

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

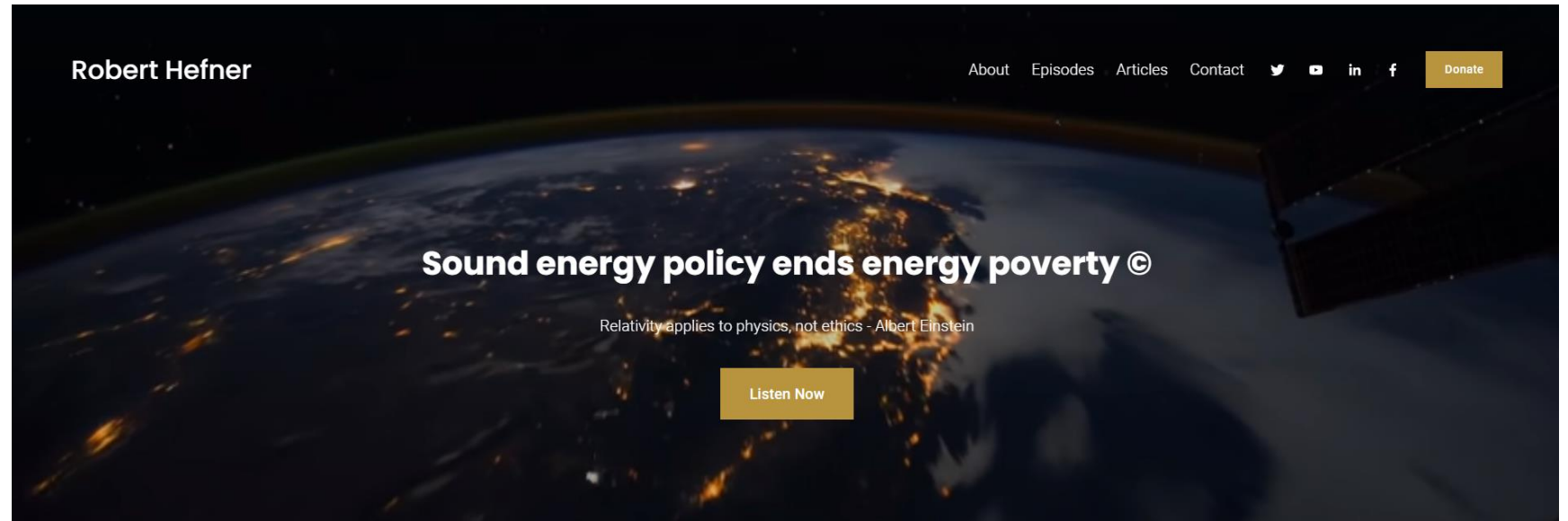
The Radical Middle

Concluding Remarks: There is Hope

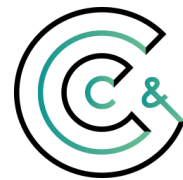
Southern States Energy Board 61st Annual Meeting
September 29, 2021

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



MINERALS &
ROYALTIES
COUNCIL



THE WALL STREET JOURNAL.

Oil and Gas
Investor



THE OKLAHOMAN
NEWSOK.COM



A Paradox:

Energy does not end poverty, but you can't end poverty without energy.



