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# My THINKING CAP

## Solutions for Global Crisis

Chapter 4  
What's New about Climate Change?

Brad Fregger



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## 4

### What's New about Climate Change?

Why are we so concerned about climate change (global warming)? In my opinion, the public, and therefore politicians, are concerned mostly because of Al Gore's movie, *An Inconvenient Truth*, and the infatuation of the mass media (TV, Internet, and newspapers) with the theme of the movie, which is right up their alley: the sky is falling and it's our fault.

Chapter 3 discussed a reasonable solution for the energy crisis. In that chapter I mentioned two issues that could be shelved if the proposed solution were implemented. However, that is probably wishful thinking; the issue of humanity-caused climate change is a “faith-based” belief, not one based on reliable scientific evidence. I'll get more into this in a moment; however, let me remind you of the two issues.

- A move by environmental lobbies to limit individual freedoms in order to “save” the world from catastrophic climate change.
- A dramatic increase in individual and corporate taxes to fund the changes needed to “fix” the societal problems that are causing climate change.

It should be noted that the operant phrase now is “climate change”; if you remember, not that long ago it was

“global warming.” It became necessary to change the phrase, or spin, when it was discovered that the world had quit warming and that, in fact, we were probably in-store for some pretty cold weather. By changing to “climate change,” the activists and other special interest groups could still blame humanity (read that western civilization, especially the United States) for the problem, ignoring completely that the world’s climate is continually changing—and has been since the beginning of climate—whenever that was.

I am very concerned about governments getting into the climate-change business even more so than they are now. (Governments are the largest funders of climate change research and focus those funds on scientists that support the claim that western civilization is the major cause of global warming).

Our government has shown us time and time again that their approach to problems, especially complex problems, is almost always the wrong approach. Even worse, once bad decisions are implemented and bad laws passed, it is extremely difficult for the government to admit its mistake and correct it.

Let’s take a quick look at two of the more recent “wrong” decisions made by our government, both of which were made for the express purpose of limiting

humanity's impact on climate change and those presumed to be affected by it.

- The law mandating the use of corn-ethanol gasoline blends as a replacement fuel for gasoline.
- The law putting the polar bear on the endangered species list.

Both of these laws are the result of an ignorant group of politicians listening to environmental activists and others with less altruistic motives. This truth of this will be clearly shown in this chapter.

Mandating the use of corn ethanol in gasoline/ethanol blends was a terrible decision. This is something that the vast majority of experts agree on; even the media (*Time* and *Newsweek*) agree. Yet the U.S. government is doing nothing to change the mandate. Iowa's state government is actually debating increasing the percentage of ethanol from 10 to 15 percent.

It is decisions like this that support the contention that Congress, while probably containing a number of intelligent individuals, finds it very difficult to make reasonable decisions. Instead of being the leaders that we need and want, they end up being followers, continually testing the winds of popular sentiment and listening to

“experts” with personal agendas—who will ultimately supply them with the funds they need to get re-elected.

I’ve covered this issue in some depth in the previous chapter, so I see no need to go into it in depth at this time. However, I do want to reiterate that there are no sensible reasons for mandating the use of corn-ethanol gasoline blends as a replacement for gasoline.

Now, let’s take a look at the polar bear and the lack of reasonable decision making that led in May 2008 to their being placed on the endangered species list as “threatened” (not quite endangered but heading there).

First, and most important, the polar bear is not currently an endangered species, nor are there any signs that they are “heading there”; all research, including Eskimos’ observations, support that they are a very robust species in no immediate danger or threat of extinction. In fact, polar bear populations have grown from 5000 in 1940 to over 25,000 today.

The two issues that one must accept as true before we can consider the polar bears under any kind of threat because of climate change or global warming are:

- Polar ice is melting because of mankind-caused global warming;

- Polar bears need a sufficient amount of polar ice to survive.

Regardless of whether there is sufficient data to show that global warming is being caused by the amount of CO<sub>2</sub> humanity is releasing into the environment (which is still hotly debated), there is new data that shows, fairly accurately, that the currently “rapid” melting of Arctic ice is really due to a temporary change in the wind direction and has nothing to do with climate change. These two issues are discussed in much greater depth in an article posted on the American Enterprise Institute’s website, “Is the Polar Bear Endangered, or Just Conveniently Charismatic?” by Kenneth P. Green.

The article also discusses the supposition that polar bears need Arctic ice to survive. It seems obvious that this contention is extremely weak, one that could only be believed by very ignorant people.

The reasons I state this so strongly: we have absolute proof that the Arctic region has seen much greater warming in the past and also that the polar bear has been up there for well over 100,000 years. Ice cores have shown dramatic changes in climate in the area over those many millennia, yet the polar bears survived them all.

