

Fred L. Smith
President and Founder



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Mrs. John P. Oss
7851 S Carr St.
Littleton, CO 80128

Dear Mrs. Oss,

America has an embarrassment of riches in natural resources.

Our productive mines, our remarkably vast oil and gas resources, our farms and ranches, and our timber operations *should* be leading us out of economic stagnation and into a new era of growth prosperity.

But they aren't. And the reason: politics.

It's not the usual politics but a new, ugly version of militant environmental extremism. So extreme, its adherents would actually rather see our economy falter, see millions of our citizens remain out of work, than allow development of America's natural bounty.

I'm angry at the damage the Green extremists are doing to our country. I am angry that we have hundreds of thousands of unemployed people who should be working. I am angry that we are sending billions of our dollars to foreign governments to import oil and gas that is available in vast quantities within our own borders.

I am angry that the little children we see around us may never know the vibrant, booming America full of hope and opportunity that many of us have taken for granted.

I suspect you share this anger. But our anger will not solve the problem. Action will.

Mrs. Oss, I invite you to join us in taking action right now. America can't wait. The need is immediate.

My name is Fred Smith. I am president of the **Competitive Enterprise Institute**, which I founded in 1984.

We are not a traditional "think tank." We provide groundbreaking research – but our work doesn't end there. It is not enough to simply identify the flaws in arguments from the Left, arguments that say the solution to every problem lies in expanding government.

Our research is not designed only for scholars and "policy wonks," but for ordinary Americans. And we work harder than anyone to make sure our findings actually affect public policy!

- We don't just send out press releases, we aggressively cultivate and reach out to the media. CEI colleagues and I appear on countless television and radio programs. We contribute our own newspaper and magazine articles and we are quoted in hundreds more.
- We send our analyses directly to Capitol Hill. Senators and Representatives frequently cite and use our work. They get the facts to argue against more regulation and bigger government. Facts they can rely on. Facts delivered in time to make a difference.
- We respond – instantly – to events with press releases and e-mail action alerts and phone calls to key policy makers and opinion leaders.
- We have a long track record in particular as the leading voice for free enterprise, for less government, for sane environmental policy with timely studies, cutting commentaries and critical analyses of current and proposed legislation and regulations.

You may have heard about our groundbreaking efforts to challenge Al Gore and his hypocritical global warming crusade.

And you may know that CEI was the group who first uncovered the Environmental Protection Agency's deliberate efforts to conceal scientific evidence demonstrating the fallacy of global warming hysteria.

We have recently launched a new, multi-faceted campaign designed to challenge the enviro-extremists.

We call our new campaign **Resourceful Earth**.

Resourceful Earth is our ambitious effort to monitor, reveal, engage, and debunk some of the worst myths and falsehoods about energy and mining now being promoted by environmental pressure groups.

More importantly, our goal is to create a massive new army of grassroots pro-energy activists to counter anti-growth extremists.

At the same time, we are making a positive case for freer access to natural resources here in America and around the world. Including the bountiful, almost limitless amounts of oil, gas, and coal within our own borders.

The threat posed by rampant environmental extremism let loose at the levers of government power in this country is enormous. The size of this project is correspondingly large. In fact it is one of the biggest undertakings in our history.

Will you be part of it? Will you join with the Competitive Enterprise Institute today?

I hope so. Because in the 27 years since I founded CEI, I have never been more excited -- more personally energized -- about the impact we can have with this. I believe, with your help and the support of others who are fed up with environmental bullies, we can help put thousands, even hundreds of thousands, of our fellow Americans back to work.

In fact, I believe we can lead the way to renewed prosperity in America.

More about **Resourceful Earth** in a moment. First, just what are we up against?

It is said the modern environmental movement was born in 1962 with the publication of *Silent Spring* by Rachel Carson. *Silent Spring* was concerned with environmental conservation and pollution. It is largely responsible for the banning of the pesticide DDT.