Goal 13: Climate Action



Goal 1: No Poverty

Western Arrogance



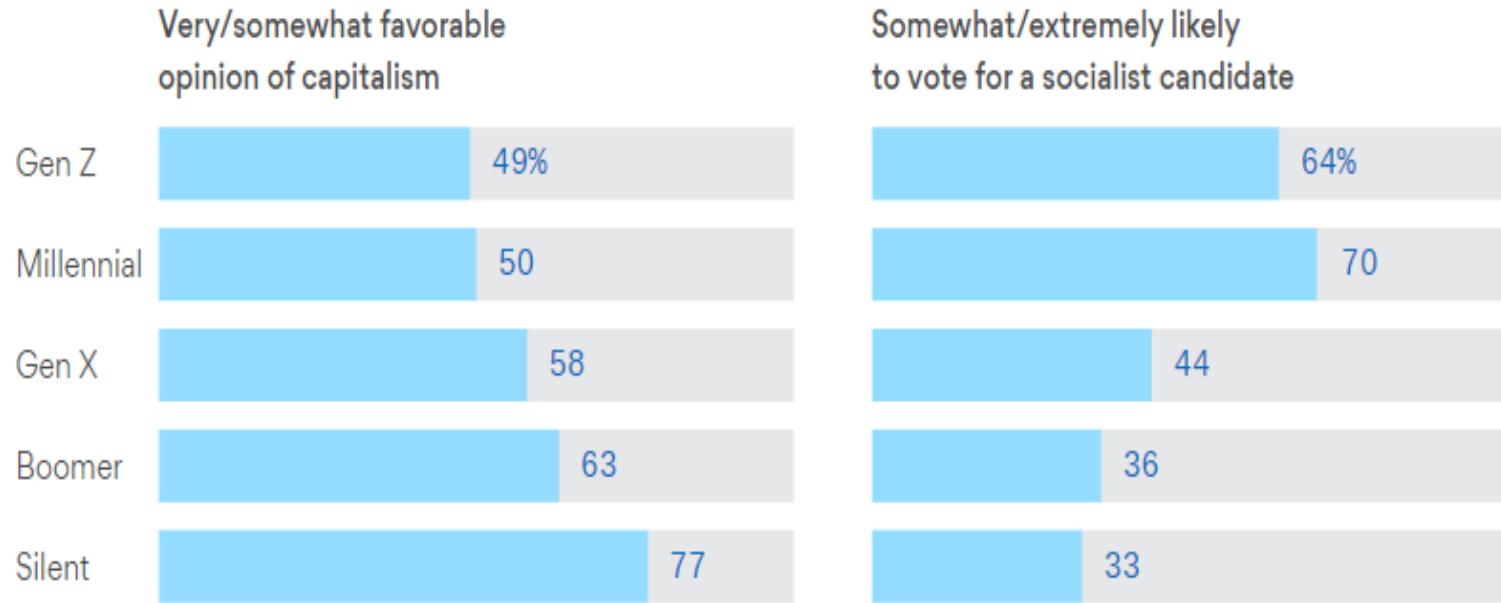
~3 billion people

~1 billion people

Understanding the Mysterious Creatures Known as Millennials

YouGov poll by generation

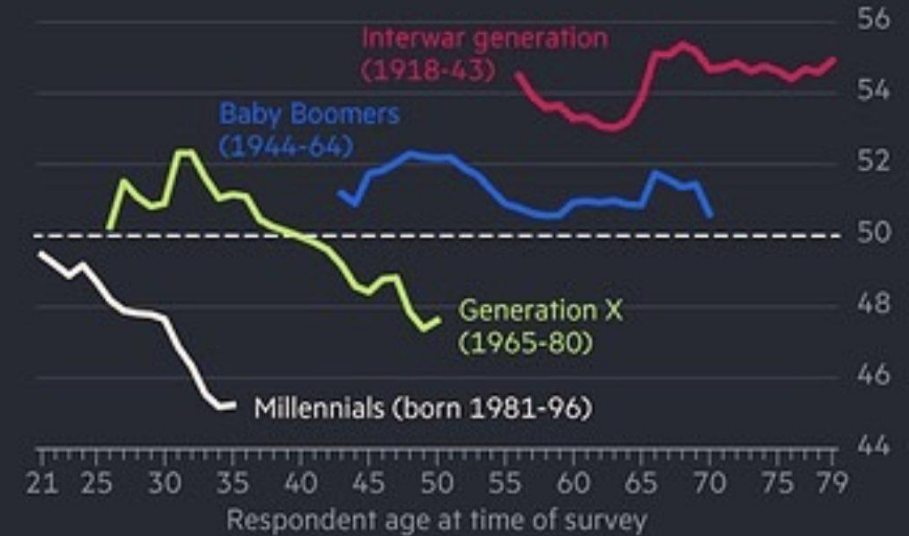
Survey of 2,100 U.S. respondents, ages 16+



Data: [YouGov, Victims of Communism](#); Note: Number of Gen Z respondents: 303, Millennial: 554, Gen X: 494, Boomer: 587, Silent: 162; Chart: Axios Visuals

Globally, younger generations have become increasingly dissatisfied with democracy

Satisfaction with democracy by age and generational cohort (%)*



* Surveys from 75 countries with 4m respondents

Source: Roberto Foa, Centre for the Future of Democracy, Cambridge university

FINANCIAL TIMES

“The Unluckiest Generation in US History”

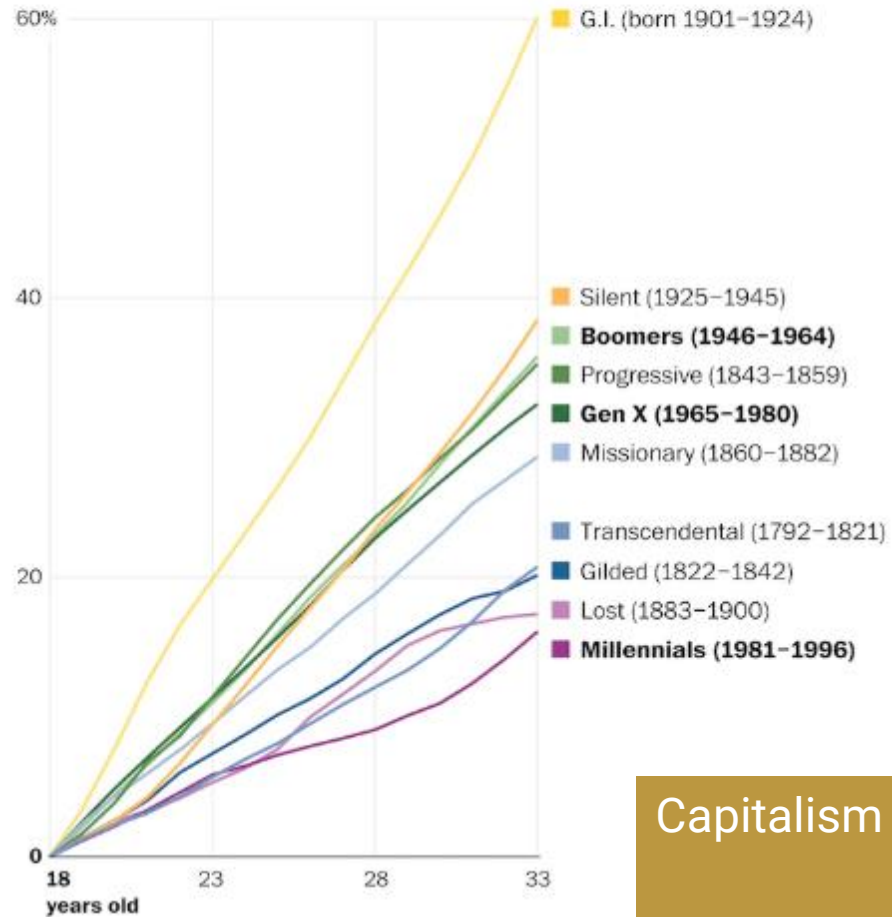
All numbers inflation-adjusted

- 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).

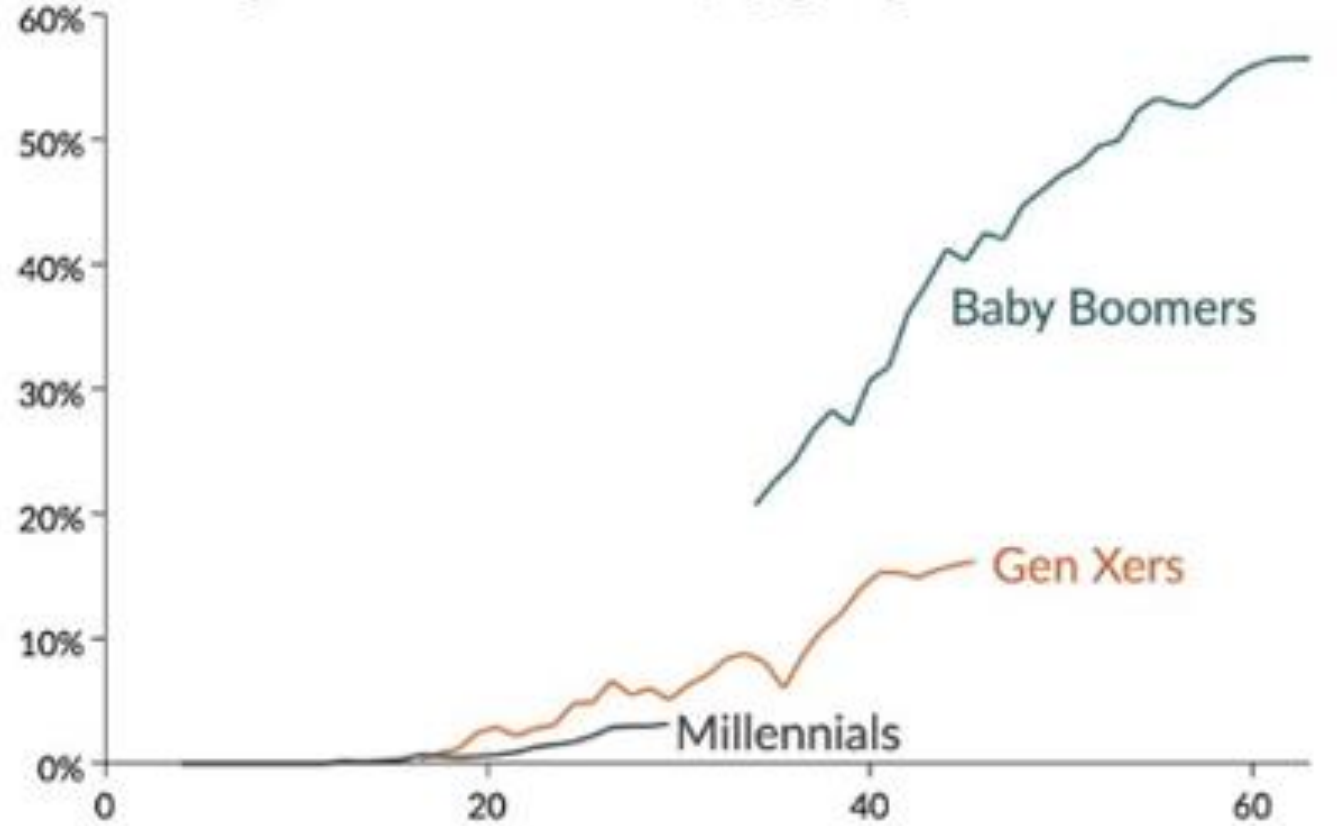
Understanding the Mysterious Creatures Known as Millennials

