

# Golden Rules

*Measuring Life by a Different Standard*

First Quarter, 2016

The price of a barrel of oil – and the resulting price of gasoline – continues to create conversation and consternation. Much of the public wants cheap gasoline; most business leaders living in Houston favor an elevated price for the commodity. We can't have it both ways; the two extremes remind us of the proposition: *'if you have one foot in boiling hot water, and the other foot in freezing cold water, then on the average, you will be comfortable'*. While B+R Partners has a definitive opinion of the price point we prefer, others still relish the 'perceived savings.' Therefore, quips and quotes about oil prices always garner a reaction; hopefully, these will put a smile on your face and ease the pain.

- We are not addicted to oil, but our cars are.
- "We drilled in the right place - we were simply 30 million years too late" -- *Richard Bray President of Sohio on drilling the Mukluk Prospect, Beaufort Sea 1983.*
- Kilometers are shorter than miles. Save gas, take your next trip in kilometers.
- Gasoline is so expensive now that drivers are shooting themselves instead of each other.
- The President announced his plan to increase the number of barrels (of oil) produced. You hear his plan? He wants to make smaller barrels.
- The President spoke with the Amish. He didn't want to, but it was the only group he could find that wasn't upset about gasoline prices.
- There are two kinds of people remaining in the oil business, those who do the work, and those who take the credit. Try to be in the first group; there is less competition there.
- "We usually find natural gas in new places with old ideas. Sometimes, also, we find natural gas in an old place with a new idea, but we seldom find much of it in an old place with an old idea. Several times in the past we have thought that we were running out of gas, whereas actually we were only running out of ideas." - *Adapted from Parke A. Dickey by American Potential Gas Committee.*
- "They said on the news that if gas prices get any higher, we could see something totally unprecedented here in California. People actually walking". - Jay Leno
- This week, the economy is suffering, the markets are nervous, investors are cautious and gasoline prices are climbing. In other words, the President is back from vacation and back on the job.
- The greatest asset in this country is not oil and gas. It's integrity. Everyone is searching for it, asking, who can I do business with that I trust?



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