent years.

He said he believes artists like him must connect regular folks to the issue of climate change in order for renewable energy to gain broad support.

“My skill set is in media, and in getting people to pay attention on a positive level, and straight talk, and speaking to a blue-collar mentality,” Cameron said.

Media consumers tune out stories about global warming, he said, because they can’t conceive of the cataclysmic future experts are predicting it will create. And also because politicians are too concerned with connecting renewable energy to job creation or national security concerns, rather than to the well-being of future generations.

“They’d rather hear about Lindsay Lohan than how their kids and grandkids are going to be living in an untenable world,” Cameron said of the general public. “We’ve got to get people to wake up and realize these problems are real — not just for national security and the economy You’ve got to make it emotional.”

Turner: ‘Mad as hell’

Ted Turner compared the coal and oil industry’s current lobbying campaign against global warming science to the tobacco lobby’s long — and ultimately unsuccessful — efforts to discredit the research proving that smoking kills.

“We don’t have a level playing field in America,” he said. “The field is still tilted to the goddamn coal and oil industry I’m mad as hell and I’m not gonna take it anymore!”

His Southern Turner Renewable Energy has invested millions in wind and solar power technology. He compared his partnership with oil giant Southern Energy to his teaming with the USSR to begin the Goodwill Games decades ago, saying, “We’re trying to co-opt the enemy I did it with the Russians, for Christ’s sake. Why not?”

Turner said the investment simply makes good business sense, and urged investors to follow him into renewable energy research and development.

“The greatest economic opportunity over the next 30 to 40 years will be in clean renewable energy,” he explained, “because we need to rebuild the entire energy system in the world.”

He said he believed President Obama choosing to champion health-care reform before carbon/energy legislation was a mistake, and encouraged AREDAY attendees to personally lobby their representatives in Congress to pass legislation discouraging fossil fuel production, and encouraging homegrown clean energy.

Wyly: ‘I love BP’

Billionaire entrepreneur and part-time Aspenite Sam Wyly touted his Green Mountain Energy as proof that clean energy is good business. The renewable and carbon offset seller made \$50 million in profits last year, Wyly said.

Renewable energy will catch on as business people of his stature realize ways to make it a profitable venture, he said: “It’s a good investment.”

He enthusiastically noted that his partner in starting Green Mountain was British Petroleum, the much-vilified oil company responsible for the massive off-shore drilling disaster that fouled the Gulf of Mexico this year.

“I think they’re really good guys,” Wyly said, defending BP.

“I love British Petroleum,” he spouted, “because they were there with big bucks when I needed ’em!”

Wyly did not address the Securities and Exchange Commission’s lawsuit, filed last month, claiming that he and his brother, Charles, made \$550 million on fraudulent business transactions.

Pickens, Turner Push Gas At Confab – *Grand Junction Sentinel* – 8/22/10

By Dennis Webb

ASPEN — Oilman T. Boone Pickens and media giant Ted Turner joined Saturday in touting natural gas as an important part of the nation's energy future and a resource Pickens says can be cleanly produced.

The two were part of a powerhouse morning speaking panel that included filmmaker James Cameron, who said immediate action is needed to combat climate change.

“We've got to understand what we're up against as a human race,” Cameron said, speaking at the annual Aspen Renewable Energy Day Summit.

Turner, who founded CNN, owns the largest amount of private land in the United States, more than 2 million acres, and has pursued alternative energy projects including a solar energy development in New Mexico. But, he said, making such investments remains difficult in the United States.

“The field is still tilted to the (expletive) coal and oil industry, and our federal government won't do anything about it, and I'm mad as hell and I'm not going to take it anymore,” Turner said.

But he said he doesn't favor just wind and solar energy, but possibly nuclear power.

“We've got to get on with the Pickens plan and put natural gas to work for us, too,” Turner said.

Pickens said the point of his plan is to boost the nation's security by ending its reliance on imports for two-thirds of its oil. Some of those imports are from countries not considered friends of the United States, and U.S. oil purchases also help fund the Taliban fighting Americans in Afghanistan, he said.

"We are paying for both sides of the war," he said.

Pickens is pushing both alternative energy forms and more use of domestically abundant natural gas, including as a cleaner-burning alternative to coal for power generation.

Pickens, who said he worked in western Colorado's Piceance Basin in 1955, said the safety of drilling has been proved by the thousands of wells that have been punched through the Ogallala aquifer and hydraulically fractured in Great Plains states without damaging that water supply.

