



T. Boone Pickens Media Coverage 10.2.09

Total of 29 Placements

- Print: 19
- Blog/Online: 9
- Broadcast: 1

Coverage Summary:

The *Politics Daily* piece discusses the addition of natural gas to the Senate version of the climate bill, calling natural gas a potential game-changer on the political landscape for the long term. Pickens is listed in the piece as a supporter of natural gas, along with Senators Reid, Menendez and Hatch. ANGA is also mentioned as being deeply involved in the lobbying process. If Sen. Reid is not able to keep the NAT GAS Act as a separate bill, Dan Weiss with the Center for American Progress said the “Boxer-Kerry bill will be the best, most likely train for the NAT GAS Act.”

The *Kennebec Journal* published a letter to the editor by a Pickens Army member discussing oil import numbers and the NAT GAS Act.

The delay of Pickens’ wind farm is mentioned in an *Associated Press* article on the world’s largest wind farm that opened Thursday in Roscoe, TX.

Highlighted Placements (Full Articles Below)

- **The New Politics of Energy: Natural Gas Stakes Its Claim** – *Politics Daily* – 10/2/09
- **Natural Gas Bills Can Help Reduce Reliance on Oil** – *Kennebec Journal* – 10/2/09
- **Massive Texas Wind Farm Operating** – *Associated Press* – 10/1/09
 - CBS News
 - CBS11TV
 - Austin American-Statesman
 - Boston Globe
 - Denton Record Chronicle
 - eTaiwan News
 - Food Manufacturing
 - Fort Wayne Journal Gazette
 - Idaho Statesman
 - Lubbock Avalanche-Journal
 - Modesto Bee
 - Park Hills Daily Journal
 - San Angelo Standard Times
 - San Antonio Express
 - San Luis Obispo Tribune
 - The Advertiser
 - The Oklahoman
 - Tulsa World
 - Weatherford Democrat
 - WHNT
 - WPEC

Print Placements (Full Articles Below)

- **Madeleine Pickens, Roger Staubach, June Jones and Phil Romano** – *Dallas Morning News* – 10/2/09
 - WFAA

- *Denton Record Chronicle*
- **Exco Resources Selling Oil, Gas Sssets to Oklahoma Firm** – *Dallas Morning News* – 10/2/09

Blog/Online Placements (Full Articles Below)

- **The World Business Forum - "Show Me the Assets"** – *Blogcritics Culture* – 10/1/09

HIGHLIGHTED COVERAGE

The New Politics of Energy: Natural Gas Stakes Its Claim – *Politics Daily* – 10/2/09

By Jill Lawrence

Wrangling a complicated energy and climate bill through Congress is going to require creativity, persuasion and enticements. The latest lure, unveiled this week in a new bill from Democratic Sens. Barbara Boxer and John Kerry, is incentives to promote natural gas.

Yes, it sounds dry. But natural gas has suddenly emerged as both a factor in this year's energy debate and a potential game-changer on the political landscape for the long term. A few facts, dramatic new supply projections, and a geological map help explain why.

First, natural gas is up to twice as clean as coal and 30 percent cleaner than oil when it comes to carbon emissions that contribute to global warming. Second, because of new drilling technology and shale gas discoveries in the last few years, America now is estimated to have a 100-year supply of natural gas at current consumption levels. And third, check out where that gas is located. It's in Rustbelt states where senators are worried about how the energy bills would affect polluting industries, and in conservative states where they are concerned about how the measures would affect the cost of electricity.

A lot of people are excited about what America's Natural Gas Alliance (ANGA) calls "the paradigm shift in the natural gas supply situation" in the United States. Among them are environmentalists, who see natural gas as a "bridge fuel" to help the nation reduce pollution and slow climate change while renewable energy sources like solar and wind power are ramping up.

Others include oil magnate T. Boone Pickens (America has "an unbelievable opportunity"); Senate Democratic Leader Harry Reid ("I'm an absolute convert"); New Jersey Democrat Bob Menendez and Utah Republican Orrin Hatch (sponsors of a Pickens-inspired Senate bill to switch trucks, buses and fleets from diesel to natural gas), two congressmen who are starting a natural gas caucus, and 10 senators who asked Boxer to put natural gas incentives in her bill.

