

**Preface**

This article (provided in first column) appeared in the Las Vegas Review-Journal on 2/10/2015. It was written by a Washington, DC based lobbyist paid for by the fossil fuel industry. The article is obviously written from the “Frame” of the ‘for-profit’ fossil fuel industry and begs to be “Reframed” in the Real World that has finite resources, transcends human-created political & economic ideologies and demands sustainable behavior. An example of how the original article could be reframed is provided in the second column.

<p>Posted February 10, 2015 - 12:01am</p>	<p><b>REFRAMED by Milt Hetrick, 2/12/2015</b></p>
<p><b>Fossil fuel foes want you to divest from modern life</b></p>	<p><b>Renewable Energy Advocates want you to invest in a healthy future</b></p>
<p>By THOMAS PYLE SPECIAL TO THE LAS VEGAS REVIEW-JOURNAL</p>	
<p>Imagine a group of activists that spends its time opposing companies that produce soap, surgical steel and sterile plastics used in hospitals — because it is the “moral” thing to do. It sounds crazy, but it’s already happening.</p>	<p>Imagine someone who has no concern for their children, grandchildren and future generations. We would consider them to be immoral. But there are people who are caught up in their own self-gratification to think only of themselves. It sounds crazy, but it is “cidal” behavior – ranging from behavior that is self-destructive (suicidal) to behavior that harms others with impunity (homicidal) to behavior that actually is causing harm to millions of people (genocidal) to behavior that is making our planet, our life support system less habitable for all future generations and all living systems. But it’s happening.</p> <p>People today have the freedom to financially support corporations that provide alternatives to burning ancient hydrocarbons (coal, oil, natural gas, tar sands oil, shale oil) for their energy needs. People are realizing these carbon rich resources are too valuable to burn and limited in supply. Fortunately we have a growing number of alternative energy sources. Today we have choices. We can divest from the fossil fuel extraction / burning industry and re-invest in the alternative renewable energy industry.</p>
<p>The same groups pushing to eliminate these life-saving technologies and many other everyday products will soon descend on Las Vegas. The leaders of this movement are holding an event Saturday — part of Global Divestment Day on Friday and Saturday — to convince Nevadans to “divest” any stocks or bonds</p>	<p>There are a growing number of Nevadans who are exercising their freedom to divest from fossil fuel and re-investing in rooftop solar PV to generate their own electrical power instead of having NV Energy burn coal or natural gas to generate their electrical the power. These people who are investing in rooftop solar PV are generally saving money.</p>

<p>from the companies that help make these essential items.</p>	<p>There are a growing number of people who are using their rooftop solar generated electrical power in combination with plug-in hybrids and all-electric vehicles to live a modern life without burning fossil fuel.</p> <p>Nevadans are holding an event Saturday — part of a Global Divestment Day— to inform other Nevadans we have the freedom to “divest” any stocks or bonds from the fossil FUEL companies and re-invest locally in renewable energy.</p> <p>The event will provide an opportunity to learn more about what we can do to transition our homes and modes of transportation to alternative energy sources.</p>
<p>In reality, these activists want Nevadans to “divest” from modern life.</p>	<p>In reality, these Nevadans who are also advocates of renewable energy are simply providing specific examples of how they and a growing number of Nevadans who are also concerned about their children’s future are re-investing in alternative energy sources.</p> <p>More and more people are saying they want the ancient hydrocarbons to be used sustainably rather than burned.</p> <p>The modern life style includes a home with a rooftop solar PV, energy efficient appliances, and a charging station for a plug-in hybrid or electric vehicle (In the modern world, there are over 40 electric vehicle models now available in 2015, and even more planned for 2016).</p>
<p>Of course, divestment activists don’t say they want to divest from modern life. Instead, they urge people to divest their holdings in fossil fuel companies. The problem is that fossil fuel companies make many of the life-saving products that will be divested, along with fuel.</p>	<p>Renewable energy advocates are suggesting people divest their holdings in fossil FUEL companies and use their buying power to re-invest in renewable energy.</p> <p>If the fossil fuel extraction industry does not modernize and find ways to use these ancient hydrocarbon resources sustainably, their ‘proven reserves’ will become “stranded assets” as an energy source. Their capital investments in refineries, pipelines, etc. will become “stranded assets.” The ancient hydrocarbons are still a valuable source of concentrated carbon and hydrogen.</p> <p>Wall Street is already looking into this future scenario and cautious investors are beginning to think about the devaluation of fossil fuel industry investments.</p>
<p>Everyone knows that when they flip on a light switch or fuel up their cars, they are using energy. But you may not realize that many of the products we use every day also come from energy — particularly natural gas, oil and coal.</p>	<p>Everyone knows that when you flip on a light switch or drive your car, you are using energy. More and more people are realizing this energy does not have to come from burning fossil fuel.</p>

