

HOME/OPINION

Letters: Defending coal, differing with Shad Khan

Fri, Apr 25, 2014 @ 2:56 pm

LETTERS FROM READERS

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Letters of about 200 words are preferred. Longer letters will be edited for space. Letters with a clear, concise message have the best chance of being published. You may submit letters using our [submission form](#), or by e-mailing letters@jacksonville.com. Our full policy about letters is available [here](#).

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We plan to incorporate a recording studio and a technology training center.

We will also host a sidewalk cafe facing Hemming Plaza.

We are convinced that the Snyder Renaissance Project will become a cultural epicenter for downtown Jacksonville.

Tom Patania, vice chairman, Amplify Inc.,

Jacksonville

REPLY TO WRITERS

Spinning around dial

I thought I would borrow Ron Littlepage's style for this letter. ... [Click](#).

To the Ph.D letter writer: If you are tired of reading other people's opinions, it's best not to read the opinion page.

[Click](#).

To the writer complaining about the conservative's economic knowledge and biased opinions, see above.

[Click](#).

Dean Mechlowitz, Ponte Vedra Beach

SHAD KHAN'S ADVICE

[Another view](#)

DOWNTOWN

Thanks to One Spark

Thank you, One Spark for providing the opportunity to introduce to the community our vision for the Snyder Memorial Church restoration project.

I also want to thank the One Spark voters who overwhelmingly supported our project.

Our nonprofit organization plans to restore the church to its original grandeur and use it as a venue.

RECOMMENDATIONS FOR YOU



Former top fundraiser for Jacksonville Mayor Alvin Brown: 'He has no courage ... He has wimped out.'



JSO, DCF investigating shocking video of man kicking boy off Kona Skate Park ramp in Jacksonville



No place in the NBA, or any game, for a bigoted owner like Sterling



Camden County celebrates designation as nation's first Coast Guard community

OPINION

Monday's Lead Letter: Changes coming for Medicaid recipients

5:18pm

Sound Off: Readers get their say about T-U editor's comments on guns

9:46pm

Recently, Shad Khan advised young entrepreneurs to focus less on changing the world and more on making money.

Mr. Khan is incorrect in stating there is a trade-off between profit and purpose.

Changing the world is a profit maximizing strategy.

It allows a firm to attract top talent, charge a premium price for products and services, and increase productivity and brand loyalty.

From Elon Musk to Jacksonville's own Elton Rivas, the greatest entrepreneurs of today focus on leveraging business to improve lives.

Mr. Khan does this locally through the creation of the STACHE Investments Corporation and the KYN startup accelerator.

The entrepreneurs who will become the most financially successful are those who focus on changing the world.

Chris Markl, founder, AnyInc.Co

Jacksonville

COAL POWER

Still needed

I'd like to offer an opinion to counter the recent letter that slammed JEA's use of coal.

Many utilities depend on coal because this fuel is domestically abundant, it is relatively low cost, and the plants that use it aren't prohibitively expensive to build and operate.

It helps utilities provide affordable electricity to their customers.

And these plants have state-of-the-art pollution control equipment that scrubs a high percentage of greenhouse gases.

Many utilities are using coal today because the feds urged them to build coal plants in the 1970s and '80s, at a time when we depended heavily on Middle Eastern oil.

While it's popular to demonize fossil fuels, our ability to use them is one of the reasons why this nation is so prosperous.

Our electricity costs are two or three times lower than other nations that made renewable energy a major part of their generation portfolios.

It's easy to claim solar energy is the solution to our future energy needs.

But until some major issues are resolved, it will remain an intermittent and auxiliary part of utility generation.

Wayne Mattox, Orange Park

LOCAL ISSUES

More dial spinning

With all deference and due respect to Ron Littlepage, here's my version of spinning around the news dial. ... Click.

The blight in Jacksonville is not one side of the city, it's everywhere.

Click.

Until inner city youth get some stability in their lives, they will keep shooting each other.

Click.

The pension funding problem in Jacksonville is a clear example of "I want what I think I'm due."

Click.

Has anyone seen any tangible evidence of what the Super Bowl brought our city?

Guest column: Florida must reform its flawed death penalty

4:25pm

Cheers: Kudos to three major leaders

5:19pm

Former Defense Secretary rips Congress, praises troops

3:07pm

Letters: Defending coal, differing with Shad Khan

2:56pm

MORE OPINION

TWITTER

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The St. Johns River is our city's most valuable asset and yet continues to get short shrift in discussions about revitalizing downtown.

Click.

If One Spark proved anything, it is that downtown can get creative and viable if given proper funding and vision.

Click.

Barry Palm, Ponte Vedra Beach



PREV

Sunday's Lead Letter: Public Defender Matt Shirk calls for more use of Civil Citation

NEXT



Former Defense Secretary rips Congress, praises troops

12 COMMENTS :: please read our [user agreement](#) and [privacy policy](#) before posting



johnncaughtme
new

Friday, April 25, 2014 @ 3:46 pm

The pension is not about what people "...think they are due." It is about what they were promised, and toward which they contributed.



**ALL-ACCESS
MEMBER**

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ElJefe
new

Friday, April 25, 2014 @ 7:55 pm

I've drawn up several business plans, large and small. I've helped several people seeking my advice to draw up rational business plans. I received a lot of help from successful people in my business ventures. I cannot recall a single business plan with a "changing the world" category.



**ALL-ACCESS
MEMBER**

Bill Gates, Mark Zukerman, Warren Buffett, Jeff Bezos nor any of the recent entrepreneurs sought to "change the world". They sought to develop a product and market it profitably.

Khan is right and Chris Marki is all wet.