Therefore, the belief that polar bears are endangered because of global warming is truly an ignorant belief ... or, one held by those with their own agendas, who are

using the polar bear and spinning its story, in order to accomplish something else much more critical to them, but dangerous to the well-being of the rest of us ... the elimination of any oil and gas drilling by the U.S. throughout the Arctic—probably throughout the U.S.

This desire on the part of the environmentalist, whose current high priest is Al Gore, to make it impossible for the United States to become energy independent, is puzzling. If they are serious about this issue, then they have been badly misled. The world's people will suffer more from the regulations they want to enact, than we ever will from the amount of global warming that may take place.

In my opinion, Al Gore is a faux-environmentalist who figured out a long time ago that he could make himself a fortune if he could convince certain key people and the media that our selfishness as a society has caused the world to enter into a phase of global warming that will kill and/or displace millions and millions of people.

According to Gore, and his movie, *An Inconvenient Truth*, the main problem is the CO<sub>2</sub> that we are pumping into the atmosphere. However, he says, it isn't too late; all it takes is for the government to increase taxes by billions of dollars, and use that money to fix the problem.

I will say this—he definitely achieved his goal! The entire world is on the global-warming bandwagon

(what a waste of the Nobel Peace Prize). I'm not sure what will happen when enough people realize they've been hoodwinked. However, I am sure that his legacy is set; he will go down in history as a fraud, not the savior he pretends to be.

I've been using some religious terminology, because that is what environmentalism is, a religion. The environmentalists' god is Mother Earth and their chief priest is Al Gore. Doing anything to cause harm to Mother Earth is a sin of the first magnitude, and western civilization has been tried and convicted of this sin. We must pay a penalty if we expect to get back in her good graces. The penalty is: higher taxes and a simpler lifestyle (Al Gore seems to be exempt here).

Like religion, environmentalism expects complete devotion from its followers; nothing voiced by the high priest can be challenged—those who dare are shunned by the true believers as heretics (global-warming deniers)—intelligent questioning, dissent, is not allowed. Environmentalism, just like other religions, has its superstitions and rituals. You bring your own (usually green) reusable bags to the grocery store, you change all of your light bulbs to the new fluorescent variety, you spread the word so that others will learn the “truth” and be moved (convinced) to join the ranks of the true believers.

This religion is so critical that all of humanity must join its ranks; anyone who doesn't risks the danger of becoming a social outcast.

As you can tell, I'm angry. I want to toss this faux religion "under the bus." Don't get me wrong, I think intelligent conservation is a good thing. I drive a Scion XA, considered to be one of the most environmentally friendly cars sold. I just purchased an electric lawn mower so I wouldn't foul the environment with both chemical and noise pollutants, and, we take a bag to the grocery store, too. I'm all for saving a few trees if I can.

All of that, and more, we do by choice, not by mandate. I'm angry at those ignorant, arrogant idiots who believe they know better than anyone else, and therefore, do everything in their power to force their beliefs and practices on the entire world.

Enough of this ... let's move on to some facts of our own. Since Al Gore is the main obstacle to approaching climate change intelligently, he will be my target. If a majority of us become aware of the fraud he is perpetrating, I believe the entire issue will go away.

The information I'm going to share, came mostly from the article, "Thirty-Five Inconvenient Truths: The Errors in Al Gore's Movie," written by Christopher

Monckton of Brenchley for the Science & Public Policy Institute (October 2007).

Thirty-five significant errors, and still he's touted as a savior of the world, garnering a Grammy, Oscar, and the Nobel Peace Prize. The rationale is that he's done more to bring climate change to the attention of the public than anyone else in the world, and therefore deserves all the awards and accolades he can garner—even if he did it by stretching the truth beyond the bounds of reason, probably even consciously lying to us for his own personal gain.

Here's a list of the most egregious errors (my opinion) found in Al Gore's movie:

- Sea level rising by 20 feet, which will cause massive destruction and loss of life, with most of Florida and Manhattan Island under water.

Based on the IPCC's (Intergovernmental Panel on Climate Change) 2007 report, the maximum we can expect sea level to rise in the next century is 1 foot 5 inches; so Gore's 20 feet is a huge exaggeration. Gore also suggested that there is a mass evacuation taking place on the Pacific islands, due to the current rise of sea level.

This is not true, but environmentalists will do anything to support this claim—even remove a tree from the

shoreline so it couldn't be used to show that sea levels are not rising (this happened in Maldivia).

- Increase in CO<sub>2</sub> emissions is causing the global temperature to rise.

This is one of Gore's most egregious falsehoods. He shows a graph that demonstrates a direct relationship between global warming and the amount of CO<sub>2</sub> that is in the air. What he doesn't tell his audience is that a close look at the graph seems to say the exact opposite; it's the rise in global temperature that is causing the increase in CO<sub>2</sub>. Scientists believe that the rise in CO<sub>2</sub> levels is due to the rise in the temperature of the ocean, which releases more CO<sub>2</sub> as it gets warmer.