"Listen, drilling practices can take care of that, and the rules and regulations are pretty clear as to how you maintain a safe operation (so as) not to damage the environment," he said.

Cameron, whose blockbuster movie "Avatar" included a pro-environment message, said lack of more public acceptance of climate-change science is a result of a misinformation campaign heavily funded by coal and oil lobbies. He thinks people will take the threat more seriously if they can be made to understand the impact it will have on their children's health and security.

"That's the way you're really going to reach them," he said.

Turner said proponents of fighting climate change can't outspend the opposition but can outwork them.

“And we’ve got right on our side, and that means an awful lot. And if in the end, if right doesn’t win, maybe it’s best if we’re not here (as a species on Earth). We’re going to get what we deserve. We’re going to get what we earn,” he said.

PRINT COVERAGE

Lignite Did Not Dodge A Bullet – *Bismarck Tribune* – 8/23/10

By Jason Schaefer

T. Boone Pickens says we haven't had an energy independence plan in 40 years. It's time we did.

Without a national policy, the energy sector is left with uncertainty and our dependence on foreign oil increases. The Tribune deserves credit for recognizing the need for a comprehensive energy policy in a recent editorial (Lignite dodges a bullet, July 29).

We also need to deal with greenhouse gas emissions. The Tribune's editorial recognized the need to address this reality.

However, the editorial mis-fired by suggesting that comprehensive federal energy/climate legislation is bad for lignite. What is bad for the coal sector, quite frankly, is continued regulatory uncertainty.

That is why utilities that rely heavily on coal, such as American Electric Power and Duke Energy as well as the utilities' trade organization, Edison Electric Institute, favor an energy/climate bill.

They want a clear road map.

They also want support to transition to cleaner, advanced coal technologies such as carbon capture and storage.

My biggest concern with this editorial is that it simply enables an attitude of denial that is all too pervasive in this state. The last thing we want to do is take the Detroit approach. The Big 3 car companies fought fuel economy standards tooth and nail. All the while, their products became irrelevant.

We're on the same trajectory with energy. The same week the Senate stalled on energy/climate policy, the Chinese announced they were going to price CO2 emissions. They already lead us in advanced coal technologies and have taken the lead in wind and solar. Now, they'll have a market incentive to innovate even more. Get ready to buy the next generation of coal plants and wind turbines from China, if we keep doing nothing.

The coal industry in this state needs to get to the table if it doesn't want to be on the menu. When the Senate punted on a much-needed energy and climate bill, lignite didn't dodge a bullet.

Instead, it missed perhaps its best opportunity to smoothly transition to the carbon-constrained world that we are quickly moving into.

BLOG/ONLINE COVERAGE

Huge Names In Aspen For Renewable Energy Talks – CBS 4 Denver – 8/22/10

By Stan Bush

Wesley Clark, James Cameron and T. Boone Pickens -- those were just a few of the names of Hollywood stars and Washington politicians who were in Aspen over the weekend to talk about the future of green energy in the U.S.

They hope their star power can help move the renewable energy conversation forward.

"We really need to address the near-term target," Clark said. "That's \$300 billion a year, every year, that's being pulled out of the American economy."

"It's time for Americans to wake up and realize that clean air is good for all of us," AREDAY Founder Chip Comins said.

AREDAY stands for American Renewable Energy Day.

One of the attendees was Alec Looz, 16, creator of iMatter, a green iPad application that has turned out to be a sensation.

"I'm just hoping to learn a lot about what's really going on in this movement; what power we really have to transition to a future where renewable energy is just energy," Looz said.

Spreading the use of solar panels and wind turbines was a real conversation at the conference, but debating about whether or not global warming is happening was not.

"It's all about exchanging real ideas and different perspectives," Clark said. "Then pulling together a central message out of that."

Is Now the Time to Buy Natural Gas Stocks? – *TickerSpy* – 8/23/10

By Geoff Seiler

For years, natural gas was in many respects the forgotten fossil fuel as coal was the dominant fuel for power plants and major manufacturers like steel producers, while oil powered vehicles. In the debate over alternative power supplies, solar and wind zoomed to the top of the hot list, but they are still years away from being major sources of power generation despite the hype. Over the past couple of years, natural gas has gotten more attention as a potential “bridge fuel” to greater energy independence for the U.S., but nonetheless, prices for the fuel continue to hover near lows, as do the stocks of natural gas producers.