Growth in economic output, adjusted for population

How much inflation-adjusted gross domestic product per person grew during each generation's first fifteen years in the workforce, starting at age 18, averaged across all the birth years within each generation



Percentage of U.S. household wealth, by age of generation's median cohort

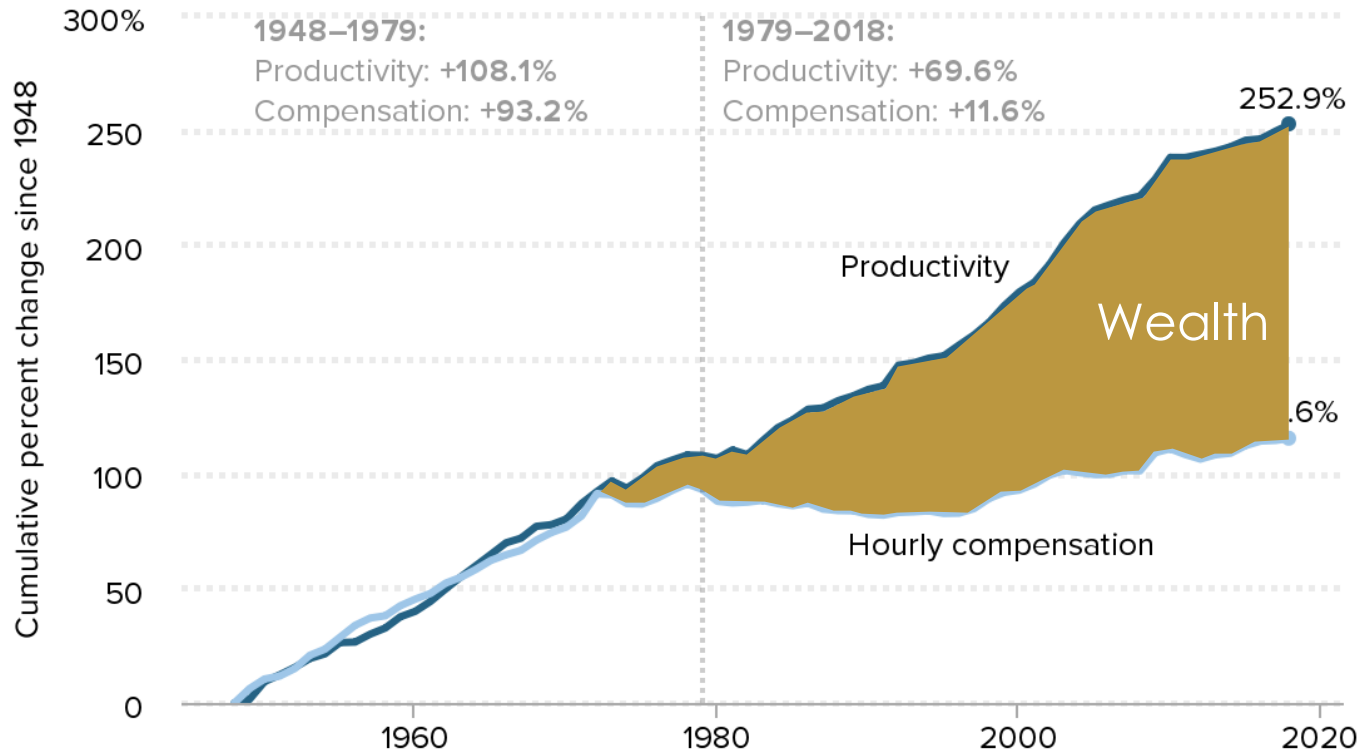


By @graykimbrough. Source: 1990-2019 Q1 figures from Federal Reserve Distributional Financial Accounts. <https://www.federalreserve.gov/releases/z1/dataviz/dfa/distribute/table/index.html>

Capitalism has (so far) failed an entire generation, and the American Dream is at-risk if those in power do nothing.

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

Productivity growth and hourly compensation growth, 1948–2018



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).