Any energy bill, they wrote in a Sept. 23 letter, should "take optimal advantage of America's abundance of clean burning natural gas to dramatically lower CO₂ emissions." They said the nation's vast reserves "are becoming important economic drivers in areas that are in need of economic revitalization." The letter was signed by Democrats Michael Bennett of Colorado, Mark Udall of Colorado, Mark Begich of Alaska, Mary Landrieu of Louisiana, Arlen Specter of Pennsylvania and Tom Udall of New Mexico, and Republicans Lisa Murkowski of Alaska, David Vitter of Louisiana and Sam Brownback of Kansas. Democrat Blanche Lincoln of Arkansas sent Boxer a separate, similar letter.

To some lawmakers, the cap-and-trade aspect of the bill – an overall cap on carbon emissions, with companies allowed to buy and sell pollution permits – will be a deal-breaker. But environmentalists say it could influence a few fence-sitting senators who need one more reason to vote for the bill. (For the basics about natural gas, the government has a kids energy site that explains it better than I've seen anywhere.)

There is already a stack of arguments appealing to various regions and constituencies. Among them are curbing global warming, creating jobs in the conservation and renewable sectors, strengthening national security and protecting manufacturing industries during the transition to cleaner energy production. Because it is plentiful and relatively clean, natural gas stands to benefit from any new laws or regulations designed to reduce carbon emissions. Some coal plants, for instance, can be converted to use natural gas, or modified so natural gas can be added to the mix.

But until now, explicit natural gas incentives have not been part of the energy bill pitch. Former Colorado senator Tim Wirth, currently president of the United Nations Foundation, drove that point home bluntly in a speech last July at a "national gas strategy conference." He called the House's American Clean Energy and Security Act "the most far-reaching and important energy legislation ever passed" and added: "Every industry was deeply engaged – except one. Yours. The natural gas industry – the industry with the most

to gain and the most to offer – was largely not at the bargaining table." He said it was late, but there was time to recoup in the Senate.

The industry stepped it up and the engagement paid off. The House bill has no industry-specific incentives, but the Senate bill has a section called "Clean Energy and Natural Gas." Like other sections, it's a placeholder that doesn't yet have dollar numbers attached to it. But it does authorize incentives meant to benefit natural gas, including incentives for reducing emissions at power plants and research grants for technologies that reduce emissions at plants fueled by natural gas.

ANGA was deeply involved in the process. The group of 28 independent gas exploration and production companies was created this year expressly to "compete in Washington and nationally with all the other organizations that represent various fuels, whether it's coal or nuclear or wind or solar," said ANGA chairman David Trice. With Boxer-Kerry, he told me, "we've made progress." The Menendez-Hatch New Alternative Transportation to Give Americans Solutions Act – aka the NAT GAS Act – would offer incentives to shift the nation to transportation that runs on natural gas. For now it is bipartisan and separate from the larger energy bills, which are embroiled in partisan splits over cap-and-trade. Reid says he'd like NATGAS to stay separate, but that may not last.

"You know Congress," said Daniel Weiss, director of climate strategy at the liberal Center for American Progress think tank. "Whatever train's leaving the station, you jump on board. And this (the Boxer-Kerry bill) will be the best, most likely train for the NATGAS Act."

At this point it's safe to say that if the Senate passes an energy bill in some form, natural gas will not be overlooked in House-Senate negotiations on a final bill. Reps. Tim Murphy and Dan Boren are recruiting members for a House Natural Gas Caucus and plan an official launch this month. Murphy is a Republican from western Pennsylvania and Boren is a Democrat from Oklahoma. They embody the diversity of the natural gas constituency, and their caucus could be pretty big. The natural gas industry employs nearly 3 million people, and 32 states have natural gas reserves.

Natural Gas Bills Can Help Reduce Reliance on Oil – *Kennebec Journal* – 10/2/09

Since July 2008, members of the Pickens Plan army have been working to spread the word about the continuing dangers of our dependence on foreign oil.

In August -- even with oil at about half the price it was in 2008 -- we still spent over \$25 billion to import more than 60 percent of the oil we used in just one month.

That is money that could have supported the American economy instead of the economies of Saudi Arabia, Angola and Venezuela.

Natural gas is an abundant resource that can replace a significant percentage of that imported oil. It is cleaner than either gasoline or diesel, it is cheaper than imported oil, and we have reserves projected to last more than 100 years.