<p>Take natural gas. Besides generating 27 percent of America’s electricity, natural gas is used to make fertilizer, pharmaceuticals, plastics and fabrics, just to name a few. If you’re wearing a shirt made from nylon or polyester, you’re wearing a product that came from natural gas.</p>	<p>Take natural gas. Natural gas is used to make plastics and fabrics that can be recycled. If you’re wearing a shirt made from nylon or polyester, you’re wearing a product that came from natural gas.</p> <p>However, if you burn the natural gas to make electric power, it is consumed forever. People know that we can make electrical power from the sunlight and from wind. They also understand you can’t make nylon or polyester from sunlight and wind. People are learning to divest in corporations that extract natural gas just to burn it.</p> <p>Carbon rich resources like coal, oil and natural gas are too valuable to burn. And the supplies of these resources are finite.</p> <p>The transition away from fossil fuel to renewable energy is inevitable within the foreseeable future.</p>
<p>The same applies to oil and coal. Besides supplying 95 percent of our nation’s transportation fuel, oil is used to make asphalt, aluminum, shampoo, cosmetics and much more. Every step of your morning — from putting on deodorant to driving to work — involves products derived from oil.</p>	<p>People understand there are many other valuable uses of coal, oil, and natural gas other than as fuel to burn. This carbon is needed to convert natural iron into high strength steel (that can be recycled over and over). The carbon in ancient hydrocarbon is the feedstock for making carbon fiber used to manufacture lightweight materials used in airplanes, passenger trains, and cars, etc.</p>
<p>Coal, meanwhile, supplies the largest share of U.S. electricity, at almost 40 percent. But it doesn’t end there. Coal is also used to make steel, concrete, aspirin, soap, carbon fiber and more.</p> <p>Imagine life without roads, bridges and sidewalks. That is life without coal.</p>	<p>People are learning that burning coal to make electrical power makes no sense today. Coal is too valuable to burn. This concentrated source of carbon is needed to turn naturally occurring iron into high strength steel that in turn can be recycled over and over. (90% of the steel used in constructing the new World Trade Tower I was recycled steel.) But it doesn’t end there. Coal is also used to make aspirin, soap, carbon fiber and many products that can be recycled and used over and over.</p> <p>Imagine your grandchildren saying to you, “Are you telling me that you dug up all that coal just to burn it to make electricity? When you had all that Nevada sunlight and wind to make your electrical power? Didn’t you know any better? Didn’t you know that with solar panels on your roof, you could have harvested all the free energy you needed for your electrical power, heating and cooling and for your plug-in hybrid / electric car? Didn’t anyone tell you? My generation considers burning fossil fuel without replacing it as unsustainable as well as a crime against future humanity.”</p>
<p>Divesting from natural gas, oil and coal is akin to divesting from modern civilization. But that’s exactly what the so-called fossil fuel divestment movement wants Nevadans to do.</p>	<p>Divesting from natural gas, oil and coal and re-investing in renewable energy is like moving out of the stone age into a healthy sustainable world – one that can be a better place for ourselves, for children and their children and their children.</p>

