

PickensPlan

T. Boone Pickens Media Coverage 9.24.10

Total of 18 Placements

- Print: 6
- Broadcast: 12

Coverage Summary:

Pickens was included on “The Richest People in America” list published by *Forbes*. He is ranked #290.

Futures Magazine profiled Pickens and the Pickens Plan with an editorial and a Q&A.

Chesapeake CEO Aubrey McClendon wrote an op-ed in the *Oklahoman* advocating for the NAT GAS Act.

Highlighted Placements (Full Articles Below)

- **T. Boone Pickens** – *Forbes* – 9/23/10
- **Boone: The Man With A Big Plan** – *Futures Magazine* – 10/1/10
- **Sometimes It Takes A Man** – *Futures Magazine* – 10/1/10

Notable Natural Gas Coverage (Full Articles Below)

- **Transition To Using More Natural Gas Needs To Begin Now** – *Oklahoman* – 9/24/10

Print Placements (Full Articles Below)

- **The Pursuit of Happiness** – *Forbes* – 9/23/10
- **Ottawa's Wealthy Need To Heed Gates, Buffett** – *Ottawa Citizen* – 9/24/10

HIGHLIGHTED COVERAGE

T. Boone Pickens – *Forbes* – 9/23/10

\$1.4 B

Forbes 400 #290

World Billionaires #880

- Age: 82
- Source: oil & gas, investments, self-made
- Residence: Dallas , TX
- Country of citizenship: United States
- Education: BA/BS, Oklahoma State University
- Marital Status: Married
- Children: 5

Boone: The Man With A Big Plan – *Futures Magazine* – 10/1/10

By Daniel P. Collins

Legendary oilman T. Boone Pickens has spent a lifetime in energy: as a geologist, founder of energy firm Mesa Petroleum and as a trader. Throughout the years he has courted controversy and picked fights as well as supported numerous philanthropic causes. His bold attempts to take over major energy firms in the 1980s changed not only the nature of how energy firms operated, but the entire culture of Wall Street itself.

He has expressed a fondness for the big deal and bold moves but his most recent venture, while bold, is not too controversial. In fact, it makes a lot of sense. In 2008, Pickens decided to get out of partisan politics (he had been a large Republican donor) and dedicate all his efforts to promoting a solution to America's growing dependence on foreign oil, which he calls a major security issue. The Pickens Plan, among other things, calls for the transition of all federal government vehicles and over-the-road 18-wheel trucks to natural gas power. Legislation based on his plan could become law by the time you read this.

Futures Magazine: After running an energy firm for 40 years you embarked on a new career as a fund manager, and a decade later you changed your focus once again, creating a plan to lead America towards energy independence. Why is this so important?

T. Boone Pickens: It is a security issue for the country. We are importing 13 million barrels of oil a day, 5 million of it from OPEC, and if you look back at what President Obama said during his acceptance speech in Denver in July of 2008, he said in 10 years we will not import any oil from the Mideast, that was the same response to the question in the fourth debate that Bob Schieffer asked, I had lunch with him the week before and he asked me what I would ask him on energy and he asked that question and Obama responded verbatim to his response at the nomination speech. [He probably came to the same conclusion that I did]. Money that you are using for Mideast oil, some of it is getting to the [the people we are fighting in the Middle East]. You are supporting both sides of the war. I see it the same, I don't understand why he hasn't moved, he is two years in and he has no plan for energy. He made that promise two years ago and he has eight year to fulfill that promise. It has to be done with the American people and take politics out of it. You and I both would be willing if he came to the American people and said we have to get off of Mideast oil and you, Dan, and you, Boone, need to get on a domestic fuel in the next eight years, that would be an unbelievable opportunity if he went that way to educate the American

people on energy. Today the American people do not understand energy. If you had to go to a domestic fuel, you and your family would get together, a study would be made, there would be a lot of conversation and you would decide to go with the battery or the hybrid or something but it would be American and that is what he should sell.

FM: The cost of crude oil has remained relatively high despite record inventories and a global recession. Why is this?

Boone: You had a global recession, but Asia is clearly in a recovery and demand is strong there, not so strong here. I still think that oil has peaked at 85 million barrels a day. Saudis have told you that they want \$85 per barrel and whatever they want, they can get. If you think it is a free market you are kidding yourself. The market is controlled by the Saudis and whatever they want the price to be, well that is what we will have to pay.

FM: The OPEC benchmark used to be \$22-\$28 back in 2003.

Boone: That was a long time ago. They're going to move it up. If we don't get on our own resources in America, you are going to look at 10 years from now importing 75% of your oil instead of 67% and the increase has to come from OPEC. We are getting a lot of oil from Canada (and other countries) but if you are going to need more oil you are going to have to go to OPEC. If that is the case, in 10 years you will be paying \$300 per barrel for oil.

FM: Some analysts say crude oil is no longer simply a commodity but a mechanism to manage global economic risk, similar to how some view gold. Do you share this point of view?