The Inflation Profiteers

Business Owners

The IRS

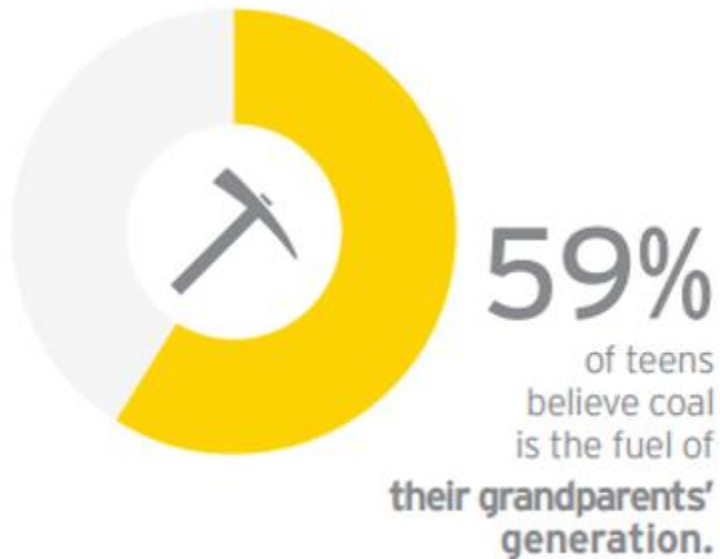
The US Treasury

Real Estate Developers

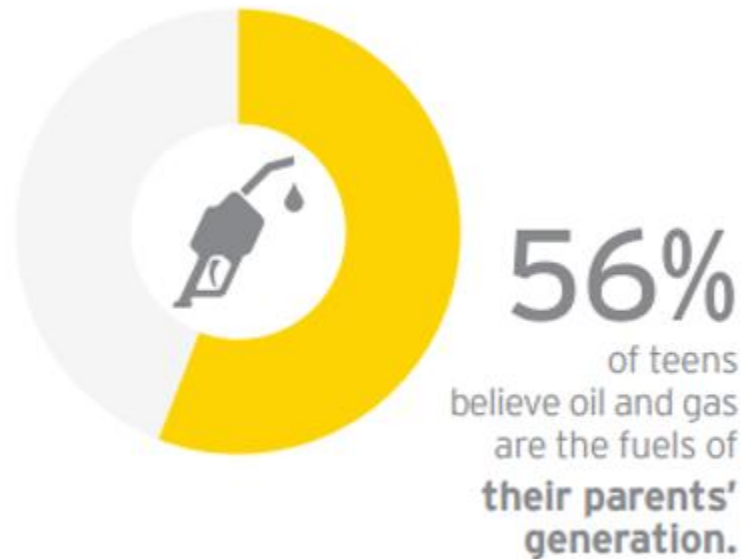
Mortgage Debtors

This financial reality has caused friction between Baby Boomers and Millennials. It has also created distrust for Capitalism.

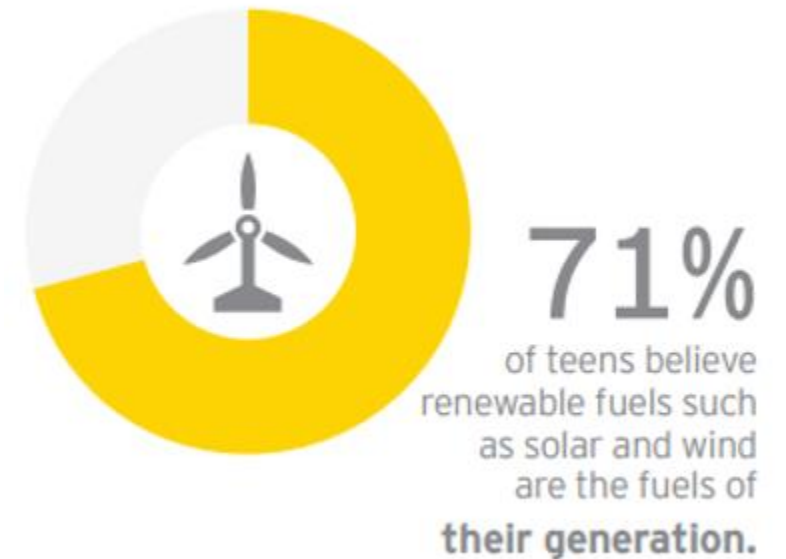
COAL



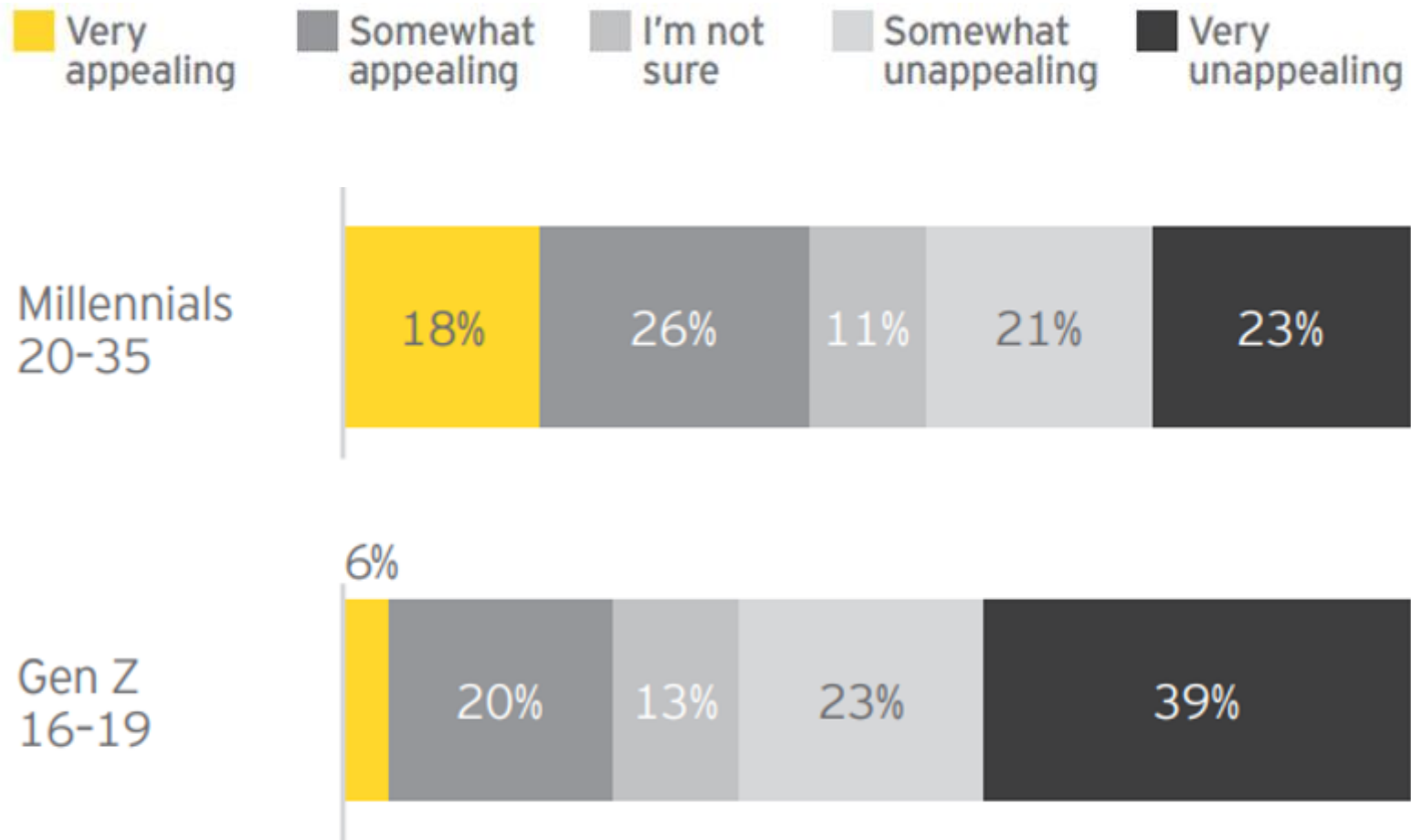
OIL & GAS



RENEWABLES



Understanding Energy Perceptions: Oil & Gas is Increasingly Unappealing



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...

