

ONE HUNDRED ACTION STEPS YOU CAN TAKE NOW.

Lord Byron once said: "But words are things, and a small drop of ink, falling, like dew, upon a thought produces that which makes thousands, perhaps millions think." That's the beauty of The Pickens Plan grass roots movement - one old Texas cowboy and oilman has inspired tens of thousands, soon to be hundreds of thousands, and perhaps even millions.

But inspiration and thought is not enough, and it is readily apparent that nearly all of the members who join The Pickens Plan are searching for the opportunity to participate in making real change occur. "Action" is defined as "to exert energy or some force" and "to be operative." The challenge that lies before us involves taking T. Boone Pickens' inspirational call, and the many members of TPP who have responded, and encouraging their energy and passion to be exerted toward a small series of goals. The completion of each operative act will bring with it some sense of accomplishment, which in turn motivates the actor to reach out again.

Leadership is not about directing. It is, first and foremost, about service to others. It is about providing the resources to enable motivated persons to achieve. Sam Houston, the first President of that former nation they now call the State of Texas, once stated: "A leader is someone who helps improve the lives of other people or improve the system they live under."

I encourage each one of you to "lead," and not just complain about any lack of leadership or lack of organization. FIND A WAY to act, personally or in conjunction with others. Or seek to enable another to achieve. Find a way to overcome whatever limitations may exist. Let us use all the tools we have been given to reach out to others, at least until those tools are improved. Inspire others, collaborate with them, encourage them, and praise their accomplishments. Working together, in small steps at first, and then united in larger ones, we will all succeed.

Together we can, and will, make a difference. As the Pickens Plan states: "Together we can raise a call for change and set a new course for America's energy future in the first hundred days of the new presidency — breaking the hammerlock of foreign oil and building a new domestic energy future for America with a focus on sustainability."

While some others may see imperfection, I see opportunities to improve upon ideas. While a few others may see insurmountable challenges, I see a rising tide able to scale mountainous cliffs and reach the summit. While others may predict failure, I see both hope and a real chance to make a difference in the lives of all Americans. I see actions being taken now to lay the necessary foundations for a greater tomorrow.

Thank you for being here, and collaborating with others on the many projects needed to make The Pickens Plan become a reality.

After the actions steps below, I'll offer my own perspective on a possible future for the Pickens Plan. But this future cannot occur without actions being undertaken now – to build Boone's Army, to reach out to policy makers, and to take individual and collective action to conserve energy and to encourage alternative energy production.

Now, on to the "Action Steps" – there are others to be thought of. Please share your ideas for actions steps, both here and in other areas of the Pickens Plan site. Thank you. Ron

100 Action Steps That You Can Take Now.

1. EXPLORE the push.pickensplan.com site.
 - a. We recommend you begin on the main page, "About" at the very top of the page. Review "The Plan" in its entirety, and then go on to learn more about T. Boone Pickens.
 - b. We recommend that you then proceed to "Forum" and the discussion "Useful Information: START HERE for Boone's Army."
 - i. See the "Bulletin" for some answers to frequently asked questions.
 - ii. See the "List of Groups" which is posted.
 - iii. Review some of the flyers and other documents which can be downloaded, saved, and printed.
 - c. From there ... explore!!! There are many, many "Groups" and "Discussions" underway. There is a wealth of information to learn, and you will see members who are reaching out to others, undertaking actions now, and advocating various solutions.
2. UPDATE Yourself on Recent Developments. Check out the recent "News" about the Pickens Plan. See very top of each page - "News."
3. ORGANIZE. Review the "Groups" already formed and join one or more.
 - a. A partial listing of same can be found later in the Forum Discussion, "Useful Information: START HERE for Boone's Army".
 - b. You may also search the Groups by keyword.
 - c. Under the "Notes" section of the site is a "List of Groups by State," which is periodically updated.
 - d. 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.

4. CREATE YOUR PROFILE on Your Own Page at PickensPlan.com
5. SHARE the Plan - E-mail your friends to visit www.push.pickensplan.com and encourage them to get involved.
6. SHARE the Plan - To post a “badge” on your website or blog or social network (MySpace, Facebook, Linkin, Twitter, etc.), see <http://www.pickensplan.com/share/>.
7. SHARE the Plan - Invite your acquaintances using the “Invite to ‘Pickens Plan’” tool at <http://push.pickensplan.com/main/invitation/new>. We recommend that you “test out” this function first.

Please note that 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.

8. ATTEND AND PARTICIPATE IN AN EVENT.
 - a. To see a list of upcoming events, visit <http://push.pickensplan.com/events/event/listUpcoming>.
 - b. Local / state / regional groups may also host their own events. Stay in contact with the groups in your area.
9. HOST A “PICKENSPLAN HOUSE PARTY.”
10. HOST A “PICKENSPLAN TAILGATE PARTY” AT YOUR NEXT FOOTBALL GAME.
11. 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>.
12. COMMUNICATE USING THE SITE.
 - a. Add comments to Group discussions.
 - b. Add comments to Forum Discussion.
 - c. Add comments to others pages.
 - d. Send an e-mail. Don’t forget to check your “Inbox” (located on your “MyPage”) for messages from others, and send out e-mails to others.
13. 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. Remain involved, and be supportive and encouraging of others. “Please be encouraged about getting to know fellow members; they are this site’s greatest natural resource. Businessmen and inventors are gathering; communicators and those needing ready-to-roll documents are finding each other; the idea artists and journeymen tradespeople have entered our effort. Making ‘friends’ here, communicating with each other and rolling up our sleeves are vital, as we are the people who will achieve this mission ... We are pioneers carving out new space and industry from territory waiting for us to explore it. Like our founders and forebears, we love and respect the land that sustains us. That this initiative is not directly of the earth but rather of all that surrounds us—clean and fresh—makes our expeditionary work a question of resolve ... Be of good cheer, folks. We are advancing the Pickens Plan.” (Thanks to member MRW for these words of encouragement.)