There is a bill in Congress, the Natural Gas Act (H.R. 1835 and S. 1408), which will help jump start the natural gas vehicle industry in the United States. It has nearly 90 bi-partisan co-sponsors in the House, making the Natural Gas Act one of the few substantive bills in Congress with the support of both parties.

I urge our representatives in Washington to move the Natural Gas Act onto the House and Senate floor for a vote this fall so it can quickly be signed into law by President Barack Obama. Let's reduce our dangerous dependence on foreign oil.

Gary Mulherin, Wales

Massive Texas Wind Farm Operating – *Associated Press* – 10/1/09

By John McFarland

DALLAS (AP) — The world's largest wind farm officially got up and running Thursday, with all 627 towering wind turbines churning out electricity across 100,000 acres of West Texas farmland.

The Roscoe Wind Complex, which began construction in 2007 and sprawls across four counties near Roscoe, is generating its full capacity of 781.5 megawatts, enough to power 230,000 homes, the German company E.ON Climate and Renewables North America said.

"This is truly sign milestone for us," said Patrick Woodson, the company's chief development officer. "In three years to be able to take this project from cotton fields to the biggest wind farm in the world is something we're very proud of."

The complex is about 220 miles west of Dallas and 300 miles south of the land where billionaire oilman T. Boone Pickens had planned an even larger wind farm before he scrapped the idea in July.

Texas leads the nation in wind power production, and this wind farm tops the capacity record of 735.5 megawatts set by another West Texas farm southwest of Abilene.

Renewable energy makes up a small fraction of the electricity grid, but the wind and solar sectors were among the fastest growing in the U.S. before the recession. Wind power in Texas has grown again this year but has slowed from the 2008 rate.

"We are expecting '09 to be a somewhat smaller year overall, but still a fairly solid year," said Kathy Belyeu of the American Wind Energy Association.

At the Roscoe wind farm, the turbines range in size from about 350 to 415 feet tall, and they're generally spaced about 900 feet apart, Woodson said. The land is leased, mostly from dryland cotton farmers who continue to work the fields around them, Woodson said. Texas is the nation's leading producer of cotton, most of it from West Texas.

"It's a use that appears to be quite complimentary," Woodson said. "This whole community was extremely welcoming to us."

E.ON has facilities around the state, but it could be awhile before the company builds more huge wind farms in West Texas because of the glut of wind companies and lack of transmission lines, Woodson said. The state is planning more lines from West Texas to more heavily populated areas, but they won't be completed for at least two more years.

Pickens cited the transmission problem when he bailed out on his planned wind farm. He had already invested \$2 billion in 687 turbines when he pulled the plug on the 200,000-acre project.

E.ON is one of the top 10 wind power companies in the world, the company says on its Web site, with operations in the U.S. and Europe.

PRINT COVERAGE

Madeleine Pickens, Roger Staubach, June Jones and Phil Romano – *Dallas Morning News* – 10/2/09

By Alan Peppard

Philanthropist Madeleine Pickens' crusade to protect America's wild mustangs has some famous Texans setting aside lesser ideals like fealty to their own alma maters.

On Wednesday, she hosted a press conference at SMU to announce that her National Wild Horse Foundation would sponsor a pregame and halftime show called "Salute to the Mustangs" at the Oct. 17 game between SMU and Navy.

Joining her on the dais was her husband, T. Boone Pickens, who has spent much of his billion-plus fortune to bring top-notch football to neighboring Oklahoma State. Also present was Roger Staubach, who made his first trip to Dallas in 1962 to play SMU as quarterback of an undefeated Navy team. "We lost that game and ended up 9-1," he said.

"One of my life's passions is to protect and save America's wild horses," Madeleine said. "What better place to get out the word than in Dallas at the home of the Mustangs."

Boone and Madeleine are presenting SMU with a trained mustang, which pleases head coach June Jones. "My team wants to come out behind a mustang," he said.

The Oct. 17 spectacular will feature a salute to the armed forces with paratroopers dropping into Gerald Ford Stadium to deliver the game ball and a performance by Michael Martin Murphey, composer of "Wildfire."

Exco Resources Selling Oil, Gas Ssets to Oklahoma Firm – *Dallas Morning News* – 10/2/09

By Elizabeth Souder

Exco Resources Inc. said Thursday it will sell all of its oil and gas producing assets in Oklahoma to Sheridan Holding Co. for \$540 million.

