• How Politics Works
• Why the Oil Business Does So Poorly In the Public Eye
• How We Can Do Better
How Politics Works

The ultimate instrument of power is the ability to define the alternatives.
How Politics Works

Litigation

Branding

Donor Engagement

Policy Legitimacy

Operations/Campaigns

Grassroots Engagement

Conflict Definition
Litigation
Deflategate
Players Assn

Owners willing to lose money

Policy Legitimacy
“Property of the NFL”

Eyes on TV’s Butts in seats

Operations
Scheduling, draft, coaching, refs

Branding
NFL Cowboys

The Game/Championship

Social Enterprises/ NFL
How Politics Works

Litigation

Branding

Operations/Campaigns

Grassroots Engagement

Donor Engagement

Policy Legitimacy

Conflict Definition
The ultimate instrument of power is the ability to define the alternatives.

1) Do you think we should have a polluted, nasty dying earth where people are unhealthy or a green earth with healthy, happy people?

2) Do you think we should have an impoverished earth, with a quarter of the population we have now, and people pushing the earth’s resources to the limit, or an industrial society where there is plenty for all?
How Politics Works

Litigation
CO2 is a pollutant

Environmental groups/government grants

Policy Legitimacy
"scientists say"

Public opinion

Grassroots engagement

Operations
Rally’s, school curriculum, social media

Branding
"Fracking"

Donors

For/against
"Green"

Conflict definition
The ultimate instrument of power is the ability to define the alternatives.

How much extra are you willing to pay for gasoline and electricity to support the unsupported claims of those who want to have government make choices instead of you making choices?
Actual facts about petroleum

- 100% Organic
- 100% plant based
- 100% biodegradable
- Naturally occurring, no synthetics
- Nature’s solar power (photosynthesis)
- Methane is the natural product of “biodegradable”
  – one of the primary sources of methane is rain forests
- Renewable
- Saved the whales
- Caused the earth to be able to hold 8 billion people
Litigation
Clean Power Plan

Branding
“US Drilling, US jobs”

Operations
Rally’s, electrical bill, social media, posting on pumps

Policy Legitimacy
“actual science, scientists”

Industry, individuals, foundations

Public opinion, actual costs

How much will you pay?
Why We Do So Poorly

• Lack of price transparency for decades
• Standard Oil
• Run over people (arrogance)
• Commodity, we don’t have to market much
• Engineers, scientists and accountants
• We don’t need to “Pay to play”
How We Can Do Better

- Learn the process
- Contest, have some courage
- Unite
Learn More

- www.ConventionOfStates.com
- www.EmpowerTexans.com
Consultants

Lobbyists

Challengers

More Laws & Regulations

More Gov’t Spending

Media

Incumbents & Freshmen

Voters

Donors

Vendors

LEGISLATIVE SESSION

Bills

House & Senate

Big Gov’t Keeps Growing

CAMPAIGN SEASON

General Primaries

Consultants

Challengers