14. START A GROUP FOR EVERY COLLEGE, UNIVERSITY - BOTH STUDENTS AND ALUMNI.
15. HOLD RALLIES AT COLLEGES AND UNIVERSITIES PRIOR TO FOOTBALL OR BASKETBALL OR OTHER GAMES AT ANOTHER STADIUM OR AUDITORIUM. Make certain the college has a "Group" at PickensPlan.com for coordination of members, and use the "Events" to publish events.
16. GET COLLEGE PROFESSORS INVOLVED - PARTICULARLY ANY WHO MAY BE WORKING ON ENERGY-RELATED PROJECTS.
17. GET THE COLLEGE'S NEWSPAPER TO WRITE ARTICLES ABOUT THE STUDENT MOVEMENT.
18. PRINT, DISTRIBUTE AND POST FLYERS AND OTHER PROMOTIONAL MATERIALS ON CAMPUS, directing students and faculty to the Push.PickensPlan.com site and to the student/faculty/alumni "Group" established thereunder.
19. GET STUDENTS TO GET THEIR PARENTS AND OTHERS “ON THE BALL.” Encourage all students to reach out to their parents, aunts, uncles, grandparents, and family friends to also join and support the Pickens Plan. Students can be a huge boost to the engine that drives this grassroots movement forward.
20. CONTACT THE US. CONGRESS.
 - a. 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.
 - b. Note that the Senate and House leadership are the ones with the real power in Washington. From my experience, this is true, as power has definitely shifted away from Committee Chairs and to the leadership. Here's the web sites for contacting the key

leaders in Congress about the Pickens Plan (in addition to your own Congressperson and U.S. Senators):

- i. Speaker of the House Nancy Pelosi: <http://speaker.house.gov/contact/>
- ii. Senate Majority Leader Harry Reid:
<http://reid.senate.gov/contact/>
- iii. Senate Minority Leader Mitch McConnell:
http://mccconnell.senate.gov/contact_form.cfm

- c. The "Write Congress" group has a couple of letters posted of a general nature about the Pickens Plan. See <http://push.pickensplan.com/group/writecongress>.

21. ADVOCATE IN THE U.S. CONGRESS FOR AN EXTENSION IN CONGRESS OF THE PTC: Per the AWEA, "The wind energy industry needs bipartisan cooperation on Production Tax Credit (PTC) extension. On June 17, the Senate again failed to move forward with the House of Representatives' proposed one-year PTC extension. Bipartisan cooperation on Capitol Hill is needed to successfully move a PTC extension forward. Without rapid legislative action, the PTC will expire at the end of 2008. To maintain existing jobs and to continue growing thousands of new jobs, it is vital that Congress acts quickly to extend the PTC. Should we enter late summer without a PTC extension, wind industry investment in 2009 and later will be in jeopardy. A recent study by Navigant Consulting shows that 116,000 jobs and more than \$19 billion in investment in the wind and solar industries are at risk if the renewable energy tax credits are not extended."

- a. As David Baker points out (Thanks, David): "TBP sat before the Senate Energy and Natural Resources Committee in June 08. There were two points he kept referring to that Congress could do to expedite the immediate construction of Large Scale Alt Energy farms/plants: 1. Maintaining and/or increasing the Production Tax Credit (PTC), a tax incentive mechanism for companies involved in manufacturing and installing alt energy components."

22. ADVOCATE IN THE U.S. CONGRESS FOR RECOGNITION THAT THIS IS A NATIONAL EMERGENCY. Again, David Baker was kind to provide this information about T. Boone Pickens' testimony to the U.S. Congress, as to a second thing Congress could do: "The recognition by Congress that this is a National Emergency, leading to the ability of the Executive branch to act under Emergency Powers and significantly diminishing the time frame in getting these wind and solar projects started."

23. ADVOCATE IN CONGRESS FOR SUPPORT OF THE DRIVE AMERICA ON NATURAL GAS ACT. "Senator James M. Inhofe of Oklahoma Introduces Drive America on Natural Gas Act and we need to show our support. This is a first step on the road to energy independence. Below is the

contact page. <http://inhofe.senate.gov/public/index.cfm?FuseAction=Contact.Contac...> Here is Senator James M. Inhofes website:

<http://inhofe.senate.gov/public/index.cfm?FuseAction=PressRoom.Pres> The regulations of certification are addressed in a way to open up the market. Currently the EPA forces manufacturers to pay \$100,000 to \$200,000 dollars to certify a conversion system. In addition, the systems had to be recertified every year. The Drive America on Natural Gas Act addresses many of these issues." Thank you to whoever provided this information.

24. CONTACT STATE OFFICIALS ABOUT COMMUNITY / HOMEOWNER / CONDO ASSOCIATION RESTRICTIONS. Many HOAs have provisions that restrict solar panels. There is a law in California that overrides that." Sounds like a law needed in other states, to the extent they have not enacted same yet. Thanks, "SJC" for this idea.
25. CONTACT STATE OFFICIALS TO SEEK STATEWIDE LAW MANDATING NET METERING (IF NOT ALREADY DONE IN YOUR STATE). Al Gore recently stated: "We ought to have a law that allows homeowners and small-business people to put up photovoltaic generators and small windmills and any other new sources of widely distributed generation that they can come up with and allow them to sell that electricity into the grid without any artificial caps, at a rate that is determined not by a monopsony - that's the flip side of a monopoly. You can have the tyranny of a single seller; you can also have the tyranny of a single buyer, and if the utility sets the price then it'll never get off the ground. But if it's a tariff regulated according to what the market for electricity is ... then, you might never need another central station generating plant. In the same way that the Internet took off and stimulated the information revolution, we could see a revolution across this country with small-scale generation of electricity everywhere. Let people sell it! Don't reserve it for the single big seller." Regardless of how you feel about Al Gore, there is no doubt that T. Boone Pickens also supports net metering.
26. CONTACT STATE OFFICIALS TO IMPROVE BUILDING CODES. State agency combined green building standards were adopted by the California Building Standards Commission on July 17, 2008: "The California Building Standards Commission has taken the opportunity, along with other state agencies, to develop green building standards that will establish California as a leader in the efforts to reduce greenhouse gas emissions from structures. The code as adopted includes mandatory features with a delayed effective date for housing, and voluntary standards for hospitals and other non-residential occupancies. The commission will continue to work with state agencies and the many stakeholders as we develop a comprehensive set of mandatory provisions in the 2010 edition of the California Building Standards Code." Seek to get every state legislature mandate the use of similar (or even better) standards.
27. CONTACT STATE OFFICIALS TO PROVIDE TAX CREDITS OR REBATES FOR INSTALLATION OF SOLAR OR WIND OR OTHER ALTERNATIVE FUEL TECHNOLOGIES. Provide tax credits or rebates for energy saving activities including home energy conservation initiatives, installation of solar technologies (PV and Solar Thermal) at homes, businesses, etc.