The properties include estimated proven reserves of 4.8 million barrels of oil and 223.7 billion cubic feet of natural gas, the company said. Exco is producing 919 barrels of oil and 39.1 million cubic feet of gas a day.

The Dallas company, whose board includes T. Boone Pickens, said it expects to close the sale in November.

Exco chief executive Douglas Miller said in a statement that the sale is part of a plan to sell assets to pay off debt. Including the new deal, the company will be able to cut debt by \$2 billion.

BLOG/ONLINE COVERAGE

The World Business Forum - "Show Me the Assets" – *Blogcritics Culture* – 10/1/09

Creating this post has inspired me to borrow and slightly change a famous Tom Cruise line from the film Jerry Maguire: "Show me the assets." That will be the focus and lens through which I will be creating my blog posts at next week's World Business Forum.

The World Business Forum brings together thought leaders, business gurus and legendary CEOs to address critical issues facing businesses today. There will be about 5000 attendees from all over the world. I will be one of about 50 people designated as "some of the best business bloggers" embedded right in the middle of all the action. There will be a Bloggers Hub complete with high-speed Internet access and all the electronic bells and whistles we'll need to report live from the conference.

Big Agenda Items

As with past Forums, the two-day event will be held on the big stage at Radio City Music Hall and it will very likely yield many interesting ideas and provocative headlines. We expect this year's event to be a bit more intense since it comes a full year after the financial and economic mess that washed over the world. The usual-suspect big agenda items will be discussed - the financial crisis, energy policy, health care, and globalization. They will be tackled by a high profile A-list of of leaders and personalities including Bill Clinton, Jeffrey Sachs, George Lucas, and T.Boone Pickens.

Where The Rubber Meets The Road

Perhaps even more important, there will also be a powerhouse group of "hands-on" business leaders discussing extremely important day-to-day on-the-ground topics and issues that are critical to achieving success in today's global economic environment. Here's a short list of some of the speakers and topics:

- Irene Rosenfeld on Leading Transformational Change
- Gary Hamel on Management Innovation
- Patrick Lencioni on Building Winning Teams
- Bill George on Leadership In Times of Crisis
- Bill Conaty on Talent Management

Listening "Softer" To See Deeper

As an asset-based thinker I'll be looking at how speakers address solutions rather than explaining problems; see threats as challenges; turn shortcomings into aspirations; and leverage collaboration as well as competition. These are the approaches that will help motivate and effectuate tangible, positive change and momentum going forward.

The other great opportunity at this event will be listening to the buzz and chatter of the thousands of businessmen in the audience and observing their body language: the CMOs, CFOs, product development specialists, planners, human resource professionals, CIOs, entrepreneurs, and small business owners without whom change and innovation would not make it to the marketplace.

Valuing Values Based Businesses

Hopefully we will hear a great deal of discussion and glean some insights into Values Based business models and learn how businesses look beyond their hard assets to the softer "values based" assets that are increasingly important today. Hard assets are the cost of entry into today's competitive marketplace, but intangible "soft assets" will be the drivers of differentiation that add value and propel businesses, large and small, to greatness. What those softer assets are and how they are leveraged to add value will vary from business to business. As a start, here's my short list of assets that I'd be looking for as business differentiators and value drivers.

BROADCAST COVERAGE

1. The 33 News

KDAF-TV CH 33 (CW) Dallas/Fort Worth

10/01/2009

09:00 PM - 10:00 PM

DMA: 5

Spot Cost: \$550

Est. Audience: 43,710

00:38:18 TZ; Pelipina's Picks-North Texas "Richest" List.: The Forbes 400 are \$300 billion dollars poorer this year. V; Alice Walton, on Forbes.com. Alice Walton is the daughter of Sam Walton, the founder of Wal-Mart, lost net worth . V; Dallas Mavericks Mark Cuban owner on the RichAndRicher.com Web site, lost net worth . V; **T. Boone Pickens**, lost net worth . V; Jerry Jones on the DallasCowboys.com Web site. Jerry Jones is on the cover of the new Forbes magazine, increased his net worth V; Video of students dancing to the Black Eyed Peas in France. Pelpina Trip reporting. 00:40:45