But the movement has changed dramatically – and has become far more militant – over the last 50 years. Today, its primary concern is no longer conservation, *but radical imposition of government control*. || X

Finding ways humans and nature can exist in harmony has given way to a twisted belief that humanity is a blight on nature. Today the environmentalist cause is a fundraising machine with almost infinitely deep pockets. It is also a vastly powerful political machine. A machine President Obama is clearly beholden to!

Somewhere along the line, environmentalism became a political movement -- deeply rooted in leftist values.

Some of the young activists who came up in this movement are making policy for the Obama Administration as chief appointees in the regulatory bureaucracies. Especially the EPA. Others are sitting in Congress themselves or advising lawmakers there. Still others shape public opinion with high positions in the media.

For over a decade, anti-capitalist, extreme environmentalist organizations have waged war on American resource development. They've used every tactic in the book. Demonstrations. Lawsuits. Smear campaigns. ||

They are using junk science and concocted research to scare ordinary people and policy makers away from projects that will create wealth and opportunity.

As I write this letter to you, environmental extremist groups worldwide are mounting numerous vicious campaigns of corporate blackmail and underhanded public relations stunts to block new energy and natural resource products. Their chief targets are the “usual suspects,” coal, oil, and hardrock metal mining.

Examples of these anti-resource campaigns include:

- **Earthworks'** No Dirty Gold campaign – specifically targeting one of the biggest copper and gold mines which would employ 1,000 Alaskans for a minimum of 30 years
- **The Rainforest Action Network's** campaign to stop banks from financing tropical timber production
- **The Sierra Club's** Beyond Coal campaign – this campaign has taken credit for stopping 150 new coal fired power plants (here's why your electric bill is increasing)
- **Friends of the Earth's** campaign against the Canadian-US Keystone XL Pipeline
- **Greenpeace's** campaign against oil production in the Canadian oil sands.

This is just the tip of the iceberg.

Because of groups like these, we are truly trading “bugs for jobs” in states across the nation.

At this moment, Barack Obama's Environmental Protection Agency -- with the support of groups targeting coal-mining in Appalachia -- is holding hostage thousands of coal-mining jobs in order to protect the mayfly, a non-endangered insect that lives for a day.

Not surprisingly people in West Virginia and Kentucky are losing their jobs.

There are more than 60,000 coal miners in Appalachia. An energy company just this month announced that it would lay off 500 workers at a West Virginia mine idled because of the EPA's actions.

Electricity consumers all over America are paying the price.

Appalachian coal provides inexpensive fuel for power plants along the Ohio River. It's the reason – until now – that the Mid-Atlantic States have some of the cheapest electricity rates in the country.

Of course the EPA “war on coal” is much bigger than this mayfly related ban. They earnestly believe that coal is evil, despite the fact that it generates the cheapest half of the country's electricity.

For a long time, the Green Left has gotten away with underselling America’s energy resources. I’m sure you’ve heard them say “the U.S. uses 25% of the world’s oil but only has 2% to 3% of the world’s oil reserves.”

Nonsense!

The discovery of massive shale oil and natural gas deposits in North Dakota, Pennsylvania and elsewhere has awakened many Americans to the fact that our energy resources are truly vast—greater, in fact, than *any other country’s*. It’s true.

A recent government report from the Congressional Research Service shows *America's combined recoverable oil, natural gas, and coal endowment is the largest on Earth*.

- America, the world's third-largest oil producer, is endowed with 163 billion barrels of recoverable **oil**. That's enough oil to maintain America's current rates of production – and replace imports from the Persian Gulf – for more than 50 years.
- America's future supply of **natural gas** is 2,047 trillion cubic feet. At today's rate of use, this is enough natural gas to meet American demand for 90 years.
- The report also shows that America is number one in **coal resources**, accounting for more than 28 percent of the world's coal.
- Just one of our newly discovered fields of **oil shale**, the Green River Formation located within Colorado, Wyoming, and Utah, contains approximately 1.38 trillion barrels of recoverable oil. That's equivalent to more than five times the conventional oil reserves of Saudi Arabia.