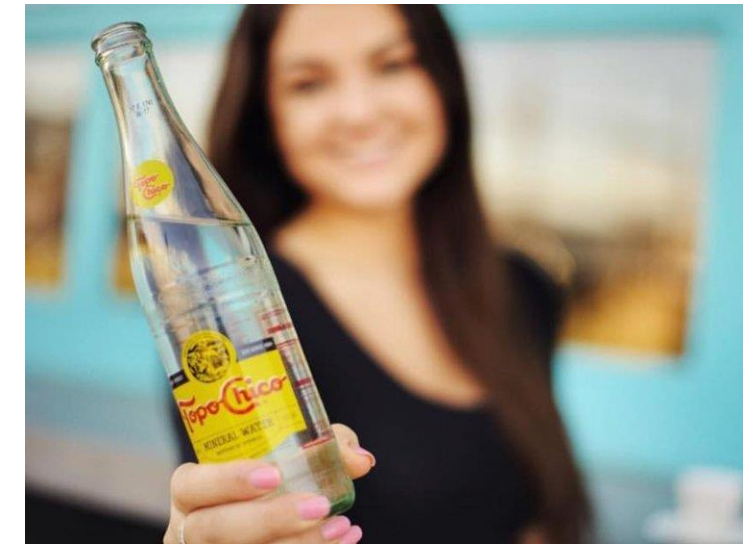


Bill McKibben
@billmckibben

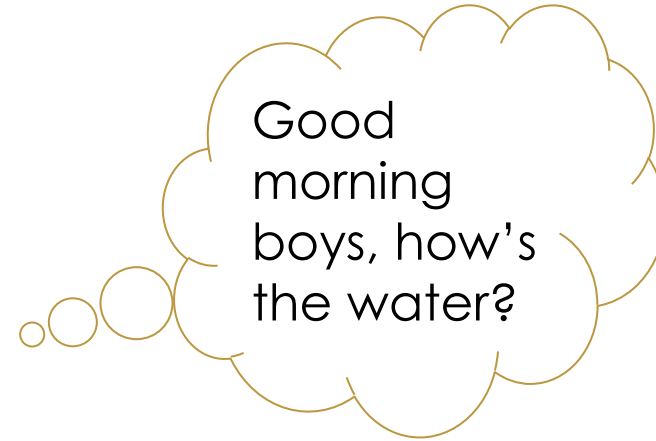
Thanks to all who worked hard to make this happen!

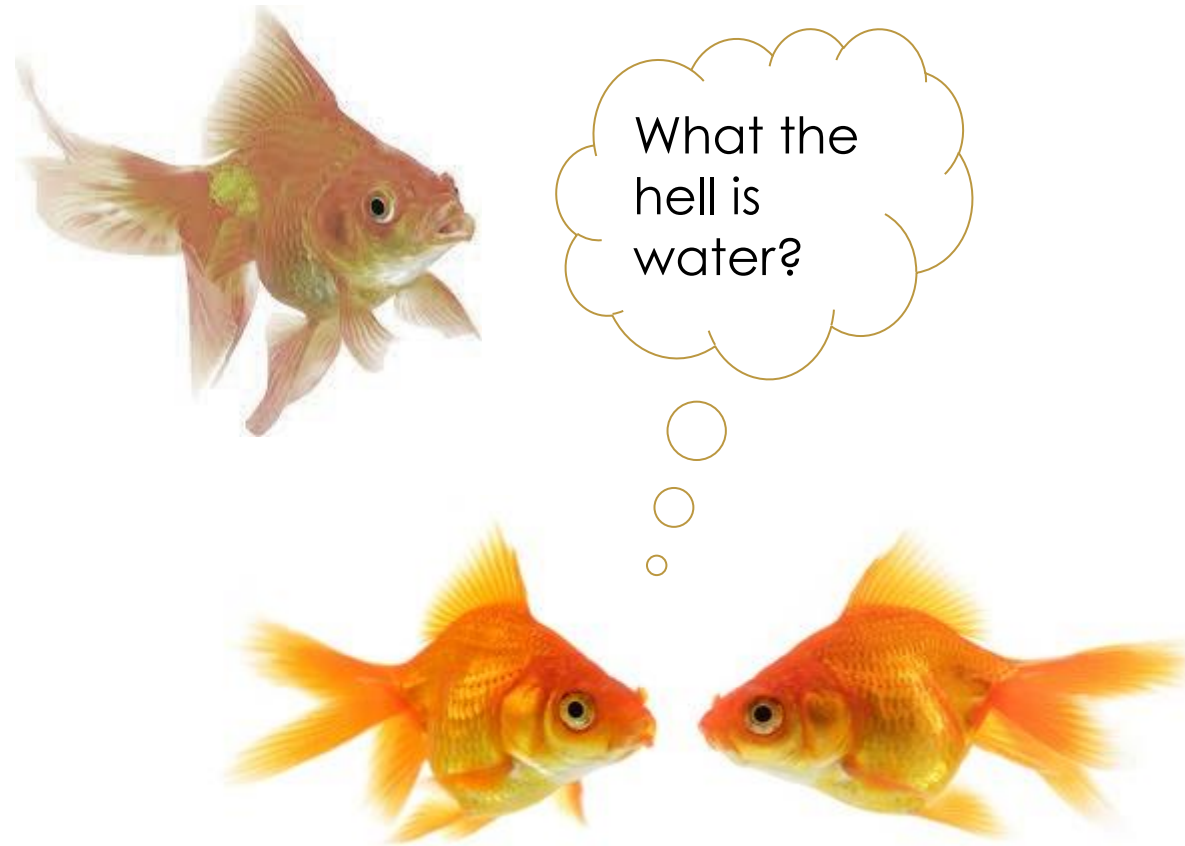
People & Planet @peopleandplanet · Oct 2