28. CONTACT LOCAL OFFICIALS AND FIND OUT THEIR POSITION. Although it's important to make our voices heard in Washington, D.C., and at the state level, it's equally important to make an impact on elected officials at the 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.
29. CONTACT STATE OR LOCAL OFFICIALS ABOUT ADVERTISING SIGNS AND BILLBOARDS. "The public should petition their local governments to adopt rules that turn off all advertising lights and lighted billboards, except for businesses which remain open, after 1:00 a.m." Thanks, Susan, for this idea.
30. ENCOURAGE YOUR TOWN (IF YOU ARE LOCATED IN A GOOD WIND AREA) TO BECOME A "WINDY TOWN" OR (IF YOU ARE LOCATED IN A GOOD SUN AREA) A "SUNNY TOWN."
 - a. From Science Daily, (July 16, 2008) — "Rock Port Missouri, with a population of just over 1,300 residents, has announced that it is the first 100% wind powered community in the United States. Four wind turbines supply all the electricity for the small town. Rock Port's 100% wind power status is due to four wind turbines located on agricultural lands within the city limits of Rock Port (Atchison County). The city of Rock Port uses approximately 13 million kilowatt hours of electricity each year. It is predicted that these four turbines will produce 16 million kilowatt hours each year. Excess wind generated electricity not used by Rock Port homes and businesses is expected to be move onto the transmission lines to be purchased by the Missouri Joint Municipal Utilities for use in other areas ... The alternative-energy source also benefits landowners, who can make anywhere from \$3,000 to \$5,000 leasing part of their property for wind turbines ... 'We're farming the wind, which is something that we have up here,' Crawford said. 'The payback on a per-acre basis is generally quite good when compared to a lot of other crops, and it's as simple as getting a cup of coffee and watching the blades spin' ... 'It's a savings for the community in general, savings for the rural electric companies, and it does provide electricity service over at least a 20-year time period, which is the anticipated life of these turbines,' [MU Extension community development specialist Jerry] Baker said."
 - b. We need more information about doing this in other communities - the economics of it all, the economics of current solar thermal technologies, potential governmental or non-governmental sources of funding for such projects, whether muni bonds can be issued to support such projects' capital costs, etc.
31. CHECK BACK ON THE PICKENSPLAN.COM 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. And other members may be contacting you.
32. PRINT AND DISTRIBUTE FLYERS at work, school, civic association meetings. You will find some in the Featured Discussion, "Useful Information: START HERE for Boone's Army."

33. SPEAK BEFORE YOUR CIVIC OR COMMUNITY GROUP ABOUT THE PICKENS PLAN. Hand out flyers (already posted on the "Featured Discussion" under forums).
34. DEVELOP POWERPOINT PRESENTATIONS ON THE PICKENS PLAN WHICH OTHERS CAN UTILIZE. Perhaps someone can develop a PowerPoint presentation suitable for a 20-minute presentation, and another longer presentation. Mr. T. Boone Pickens used his white board; perhaps we can embrace a bit newer presentation technology, as Mr. Pickens embraces a new energy technology.
35. DEVELOP FLYERS AND BROCHURES. Post them to the Communications Support group for editing, then post them to all for their utilization, printing, and distribution.
36. CALL OR VIDEO CONFERENCE INSTEAD OF FLYING. Hold meetings over the phone, cut down on travel. Plan better, brain storm. You can do more and consume less energy." Jim provides a link to a low-cost or no-cost service, www.conferencetown.com. Also, use web video conferencing capabilities. (Thanks to Jim Healy for providing www.conferencetown.com to PickensPlan members.)
37. LEARN MORE ABOUT ALTERNATIVE ENERGY. Explore resources regarding alternative energy technologies.
 - a. Visit one or more of the Groups devoted to these issues.
 - b. Visit www.PESWiki.com, which is guided by the New Energy Congress, a network of 40+ energy professionals who are dedicated to clean energy technology advancement. This is a movement for "identifying and promoting the best clean energy technologies." The site lists "wind farms" as #4 among the "Top 100" technologies for clean, alternative energy. Two of the top four listed are in research mode, and the other is a specific solar thermal project in California.
38. CONSERVE ENERGY NOW – CAR POOL TO WORK
39. CONSERVE ENERGY NOW – RIDE A BIKE to work or school or to visit a friend
40. CONSERVE ENERGY NOW – take public transportation. Another idea, from "Susan": "One thing I am doing is riding the train to work (as much as possible.) We live in the country, so I do have to drive a bit to the train station. However, it does cut my commute in half (as well as my gas bill)."
41. CONSERVE ENERGY NOW – PLAN OUT TRIPS. "Do we need it now or can it wait. If it can wait what other things can we do along the way. If we need it now, what else do we need or will we need in the next week, let's get it all at once. Stop making all those small trips for 1 or 2 items. Start a carpool to the grocery store." Thanks, Steven, for sharing this idea.