Boone: Inventories are out of place with demand. The demand is in Asia and people still view crude oil and crude oil markets in the United States. Are we important? Of course we are, but there is a great amount of demand away from us. Those inventories are in Cushing (Okla.) that is not where the demand is.

There are many users of oil and it is used for different reasons, some of the ones you just mentioned probably are the case. I am not ready to say that oil prices are controlled by people that want to use it for other reasons than the normal use of oil.

FM: What is your long-term outlook for the energy sector: Crude oil? Natural gas?

Boone: From a security standpoint, we have to get on our own resources in the United States. If you didn't have resources, that would be a real problem but we have resources. You've got 4,000 trillion cubic feet of natural gas, it is 30% cleaner than gasoline and diesel, it is cheaper and it is an unbelievable opportunity for us to move to our own resources again. If we don't use natural gas for serious transportation fuel, we are going to go down as the dumbest crowd that ever came to town. Why wouldn't you replace dirty-foreign-expensive with cheaper-cleaner-domestic?

FM: This is probably contingent on whether your plan is adopted, but where do you see the price of crude and natural gas in the near term?

Boone: 2011 is probably going to be a pretty weak year for natural gas, eventually it will move up but we have such an abundance of natural gas. That is the reason for the wide gap (ratio of price of crude oil to natural gas) that we have never seen before. If it is on a BTU basis, it is 6-1, but we have never been there, natural has always been sold at a discount to oil. If you look at where it hangs out, it is 10-1, so when you have \$75 oil you have \$7.50 natural gas. We have not had \$7.50 natural gas in a while, so natural gas will move up over time because it is a superior hydrocarbon to oil.

Some one recently asked me what if we imported a great amount of natural gas and we found a huge oil field near the States that was low gravity high sulfur crude. Would you continue to import clean natural gas or produce dirty oil? I would say dirty oil because it is a security issue with me.

Natural will become the predominant hydrocarbon.

FM: The ratio of cost of crude oil to natural gas has never been so wide. Why is this?

Boone: It is because you have too much natural gas. You are oversupplied with natural gas. Natural gas is cheaper than coal now.

FM: Your plan makes sense, why hasn't it happened yet?

Boone: It has happened. You have an energy bill working. You have a 16-day window – eight days in September, eight in October to pass something. If you miss it then you have a lame duck [Congress]. The energy bill that I want is in place, everybody puts it in their plan – it is HR 1835 in the House. If they don't put stuff on the bill [and] it sits there ready to be voted on, it will pass on the first vote. That is the one that you have a \$65,000 tax credit for 18-wheelers. That also is over in the Senate, Senate bill 1408. They know it will pass [there] too if it comes up, but they won't do stand alone so they try and put everything on there that they can. That will have a hard time passing like cap and trade. Kerry-Lieberman tried that for three months [and] that is now off of it. Now they have the fracing (pronounced fracking) issue on there and the liability in the Gulf so they are struggling with those right now. But they can pass what I want on the first vote.

FM: Are some of those other issues a deal killer for you?

Boone: I have to go along with what [ends up in it]. The fracing issue, I know that business. I have been in it for over 50 years and I have never had a problem with a frac job messing up some ground water. As long as it is in there, it is an issue. Lets see how they work through it. No one has shown evidence of that [fracing contaminates ground water]. That is just a statement that people make that it messes up the water. There is no record of that happening.

FM: And you are not a neophyte on the water issue. You are also in the water business so you don't want to harm that business.

Boone: That's right.

FM: Where do you see the price of energy: if you plan is carried out and if it isn't?

Boone: If you do nothing, you are going to be faced with \$300 per barrel oil in 10 years, you will be importing 75% of your oil and you will be more dependent on OPEC than you are today. Of course 70% of oil is used for transportation. A battery won't move an 18-wheeler. You have one resource that will replace imports and that is natural gas. I am talking heavy duty, you can use a battery [for automobiles], but we need to understand energy in this country and we don't. Say we don't do anything, you use foreign oil. Venezuela is just waiting, they are sending 400,000 barrels to the Chinese, they want to get all their oil to the Chinese and away from us. That is 1.2 million barrels. Mexico's biggest fields are in decline. If they don't do something they will be a net importer in five years and that is 1.3 million barrels that come to us. Take those two countries and there is 2.5 million barrels; we've got to go to OPEC for that. People do not look down the road and analyze where this country is going to be and we are going to be in bad shape unless we start to use our own resources.

FM: Some critics point out the you have financial interests in wind farms and other elements that would benefit from your plan and the plan is simply promoting your economic interests. How do you respond to that?

Boone: What I usually say to those guys is, 'What is your plan? Do you have a plan? Nope. They don't have a plan so your plan is foreign oil.' Wind is a marginal money maker because of natural gas. Natural gas at \$4 doesn't do much for wind. I haven't made any money on wind and I don't have any legislation that is ready to go about wind. I am working on natural gas for trucks. I can't apologize for being a geologist and being in the business since 1951, but that also gives me a great deal of experience to use to promote what I am trying to do, which is to get on our own resources and we have more natural gas than any other country in the world. You are sitting here with 4,000 trillion [cubic feet of] natural gas, which is equivalent to 700 billion barrels of oil, which is three times what the Saudis have. You are honestly going to look like a fool if you sit here and ignore what you have available to you and you don't use it.

