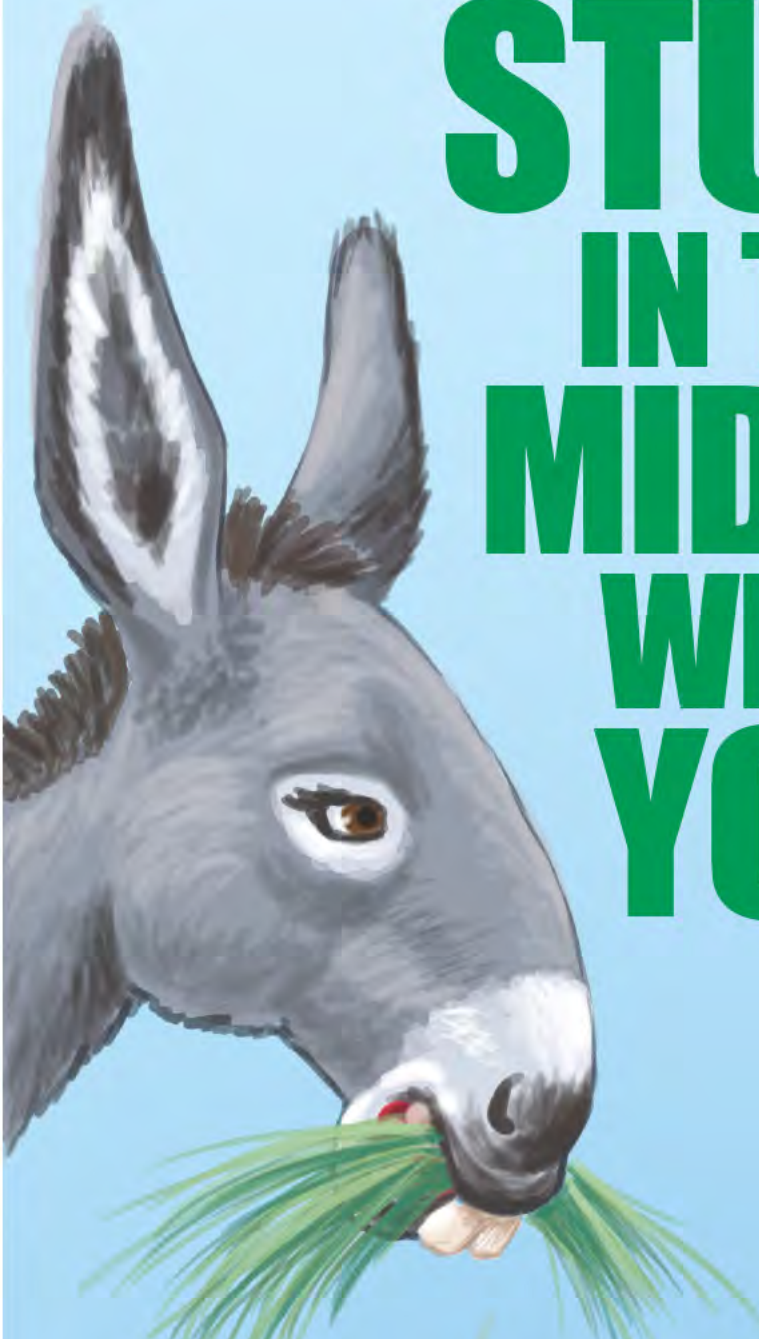


# STUCK IN THE MIDDLE WITH YOU



## Site offers clean energy solutions for climate change

If your worldview is based only on what you see, read and hear in the mainstream media, then you probably believe that America is split down the middle with liberals on one side and conservatives on the other. You think there's an unbridgeable gap between diametrically opposed ideals, and compromise is impossible.

However, if your worldview is based on your interactions with the real people you encounter every day, you know that most people have more common interests than dividing ones. If every other person you dealt with was as cartoonishly opposed to your thoughts, statements and actions — as opposing members of Congress appear to be — it would be impossible to function as a society.

Climate change is a good example of a topic where the media portrays political leaders, and by default their respective parties, as being in complete disagreement over the issue. Republicans are portrayed as denying climate change even exists,

while Democrats are accused of trying to ruin the economy by claiming the sky is falling. You can find examples of extremists on both sides making statements that support these oversimplified views.

So it may come as a surprise to many that **Clearpath.org** — a website devoted to finding clean energy solutions to climate change — is the brainchild of self-described conservative businessman Jay Faison. Mr. Faison made his fortune in the audio/visual industry. He then sold his company and started ClearPath to address what he sees as a major problem that needs to be solved.

This website was brought to my attention by loyal reader — and proud father — Dick Powell of Scranton. His very accomplished son, Scranton native Richard J. Powell, is a partner and chief operating officer at ClearPath.

### Free market green

The site is mostly free of political rhetoric. It's basically a straightforward presentation of what is known so far about the causes and effects of climate change and potential solutions that concentrate on developing clean energy.

The self-described conservative tilt of the site is in proposing solutions driven by the free market rather than government regulation.

Conservative branding dictates that they are pro-free market and anti-government. The reality is that they have no problem interfering in the free market to subsidize favored industries, such as energy or agribusiness, or letting the government regulate things they oppose, such as gay marriage or abortion. Of course, liberals can be just as hypocritical — Hillary Clinton's presidential campaign claims to champion the middle class, yet she's poised to spend \$1 billion dollars, much of it donated by Wall Street fat cats.

Enough politics. Let's get back to climate change, which, as ClearPath points out, is a bipartisan issue. The central theme of the site is that America is moving toward clean energy production already. A combination of financial, political and moral factors are driving this movement. The smartest way to combat climate change is by investing in accelerating this move to clean energy sources, such as wind, hydro and solar. Even if climate change wasn't an issue, these

solutions would still make sense because we would have a cleaner, healthier planet, and be less dependent on foreign energy sources.

### Do good, do well

The site lists big businesses — including top energy companies such as Exxon, BP and Shell — and organizations — such as the Department of Defense — that recognize the problem and are being proactive in confronting it. Insurance companies, technology companies, retailers and more are all looking at clean energy solutions as a smart way of doing business that may also happen to help save the world.

ClearPath's website is slickly designed with strong visuals, good typography and intuitive navigation. It is richly layered with many levels you can drill down into for deeper research. Much of the information is footnoted with links to the original sources at the bottom of the pages.

It's a terrific source of information for the vast majority of us who live not on the far right or left, but in the middle.

**KEVIN O'NEILL** is a staff artist for The Times-Tribune. Share your favorite websites and apps with him at [koneill@timesshamrock.com](mailto:koneill@timesshamrock.com).



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