42. CONSERVE ENERGY NOW – REDUCE EXCESS WEIGHT FROM YOUR VEHICLE. Avoid keeping unnecessary items in your vehicle, especially heavy ones. An extra 100 pounds in your vehicle could reduce your MPG by up to 2%. The reduction is based on the percentage of extra weight relative to the vehicle's weight and affects smaller vehicles more than larger ones.
43. CONSERVE ENERGY NOW – DON'T EXCEED THE HIGHWAY SPEED LIMIT. The U.S. Department of Energy reports that each 5 mph you drive over 60 mph is like paying an additional \$0.30 per gallon for gas. Driving slower is also safer, and obeying the speed limit is also beneficial for your pocketbook – avoiding tickets and higher insurance costs resulting therefrom.
44. CONSERVE ENERGY NOW – ADJUST YOUR DRIVING STYLE. Coast before stopping – it saves gas!! Aggressive driving (speeding, rapid acceleration and braking) wastes gas. It can lower your gas mileage by 33 percent at highway speeds and by 5 percent around town. Avoid excessive idling. Using cruise control on the highway helps you maintain a constant speed and, in most cases, will save gas.
45. CONSERVE ENERGY NOW – maintain your vehicle.
 - a. Replacing a clogged air filter can improve your car's gas mileage by as much as 10 percent. Your car's air filter keeps impurities from damaging the inside of your engine. Not only will replacing a dirty air filter save gas, it will protect your engine.
 - b. Fixing a car that is noticeably out of tune or has failed an emissions test can improve its gas mileage by an average of 4 percent, though results vary based on the kind of repair and how well it is done.
 - c. Fixing a serious maintenance problem, such as a faulty oxygen sensor, can improve your mileage by as much as 40 percent.
 - d. You can improve your gas mileage by around 3.3 percent by keeping your tires inflated to the proper pressure. Under-inflated tires can lower gas mileage by 0.4 percent for every 1 psi drop in pressure of all four tires. Properly inflated tires are safer and last longer.
 - e. You can improve your gas mileage by 1-2 percent by using the manufacturer's recommended grade of motor oil. For example, using 10W-30 motor oil in an engine designed to use 5W-30 can lower your gas mileage by 1-2 percent. Using 5W-30 in an engine designed for 5W-20 can lower your gas mileage by 1-1.5 percent. Also, look for motor oil that says "Energy Conserving" on the API performance symbol to be sure it contains friction-reducing additives.
46. CONSERVE ENERGY NOW - BUY A SCOOTER (and helmet) to travel back and forth to work or school, instead of by your own car.

47. CONSERVE ENERGY WHEN YOU SELECT A NEW CAR. Purchase only the size car you need. As Pronto Power stated in a discussion recently: "Scrap all the [huge SUVs] and drive what you need to get the job done ... I think we need to change our perception of what's cool and make it "uncool" to be a gross consumer of energy." Of course, look to CNG (natural gas) and hybrid vehicles, and soon-to-be launched electric-powered vehicles, when they are available in your area.
48. CONSERVE ENERGY NOW – IN YOUR HOME OR APARTMENT. Homeowners and renters know saving energy means saving money without sacrificing comfort. There are many things you can do to save energy in your current home, or when designing and building a new energy-efficient house." Visit the DOE web site at <http://www.doe.gov/yourhome.htm> for a full list of tips. Here are some excerpts as to easy low-cost and no-cost ways to save energy:
- a. Set your thermostat comfortably low in the winter and comfortably high in the summer. Install a programmable thermostat that is compatible with your heating and cooling system.
 - b. Use compact fluorescent light bulbs.
 - c. Air dry dishes instead of using your dishwasher's drying cycle. Only run the dishwasher when it is full.
 - d. Do laundry only when the washer is full. (Thanks, Susan.)
 - e. Turn off your computer and monitor when not in use.
 - f. Adjust your control panel power settings to turn your monitor off after 15 minutes. This will save more than just a screen saver or screen saver set to blank.
 - g. Plug home electronics, such as TVs and DVD players, into power strips; turn the power strips off when the equipment is not in use (TVs and DVDs in standby mode still use several watts of power).
 - h. Place your printer, scanner and other devices on a separate power strip then turn the power strip on only when you need the devices.
 - i. Use timers on garage/porch/outside lights
 - j. Close blinds during the hottest part of the day
 - k. Lower the thermostat on your hot water heater to 120° F.
 - l. Take short showers instead of baths.
 - m. Wash only full loads of dishes and clothes.

- n. Look for the ENERGY STAR® label on home appliances and products. ENERGY STAR® products meet strict efficiency guidelines set by the U.S. Environmental Protection Agency and the U.S. Department of Energy.
- o. A good post from “bradakat”: “Did you know that as much as half of the energy used in your home goes to heating and cooling? Homeowners can save about \$180 a year by properly setting their programmable thermostats and maintaining those settings. The pre-programmed settings that come with ENERGY STAR qualified programmable thermostats are intended to deliver savings without sacrificing comfort. Depending on your family’s schedule, you can see significant savings by sticking with those settings or adjust them as appropriate for your family. The key is to establish a program that automatically reduces heating and cooling in your home when you don’t need as much. Installing and using an ENERGY STAR qualified programmable thermostat with pre-programmed settings makes savings simple for you so you can stay comfortable, save energy, save money, and help fight global warming all year long. Visit energystar.gov/pts to learn how to choose a programmable thermostat, set it correctly, and save!”
- p. Solar water heaters are pretty cost efficient. Payback of about 6 - 8 years," according to "ART005". We need to check this statistic out - any comments about it?