FM: Why has the United States not managed to create a comprehensive energy plan despite all the shocks of the last few decades? Can we do it now?

Boone: This is the 15-second answer: lack of leadership. If you go back to Nixon and go through Obama, every guy who has been president or has run for president has said 'elect me and we will be energy independent,' and they never have done anything about it. Two, you always had cheap gasoline. It has been cheap enough that everybody has either adjusted to it or conditioned themselves for it, but it has been acceptable and that is it.

FM: Will we first have to experience more pain?

Boone: You may not be just talking about price pain. The people that have the oil, most of it, are not friends of ours; 40% of the oil we import is from countries the State Department recommends we don't visit, which tells us they're not friends. Why would you put yourself in a spot where you are dependent on oil from the enemy? I had a Saudi tell me, 'Every time you try and use alternatives, we just lower the price of oil.' I said 'I know. I have seen it.' They lower it to where it becomes acceptable to the consumer and just go on down the road.

FM: So we have a shock, oil goes back down and then it is not on the front burner.

Boone: That is the way it goes. But you've got a very strong lobby in Washington by the major oil companies. The major oil companies are international, they are not American companies. People get the idea that Exxon, Chevron and Conoco Phillips are American companies. They are domiciled in the United States, but Exxon for instance gets 84% of their revenues from offshore. Is there anything wrong with them? Of course not. They are well operated, well managed companies – but they are not companies I would ask about domestic oil policy.

You look at OPEC's revenue in 2003 and they were \$250 billion, their revenue in 2008 was \$1.25 trillion, five times as much. If you can't do anything about it, that is one thing, but if you can do something about it, you are stupid not to.

FM: You have held strong political views in the past. Is that making your bipartisan efforts hard to accept by some?

Boone: I don't think so. I worked very well with the majority leader Harry Reid. I had been a Republican in the past but Reid and I made a deal in June of '08 where I said I was getting out of politics. This is a bipartisan issue. I am going to promote it that way and try and accomplish an energy plan for America. We talked for an hour and a half and he said 'I will help you do it,' and he has done everything he said he would do. And John Larson (D-Ct.) over in the House understands it. He is frustrated that we can't get it passed, but we still have time to do it. I think it will happen.

FM: We are in an extremely partisan political environment where cooperation seems nearly impossible, even on issues where there is agreement. Do you think there can be bipartisan support for your plan if brought forward?

Boone: Well if you look at the House cosponsors of 1835, it has 144 cosponsors and they are 50/50 Democrats and Republicans. Hell, I think I've got bipartisan support for an energy plan, you just got to get it in there and vote on it.

FM: Are you confident it is going to happen this fall?

Boone: Confident? I will go ahead and say confident, I think it is going to happen. Mildly confident. We need it. We desperately need an energy plan. My God, these guys in Washington are supposed to be taking care of the country. Nobody argues with me about it. Nobody will stand up and say 'Boone you don't know what you are talking about; Boone what you are suggesting is totally ridiculous; Boone we are fine the way we are,' none of that. This is all about this country. I truly believe I have a mission to get an energy plan for America.

FM: What could derail it?

Boone: That they never vote on it. That they can't get 60 votes. The fracing issue is struggling in the Senate; it is hard to get 60 votes on that. If it fails it will fail for that reason. You got to get it out of the Senate and they got to get something to get 60 votes on.

We are going to know really quick. You've got eight legislative days in September and eight in October. I think they will try at that time, if we miss then you've got a lame duck.

FM: This is going to come out Oct. 1, what are the chances this is passed by the time your face is on the cover of Futures?

Boone: At that point probably 50/50. Your timing could be perfect. I am fixed to go to Washington in that 16-day window; if I can help them I will be there working on it.

FM: What is your opinion on the stalled cap and trade legislation?

Boone: They can't get the votes for cap and trade. Now is not the time for cap and trade. It passed the House by three votes and it is over in the Senate and they can't get 60 votes for it. Cap and trade is a tax and people don't want taxes.

FM: Don't you support a gas tax?

Boone: I am not saying a gasoline tax would help my deal. I just said, when asked looking at what we are up against, we need money. I said I would look at a gasoline tax because gasoline is cheaper (in the United States) than any other place in the industrialized world.

FM: Conceptually, do you support cap and trade?

Boone: No, I don't. But I would take it to get what I want. I told them that and I did not go out and work against cap and trade. I did what I said I would do. I was supportive of my part of the bill and let the rest of it shake out and they couldn't get the votes for it.

FM: You still operate a commodity based fund. How is that business going?

Boone: We are struggling this year. We had a good year last year, we were up 17% on the equity fund and 105% on the commodity fund.

FM: How will it be affected by the recently passed Dodd-Frank Act, particularly in regard to the expectation of speculative position limits in energy futures?