- The polar bears are dying.

I've already covered this one in-depth.

- Severe tornadoes are getting more common.

Actually, the exact opposite is true. The rate of severe tornadoes has been falling over the past 50 years. However, tornadoes appear to be happening more often. That seems to

be a result of better reporting and more effective communication, rather than an actual increase in tornadoes.

- The Arctic is warming faster than the rest of the world.

Not true. In fact, the Arctic has been cooling over the past 60 years; it is actually one degree cooler than it was in 1940. Recently, the media reported that the North-West Passage was open for shipping for the first time since records began (about 30 years ago). However, what they didn't mention was the ships that were icebound in the spring of 2007; or, that it was also open to shipping in 1903 and 1945.

- Mosquitoes and disease are on the increase because of global warming.

Mosquitoes and disease don't need warm temperatures to increase. Some of the world's most dangerous outbreaks of Malaria (mosquito-borne disease) occurred in Siberia in the '20s and '30s. Other diseases that he attributes to global warming are not spread by temperature change, but by rats, chickens, pigs, poor hygiene, etc.

- The European Heat Wave of 2003 killed 35,000 people.

Heat waves occur naturally and are not a result of climate change. In addition, there is no mention of the number killed annually because of cold temperatures. In the United States, researchers estimate that 173,000 people are living today because of fewer instances of extreme cold weather. However, we have just experienced a very cold winter and spring in the U.S. ... Where is global warming when we need it?.

- Carbon Dioxide is a pollutant

Actually, it's a food for plants. All plant life thrives in environments that include high levels of CO<sub>2</sub>. Actually, when we look at the climate record of the Earth over millions of years, we find that CO<sub>2</sub> levels have been as much as 18 times what they are today.

To add insult to injury, the opening of Gore's film, showing magnificent ice walls, was computer generated for the film, *The Day After Tomorrow*. This footage, stolen by Gore, has no representation in real life, only in the imagination of its creator.

Now, maybe you understand why I am angry. It is criminal for an individual with his position in our society to knowingly perpetrate a fraud on the American people, actually the people of the world. He should be brought

before a court of law, and made to pay the maximum penalty for his deception. Will this happen? I doubt it, he seems to be above criticism ... well ... high priests tend to be above criticism. But, he's in for a surprise if he expects his reputation to escape the critical eye of history. Future generations will learn of his misdeeds and the name Gore will, I suspect, become very appropriate.

Let's take one additional look at this global warming issue; this time, I'll use charts.

Figure 1 shows global temperature from 1988 to 2008. As you can see, there was a spike in 1998, but the temperature quickly dropped and has remained essentially level since then.

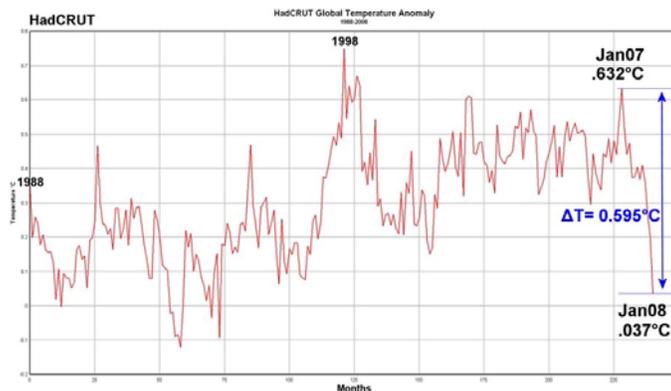


Figure 1

Figure 2 shows the earth's temperature from 1880 to 2005. As you can see, the temperature has been steadily rising

since then. If you only looked at the graph, you would quickly assume that we are on the path to a much warmer world. This is the chart that environmentalists love to show.

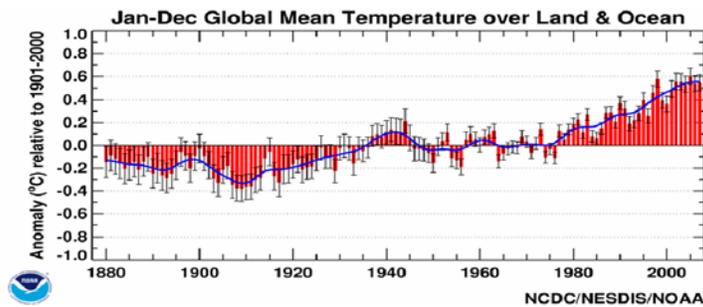


Figure 2

Figure 3 shows the earth's temperature for the past 2000 years. As you can see, the earth is in a continual state of climate change and we are currently coming out of a "little ice age," that was at its worse from 1500 to 1800.