49. CONSERVE ENERGY – SHOP FOR HDTVs CAREFULLY, AND USE COMMON SENSE WHEN USING THEM. When you are not in the room turn off that HD TV. While big-screen TVs don't draw quite as much power as notorious power guzzlers such as air conditioners or washing machines, they can still make an impact on your electricity bill. It can cost between \$29 and \$223 a year to watch TV, depending primarily on screen size and technology type. While there are plenty of exceptions, the average score of each technology type is telling: Microdisplay rear projector: 0.14 watt per square inch; LCD: 0.29 watt per square inch; Plasma: 0.35 watt per square inch. Source: "The basics of TV power" on cnet.com. These are only averages, and set usage varies very widely. CNET also states: "In addition to standard power saving modes, which usually just put a cap on a TV's maximum light output, we're seeing a few new power saving measures being used in 2008. One of the most notable is the choice between 'home' and 'store' use that a TV user will select during initial setup. Choosing 'home' engages a default picture mode that saves more power than the standard 'torch mode' used as the default setting on most TVs, which is designed for maximum light output to compete against other TVs in a retail store environment. More radical measures can be found on a few t.v.s which feature a variable backlight, a light sensor and an automatic picture adjustment feature. In combination these extras radically reduce power consumption. As power use figures into more TV buyers' decision making processes, we expect to see TV manufacturers implement further measures to help curb their sets' thirst for juice." (from CNET article.)

50. CONSERVE ENERGY NOW – GET A HOME ENERGY AUDIT. A home energy audit is the first step to assess how much energy your home consumes and to evaluate what measures you can take to make your home more energy efficient. An audit will show you problems that may, when

corrected, save you significant amounts of money over time. During the audit, you can pinpoint where your house is losing energy. Audits also determine the efficiency of your home's heating and cooling systems. An audit may also show you ways to conserve hot water and electricity. You can perform a simple energy audit yourself, or have a professional energy auditor carry out a more thorough audit. See if your local power company provides home energy audits for free, or at reduced prices.

51. CONSERVE ENERGY NOW – ADD INSULATION. You can reduce your home's heating and cooling costs through proper insulation and air sealing techniques. These techniques will also make your home more comfortable. Any air sealing efforts will complement your insulation efforts, and vice versa. Proper moisture control and ventilation strategies will improve the effectiveness of air sealing and insulation, and vice versa.
52. CONSERVE ENERGY NOW – ADD TO THE BEAUTY OF YOUR HOME WITH GOOD LANDSCAPING. A well-designed landscape not only can add beauty to your home but it also can reduce your heating and cooling costs. On average, landscaping for energy efficiency provides enough energy savings to return an initial investment in less than 8 years.
53. CONSERVE ENERGY NOW – USE NEWER LIGHTING TECHNOLOGY. Artificial lighting consumes almost 15% of a household's electricity use. Use of new lighting technologies can reduce lighting energy use in homes by 50%–75%. You can reduce lighting energy use by selecting lighting and sources that use energy more efficiently, and by installing lighting controls.
 - a. Install fluorescent light fixtures for all ceiling- and wall-mounted fixtures that will be on for more than 2 hours each day. These often include the fixtures in the kitchen and living room, and sometimes those in bathrooms, halls, bedrooms, and other higher-demand locations.
 - b. Install dedicated compact fluorescent fixtures, rather than compact fluorescent lamps (CFLs) in incandescent fixtures, so that fluorescent bulbs continue to be used for the life of the house. (Be extremely careful should CFLs break, and dispose of them properly.)
54. CONSERVE ENERGY NOW – INSULATE YOUR HOT WATER HEATER. Unless your water heater's storage tank already has a high R-value of insulation (at least R-24), adding insulation to it can reduce standby heat losses by 25%–45%. This will save you around 4%–9% in water heating costs. If you don't know your water heater tank's R-value, touch it. A tank that's warm to the touch needs additional insulation. Insulating your storage water heater tank is fairly simple and inexpensive, and it will pay for itself in about a year. You can find pre-cut jackets or blankets available from around \$10–\$20. Choose one with an insulating value of at least R-8. Some utilities sell them at low prices, offer rebates, and even install them at a low or no cost.
55. HAND OUT BUSINESS CARDS IN STORES, AT THE MOVIES, AT SCHOOL, AND WHENEVER YOU GO WHERE THERE ARE PEOPLE. Print them on your printer, with special business card paper, or just

create short notes and cut them into small pieces of paper with scissors. (Ken suggested this idea – thanks, Ken.) The following content might be appropriate for each side of the card:

Side A:

THE PICKENS PLAN NEEDS YOU!

Visit Push.PickensPlan.com.

Join the Pickens Army.

TOGETHER WE CAN MAKE A DIFFERENCE.

Side B:

Solve our nation's over-reliance on foreign oil.

Reduce import costs by \$270 BILLION per year (\$3,000 per family)

Let's use America's wealth for America – not export it overseas.

"Have A Windy Day."

Visit PickensPlan.com

56. MAKE POLITICIANS ADDRESS THE ISSUES. Show up at all campaign rallies and speaking events, and ask each politician (federal, state and local) if they have heard of the Pickens Plan, whether they support it, and what they will do - if they are elected or re-elected - to reduce our reliance on foreign oil.
57. WRITE LETTERS TO UTILITY COMPANIES. An idea from Chris Barrows: "I'm writing letters to utility companies and co-operatives, ensuring they have been informed of the plan and asking them to coordinate with other local utilities to plan for the possibility of implementation."
58. INSTALL WIND TURBINES IN MAJOR CITIES: An intriguing public relations idea from Charles K. Gonzales: "Personally, what I would like to see is an installation of a full-sized wind turbine in Central Park. This would be impactful in at least the following ways: (1) These wind mills are actually quite elegant works of art; can you imagine how stunning it would be to have this fully illuminated at night?? The elegance and grace would touch our souls in that place of optimism and hope and action. (2) Mr. Pickens' plan would become real, close, tactile to major decision makers in one of the largest and most financially vibrant cities on the planet: New York City. (3) A massively broad spectrum of our world's populace would be able to go up and touch this living solution. From there the grassroots will strengthen and the plan's ecosystem will grow. The structure doesn't need to be there permanently; three months, six months... It doesn't even need to be generating power thus minimizing the cost. The structure could be 'on its way' to Texas for a life of providing mothers, fathers, children, friends, colleagues with real, useable, domestic light, heat, air-conditioning, refrigeration, street lighting, computing power. This

structure will be 'on its way' to providing construction jobs, maintenance jobs, management jobs for real people who will be feeding their families, paying for shoes, signing up for sports, keeping the house, providing for retirement. This would be an amazingly big action to take: putting a work of beautiful, sustainable art in New York City's Central Park. This is an action that Pickens Plan NYC is going to move forward."

