

THE GOOD EARTH

Green Entrepreneurship in the 21st Century

From “1,000 Dollars and an Idea” by Sam Wyly

Sam Wyly calls green entrepreneurship “the marriage of Rachel Carson and Adam Smith.” He founded Green Mountain Energy in 1997, “to change the way power is made,” and served on the Green Mountain Board from 1997 until 2005. Green Mountain provides wind and solar energy via 14 facilities in six states (TX, CA, NJ, PA, CT and OH). Today, Green Mountain is the leading provider of cleaner energy and carbon offsets in the U.S.

Green Mountain provides individual consumers and commercial customers across America with carbon offsets and renewable energy credits to balance out their carbon footprint and improve their environmental sustainability programs.

Wyly was far ahead of most people in recognizing entrepreneurial opportunities in going green – he was committed to improving the environment through his businesses more than 30 years ago.

Here are just some of the ways he has led the greening of business, and learned from his experiences:

- Wyly was at the helm of Earth Resources, an oil-refining and silver-mining company, when the U.S. government mandated that all gasoline be lead-free. Though many refiners howled at this decision, Wyly realized that the capital investment needed to remove the lead also provided the opportunity to increase production of “top of the barrel” products such as jet fuel.
- Wyly’s early experience going up against the AT&T monopoly uniquely prepared him to fight the electricity monopolies, increasing public awareness of the harmful pollution created by their dirty coal plants.
- He continues to advocate state-level deregulation of electricity providers, which would open the market to Green Mountain and other alternative energy providers and give all consumers the choice to go green.
- Wyly understands that moving toward a carbon-free economy will create good jobs and stimulate economic growth – and that entrepreneurs will lead the charge.
- Wyly believes that a progressive carbon consumption tax and tariff on individuals and companies in the U.S. and abroad would bring back clean air, reduce our dependence on foreign oil, encourage conservation and generate revenue to reduce the payroll tax on low-income earners.
- Wyly is confident that America can develop the political consensus and courage to lead by example in the worldwide reduction of carbon consumption.

To Schedule an interview with Sam Wyly, please contact:
Harry Burton, Newmarket Press
212-832-3575 x16, hburton@newmarketpress.com