We must be completely factual, and factually complete.
- Dr. Scott Tinker

About Hefner.Energy
Understanding the Mysterious Creatures Known as Millennials
Talking to the Creature Known as a Millennial
The Radical Middle
Concluding Remarks: There is Hope

Southern States Energy Board 61st Annual Meeting
September 29, 2021
About the Company

Hefner.Energy promotes the responsible, sustainable development of our global energy resources to lift nearly 1 billion people out of poverty.

As Seen On:

- Climate & Capital Media
- Newsmax
- RealClear Energy
- Forbes
- The Wall Street Journal
- Oil and Gas Investor
- Enverus
- The Oklahoman
- YouTube
United Nations’ Sustainable Development Goals (19 Total)

A Paradox:
Energy does not end poverty, but you can’t end poverty without energy.

Goal 13: Climate Action

Goal 1: No Poverty

Source: United Nations Sustainable Development Project
Perspective Is Sorely Needed

Maslow’s Hierarchy of Needs

- **Self-actualization**: desire to become the most that one can be
- **Esteem**: respect, self-esteem, status, recognition, strength, freedom
- **Love and belonging**: friendship, intimacy, family, sense of connection
- **Safety needs**: personal security, employment, resources, health, property
- **Physiological needs**: air, water, food, shelter, sleep, clothing, reproduction

Western Arrogance

- ~3 billion people
- ~1 billion people
## Understanding the Mysterious Creatures Known as Millennials

### YouGov poll by generation

Survey of 2,100 U.S. respondents, ages 16+

<table>
<thead>
<tr>
<th>Generation</th>
<th>Very/somewhat favorable opinion of capitalism (%)</th>
<th>Somewhat/extremely likely to vote for a socialist candidate (%)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Gen Z</td>
<td>49</td>
<td>64</td>
</tr>
<tr>
<td>Millennial</td>
<td>50</td>
<td>70</td>
</tr>
<tr>
<td>Gen X</td>
<td>58</td>
<td>44</td>
</tr>
<tr>
<td>Boomer</td>
<td>63</td>
<td>36</td>
</tr>
<tr>
<td>Silent</td>
<td>77</td>
<td>33</td>
</tr>
</tbody>
</table>

Data: *YouGov Victims of Communism*; Note: Number of Gen Z respondents: 303; Millennial: 554; Gen X: 494; Boomer: 587; Silent: 162; Chart: Axios Visuals

Source: Economic Policy Institute
Understanding the Mysterious Creatures Known as Millennials

“The Unluckiest Generation in US History”

All numbers inflation-adjusted

• Millennials earn 20% less than Baby Boomers, despite being better educated.
• Education costs 213% more than it did in 1980.
• Health Insurance costs 900% more, even though Millennials are the healthiest generation.
• Vehicle insurance costs 50% more and maintenance costs 27% more – in just the last decade.
• Home values have increased by 73% since the 1960s (a figure not accounted for in CPI).
• Childcare costs now account for 18% of raising a child today, up from 2% in 1960.
• CEO compensation has grown 940% since 1978, while wages have only grown 12%.
• The average Millennial has $8,000 in their savings account.
• 25% are forced to live with their parents (hint: they don’t want to).
• They are having fewer children… because they don’t feel like they can afford them.
• They are delaying marriage (once married, they are staying married).
• About 30% of all dollars in circulation today were printed since 2020 (inflation is killing them).
Capitalism has (so far) failed an entire generation, and the American Dream is at-risk if those in power do nothing.
Understanding the Mysterious Creatures Known as Millennials

The gap between productivity and a typical worker’s compensation has increased dramatically since 1979

Productivity growth and hourly compensation growth, 1948–2018

- 1948–1979: Productivity: +108.1%  Compensation: +93.2%
- 1979–2018: Productivity: +69.6%  Compensation: +11.6%

Wealth

Millennials own 7% of America’s wealth by comparison to a Baby Boomer who owned 21% of the nation’s wealth at the same age (adjusted for inflation).