Boone: I don't see that that affects us. We are not concerned about it.

FM: What is your view on the argument that speculators caused the spike in crude in 2008?

Boone: I don't think that is the case.

FM: Will the plan be implemented?

Boone: I told you, 50/50 it happens this year.

Sometimes It Takes A Man – *Futures Magazine* – 10/1/10

By Ginger Szala

T. Boone Pickens has spent his life shaking up corporate America. So it's no surprise that once again he's striking terror into the hearts of energy companies.

When I interviewed him back in 1986, he was the "corporate raider" who helped restructure the oil industry. Today, he is using his business and government insights to curb the U.S. addiction to foreign oil and move it to natural gas, of which we have deep reserves. Imagine: we no longer would be beholden to OPEC, no longer embroiled in Middle East wars, no longer polluting the planet with poisonous gasses.

This might seem like a dream, but it's the vision of a man who has combined his energy know how, business acumen, political leverage, and, yes, desire to profit to push an idea whose time has come...and is past. As he says to why the United States hasn't been able to create a comprehensive energy plan: lack of leadership and cheap gasoline.

Pickens is known for his candor. In his interview with Managing Editor Dan Collins (see Boone: The man with a big plan), he is up front with why the United States needs rehab, fast. "The people who have the oil, most of it, are not friends of ours; 40% of the oil we import is from countries the State Department recommends we don't visit, which tells us they're not friends. Why would you put yourself in a spot where you are dependent on oil from the enemy?"

As you read this, the House will have or will be ready to vote on HR1835, which gives a \$65,000 tax credit for 18-wheelers that use natural gas for fuel. His vision is for transporters and the government to switch to natural gas for fuel, and he states that as 70% of oil usage is transportation, this would be a huge step in steering the country toward energy independence. He told Collins : "If you do nothing, you are going to be faced with \$300 per barrel oil in 10 years, you will be importing 75% of your oil and you will be more dependent on OPEC than you are today."

Keep in mind that Pickens understands value, not only of companies, but of commodities. He's a long time trader who began using futures in the 1970s when his old firm, Mesa, was in the cattle business. At one point Mesa was the second largest owner of cattle in the United States, and as he told me in 1986, "you don't always want to be speculating in a commodity at that magnitude." Thus, they hedged with futures.

He also said he actively traded for his own account, using the markets because, as he said, "I can get in and out of [them] quickly." Today, Pickens is chairman of BP Capital Management, a successful \$4 billion hedge fund with a focus on energy investments. With a huge stake in the natural gas (and water) world, it's no wonder he is pushing a natural gas plan. But his reasoning in moving to an alternative energy plan -- and putting his weight behind it -- makes sense. In his blunt way, he noted, "if we don't use natural gas for serious transportation fuel, we are going to go down as the dumbest crowd that ever came to town. Why wouldn't you replace dirty-foreign-expensive with cheaper-cleaner-domestic?"

With crude oil skirting \$75 per barrel and natural gas as low as \$4 MMBtu, it's time to think seriously about using our home field advantage. If Congress votes to move the plan forward,

something of which Pickens is optimistic, it might be the first legitimate step to U.S. energy independence. And picture this scenario: in 10 years, if the United States has reduced -- significantly -- its need for Mideast oil, the air is cleaner and our soldiers are out of harm's way, we could say it was largely due to a futures trader using old-fashioned leverage.

NOTABLE NATURAL GAS COVERAGE

Transition To Using More Natural Gas Needs To Begin Now – *Oklahoman* – 9/24/10

By Aubrey McClendon

There is little argument about the economic and environmental superiority of natural gas as a transportation fuel, just as there is little debate about the disastrous consequences of importing \$1 billion per day of foreign oil, and therefore likely funding both sides of the war on terror. But sadly, we still wait on the federal government to pass an energy plan to address our nation's serious energy, economic, national security and environmental challenges.

Without question, the best way to start breaking our foreign oil addiction is to pass the NAT GAS Act (HR 1835). This bill, co-sponsored by Oklahoma U.S. Reps. John Sullivan and Dan Boren, has languished in Congress for 16 months.

But Oklahoma moved ahead with its own plan. Under the leadership of Speaker Chris Benge, the state enacted policies last year promoting the building of compressed natural gas fueling stations, and the private sector took it from there.

In the next few months, 11 CNG fueling stations will open in nine Oklahoma cities, bringing the number statewide to more than 60. How do we do it? Simple — build strategic alliances. At

Chesapeake, we engaged with several Oklahoma fuel retailers who, like us, recognize the enormous potential of natural gas — now, not later.

By working with On-Cue Express, Love's Travel Stops and Country Stores and Hutchinson Oil, CNG stations in Arkoma, Edmond, Elk City, El Reno, Kingfisher, Lindsay, Oklahoma City, Waynoka, Weatherford and Wilburton will soon offer CNG to the public approximately 30 percent to 40 percent cheaper than gasoline and diesel.