<p>On the group’s website (<a href="http://www.350.org">www.350.org</a>), divestment activists call on the world to “go fossil free.” But as we’ve seen, life without natural gas, oil and coal isn’t much of a life at all.</p>	<p>The Global Divestment Day event is being sponsored by a number of non-government organizations. On the group’s website (<a href="http://www.350.org">www.350.org</a>), fossil fuel divestment advocates call on the world to “go fossil free.”</p> <p>For those of us who have already made the transition away from fossil fuel in our personal lives, we can confirm that modern life without burning natural gas, oil and coal is really a good thing – and we know our children and their children will thank us.</p>
<p>You don’t have to look far to see what life is like for those who lack access to the energy and products produced using fossil fuels. For the 1.3 billion people around the world who don’t have electricity, natural gas- and coal-fired power plants could mean the difference between life and death.</p>	<p>Enough people have made the transition away from fossil fuel to confirm this change is not only possible but economically prudent.</p> <p>For the 1.3 billion people around the world who do not yet have fossil fuel generated electrical power, more and more of these small villages in Africa, India, Bangladesh, are skipping directly to small solar panels on their roof to generate electrical power for lighting and charging their cell phones.</p>
<p>Where people use more fossil fuels, poverty recedes. This occurred in the United States during the Industrial Revolution — and it is occurring in developing countries today.</p>	<p>Where people use more energy, poverty recedes. This occurred in the United States during the Industrial Revolution — and it is occurring in developing countries today.</p>
<p>In China, rising natural gas, oil and coal consumption has led to higher life expectancy, lower mortality rates for young children and improved sanitation facilities. The same is true in India and Brazil, where quality of life is improving dramatically as both countries use more abundant, reliable and affordable energy.</p>	<p>China is a global leader in manufacturing and installing solar PV.</p> <p><b>FACT SHEET: U.S.-China Joint Announcement on Climate Change and Clean Energy Cooperation</b></p> <p>President Obama announced a new target to cut net greenhouse gas emissions 26-28 percent below 2005 levels by 2025. At the same time, President Xi Jinping of China announced targets to peak CO<sub>2</sub> emissions around 2030, with the intention to try to peak early, and to increase the non-fossil fuel share of all energy to around 20 percent by 2030. Together, the U.S. and China account for over one third of global greenhouse gas emissions.</p> <p>China’s target to expand total energy consumption coming from zero-emission sources to around 20 percent by 2030 is notable. It will require China to deploy an additional 800-1,000 gigawatts of nuclear, wind, solar and other zero emission generation capacity by 2030 – more than all the coal-fired power plants that exist in China today and close to total current electricity generation capacity in the United States.</p> <p><a href="http://www.whitehouse.gov/the-press-office/2014/11/11/fact-sheet-us-china-joint-announcement-climate-change-and-clean-energy-c">http://www.whitehouse.gov/the-press-office/2014/11/11/fact-sheet-us-china-joint-announcement-climate-change-and-clean-energy-c</a></p>

<p>Those last words are key. Energy isn't useful on a large scale unless there is a lot of it, it can be depended on when it's needed, and it isn't too expensive for people to use. And right now, fossil fuels are the only energy sources that fit the bill.</p>	<p>These last words are key. Burning fossil fuel is not sustainable. A transition to renewable energy is inevitable for those children being born today. We as today's adults owe it to future generations to divest in fossil fuel and re-invest in renewable energy NOW.</p> <p>It is common knowledge that wind and solar are intermittent. Fortunately there are many potential energy storage solutions to address this characteristic of wind and solar. For example, DOE/NREL is evaluating about a dozen viable energy storage approaches.</p> <p>And there is plenty of sunlight. If you collect sunlight over an area the size of a two car garage (~500 sq ft or 22' x 22') you can harvest enough power to operate a 2000 sq. ft. home (electrical power, plus heating and cooling using a geothermal heat pump) AND provide enough energy to drive an electric car for 10,000 miles a year.</p> <p>Let's start there by divesting in fossil fuel and re-investing in renewable energy at home.</p>
<p>In other words, the world can't divest from fossil fuels without resigning billions of people around the world to darkness and poverty.</p>	<p>In other words, the world must divest from fossil fuels and transition to renewable energy now unless we want to continue to resign billions of people around the world to darkness and poverty like the fossil fuel industry has done for the last century.</p>
<p>The divestment activists coming to Las Vegas don't just want to take away Nevadans' energy, but also the soap, steel and plastics that make modern life possible. Nevadans should tell these activists to take a hike.</p>	<p>Fossil fuel Divestment Advocates live in Las Vegas and can help you re-invest locally in renewable energy alternatives to fossil fuel. Investing locally in transitioning your home to renewable energy – for example by installing rooftop solar PV, or a GeoThermal / GeoExchange heat pump will create jobs locally, boost the Las Vegas economy and save you money on your utilities.</p> <p>That will leave more fossil fuel ancient hydrocarbons to make Nevadans' soap, steel and plastics that make modern life possible. As they divest in fossil fuel and re-invest in renewable energy, Nevadans are telling the fossil fuel burning industry to read the writing on the wall.</p> <p>Nevadans are telling the fossil fuel lobbyists who sit in Washington and send misinformation (opinion articles) to the already biased Las Vegas Review-Journal to take a long walk off a short pier.</p>
<p>Thomas Pyle is president of the American Energy Alliance.</p>	<p>Thomas Pyle is paid by the fossil fuel industry's <b>American Energy Alliance</b>. He is a professional lobbyist owned by the fossil fuel industry.</p> <p>The "Divest in Fossil Fuel Advocates" supporting the <b>Global Divestment Day</b> are parents, grandparents and other concerned Americans who are not paid. Their compensation is knowing they helped inform others of energy alternatives.</p>