

From: Gary S. Gevisser
Sent: Friday, October 05, 2007 8:27 AM PT
To: mike_dunne@patagonia.com
Cc: rest; tim_rhone@patagonia.com
Subject: Mike - I was given your email address by a female staff member at your retail store in Cardiff.

I wanted to bring to the attention of Yvon & Melinda Chouinard's that there could be a financial impact to Patagonia for not telling the whole story about drilling for oil in still somewhat pristine environments like Alaska.

First let me inform you that I am personally totally opposed to such drilling and at the same time I very much understand the political of clout of "business interests".

Second, I am a rather successful business person who perfectly understands that one has to be solution oriented, providing realistic alternatives to those who recognize the fact of life that there is really today no real substitute for oil in terms of its "fire power" and to suggest that alternatives such as solar power and non-polluting vegetation can be produced in sufficient quantities to deal with the world's increasing thirst for energy is simply "naïve".

On the other hand the path we are going on is also suicidal so why shouldn't we be at least a little "patient" before getting too "carried away" with those calling those of us simply wanting to be "smart" a bunch of "retards".

Spelling everything out can be boring but worse it wastes time and even though I have been mostly retired since my late twenties, now 50, I don't waste time not even to the point of missing the most extraordinary view from our studio cliff home perched atop the bluffs of Del Mar when typing.

I am extremely familiar with the business practices of DeBeers the Diamond syndicate having worked for them at the highest levels exclusively back in 1980 and the first thing I would suggest is that if you are not already familiar with the internet only book, The Diamond Invention written by Hollywood blockbuster author Edward Jay Epstein who writes editorials for the WSJ, then read it or any part of it.

When clicking on the hyperlink above 1980 you will be taken to Chapter 6 titled, The Rules of the Game.

The DeBeers Cartel have controlled the world's drilling industry for a century now and yet you do not hear politicians either on the left or the right calling for them to be "accountable".

Equally important DeBeers are expert at the "distraction" game.

There is not a single "aware" American who does not understand that we are in Iraq because of "business interests" but not even these "conscionable" are close to being fully aware of those "business interests" in Iraq and Alaska being inextricably tied to DeBeers.

I am available for further consultation.

Sincerely,

Gary Gevisser

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