

***This document contains summary answers to the following questions:***

- Q. What is “The Pickens Plan”?**
- Q. What Can I Personally Do?**
- Q. What Additional “Action Steps” Can Be Undertaken by Groups and Their Members?**
- Q. Can You Suggest A “Mission Statement” or a “Statement of Principles” for A Group?**
- Q. What is the “Communications Support” Group?**
- Q. What Other Groups Might Be Formed?**

**Q. What is “The Pickens Plan”?**

See <http://www.pickensplan.com/theplan/> for the basics of “The Plan.” And visit the “News” page for recent news and updates from “Boone’s Blog” at <http://www.pickensplan.com/news/>.

The Pickens Plan is about building “The Pickens Army” (a.k.a. “Boone’s Army”) in order to influence policy makers at the federal, state, and local levels. Your membership and continued involvement are extremely important to make this happen.

In addition, “The Pickens Plan” has sparked a grass roots effort for real change and to seek real accomplishments - in the near term, not decades away. While “The Pickens Plan” itself is focused on deployment of technologies such as wind turbines and natural gas in order to reduce our foreign dependence on oil, many grass roots efforts currently underway (through “Groups” on the PickensPlan.com web site) are expanding the reach of The Pickens Plan to other technologies (solar, geothermal, etc.), conservation measures, and address matters of public policy. Other groups are forming for the purpose of undertaking investments (both “non-profit” and “profit.”)

The Pickens Plan is non-partisan. While some “political comments” are posted on the site from time to time, one goal of The Pickens Plan is to cross all political boundaries and effect needed change, in the near term, for the good of America.

## **Q. “What More Can I Do?”**

Some of those joining this grassroots movement will have technical backgrounds which can be applied to various group projects, while others may possess writing, speaking, organizing, political, or communications skills. Still others will desire to add their voice to the tens of thousands of other members, in order to influence public policy. Here are some suggestions for how to get started:

1. **Organize.** Review the “Groups” already formed (a partial listing of same can be found later in this document) and consider joining one or more of them. Or start a new group if you don’t find a group that meets your interest or community. Contribute to the groups that you join through discussions, helpful suggestions, links to news articles and information, and positive feedback.
2. **Share the Plan by Spreading The Word.** To post a “badge” on your website or blog or social network (MySpace, Facebook, Linkin, Twitter, etc.), see <http://www.pickensplan.com/share/>. E-mail your acquaintances and provide them with a link to the home page (<http://www.pickensplan.com>), and encourage them to get involved. Or invite your acquaintances using the “Invite to ‘PickensPlan” tool at <http://push.pickensplan.com/main/invitation/new>. An “army” is needed for The Pickens Plan to possess enough influence over our elected leaders, and to undertake the efforts necessary to provide the substantive foundation for policy positions.
3. **Participate In An Event.** Events might include “July 14th - July 18th Grass Roots Pickens Plan Contact Your Legislator Week!”, or conferences at which exhibitions on energy solutions are presented, or meetings and rallies of groups which were formed via this web site. To see a list of upcoming events, visit <http://push.pickensplan.com/events/event/listUpcoming>.
4. **Share Your Expertise In Groups and Discussion Forums.** Whether it be technical in nature, organizing, education, writing, researching, lobbying, or just communicating with others, lend your personal strengths to this grass roots effort. In addition to joining a group and participating in same, consider posing questions or answering them in the Discussion Forums, located at <http://push.pickensplan.com/forum>.
5. **Create Your Profile on Your Own Page at PickensPlan.com; Build Your Own Network of “Friends.”** On your “MyPage,” let people know if you are interested in becoming an organizer, your experiences with alternative energy, what excites you about this campaign, and what you desire to do to help. Upload your photo, and change the “Theme” of your home page. Add “Friends” and accept invitations from friends. Make comments on the pages of other individuals who have joined The Pickens Plan. Welcome new members, and suggest to them

how they might get involved (invite questions!). Read comments others have posted on your home page.

6. **Communicate Via E-mail.** Don't forget to visit "Inbox" (located on your "MyPage") for messages from others, and send out e-mails to others.
  
7. **Don't forget to contact your elected officials.** Go to <http://www.usa.gov/Contact/Elected.shtml>, the official Federal government website for sending emails or snail mail to the President, Vice-President, Senators, Representatives, state Governors, and state-level Legislators. Although it's important to make our voices heard in Washington, D.C., it's equally important to make an impact on elected officials at the state and local level, who are often the ones responsible for such tasks as the updates necessary for the electrical grid system to accept power from alternative energy sources.
  
8. **Check back often.** There's likely to be something new for you to learn, a question you can answer, a friend you can make, or a task you can assist.