Big up to the amazing work of the campaigners at @UniOfYork 🙌🙌🙌 One another institutions to join the movement for a #fossilfree future



8:24 PM · Oct 2, 2019 · Twitter for Android





System I: Quick

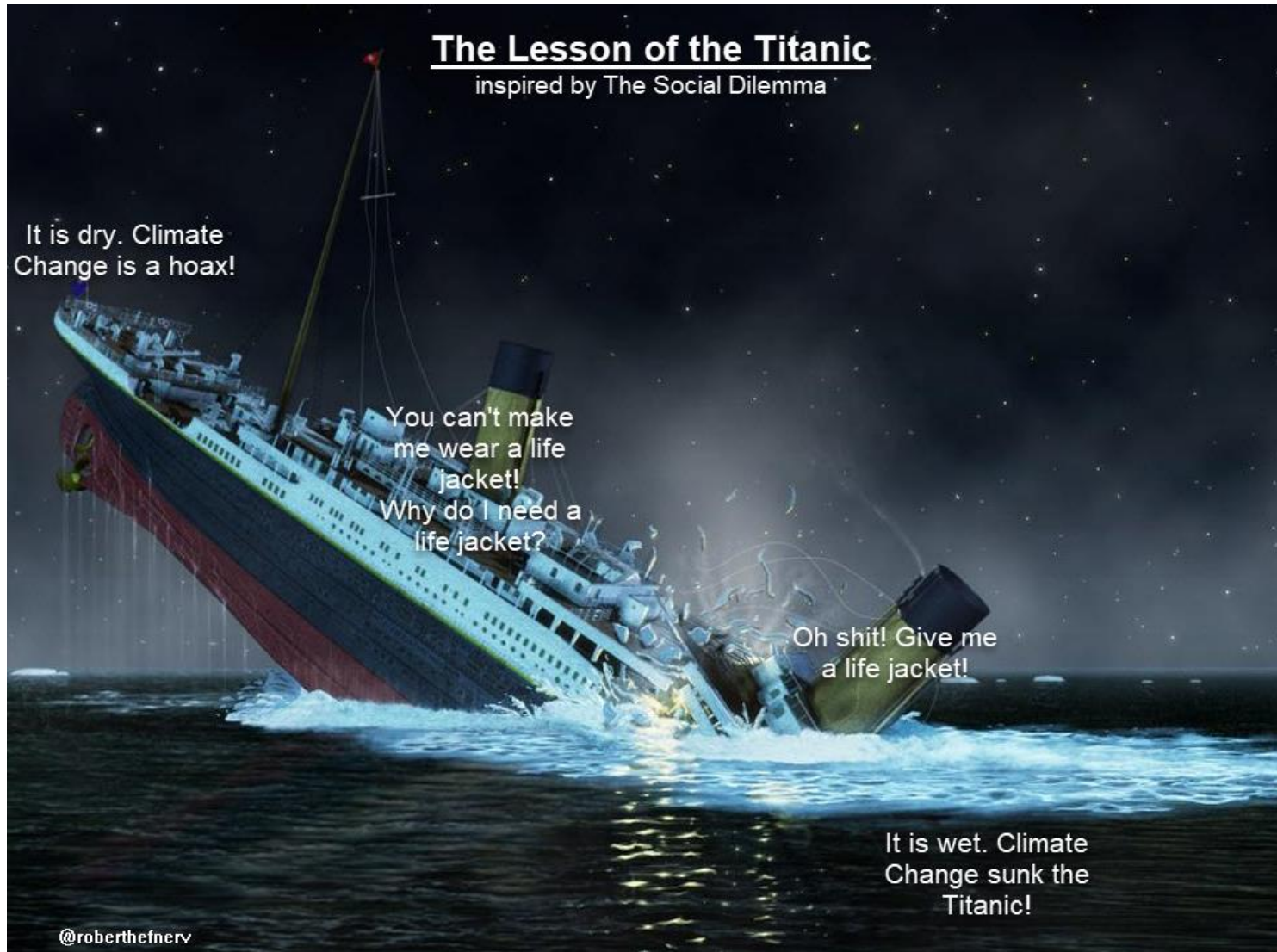
- FAST
- DEFINING CHARACTERISTICS:
Unconscious, automatic, effortless
- WITHOUT self-awareness or control
- ROLE: assess the situation, deliver an update
- 98% of our thinking

System II: Deliberate

- SLOW
- DEFINING CHARACTERISTICS:
deliberate and conscious, effortful, controlled, rational thinking
- WITH self-awareness or control
- ROLE: seeks new/missing information; makes decisions
- 2% of our thinking

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.”



“Safety is our number one priority.”



What Not to Do: Tattooing a Target to Your Face

“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

MODERN TIMES



BACK IN 1920



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

Fear is Powerful... it also gets clicks!