- a. Pronto Power adds: "How about if it says Pikensplan.com on the tower.... free advertising!!!"

59. LEARN ABOUT THE SOLUTIONS. From MRW, these useful comments: "Attend as many seminars as possible. I know there's a Net Metering Design Conference coming up in the autumn in the upper Midwest, and a crash course MBA on energy issues in Texas (I think these are often given in the UK or Dubai or somewhere other than the US)."

60. INVESTIGATE GRANTS AND FEDERAL FUNDING DOLLARS.

61. INVENT AND PATENT NEW TECHNOLOGIES.

62. AUTHOR ANY NUMBER OF UNIVERSITY DOCUMENTS, INCLUDING PEER REVIEWED DOCUMENTS.

63. WRITE FOR A LOCAL, REGIONAL OR NATIONAL PUBLICATION ON THIS ISSUE.

64. WRITE AN "OP-ED" PIECE OR A LETTER TO THE EDITOR OF YOUR LOCAL NEWSPAPER.

65. START YOUR OWN PUBLICATION.

66. SPEAK AT SCHOOL BOARDS. This next school year is going to be very, very hard on school districts, busses and buildings. And parents. And students. You get the gist.

67. FORM GROUPS IN PRIMARY AND SECONDARY SCHOOLS, AND WORK WITH STUDENTS ON THE PICKENS PLAN.

68. AUTHOR EDUCATIONAL MATERIALS ON THESE ISSUES.

69. CREATE, FIND EMPLOYMENT IN, AND/OR PUBLICIZE INTERNSHIPS AND JOBS IN THESE AREAS OF ALTERNATIVE ENERGY PRODUCTION.

70. DEDICATE X% OF A WEEKLY/MONTHLY BUDGET TO THESE ISSUES. Purchase or download and print flyers. Put together and distribute educational materials. Get together with others and rent a billboard sign for six months. "HAVE A WINDY DAY. PICKENSPLAN.COM."

71. PARTICIPATE IN AN EARTHWATCH/SIERRA CLUB-TYPE RESEARCH PROJECT. Better yet, with your kids or students....and giving them CREDIT for it.

72. KEEP TRACK OF YOUR GAS MILEAGE. Actually record how much you spend/save on a tank of gas by driving more slowly. Try to beat your mileage with the next thankful. (Thank you for all of the foregoing 10 or so ideas, MRW.)

73. CONTACT AUTO MANUFACTURERS AND SAY IF THERE WERE AN ALTERNATIVE FUEL VEHICLE AVAILABLE IN YOUR AREA YOU'D CONSIDER IT ON ITS MERITS. A sample letter is available through the PickensPlan site, from the Communications Support group. (Thanks, Mrs. Cheryl Gray.)
74. CONTACT THE EPA AND PUT PRESSURE ON THEM TO LOWER THEIR ONBOARD DIAGNOSTICS REQUIREMENTS FOR ALTERNATIVE FUEL VEHICLES. The Communications Support Group can provide Bridgette's sample letter thereon. (Thanks again, Mrs. Cheryl Gray.)
75. CONTACT HOMEOWNER ASSOCIATIONS. Contact HOAs about allowing solar panels and windspires within developments both new and old. Tell them it's the patriotic thing to do and the new aestheticism in building standards.
76. COMMUNITY / HOMEOWNER ASSOCIATION MEETINGS. If you live in a condo, organize a residents' meeting to talk about finding an alternative energy source for the building, or even just to turn them onto the Pickens Plan. (Thanks, Mrs. Cheryl Gray.)
77. THROW AN ANTI-ENERGY PARTY BY CANDLELIGHT.
78. CONSERVE ELECTRICITY IN YOUR OWN HOME.
79. CONSERVE GASOLINE THROUGH MORE EFFICIENT DRIVING.
80. GET AN OPEC-BUSTER T-SHIRT AND WEAR IT TO THE GAS STATION WHEN YOU FUEL UP.
81. REACH OUT TO OTHER ORGANIZATIONS. For example, it was reported that "Wind Energy Works!" will actively and aggressively engage in the public conversation over the merits of wind energy, educate the public about the many benefits of wind energy development, and act as a counterbalance to the misinformation being spread by wind energy opponents in communities across the country. The initial organizations in the coalition include a diverse array of national, regional and local environmental, agricultural, economic development, faith-based and wind and renewable energy advocacy groups. Members include: Earth Policy Institute, the Chesapeake Climate Action Network, the Izaak Walton League of America, Union of Concerned Scientists, the American Corn Growers Association, the American Corn Growers Foundation, Prowers County Development, Inc., and The Regeneration Project/Interfaith Power and Light. Wind and renewable energy advocacy organization members include: AWEA, Renewable Energy Long Island, Western Resource Advocates, the Renewable Northwest Project, Wind Power New York, Citizens for Pennsylvania's Future, the Center for Energy Efficiency and Renewable Technologies (CEERT), The Wind Coalition, Green Energy Ohio, Wind on the Wires, the Interwest Energy Alliance, Clean Energy Partnership, Renew Wisconsin, West Wind Wires, Minnesotans for an Energy-Efficient Economy (ME3), and the Southern Alliance for Clean Energy. This initial group will be supplemented over time by an even broader set of national, regional, state and local organizations. [From July 6, 2005 press release, <http://www.greenenergyohio.org/page.cfm?pageID=694>]

82. IDEAS #82 THROUGH #100 – SOME FOR NOW, SOME FOR THE FUTURE. Ok, I'm taking a bit of a shortcut here. Some of the ideas set forth below can be undertaken immediately, and others will only take place in the future. Some of the ideas below will require technical expertise, others will require public speaking skills, but some will simply require resolve and commitment.