Natural gas is more abundant than oil, especially in the U.S. However, it represent only about 22% of the energy consumed in the U.S., while oil represents 40%. About 34% of natural gas production is used for industrial purposes, largely in the pulp and paper, metals, chemicals, petroleum refining, stone, clay and glass, plastic, and food processing industries. Thus, you can see its direct ties to the economy. Another 30% of natural gas production is used in electricity generation. Over half the homes in the U.S. are also heated with natural gas, leading to some seasonality in prices.

Natural gas is plentiful in the U.S., with over 60 years of known reserves, making it an ideal bridge solution to energy independence and renewable technologies. Vehicles can already be run on the fuel, although in the U.S. most are limited to government or corporate fleets.

The push to use natural gas as a bridge fuel began in earnest a couple years ago when oilman T. Boone Pickens promoted gas and wind power as cleaner alternatives to oil that was plentiful in the U.S. While his “Pickens Plan” drew plenty of attention, his push floundered after the financial turmoil of 2008/2009, and the recession it spawned sent oil prices plunging.

More recently in June, researchers at the prestigious Massachusetts Institute of Technology issued a report that also urged policymakers to make use of the nation’s ample natural gas supplies as a substitute for coal-fired power plants.

“The substantially lower carbon footprint of natural gas relative to other fossil fuels, combined with the development of North American unconventional natural gas supply and the high cost and slow pace of lower carbon alternatives, has focused attention on natural gas as a ‘bridge’ to a low-carbon future,” the researchers said.

“Because national energy use is substantially reduced, the share represented by gas is projected to rise from about 20 percent of the current national total to around 40 percent in 2040,” it added.

The report, entitled “The Future of Natural Gas,” was produced by a team of researchers led by physics professor Ernest Moniz, who is director of the MIT Energy Initiative. Moniz’s name is frequently dropped as a potential future U.S. Secretary of Energy, but news reports point out that the MIT study steered clear of politically charged topics.

With natural gas prices and stocks depressed, BullMarket.com recently looked at a several top natural gas producers including Chesapeake Energy (CHK), EOG Resources (EOG), Range Resources (RRC), and Newfield Exploration (NFX) to see which ones looked like the most attractive investment options. In addition, BullMarket.com has a boatload of coverage on income-oriented natural gas producers like Linn Energy (LINE) and Enerplus (ERF).

Irrational Optimism At Age 84 – *AnnArbor.com* – 8/23/10

By Robert Faber

Editor's note: This is another in a series of occasional columns by long-time Ann Arbor resident Robert Faber on what he describes as his most recently acquired area of expertise - growing old.

At 84, all the literature says, I should be approaching old age. I'm reasonably sure that some day I'll get there, maybe even die at the end of the process, but I can understand that only in the abstract - I don't really believe it will happen to me. I've never accepted that any of those unpleasant or inconvenient rules of mortality applied to me and deep down I still don't - but I am getting closer.

For the first time in my life I now occasionally tie the fact of my age to the reality of life, recognizing the relationship between the accumulation of years and the end of their use. One of my new routines is reading the local obituaries - searching, of course, for the names of friends I hadn't seen for a while and may never see again.

I'm increasingly aware of limitations and the possibility that some old friend has died - a powerful reminder, not just of mortality, but more significantly of my mortality. I can accept the fact that it happens and can even come to terms with the logic and inevitability of death, just that I seem to have trouble moving it from my peripheral vision to a spot more centrally focused.

It happened to my parents, but they were old - well, my dad was 74. And my sister died at 80 - but she had been sick, so that's different. And various friends of mine died at ages ranging from about 10 to 75, but that's sort of a part of life and it's common knowledge that life is full of sad and senseless tragedies.

But clearly, none of that applies to me. After eight decades of denying both the fact and signs of aging, I've perfected the art of self-denial. I realize that for many, a long, serious illness can

leave you lying somewhere between going and gone, but otherwise you can always exult in still having things to do.

And that's a large part of how to approach that last phase - just keep planning and trying and doing. The beauty of life at any age, but a requisite for old age, is: Tomorrow.