Chesapeake applauds these fuel retailers for their leadership in making Oklahoma-produced natural gas available to a significantly larger number of Oklahomans. The new CNG stations make it possible for companies such as Chesapeake, Apache, AT&T, UPS, Verizon, Airport Express, Total Environment and others to convert their fleets to natural gas.

Fueling our trucks with natural gas instead of carbon-heavy gasoline or diesel is better for America's economy, energy security and environment. It also is better for Oklahoma, since approximately 25 percent of the state's tax base is tied to natural gas.

I drive a Chevy Tahoe that runs on natural gas. It feels great to refuel my vehicle with a clean fuel that is made in Oklahoma, creates Oklahoma jobs and costs almost half as much as gasoline. Working together, I hope more Oklahomans will have a similar opportunity sooner rather than later.

Oklahoma is doing it right. Now is the time to advance long-term national policies to accelerate this transition before gasoline and diesel prices skyrocket again. We should immediately begin the transition to a transportation system led by natural gas, as many nations have already done.

There is no doubt natural gas is ready to fuel America's future. Please encourage our leaders in Washington to embrace American natural gas as the best alternative to imported oil by supporting the NAT GAS Act.

McClendon is CEO of Oklahoma City-based Chesapeake Energy Corp.

PRINT COVERAGE

The Pursuit of Happiness – *Forbes* – 9/23/10

By Clare O'Connor

In the first issue of FORBES (Sept. 15, 1917), founder B.C. Forbes wrote, "Business was originated to produce happiness, not pile up riches." For some, that's the beauty of giving away their wealth. Many spend it on other versions of happiness, too--yachting, horses, cars, wine, fine art or devoting themselves to causes like health and education, or pushing the frontiers of space and energy. Starting on page 100 and throughout the issue, billionaires share their passions in their own words. And for the first time, you can go to Forbes.com/wealth/passions/all to sort rich listers by their pursuits and passions.

Giving Pledge

Star Wars creator George Lucas wrote in his pledge letter that he plans to donate the majority of his net worth to education. "It is the key to the survival of the human race," he said. T. Boone Pickens' view on philanthropy? "I like making money more, but giving it away is a close second."

Horses

Kenny Troutt's horse Super Saver won the Kentucky Derby this year; another, Drosselmeyer, won the Belmont Stakes. Bradley Wayne Hughes owns Spendthrift Farm in Kentucky. Campbell Soup (CPB - news - people) heiress Charlotte Colket Weber owns a 4,500-acre stud farm in Florida.

Planes

Dallas Mavericks owner Mark Cuban flies the team to games in his Boeing (BA - news - people) 757. Wayne Huizenga's Boeing 737 jet has a Miami Dolphins helmet painted on its tail (he's part owner of the team). Bill Gates' Bombardier BD-700 Global Express business jet is designed for ultralong distances.

Automobiles

Gary Magness owns so many classic cars that he opened his own dealership: Mango Motors in Colorado. His collection includes 1970s Mustangs and a '51 Chevy Deluxe. Designer Ralph Lauren (RL - news - people) collects antique Ferraris, Bentleys and Bugattis from as far back as the 1920s and 1930s.

Environment

Sergey Brin and Larry Page turned their Google (GOOG - news - people) HQ into one of the world's most ecofriendly offices. Both drive Toyota (TM - news - people) Priuses. John Doerr's firm, Kleiner Perkins, invests in alternative energy. He recently called on government to triple funding for energy research to \$16 billion.

Yachting

Dennis Washington spends his days refurbishing Attessa IV, a 333-ft. yacht with a swimming pool. Larry Ellison's 453-ft. Rising Sun boasts a basketball court and two upper decks made entirely of glass. Paul Allen's 414-ft. megayacht, Octopus, includes a recording studio.

Education

George Soros gave \$35 million to poor New Yorkers to buy school supplies. Casino mogul Sheldon Adelson donated \$25 million to build the only Jewish K-12 day school in Nevada. The Walton family's foundation supports charter schools in 30 school districts, including Detroit.

Fine Art

Hedge funder Steve Cohen's art collection includes Damien Hirst's shark preserved in formaldehyde and Jasper Johns' "Flag." Leon Black helped fund a Pablo Picasso biography. Eli Broad built a museum in L.A. to house his 2,000-piece contemporary art collection; his favorite work is Jeff Koons' "Rabbit."

Vineyards

Pat Stryker's 32-acre Sonoma vineyard produces zinfandels and cabernets. Gordon Getty co-founded the PlumpJack Winery in Napa. Wine collector William Koch sued Christie's in March, claiming it sold him fake bottles of Bordeaux supposedly from Thomas Jefferson's cellar.

Space

Paul Allen's Mojave Aerospace Ventures built SpaceShipOne, which made the first privately funded space flight in 2004. Jeff Bezos' aerospace company, Blue Origin, is developing technology for commercial space flights and tourism, and landed a \$3.7 million NASA grant.