## **Q. What Additional Action Steps Can Be Undertaken by Groups and Their Members?**

On January 15, 2008, we received this from Jason of the “Western North Carolina for Renewables” group, which contains additional concrete actions steps you can consider adapting to your own group:

- 1) Everyone should enlist at least 2 friends or family members in Western North Carolina to join this group. The more the better.
- 2) Recruit volunteers to identify and document the mail, email, and phone numbers of all the mayors, city council, county council, state representatives, state senators, U.S. Congresspersons, and U.S. Senators representing the area of Western North Carolina.
- 3) Recruit volunteers to draft letters of communication templates to use in email and snail mail campaigns that will enlist others to join the group as well as template to use when communicating to the our elected representatives.
- 4) Recruit volunteers to initiate a FaceBook campaign by enlisting young people who use this medium to create a viral grassroots effort.
- 5) Recruit volunteers to identify groups such as Quality Forward, college activist groups at Mars Hill, UNCA, Western Carolina, AB Tech, App State, Warren Wilson that would be willing to enlist the support of others within their organizations to join this effort.
- 6) Recruit volunteers (at least 2- primary and backup) to act as Secretary and develop and organization chart, manage this charter as it grows and becomes for focused.
- 7) Recruit volunteers (At least 2 - primary and backup) to act as Communications director to manage communication within the group and external to the group (such as campaigns to contact representatives).
- 8) Recruit volunteers with skills in search engine optimization (SEO) to drive web search engine traffic to the Pickens’ website.
- 9) Develop a charter for this group - its purpose, goals, objectives, success criteria.
- 10) Develop a plan to implement the charter.
- 11) Communicate with the national campaign to align local objectives with national strategic objectives.
- 12) Identify key person to operate as group leaders (at least 3 persons) so that consistent momentum can be achieved and fostered.
- 13) Identify other roles to be performed and recruit volunteers to perform those roles.

*Thanks, Jason!!!*

## **Q. Can You Suggest A “Mission Statement” and/or a “Statement of Principles” for A Group?**

The following ideas came from exchanges with David of the *Arizona Group for Pickens Plan*:

DRAFT MISSION STATEMENT, DRAFT STATEMENT OF PRINCIPLES (ARIZONA GROUP – JULY 15, 2008)

**1. Mission Statement.** The mission of the Arizona Group for the Pickens Plan is to seek to substantially reduce the United States’ dependency upon oil imports. Through ongoing evaluations of research and new developments in the deployment of renewable energy sources and conservations efforts in the State of Arizona, the Arizona Group for the Pickens Plan shall develop policy recommendations and advocate the proper solutions to our political and business leaders. By advocating for those policies which provide for the maximum benefit in terms of the nation’s dependency on foreign oil, our members shall seek real and prompt action by political and business leaders.

**2. Our Ongoing Commitment to Research and Monitoring.** All renewable energy sources and conservation efforts promoted by the group should be economically, socially, and technologically possible. To that end, the Arizona Group for the Pickens Plan shall continuously perform research into existing technologies and new developments as to renewable energy sources and conservation measures, as well as evaluate their costs and benefits over the long term. Our organization will seek to highlight credible scientific research in support of the policies we advocate, in order that our policy recommendations regarding renewable energy sources and conservation reflect the best current thinking.

**3. Our Leadership and Outreach.** The Arizona Group for the Pickens Plan shall endeavor to become a leading proponent of renewable energy sources and conservation efforts within the State of Arizona. Our organization shall seek to involve other concerned citizens of this great state in our efforts, and shall communicate the results of our efforts in such fashion as to effect meaningful progress in establishing our mission. Our organization shall also communicate our findings and recommendations to similar groups both within and without the State of Arizona who share a common purpose with our group.

**4. Our Code of Conduct.** The Arizona Group for the Pickens Plan is non-partisan and recognizes that the great work ahead can only be accomplished by citizens who work across various party lines and toward our common goals. To this end, our organization’s recommendations shall always strive to be non-partisan, and the members of our organization shall always strive to conduct to deal with each other, as well as those other individuals and organizations with whom we may interact from time to time, in a professional, courteous, and respectful manner. Our group is committed to a policy of nondiscrimination and the highest standards of ethical behavior for its members.

**5. Avoidance of Conflicts of Interest.** The Arizona Group for Pickens Plan shall not accept funding nor other contributions from groups or individuals which may seek to unduly influence our policies in order to further their own self-interest, where such funding or other contribution may result in a material conflict of interest for our group.

*Thanks for the great ideas, David!*

## **Q. What is the “Communications Support” Group?**

Welcome! The “Communications Support” group is an effort by volunteers to:

- (1) Introduce current and new members to the resources available on the PickensPlan.com web site and encourage its utilization;
- (2) Suggest means by which individuals can contribute their time and efforts in support of The Pickens Plan;
- (3) Suggest groups that individuals can either join or form;
- (4) Develop communications materials that can be utilized by members of The Pickens Plan;
- (5) If time and enough volunteers exist, summarize the “best ideas” seen in various group discussions;
- (6) If time and enough volunteers exist, provide and/or point to resources which have been made available by various members or other “support groups;” and
- (7) Suggest improvements to the web site, etc.

Volunteers are needed to assist with this effort. You are invited to join the effort. Volunteers may download, edit, and repost this document (in Word 97-03 format, please) from time to time.