SO HERE ARE THESE ADDITIONAL IDEAS – CONTAINED IN A "Q & A FORMAT" in which I add my own perspective on the future of the Pickens Plan:

WHAT DOES THE FUTURE HOLD FOR "THE PICKENS PLAN"? I am often asked why we – all of us - are creating "Boone's Army," and what we can do now. From what I know, everyone can expect a continued "roll out" of "The Pickens Plan" in the weeks ahead, and video updates from T. Boone Pickens himself periodically. There are significant efforts underway to provide members with more materials and promotional items which can be utilized to spread the word.

I am just a volunteer and member of the Pickens Plan, and I am not connected with the PickensPlan organization in any formal way. But I'll share with you my own "vision" about the future, and attempt to provide my own response to a few frequently asked questions.

WHAT'S THE PURPOSE OF THE ARMY? While some purposes are now known, others can only be guessed at. Let me share with you what I foresee at this time, as this organization continues to come together.

1. NEEDED - THE DEVELOPMENT OF POSITIONS ON FEDERAL PUBLIC POLICY, AND A CONCERTED EFFORT TO IMPLEMENT THAT PUBLIC POLICY DURING THE FIRST 100 DAYS OF THE NEXT ADMINISTRATION. There are numerous public policy decisions which Congress and the next President must undertake in the near future, in order to reduce America's reliance on foreign oil. These will involve tax credits to spur investment in alternative energy policies, decisions on possible conservation measures, decisions on permitted locations of oil drilling, federal initiatives to support the development of electric transmission infrastructure, etc. The details of these policy initiatives require further formulation. And, once all of the policies are formulated, a concerted lobbying effort will be required by all members of Boone's Army.

That is not to say that there are not things that can be done now. Indeed, some action will be needed by Congress this fall - but it will probably be of a temporary nature. The Salt Lake Tribune summarized this aspect of tax legislation as follows: "A production tax credit for wind and solar power plants, and investment tax credits for homeowners and businesses that install solar power systems, expire at the end of the year. Congress has debated a long-term extension since last December, but can't agree on how to offset the cost under 'pay-as-you-go' budget rules. Failure to act would take the wind out the rapidly expanding wind-power industry and cast a cloud over a

solar-power industry that's just starting to heat up. Renewable energy industries, until they achieve scale, need a sustained government commitment to assure a return on investments in today's volatile energy market. In the past, on-again-off-again tax credits have resulted in boom-and-bust cycles. But the current three-year tax credit program, which offers 1.9 cents for each kilowatt hour of electricity produced for the next decade, has resulted in a clean-and-green power surge."

It is unlikely that Congress will enact the needed long-term tax policy to spur on investment in alternative energy technologies until after the election, and probably next year. Hence, it is important for The Pickens Plan to foster the development of desired tax policy (and other federal policy initiatives), to be ready to influence our newly elected (or re-elected) Congress later this year and into next year.

2. "IS THE PICKENS PLAN LIMITED TO WIND ENERGY AND NATURAL GAS VEHICLES?" Not at all. The Pickens Plan has these as its two major components, but these have always been seen as more easily deployed technologies that serve as a bridge to the future. Solar energy is a huge opportunity out there, especially when newly announced technologies from MIT and other institutions and firms lower the cost of same - likely very soon. Conservation measures, both short-term and long-term, must be part of the overall plan. Geothermal, wave energy, and many other technologies need to be explored as well. Electric vehicles and hybrid vehicles, hydrogen-powered vehicles, and increased public transportation are all part of the future as well. There is no single answer to solving our nation's over-reliance on foreign oil. We should support all of these emerging technologies to some degree, and adopt public policies which foster the rapid deployment of those technologies which are ready to deploy.

3. "IS THE PICKENS PLAN SELF-SERVING." One of the things which is truly inspirational is an old oilman stating that "We can't drill our way out of this problem." This is not to say that T. Boone Pickens and his companies, which invest heavily in natural gas and are making new investments in wind farms, will not benefit. But I, for one, believe that this 80-year old man is a true American, has altruistic motives, and that he is putting millions and millions of dollars behind building this army for the good of America, primarily.

This nation faces several major long-term challenges. The first of these is large, ongoing trade deficits. Most of the United States' trade deficit is due to oil imports (at today's prices). As T. Boone Pickens has stated, we simply cannot export \$700 billion of wealth from our country overseas each year, and survive as a country. Every economist's view I have read agrees - no society can prosper with huge, ongoing trade deficits of the size we are seeing now. Other problems include federal budget deficits, the lack of personal savings, and the lack of investment in U.S. infrastructure and jobs. The Pickens Plan may well aid in aiding in the resolution of some of these problems, as well.

4. WHY NOT BETTER "ORGANIZATION" AT THIS TIME? It will come. It has only been 10 days or so since the Pickens Plan was launched, and all reports indicate that the outpouring of response, including media requests, has kept the Pickens Plan formal organization plenty busy. Be a little patient, and things will come together. Forming a nationwide organization like this takes a little time, and sometimes a false step or two. It's a bit like making sausage - not very pretty to see how it is made, but mix it up well and cook it, and it sure comes out sweet and tasty! Just be a bit patient, please.

5. WHAT CAN I DO NOW? I urge you to explore the PickensPlan site, beginning with various "guides" and "bulletins" posted in the "Featured Forum" started by the "Communications Support" group. Many times you'll come across negative comments ... just ignore that, and look for ways to contribute. And keep coming back to the PickensPlan.com site, to check out even more ways formulated for you to contribute your time, expertise, and effort.