Ottawa's Wealthy Need To Heed Gates, Buffett – *Ottawa Citizen* – 9/24/10

By Mark Sutcliffe

Whether it's the ambitious and comprehensive United Way campaign that was launched Thursday or a small charity run like I'm doing Saturday, when Ottawa's business leaders are asked to support a cause, they invariably rise to the occasion. I'm overwhelmed by the immediate and generous response when I send out a simple e-mail asking for donations for an important cause.

And I'm blown away by the bold and big-hearted acts of philanthropy I've witnessed in our city. Ottawa's billing as a generous community is not just a myth; it's backed up by solid data that shows people here donate more than those elsewhere.

But is there another level to this city's generosity? Can many of the wealthiest people in our community go one step further and make the kind of pledge that Bill Gates and Warren Buffett have made?

Both Gates and Buffett have committed to giving at least half of their wealth to charity either during their lifetime or at their death (Buffett has promised to give away 99 per cent of his). And they've been recruiting other American billionaires to promise to do the same.

Forty written pledges, full explanations of the commitments of titans like Michael Bloomberg and T. Boone Pickens, have been posted on a website called The Giving Pledge. And on a lesser scale, Facebook founder Mark Zuckerberg is said to be donating \$100 million to New Jersey schools today.

Ottawa doesn't have a lot of billionaires, but there is still a significant number of wealthy entrepreneurs.

What if they worked together and pooled a considerable sum of money, beyond annual commitments to the United Way and other charities, and committed it to ambitious local priorities?

Imagine what that could do for our community. Could we replace stop-gap, Band-aid solutions with bold, far-reaching objectives that would make Ottawa the envy of the country, even the world?

Could our aging hospitals be given an enormous boost, turning the city into a place with the best health care in the country? Could we solve homelessness? Aggressively fight mental illness? Or create widely accessible fitness and nutrition programs that would reverse the trend toward childhood obesity?

It sounds ambitious, especially in an era where the recurring message from government is that financial pressure is creating tough choices and we can't do everything. But if government can't do the task anymore, who will?

Let's be clear: This isn't about guilt or obligation or -- as one critic suggested in Forbes -- an argument that wealth is immoral. Successful business people take risks, excel at what they do and should be properly rewarded.

But sometimes thanks to ingenuity, timing and fortune, the dividend is disproportionate to the effort, or it's simply surplus to personal requirement and a successful entrepreneur can feel some motivation to give back. And many of them discover a selfish reason: it feels good.

"Making a difference in people's lives -- and seeing it with your own eyes -- is perhaps the most satisfying thing you'll ever do," wrote Michael Bloomberg in his pledge.

"If you want to fully enjoy life, give."

Although he's not among those who have formally pledged, another good example is Bill Neukom. Neukom had the good fortune of landing a job with a law firm in Seattle where he worked for Bill Gates' father.

The elder Gates introduced him to his son, who hired Neukom as the first general counsel at Microsoft in 1985.

He did good work, shepherding Microsoft through its battle with government authorities.

Even so, he told the New York Times this summer he didn't deserve all the money he made.

"I believe I was overcompensated for my work," he said.

"I was in a fortunate position, but my worth to the company is not equal to the amount of money I received. I don't see it as money I earned. I see myself as the steward of the money, and that is why I give much of it away.

"Some people who worked for Microsoft don't see it the way I do," he said. "But I believe it's my job to give the money back and to other causes."

Neukom points out he hasn't denied himself every indulgence, which is why he's invested in the San Francisco Giants.

"I'm no saint and I have guilty pleasures, and the Giants are one of them."

Like Neukom, you don't have to take a vow of poverty to make a difference.

And as Buffett points out, a wealthy person has the luxury of giving a large sum of money that is comparatively smaller than what many generous people of lesser means donate every day.

Whether through a formal pledge or not, some people in our city, like members of the Greenberg family, have clearly made philanthropy an urgent priority.

And the United Way campaign is a clear, annual sign of the community's generosity.

Beyond that, however, Ottawa's business leaders should also start a discussion about whether they, like Gates, Buffet and their recruits, can take giving to another level and together leave a legacy for this community that dramatically changes our community and people's lives.

BROADCAST COVERAGE

1. Street Signs

CNBC, National | DMA: 0

09/23/2010, 02:00 PM - 03:00 PM

[EC] 00:45:22 I know that on "Forbes" list you go through their marital status. It's an interesting thing. There's a story here as part of the slice and dice, I've got a printout here. Third wives club. Who do billionaires marry after the first wife. They don't get divorced as much as you think. Only 100 have been divorced twice. They tend to marry spouses closer to their same age as Ron Perlman, he has married women close to his age, the same with Ted Turner. But **Boone Pickens** likes the younger wives. Yes, significantly younger. 00:49:19

Keywords:TZ; Rich List; Facebook; Newark NJ Mayor Cory Booker; Facebook Movie; Forbes Rich List; Rupert Murdoch; Steve Jobs; James Cameron; Tyler Perry; Zinga; Linkedin; Occidental Petroleum; Billionaire Wives Club; Ted Turner; **T Boone Pickens**;