Source: Economic Policy Institute
This financial reality has caused friction between Baby Boomers and Millennials. It has also created distrust for Capitalism.
Understanding Energy Perceptions: Oil & Gas is Increasingly Unappealing

- Millennials (20-35):
  - Very appealing: 18%
  - Somewhat appealing: 26%
  - I'm not sure: 11%
  - Somewhat unappealing: 21%
  - Very unappealing: 23%

- Gen Z (16-19):
  - Very appealing: 6%
  - Somewhat appealing: 20%
  - I'm not sure: 13%
  - Somewhat unappealing: 23%
  - Very unappealing: 39%
What Do They Care About? Green Everything!
What They Do?

They organize and complain about ‘fossil fuels’ from their petroleum-based products

While wearing their petroleum-based yoga pants...

And ingesting CO2 directly into their own bodies even as they say it’s horrible for the environment...

Thanks to all who worked hard to make this happen!

People & Planet @peopleandplanet - Oct 2
Big up to the amazing work of the campaigners at @UniOfYork. One another institutions to join the movement for a #fossilfree future

THE UNIVERSITY OF YORK HAS DIVESTED FROM ALL FOSSIL FuELS.

8:24 PM · Oct 2, 2019 · Twitter for Android
Good morning boys, how's the water?
What the hell is water?
CONCLUSIONS

1. System II is slave to System I.
2. We are IRRATIONAL.
3. You’re never going to convince someone with statistics.
The reason debate exists is because there are facts on both sides.
“Pipelines are the safest mode of energy transportation.”

“What Not to Do: Tattooing a Target to Your Face

“Safety is our number one priority.”
“99.99% of oil moves safely through pipelines.”

“We care about species and habitat conservation.”
#ExxonKnew: “we have won all our court cases.”

Their $380MM Annual Budget

20 years of Exxon’s “climate denial” funding
None of the 100 locations on the US Coasts with recorded data periods more than 50 years show any appreciable acceleration in sea level rise.

“We need to create fear!” – Al Gore, 2008

Source: https://commons.wikimedia.org/wiki/File:Post- Glacial_Sea_Level.png
Fear is Powerful... it also gets clicks!

A: the climate is changing

B: the climate is warming, quickly

C: humans are the worst

D: an existential threat

existential |ɪgˈzɛstə(ə)n(t)ʃ(ə)|

adjective relating to existence.

- Philosophy concerned with existence, especially human existence as viewed in the theories of existentialism.
- Logic (of a proposition) affirming or implying the existence of a thing.

But there’s a standard meaning of that phrase: that it’s going to wipe out humanity — or even, as Warren implied Wednesday night, all life on our planet. Civilization will topple, and famine and natural disasters will pick off the survivors. Cockroaches will reign on Earth — or maybe they won’t, since there’s a mass insect extinction underway.

Technology giants are... incentivized to harvest your clicks... and use your Cognitive Biases to their benefit
The Radical Middle

“The Left”
Clean Air
Clean Water
Pollution

The Impoverished
Poverty
Competition
Growth

The “Right”
Fossil Fuel
Nuclear
Hydrogen

Source: Switch Energy Alliance
The Impoverished
Poverty
Competition
Growth

“The Left”
Clean Air
Clean Water
Pollution

“The Right”
Fossil Fuel
Nuclear
Hydrogen

The Impoverished
Poverty
Competition
Growth

CHEAP
RELIABLE
RADICAL MIDDLE

The Real Millennials
Hard-Working
Innovative
System I, not System II
Not Socialist, just skeptical capitalists

Renewables are the socialists in energy – they only work part-time and expect the government to support them.

Adapted from Dr. Scott Tinker, Switch Energy Alliance
The new BOK building, with the First National building in the reflection – Oklahoma’s most significant old building.

Devon Tower, a new symbol for Oklahoma City’s resurgence

The First National Building, designed like the Empire State Building, was the tallest building west of the Mississippi for decades after it was built (1931).

All centered around a Thunder billboard that reads “always onward,” a nod to Aubrey McClendon

Chesapeake Energy Arena, home to the Thunder who have changed the way the world perceives Oklahoma City and Oklahomans.

What the hell is water?