## **Q. What Other Groups Might Be Formed?**

It has been suggested by some volunteers that various "Support Groups" at the national level be formed. These groups would have as their goal the provision of resources and support to the many local groups which are forming. Here is a modified summary of the possible "Support Groups" which might be formed (will YOU form one?):

**1. Technical Papers Support Group.** As I've noted before, there may be a need to summarize the research in each area, in order to provide the substantive foundation / justification for the Pickens Plan (and perhaps for the support of other ideas, such as deployment of solar energy in certain locales, deployment of hybrid and other systems to increase mileage, etc.). The "technical papers support group" could suggest a list of technical papers to be written on all of the topics needed. It could suggest a format for the technical papers to be written. It could also identify existing resources (i.e., already published research) and provide access to same for everyone.

**2. Technical Papers Writing Sub-Groups.** Each sub-group could tackle a specific topic. Perhaps the papers are written in "wiki" format, as a collaborative effort. Someone (with a technical background in each area) would be needed to monitor and guide the wiki-type formulation of the topic. I have already suggested a number of specific ideas for technical papers, around which individual sub-groups could be formed, including:

- a. Distribution of generated electrical power - what transmission infrastructure will need to be built?
- b. What technological innovations are "at the cusp" of being ready for deployment - i.e., possible within a few years?
- c. Storage technologies - battery technology, compressed air, etc.
- d. Application of technology to support large power generation facilities;
- e. Application of technology to industrial applications and large facilities;
- f. Application of technology to office buildings (large and small), and other commercial facilities;
- g. Application of technology to homes / residences / apartment buildings (both existing and new).
- h. Other aspects of energy conservation (not just energy production);
- i. Carbon sequestration;
- j. Comparison paper - the "real costs" of different energy sources;

k. The current state of technology (i.e., what can be deployed now) for each alternative energy source, and/or a cost/benefit comparison analysis of each alternative energy source; and

l. Many more (I'm not an expert in any of these technologies, so those who are will need to take the lead in identifying other topics).

By the way, if you want to see a credible effort to distill some of the information on solar energy / wind energy / etc., just check out Wikipedia.com. A more focused (and perhaps more detailed) version of these efforts could be employed.

**3. Education Support Group.** Transform the work of the technical committees into educational pieces for various audiences. Provide PowerPoint presentations for those who desire to speak to groups (example: Rotarians, VFW meetings, other civic groups). Provide PDF files of printable pamphlets, brochures, posters, charts, and other educational pieces for various uses. Provide instructional materials for use by teachers / professors. Identify existing educational pieces which might already be offered by other groups.

**4. Public Policy Support Group.** Take the "Pickens Plan" as it now exists and identify specific legislative proposals which can be advanced to:

- a. Congress;
- b. States; and/or
- c. Local governments

Seek out those who are familiar with tax policy, government lobbying efforts, etc., for more ideas in this area. Provide support to all "members" who have joined the Pickens Plan – i.e., sample letters and e-mails that can be written to our elected representatives, ideas for op-eds and letters to the editor for newspapers, etc.

(Note: July 14-18 is "Grass Roots Pickens Plan Contact Your Legislator Week." For more information on this Event, please visit

<http://push.pickensplan.com/events/event/show?id=2187034%3AEvent%3A77948> )

**5. Communications Support Group.** "To enable new and current members to understand The Pickens Plan, and to learn how to organize and contribute. Volunteers are needed to facilitate updates."

(Note: This group has been formed. See <http://push.pickensplan.com/group/communications>)

**6. Not-For-Profit and Local Government Agencies Support Group.** Foster the creation of non-profit groups for the deployment of wind and/or solar technologies at a local level. Provide sample Articles of Incorporation (with instructions to take to a lawyer, to have state-customized), Bylaws, and Minutes. Provide information on selection of technology which can be deployed in small towns or communities. Provide information on possible tax credits and funding sources, including (for existing or created government agencies) municipal bond financing.

(Note: This May Be Addressed In One Or More Of The Investor Groups Already Formed.)

**7. For-Profit Organization Support Group.** Provide a mechanism for for-profit organizations being formed to exchange ideas, and/or provide similar support to that provided to non-for-profit groups. (Caution those forming “for-profit” groups to comply with securities laws, in all respects.)

(Note: See Listing Of Investor Groups, Above.)

**8. International Activities Support Group.** What can be done to spread components of the “Pickens Plan” internationally? (If other countries reduce their need for oil consumption, then this benefits everyone.) Is this a group to be launched later (i.e., let’s get things going in the U.S. first)? Would the group seek to encourage other individuals in other countries to form similar grass-roots efforts? Would this group seek to influence discussions at various international bodies, such as United Nations, WTO, The World Bank, etc.?

**9. Influencing Business Leaders Support Group.** Provide suggestions and materials which can be utilized to seek to influence our business leaders to invest more in alternative energy research, development, and production. Possibly through shareholder petition initiatives, writing to members of Boards of Directors of various public companies, writing letters to the editor for calls for “business” to do more (for the good of the business and the good of the U.S.A.), etc.

Thank you.