Visuals:Mark Zuckerberg; Facebook pages, sign; Forbes backdrop; Billionaire Industry Breakdown; Bertoni bio: NYU, Merrill Lynch; by 2015: Jay Z, Sean Parker, Jerry Bruckheimer, Matt Pincus, Jerry Seinfeld, William Ackman, Eric Lefkofsky, Dennis, James Cameron, Tiger Woods, Michael Jordan, Ray R Arani, Craig Newmark, Reid Hoffman, Tyler

Perry; Billionaire Wives: Ron Perelman, Faith Golding, Claudia Cohen, Patricia Duff, Ellen Barkin; Ted Turner: Julia Nye, Jane Smith, Jane Fonda;

Speakers: Steve Bertoni, Global Wealth Reporter, Forbes Magazine;

Audience: 301,446 **Spot Cost:** \$2,431

2. NBC Nightly News

NBC, National | DMA: 0

09/23/2010, 06:30 PM - 07:00 PM

[EC] 00:00:43 Zuckerberg is part of a growing trend of venture philanthropists, investing huge sums in education reform. Others are Bill And Melinda Gates, **T. Boone Pickens**. But some skeptics wonder if the \$100 million gift to Newark schools is just about generosity or if it's an effort to cast a more favorable light on a young billionaire who currently has an image problem.. 00:04:12

Visuals: Facebook logo; Mark Zuckerberg; Scenes outside of Newark City Hall; Mark Zuckerberg's profile page on his creation Facebook.com; Democratic Newark Mayor Cory Booker; Republican NJ Governor Chris Christie; Oprah Winfrey, Mark Zuckerberg, Governor Chris Christie, and Mayor Corey Booker, in separate photos on cover of The Star-Ledger newspaper; School students; Newark Public Schools information on money spent on Newark school system; Facebook logo and Bill And Melinda Gates, logo for The Bill And Melinda Gates Foundation, and numbers on philanthropic donations, **T. Boone Pickens** and his namesake foundation, and The Andrew W. Mellon Foundation, with Mellon photo, and donation info; Scenes from upcoming film about Mark Zuckerberg and founding of Facebook.

Speakers: Kathleen Nugent, Democrats For Educational Reform NJ State Director; Sheila Oliver, D-NJ State Assembly Speaker.

Audience: 8,140,250 **Spot Cost:** \$60,319

3. Fox 4 News At Nine

KDFW-TV (FOX) CH 4, Dallas/Fort Worth | DMA: 5

09/23/2010, 09:00 PM - 10:00 PM

[EC] 00:50:14 More than a dozen north Texans made the Forbes list of America's richest. Bill Gates, Warren Buffet, and Mark Cuban was ahead of Jerry Jones. Ray Hunt, Ford and **Pickens** made the list... 00:50:43

Keywords: TZ; Richest People; Forbes List Americas Richest People; Bill Gates, Microsoft founder; Warren Buffett, investor; Mark Cuban, Mavericks owner; Jerry Jones, Cowboys GM and owner; Earl Hunt, rich man; Gerald J Ford, rich man; **T Boone Pickens, oil tycoon**; Ross Perot, fmr presidential candidate; Bass brothers;

Audience: 140,380 **Spot Cost:** \$3,675

4. Fox 4 News At Noon

KDFW-TV (FOX) CH 4, Dallas/Fort Worth | DMA: 5

09/23/2010, 12:00 PM - 12:30 PM

[CC] 00:10:22 America's richest people were unveiled on a new list. Bill Gates tops the for the 17th year in a row. And Warren Buffet and ceo Lawrence Ellison are next on the list. And facebook cofounders are also named, and north Texans who made the list include Ross Perot Junior, and **T. Boone Pickens**, and Mark Cuban. 00:12:00

Audience: 69,234 **Spot Cost:** \$619

5. Good Day

KDFW-TV (FOX) CH 4, Dallas/Fort Worth | DMA: 5

09/23/2010, 07:00 AM - 08:00 AM

[EC] 00:26:43 Bill Gates tops the Forbes 400 for the 17th year in a row. Also Warren Buffett and Facebook founders, and north Texans, Ross Perot Jr., **T Boone Pickens...** 00:27:16

Keywords: Rich Americans: Forbes 400; Bill Gates; Warren Buffett; Lawrence Ellison, Oracle CEO; Mark Zuckerberg; Facebook; Mark Cuban; Ross Perot Jr; **T Boone Pickens**; Gerald J Ford;

Visuals: Richest Americans courtesy Forbes;

Audience: 129,964 **Spot Cost:** \$1,092

6. TXCN Overnight News

Texas Cable News Network, Dallas/Fort Worth | DMA: 5

09/23/2010, 07:00 AM - 08:00 AM

[EC] 00:03:01 A surprising statement from **T BoonePickens**. Stop drilling. The legendary oilman says natural gas drillers should hold off until the price goes up 00:03:25

Keywords:Drilling;

Visuals:T BoonePickens;