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ElJefe
new

Friday, April 25, 2014 @ 7:55 pm

johnncaughtme: Once again, no one is seeking to break the promises made, only to quit making promises they can't keep. Get a grip dude.



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**tinman
new**

Friday, April 25, 2014 @ 8:43 pm

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2420
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Mr. Palm - Your comment on the river is true and has been brought up many times. As I see it, the problem starts with visibility. Most residents know the river only as something they drive over. Many can't even differentiate between the river and the intracoastal waterway. There have been suggestions about making it more prominent in downtown projects, but those get ignored. One of the most popular was a public fishing pier. That was during Delaney's term and was immediately dismissed. It was considered "too redneck" for his taste. Delaney had a strong dislike for Jacksonville's working class roots.

I have seen such projects first hand and they often exceed expectations. Indianapolis' waterfront is impressive, as is the Twin Cities. Both started with public piers and parks. Charleston, SC built a small pier when the Cooper River bridge was replaced (much like our Fuller Warren). It is small but beautiful and self sustaining with equipment rentals and concessions.

The point being, making the river more accessible and visible means people are far more aware of it's condition. When they use it, they care more.

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**Max mutt
new**

Friday, April 25, 2014 @ 8:47 pm

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7464
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Mr.Markl: the world runs on what is real and profitable and many people can figure a legal way to make money. If an entrepreneur had the requirement "to change the world" there would be very few entrepreneurs.

As mentioned, do what you know, survive, make a profit and IF you change the world- that' s great.

Also if you become rich then you just might be able to focus then on world changing.

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**Mister Nice Guy
new**

Saturday, April 26, 2014 @ 8:55 am

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The biggest issue with our current use of coal is the insistence of the idiot right-wingers (really - is there any other kind") to lower the emission standards of the power plants to where they are able to spew the crap out the stack instead of requiring their precipitators to remove more of the pollutants before emitting.

We are supposed to trust these power companies to do everything they can to minimize pollutants without any Federal regulations. You'd have to be a real winger to believe that will ever happen.

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**jax runner
new**

Saturday, April 26, 2014 @ 11:30 am

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Does anyone really take MNGs posts as serious dialog or debate?

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tobot241
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7077
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Saturday, April 26, 2014 @ 11:47 am

*There are 2 kinds of "idiot right winger" a recent phenomenon that occurred during the last 2 elections. Those who sat home and the really idiot ones who voted for the Liar in Chief ObaMao.



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chrismarkl
new

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4 points

Saturday, April 26, 2014 @ 12:25 pm

(Im writing this response quick, so please excuse any grammatical or spelling errors)

Im an economist and entrepreneur. My work largely revolves around how business can create economic development.

My letter does not demonize profits. Instead shows that starting with a world changing solution and mission is a profit maximizing strategy. A strategy that assists an entrepreneur in obtaining investment, attracting top talent, and growing and retaining one's customer base.

Step one in entrepreneurship is describing pain points and a corresponding value proposition. Step two, is figuring out how to make money based upon this value proposition.

For evidence, please see any pitch deck. The first substantive slide on any pitch deck is a consumer's problem. The second slide, is how a business solves this problem.

Changing the world is about improving lives, whether it is making it for individuals to connect from across the globe, or a lawyer helping a parent in a custody battle.

Two of my favorite articles on this subject are

"All Entrepreneurship is Social", Stanford Social Innovation Review,
http://www.ssireview.org/articles/entry/all_entrepreneurship_is_social

and

"Steve Jobs, World's Greatest Philanthropist", Harvard Business Review,
<http://blogs.hbr.org/2011/09/steve-jobs-worlds-greatest-phi/>

Thanks for the comments.

Cheers

Chris

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Saturday, April 26, 2014 @ 4:22 pm

MisterNiceGuy: Perhaps you should do a little research on coal-fired power plants and how the EPA regs affect them. The EPA regs cut greenhouse gas emissions (GHGs) from coal-fired power plants almost in half (from about 1800 lb/MW-hr to 1000 lb/MW-hr).



Currently, the precipitators you mentioned remove only particulates, not gaseous components. To remove CO2 requires expensive, currently untested and unproven technologies (at the scale required for power plant use).

These regs will force 30+ existing coal-fired power plants to shut down, and effectively preclude the construction of any new coal-fired plants in the foreseeable future (although there is 1 new plant in Mississippi, owned by Southern Co., that is either on-line or just coming on-line).

The new regs affect natural gas fired plants also, though not to the same degree.

However, the economic impact of these regs will be great. The cost of these new

regs will drive up the cost of energy for everyone, families and businesses alike. With electrical energy being such an integral and necessary part of our economy, an increase in its cost will necessarily drive up the cost of everything associated with it.

The US currently has enough coal reserves to meet the USA energy needs (at current consumption levels) for more than 500 years. Coal is not the only answer to our energy supply question, but it should play a significant part given the vast reserves and low price.

Lastly, it's not been proven yet (and admitted by EPA) that these new regulations will do anything to significantly affect the GHG levels in our air.

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Ron_Jax80
new

Sunday, April 27, 2014 @ 12:11 am

I just want to commend, ChrisMarkl for reading the comments and following up on his letter. It would be great if more letter writers did the same. Sometimes, I am not sure they know they have the opportunity to.



I do plan on following the links and reading some of Chris's favorite articles.

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chrismarkl
new

Sunday, April 27, 2014 @ 3:34 pm

Thanks for the kind words Ron! I completely agree, it would be useful if an author of a letter engages commuters in a meaningful discussion with readers. I believe you are right, many might not be aware that they can engage with florida times union readers here in the comments section.

Thanks again!

Chris

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