6. WHAT DOES THE FUTURE OF THE ORGANIZATION LOOK LIKE? To be honest, I have no clue. But I do have a few ideas. Before I set these forth, let me emphasize that the "new media" of social networking, etc., must be permitted to blossom and reach its full potential, as applied to The Pickens Plan. It is important that any "organizations" which are formed be supportive of, and supported by, the many ways that people now communicate with each other and unite to achieve a common cause. Having said that, I can envision some "formal" structures in the future, as follows:

(a) Non-Profit Charitable Foundation To Explore Alternative Energy Sources, and Provide Education. Imagine a 501(c)(3) foundation which has as its aim the fostering of the best technologies which exist out there through education. Assisting with the formulation of public policy initiatives would also be undertaken, up to the limits imposed by tax law. (It is a common misconception that charities cannot undertake political activities; actually there are many types of "public policy" issues that can be addressed by charitable organizations, and there are monetary limits on other types of "political" activities a charity can support.

This charitable organization (or another organization) could also support numerous committees, such as:

(1) Committee For Review of All Energy Technologies. To gather research and information about all existing and emerging technologies, objectively evaluate them, and publish comparative analyses of their likely costs and benefits. In reality, there may be several sub-committees under this committee, each constantly reviewing the developments in a particular field. This will require a lot of assistance - from those who know and understand technology, and from those who can help weigh the potential costs and benefits.

Each subcommittee 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. Here's a number of ideas for technical papers which might be developed:

- 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 as well as www.peswiki.com. A more focused (and perhaps more detailed and up-to-date) version of these wiki efforts could be employed, either at those sites or through "wikis" developed on PickensPlan.com.

(2) Committee for the Development of National Public Policy Initiatives. The formulation of policies we would like Congress and the President to pursue.

(3) Committee for the Development of State Public Policy Initiatives. The formulation of policies we would like to see state governments, and larger regional areas, to pursue. For example, state legislation and rules on "buy-backs" of produced energy by power companies.

(4) Committee for the Development and Support of Local Policy Initiatives. The formulation of policies we would like to see local governments pursue - perhaps even supporting local

governments to evaluate "town-specific" or "area-specific" local installations of wind turbines, solar thermal plants, etc.

(5) Committee for Support of Non-Profit and Governmental Projects. Some local areas already have experience with wind turbines and/or solar energy or other alternative energy projects. A "master plan" for how to create local projects, secure financing, etc., can be explored. I am intrigued by the possibility of issuing municipal bonds to finance such installations, if the right long-term public policies are adopted at the national and state levels to facilitate greater likelihood of sustainable revenue from wind power, solar energy, and other installations which connect to the power grid.

(6) Committee for Conservation Initiatives. We need "green homes," "green offices," and many more policies to be adopted to encourage less use of energy (and less consumption of goods which are produced by massive amounts of energy). There should be a committee that focuses on these aspects, and then works with the public policy committees and educational committees.

(7) Committee for Educational Support. Support educational efforts at graduate, collegiate undergraduate, secondary, and primary schools, and through civic groups and other organizations nationwide. Provide the necessary PowerPoint presentations, educational tools, reading materials, charts, graphs, videos, etc. to foster such educational efforts.

(8) Committee for Investment by Industry. Government and not-for-profit companies cannot solve this crisis alone. Indeed, with the right long-term public policies adopted, we can foster industry to invest hundreds of billions of dollars in the infrastructure needed to transform America's over-reliance on foreign energy to a reliance on our own wind, solar and other resources. The oil industry is not our enemy. Rather, with its billions and billions and billions of profits, it could be this movement's greatest ally in investing in "green" technologies. But it will take a lot of encouragement - not only public policy initiatives, but also shareholder petitions and perhaps a bit of pressure by "Boone's Army."

9. 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.?

(b) Political Action Committee (PAC). To make a difference on Capital Hill will require a huge number of voices - hence, the need for Pickens' Army. It may also require some targeted contributions. The formation of a PAC will likely be needed.

(c) Outreach to Similar Organizations and Efforts. While the Pickens Plan and its influence can be tremendous, large efforts will need to be made in reaching out to the many existing groups of a non-profit nature (and PACs, and for-profit industry organizations) where there exist commonality of interests.

(d) For-Profit Entities To Invest or Partner On Projects? There is also the possibility of Boone's Army seeking to invest in for-profit business entities. A word of caution as to new business entities - compliance with federal and state securities laws is a complex endeavor, if you desire to raise capital in the public markets. And a word of caution to individual investors - always seek legal, tax, and/or financial advice before giving your money to an investment in any company. Having said that, it is possible that the Pickens Plan members will seek to band together to invest in existing and/or new companies which hold the greatest promise for helping to achieve the Pickens Plan's goals.

IN CONCLUSION. These and other organizational ideas are being considered. The Pickens Plan will spawn other ideas, as well. All of this will take a sustained effort, which evokes the need for formal organizations and ongoing permanent staff, aided by volunteers. I want to stress, however, that any formal organization must take only a supporting role toward all of the volunteers. Indeed, so much creative energy and passion exists on PickensPlan.com now, and any formalization of the organization must never endanger these attributes, only support them.

Finally, **a lot of these efforts are underway now.** Just look at the various "Groups" and "Forums" where actual work is going on in many of these areas. Yes, it may look ugly for a bit. But then Edy's ice cream is not all that pleasant, if you just take a whiff of some of the isolated ingredients before they are mixed.

Hope this answers some of the questions you may possess. The future is indeed bright. Let us all help each other. Let us each reach out to another member and help them out. Let us move forward, perhaps in different directions at times, but all with the same common goal.

Thank you to all who have contributed so much, so fast. Keep up the effort, and we will ALL succeed. - Ron