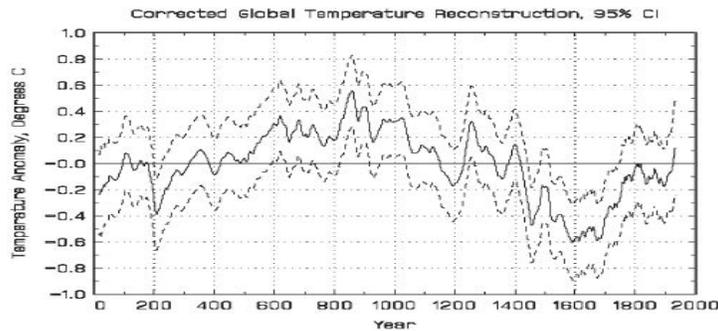


Figure 3

Now, are you still convinced that climate change is a problem, caused by us and our selfish use of natural

resources? If you still believe we have to do something drastic to “fix” a natural process far beyond our control, ... well, that’s your prerogative. ...



## Author's Bio

**B**rad Fregger has 45 years combined experience in retailing, corporate training, publishing, and software development. He has worked in large and small companies, started three of his own businesses, and worked as a senior executive in two other startups. He is currently President/CEO of Groundbreaking Press, an author-services book publishing company. Additionally, Brad is a lecturer (professor) at Texas State University-San Marcos (Business Communications) and a member of the adjunct faculty at Franklin University (Business Ethics for Leaders) in Columbus, Ohio.

Brad taught graduate-level courses at Saint Edward's University in Austin, Texas for over five years, including one year (2002) as the Executive in Residence for the Graduate School of Management. Fregger helped develop and then teach courses in the MBA Program: Introduction to eCommerce and Managerial Communications; and the Master of Science in Organizational Leadership & Ethics: Leadership & Imagination.

He also designed and taught the on-line version of Introduction to eCommerce, which received strong reviews from the Instructional Technologies department at Saint Edward's. He also taught two other courses for

both the Graduate School of Management (Human Relations) and New College (Business Communications).

Brad is a practitioner/scholar, using the skills and knowledge he has learned to amass a remarkable record of accomplishment over the past 25 years, in addition to the numerous programs he developed as founder of three major corporate-training departments (Mervyns, Atari, and Activision).

He has produced more than 50 videos, 12 audio books, over 100 consumer and business enterprise software products, including the most successful computer game in the world (Shanghai) and the most played computer game in the world (computer solitaire), and published over 50 books on a wide variety of subjects.

He has completed every project begun in the past 25 years, and, even more important, during that time not a single team member left during the development of a product. This is what Brad calls "employee retention."

Brad is an expert in many critical areas of business, from customer service to the management of technology. He's an international speaker providing programs to major companies throughout the Middle East (Tunisia, Dubai, Beirut, Bahrain, Kuwait, and Qatar), Europe, and Canada in a broad spectrum of subjects including, Effective Leadership, negotiation, project management, technical risk management, creativity, and team building.

As an author, in addition to *My Thinking Cap - Solutions for Global Crisis*, he's written four other books, *Get Things Done - Ten Secrets of Creating and Leading Exceptional Teams*; *One Shovel Full - Telling Stories to Change Beliefs, Attitudes, and Perceptions*; *Lucky That Way - Stories of Seizing the Moment While Creating the Games Millions Play*; and *Why Publish - Making the Right Choices for Your Book*. Brad is currently writing his sixth book, *The Art of Leadership – A Practical Guide to Creating and Leading Organizational Teams*.

In addition, Brad has published articles in professional journals, including a series on book publishing for *Sharing Ideas* magazine (Los Angeles, California), an article on career change for *Career Planning and Adult Development Journal* (San Jose, California), and he wrote a column, "On a Tangent" for *Creative Pulse* magazine (Austin, Texas).

Brad's amazing ability to complete projects on time and on budget, plus his creative management style, caught the attention of Tom Peters (*In Search of Excellence*), who then featured Brad in his book, *Liberation Management*.

Brad is especially skilled in facilitation toward solving motivational and managerial communication issues. Brad believes that ineffective communication is at the heart of most personnel issues, but that these issues are often not solved by learning listening techniques.

“Courses that teach listening skills can be a waste of time. Why? Because we already know how to listen, we just choose not to at times. The secret is learning why we make this choice and why it’s important to make other choices.”

Brad holds a Master's Degree in Futuristics (San Jose State University). His speech, "Earthward Implications of Cosmic Migration," was given at the American Astronautical Society's proceedings in honor of the tenth anniversary of Apollo 11's landing on the moon. He is a frequent guest on radio-talk shows across the nation, usually discussing the future of our society in the areas of genetic engineering, space travel, virtual reality, and extinction-level events.

Brad and his wife/business partner, Barbara Foley, live in the Texas Hill Country south of Austin.

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