Audience: N/A **Spot Cost:** N/A

7. News 8 Daybreak

WFAA-TV (ABC) CH 8, Dallas/Fort Worth | DMA: 5

09/23/2010, 05:00 AM - 06:00 AM

[EC] 00:36:12 A legendary Texas oil man has a plan to stop terrorism ..team up with Canada. **T Boone Pickens** says he wants the US and Canada to form an energy alliance... 00:38:25

Keywords:Terror Threat : Americans; US; Domestic; Lawmakers; Capitol Hill; Extremists; Homegrown; NYC Subway Plot; Christmas Day; Times Square Attempt; Bob Woodward; New Book; 911; Government; Public Awareness Campaign; **T. BoonePickens**; Canada; **Energy Alliance**; Mideast **Oil**; Taliban;

Visuals:President Obama;

Speakers:Janet Napolitano, Dept of Homeland Security; Sen Susan Collins, ME; Robert Mueller, FBI Director; David Ignatius, The Washington Post;

Audience: 47,933 **Spot Cost:** \$212

8. AM Live

WTVA-TV (NBC) CH 9, Columbus/Tupelo/West Point | DMA: 133

09/24/2010, 06:00 AM - 07:00 AM

[CC] 00:44:48 ...Zuckerberg is part of a growing trend of venture philanthropists investing huge sums in education reform. Others are Bill and Melinda Gates , **T.BoonePickens** ...00:46:31

Audience: 22,107 **Spot Cost:** \$72

9. Trading Day

Business News Network, National Canada | DMA: 950

09/23/2010, 02:30 PM - 03:30 PM

[CC] 00:25:50 ... in California we use compressed **natural gas** , in Minnesota we're using now come pressed **natural gas** and also propane vehicles and in canada we're we run literally about 170 vecles on biofuel. Biofuel is big for us. I think we're probably running about the largest fleet in ontario on biofuel. You know, we're getting grants to be able to buy vehicles at cheaper rates from the government in the U.S. You know, certainly a guy like **Boone Pickens** says, you know, switch to **natural gas** in transportation. He's absolutely right. I mean, we would spend about \$4 for **natural gas** wou cost us \$22 in diesel **fuel**. Right now with the low cost of **natural gas**, we're trying to encourage our manifestation to continue to switch more over to **natural gas** vehicles. Pamela: do you have do any kind of hedging strategy for **fuel** or change the way you do that? Guest: no, we're not into hedging of our **fuel**. ...00:27:28

Audience: N/A **Spot Cost:** N/A

10. The Lang & O'Leary Exchange

CBC, National Canada | DMA: 950

09/24/2010, 03:00 AM - 04:00 AM

[CC] 00:09:35 Got to hit this, Jeff Imelt stuff today. I'm getting a kick out of t. The C.E.O. of General Electric, very critical of America's general policy. It's like **Boone Pickens** talking up his book with **natural gas**. The think that made we laugh- Imelt is praising China, which uses coal.

Build more nuclear, G.E. Is going to sell a whole lot more equipment into that market. Yeah, no, it is amusing. ...00:10:42

Audience: N/A **Spot Cost:** N/A

11. Breakfast Television

CKAL-TV (CITY) CH 5, Calgary | DMA: 956

09/23/2010, 07:00 AM - 08:00 AM

[CC] 00:43:29 ...Now, Alberta has finally found an **oil** sands ally, you know, looking hard in Texas **oil** patch veteran **T. Boone Pickens**. An interesting cat. He spoke at the Calgary Chamber of Commerce yesterday. He strongly supports the **oil** sands which he says are key to the United States weaning itself off of crude **oil** from Middle Eastern countries. He even called for a North American **energy** alliance. We know that we have enough in common, we know how to trade with each other. We know how to do business together, and so it is --It would be great if we could just have the west and the west work together. [Laughter] that's not the way the thing is set up. [Applause] mike: the 82-year-old **Pickens** was in Calgary a year or so ago he was betting at the time of **natural gas** prices about \$7. Today they are sitting at just over four bucks. This time around **Pickens** has a bit of a more bearish outlook. He figures **natural gas** will hang around the \$4 mark well into next year. Tara: really interesting guy. If you don't know about him, read up. Mike: he's a character, wonderful character.00:44:41

Audience: N/A **Spot Cost:** N/A

12. Breakfast Television

CKAL-TV (CITY) CH 5, Calgary | DMA: 956

09/23/2010, 06:00 AM - 07:00 AM

[CC] 00:25:46 Texas **oil** patch veteran **T. Boone Pickens** is still pushing for what he calls a North American **energy** alliance. During a speech to the Calgary Chamber Of Commerce, **Pickens** says Canadian crude **oil** is welcome in the United States in spite of recent media hullabaloo about dirty **oil**. He says Canada and the U.S. have far too much in common to not share our resources. We know that we have enough in common. We know how to trade with each other. We know how to do business together, and so it is --It would be great if we could just have the west and the west work together. [Laughter] but that's not the way the thing is set up and it [applause] Mike: **Pickens**, who is a Suncor shareholder is looking to invest in **wind** power in Ontario.00:26:38

Audience: N/A Spot Cost: N/A