At 82, billionaire T. Boone Pickens spends his days promoting the long-term goal of harnessing the power of the wind, while fellow billionaire Kirk Kerkorian, who's 94, was still maneuvering to buy General Motors until the economy recently ruled otherwise. But regardless of need or skill or size of the prize, it's still the lures of Tomorrow that keep us in the race.

It's foolish, of course, to plan on immortality, but even more foolish - dangerously and destructively foolish - is to allot the limited time of that most important segment of your life (as each segment always is) to a downside. It is also true, of course, that we don't have as much control of our emotions or our physical condition or our psychological attitudes as this piece of literary buoyancy suggests, but we can try - we must try.

The end may be tomorrow, but today I'm trying to finish this article, and tomorrow I'll adjust my backswing so I can break a hundred, and then I've got a very serious poker game with my friends, and I've got an appointment with Apple to learn how to better manipulate my new computer.

This is not all just "make-work." Each activity means a lot to me, and even if I fail at several of these tasks, even if I still can't break a hundred and I lose my shirt (again) in the poker game and I never figure out that damn internet connection -- so what? I assume I shall and I intend to use all my time and limited skills to those ends.

And that's the whole point. I'm doing all this for me, and if I succeed in any or all of this I'll be way ahead of the game and happy and satisfied and busy planning the next tomorrow. And if it doesn't work as planned -- again so what?

We can't plan all that effectively in the dark of the future, so even if my plans go awry I will have had a lot more pleasure and fulfillment than could have been achieved with worry and anguish and remorse. In short, it's all mine to build and use and enjoy, and it's the here and now for me to embrace or reject, and if and how I screw it up affects nobody but me.

Of course, much of that last section is not altogether true. In one sense I'm doing all of that for me, but in the larger sense it's for my wife and children so they'll have much easier days while I'm still around, and for my grandchildren so they'll have some more good memories to help sustain them in their old age.

And maybe I'm even doing some of this in the name of vanity, flirting with the highly unlikely possibility that some small part of my last few efforts will outlive me and maybe contribute something to the world or society - or at least to somebody - and thereby help satisfy my ego. Hey, when you're old enough you're allowed to dream.

Bob Faber has been a resident of Ann Arbor since 1954. He and his wife, Eunice, owned a fabric store and later a travel agency. He served a couple of terms on the Ann Arbor City Council. He may be reached at rgfaber@comcast.net.

BROADCAST COVERAGE

1. Cam And Company

Sirius Patriot (SIRIUS RADIO) Freq. 144, National | DMA: 0

08/20/2010, 10:00 PM - 11:00 PM

00:12:00 Rick Scott also has done a lot of work against Obamacare ... he was the face of those commercials . He was kind of like **T Boone Pickens** talking about the wind farms every two seconds ..Rick Scott was talking every two second against Obamacare... 00:13:59

Audience: N/A Spot Cost: N/A

2. CBS4 News At 6 PM

KCNC-TV (CBS) CH 4, Denver | DMA: 16

08/20/2010, 06:00 PM - 06:30 PM

[CC] 00:08:26 Wesley Clarke, James Cameron, and **Boone Pickens**. They are talking about the future of green **energy** in the U.S. , Cbs4 mountain reporter Stan Bush joins us live from Aspen. Those are big names and varied names there, stan. Reporter: absolutely, Brooke. They are hoping their star power can help move the conversation forward on renewable **energy**. Seems like every time the weather turns worst back east, someone on cable news is trying to say climate science is a hoax. People are are trying to say that's time for a conversation 60% less carbon than using to stop. Gasoline and create jobs and prosperity for the American people. \$300 billion that's our target. People. Thank you. Reporter: this conference in Aspen is focused on one problem and many ways to solve it. America's future in renewable **energy**. We really need to address the market. That's \$300 billion a year every year being poured out of the American economy. It is time for Americans to wake up and realize that, you know, clean air is good for all of us. Reporter: the best **energy** minds from across the country here, that includes 16 year old Alec Lures. I met people -- reporter: the ipad that he made is a green sensation. Hoping to learn a lot about what's really going on in this movement and what power we really have to transition to a future where renewable **energy** is just **energy**. Reporter: our day is looking at the shrinking size of the polar icecaps and, of course, our daily dependence on fossil fuels. Spreading the use of solar panels and wind turbines is a real conversation here , but debating whether or not global warming is happening is not. It's about differing perspectives and pulling together a central message out of that....00:10:52

Audience: 54,374 Spot Cost: \$597