A: the climate is changing

C: humans are the worst

B: the climate is warming, quickly

D: an existential threat

existential |,egzə'sten(t)SH(ə)|

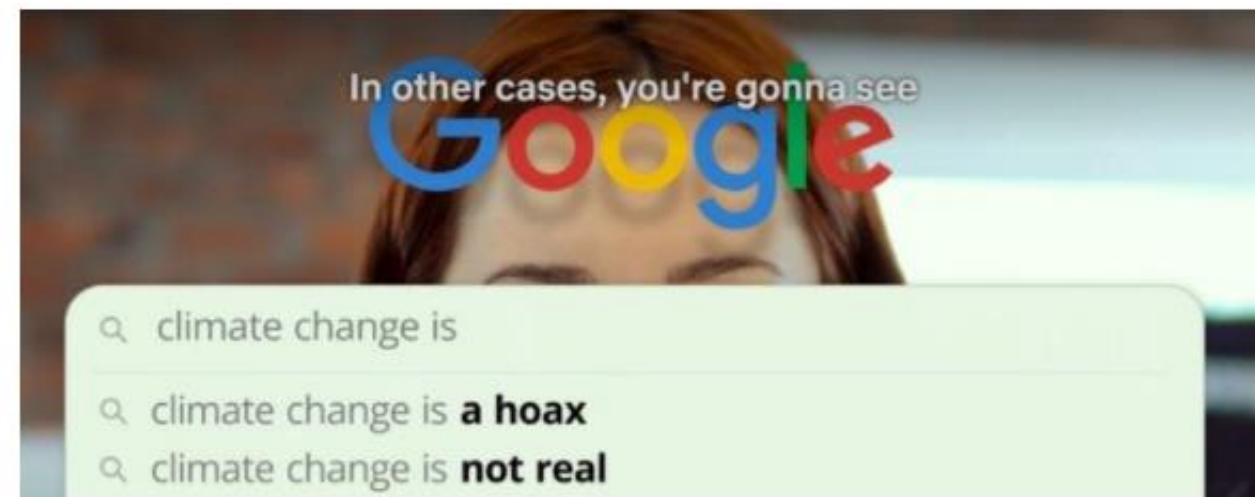
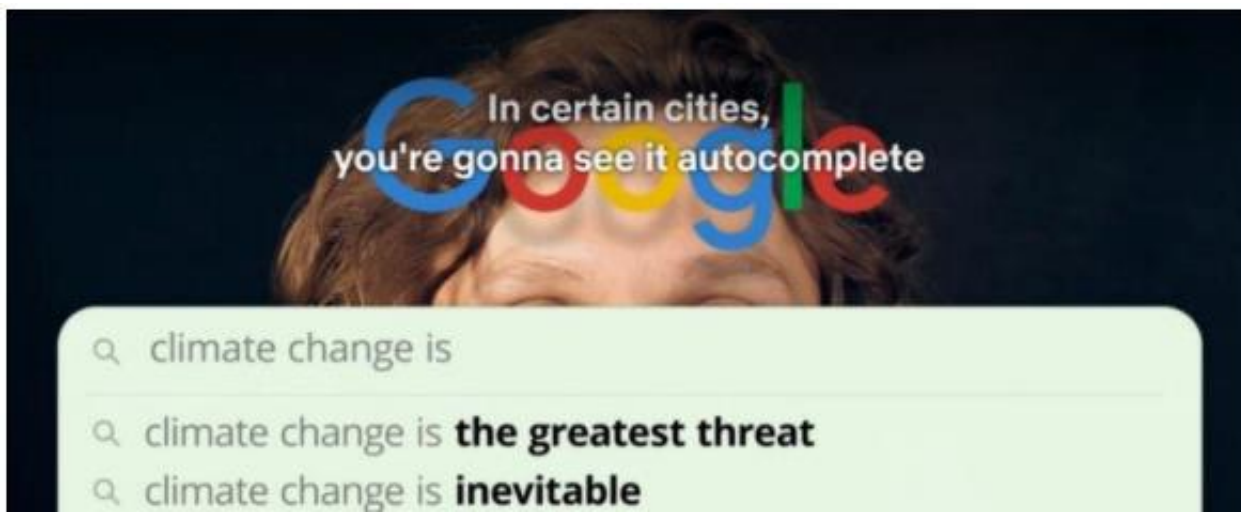
adjective

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.



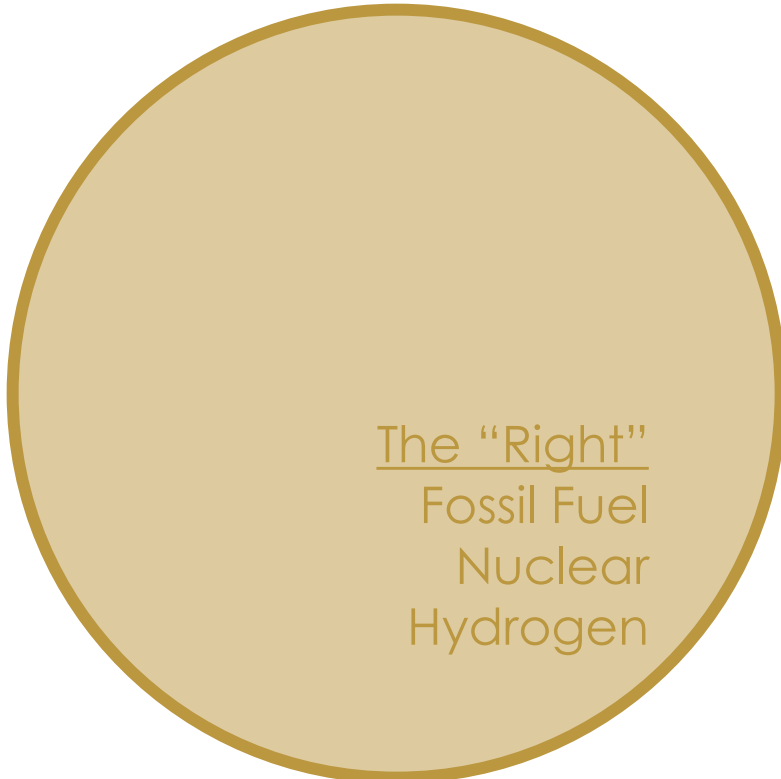
Technology giants are... incentivized to harvest your clicks... and use your Cognitive Biases to their benefit