But environmental activists have helped to stop or delay countless energy resource extraction projects around the country. Including uranium mining outside of the Grand Canyon, offshore oil drilling in Alaska and the Gulf of Mexico, coal mining in West Virginia ...

...and, most notably, the **Keystone XL Pipeline**.

Perhaps nothing is more frustrating to Americans who want a sane, common sense energy policy than the extreme Green opposition to this proposed pipeline connecting Alberta’s oil sands to U.S. refineries on the Gulf coast.

The pipeline requires White House approval. But Green shock troops from **Friends of the Earth** and many other groups adamantly opposed it. As usual they used smear tactics and junk science in their anti-pipeline efforts.

President Obama says he wants job creation. The Keystone project would create 20,000 high-wage manufacturing jobs and construction jobs, according to an independent analysis. Most of these jobs would be American, because 80 percent of the 1,661-mile pipeline would be in the United States. Continued development of oil sands would also help the U.S. economy; hundreds of American companies sell oil services in Canada.

But environmental pressure groups are outraged and dead set opposed.

They've made Keystone into a rallying cry.

As you know, Obama recently rejected the pipeline.

Canada has made clear that it will proceed with oil sands development regardless of the American decision and the pipeline will surely be built anyway...

...but to Canada's West Coast, where oil can be transported by tanker to Asia.

In addition to the Keystone project, President Obama's United States Department of Agriculture has delayed shale gas drilling in Ohio for up to six months by cancelling a mineral lease auction for Wayne National Forest. The move was taken in deference to environmentalists, on the pretext of studying the effects of hydraulic fracturing.

It has been estimated that drilling in the Ohio shale field will produce up to 204,500 jobs by 2015.

From light bulbs to gas mileage standards to the price you pay at the pump, this Green machine is extending its take-no-prisoners agenda over every aspect of the American economy.

I think these militant Greens are dead wrong about the choices America should make about our natural resources. I think their ideas are not just scientifically wrong but dangerous. I think we Americans will never regain our prosperity or full employments or what we call "the American Dream" as long as this radical Green cabal dominates our public policy process.

I say enough is enough. It's time to fight back. Will you help?

CEI's **Resourceful Earth** can make a difference in stopping the Green machine.

We've already launched the Resourceful Earth website that acts as the central information and outreach hub for our effort.

ResourcefulEarth.org is updated regularly with critical information that is being used by activists to promote the benefits of energy and natural resource development and free markets.

Activists who join the **Resourceful Earth** project have numerous opportunities to interact and get involved using the website.

Our leader for the **Resourceful Earth** project is **Myron Ebell**, Director of our **CEI Center for Energy and Environment**. Myron has long experience in energy, environmental, and natural resource issues. He has also organized a number of grassroots campaigns and tangled with most of the major environmental pressure groups.

To give you an idea of how effective he is, he has been identified by numerous anti-economic freedom publications and organizations as their top enemy. *The Business Insider* said that "Myron Ebell may be enemy #1 to the current climate change community."

I hope the Greens will send their mouthpieces to debate Myron but I doubt they will. I've seen him destroy the Green arguments and expose their junk science many times!

Resourceful Earth is also drawing on the fantastic talents of CEI's other policy experts to write blogs and op-eds and to give media interviews. CEI's crack media team will promote and publicize our activities.

Resourceful Earth's primary message is that the attempts by environmental pressure groups such as Friends of the Earth and the Sierra Club to shut down production of natural resources are anti-consumer and anti-jobs.

You and I know the real agenda of these groups. Anti-energy. Anti-capitalist. Anti-freedom. Pro-Bigger and Bigger Government. Isn't it time the rest of America knows it? //

Thanks to the generous investments from individual donors over the years, CEI is now widely known as a powerful force promoting rational energy and environmental policy.