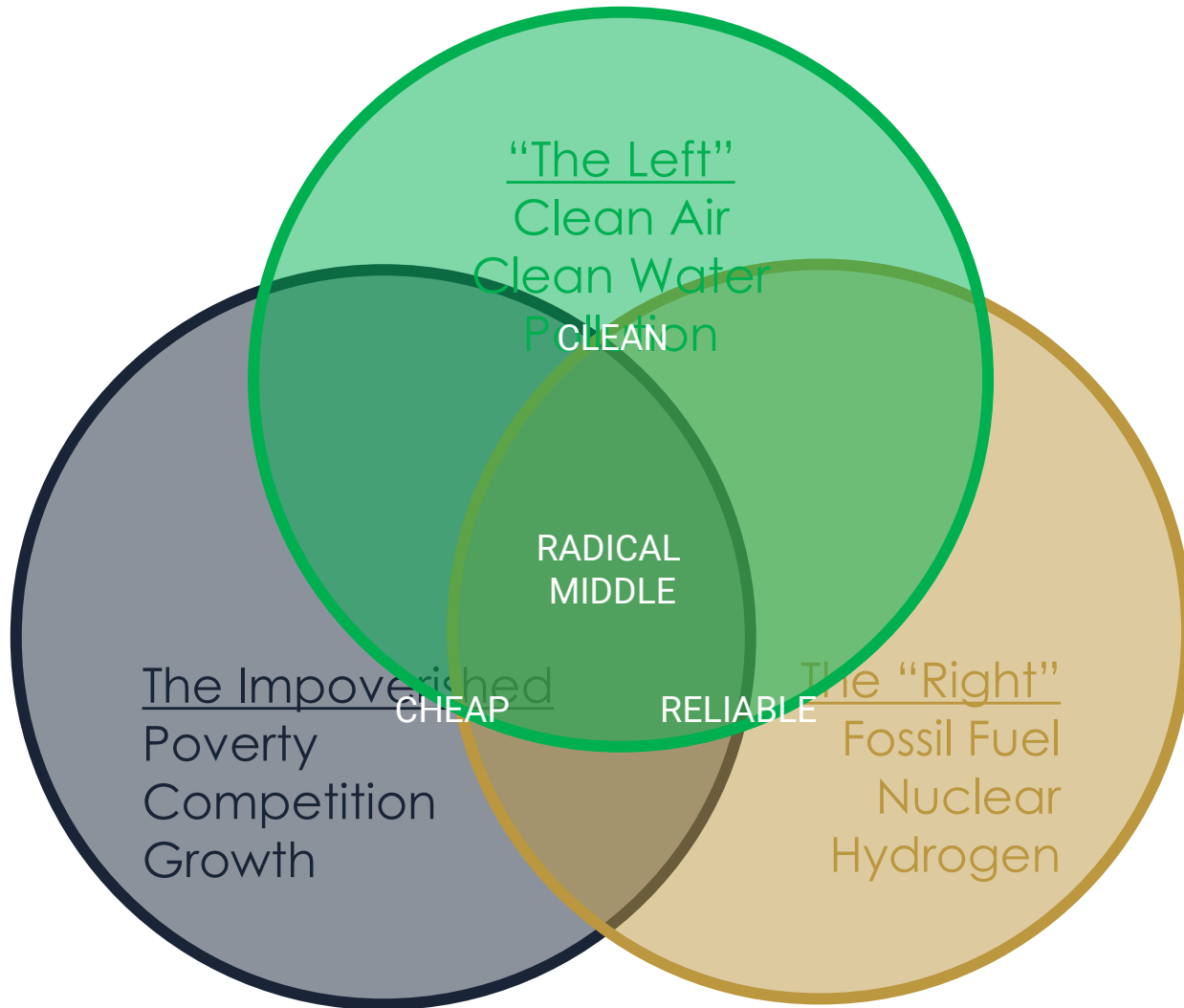
“The Left”
Clean Air
Clean Water
Pollution



The Impoverished
Poverty
Competition
Growth



The “Right”
Fossil Fuel
Nuclear
Hydrogen



The Real Millennials

Hard-Working

Innovative

System I, not System II

Not Socialist, just skeptical capitalists

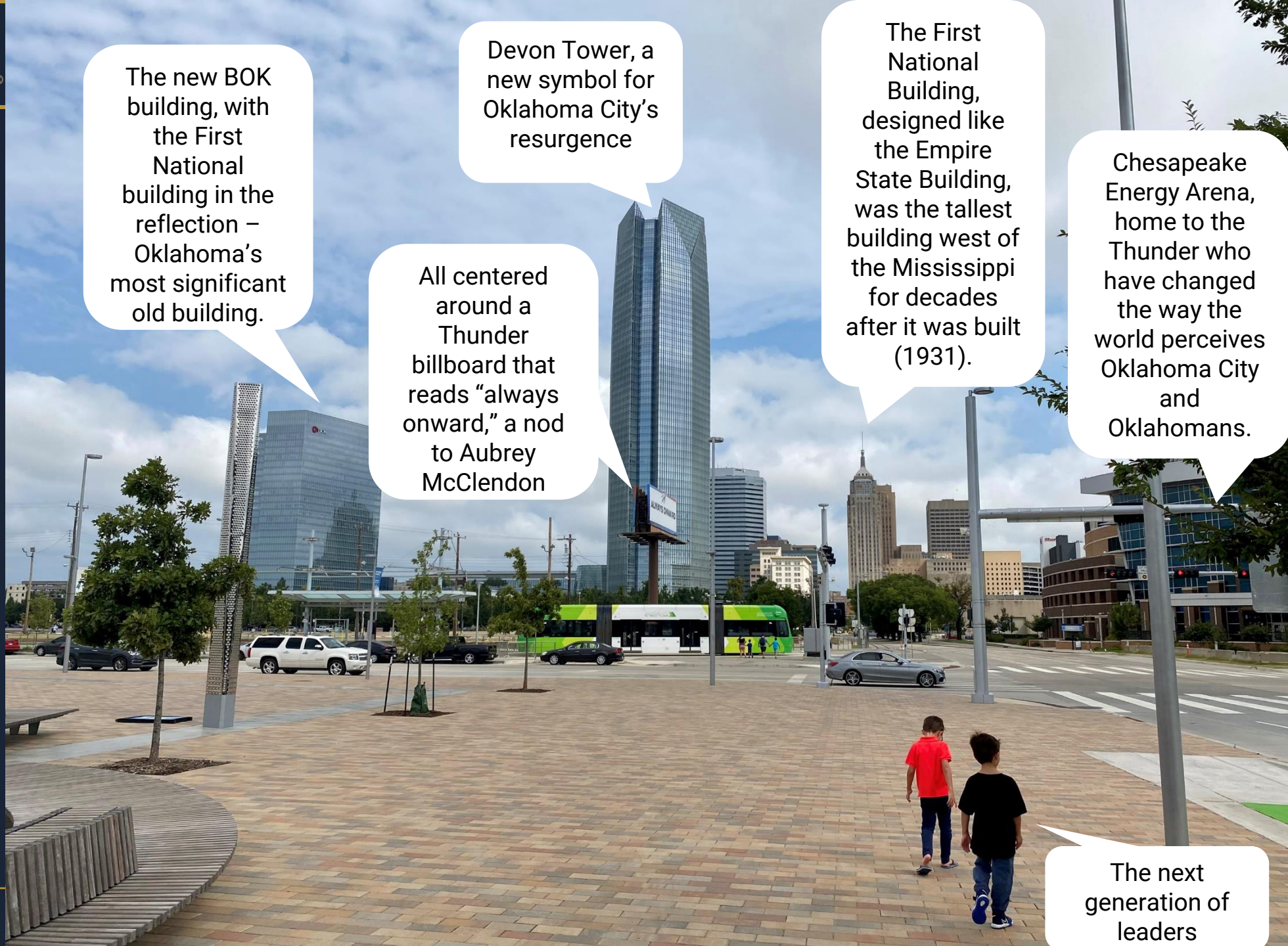
Renewables are the socialists in energy – they only work part-time and expect the government to support them.

CONTACT

ROBERT A. HEFNER V
Founder & CEO
(405) 594-7567
robert@hefner.energy

Please follow me on your favorite social media platforms @roberthefernerv and book me for your next event.

What the hell is water?



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

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

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).

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

The next generation of leaders