Even the Green Left admits our effectiveness! Al Gore himself said that "*over the past 20 years, I have seen them have a tremendous effect.*"

Our policy analysts are cited in newspapers over two thousand times each year, publish several hundred op-eds, post thousands of blogs, and give hundreds-and-hundreds of broadcast media interviews.

You should know CEI was the only organization that took on the attempt by Obama's EPA to block surface coal mining in Appalachia, the case I cited above.

In this fight, we took a page out of the anti-energy activist playbook and worked to make this a national issue. We highlight that the cheaper half of America's electricity comes from coal and that electric rates are increasing because of the war on coal.]

To fully fund **Resourceful Earth**, we need to raise **\$375,000**.

Mrs. Oss, I ask for your most generous financial support to fully fund our new Resourceful Earth campaign.

Here's the budget breakdown.

Media Campaign	\$100,000
Online and Internet Campaign	\$100,000
Hill Outreach	\$50,000
Web Video Production	\$50,000
Support and Overhead	\$75,000
GRAND TOTAL	\$375,000

With the enthusiastic support of people like you, I think CEI and Resourceful Earth can make a real difference. We are leading the effort to put America back to work by producing more energy and fighting back against radical environmental groups who want America to be a poorer place.

But we are absolutely dependent on the generous financial support of concerned, committed, forward-thinking people like you to make our dreams of a freer and more prosperous America a reality.

Mrs. Oss, I hope you will become one of those supporters by sending a tax-deductible donation to CEI today.

When you make a gift of **\$1,000 or more**, you will be enrolled as a "**Friend of CEI.**"

While I hope you will consider a gift at that level, please know your donation today of **\$100, \$250 or \$500** is also most welcome and will allow our Resourceful Earth campaign the resources it needs to win this crucial battle for public opinion.

CEI accepts no government grants of any kind. Our supporters are American consumers and taxpayers – people like you – who believe in the future of America. And they understand that our future prosperity depends on common sense environmental policy -- on free markets, economic liberty and Constitutional rights.

I also ask you to complete the short, 3-question survey on the bottom of the enclosed reply form.

With your help today **Resourceful Earth** will educate the American public about what is at stake in the struggle between those who are working to produce the natural resources we need and those who are using political means to stop them.

With your help, **Resourceful Earth** will motivate a vast army of grassroots activists to get involved and provide the tools necessary to defeat the advocates of scarcity.

CEI is leading the fight against the Green smear-and-fear machine's efforts to destroy the American economy. Many groups and individuals have mobilized to fight back against the path of economic suicide favored by the Green left. I salute them. CEI depends on them.

But only CEI is leading this full scale, multi-faceted effort to meet the Green machine head on. Countering their junk science. Exposing their fear tactics. Challenging them in court. Meeting them lawsuit for lawsuit, if necessary.

I sincerely hope you'll take this opportunity to partner with CEI in this historic **Resourceful Earth** project.

Sincerely,

A handwritten signature in blue ink that reads "Fred Lee Smith, Jr." with a stylized flourish at the end.

Fred L. Smith, Jr.
President and Founder

P.S. The Green Left is killing jobs and hope for already jobless Americans. They are pushing America to economic suicide. With help from the enviro-radicals within the Obama Administration they are blocking, delaying, suing and spreading harmful lies about countless projects across America poised to harvest our vast national bounty of natural resources.

Environmentalists have only one agenda now -- a radical political agenda. We've tolerated their destructive influence too long. America urgently needs resources and the jobs it will take to develop them. CEI and **Resourceful Earth** is the one comprehensive campaign to take on the Green Left.

PLEASE Mrs. Oss -- send your most generous donation of **\$100, \$250, \$500 or hopefully \$1,000 or more** to build our **Resourceful Earth** project into a mighty force for prosperity. Now is the time to join me and CEI and take environmental fear mongers and doomsayers head on!