



## NEBRASKA HUMANITIES COUNCIL

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# **N E W S   R E L E A S E**

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## **Markets are greedy, not fair, lecturer Lovins says**

Adjustments in the free market system can help balance supply and demand, but they can't dictate morality, says Amory Lovins, who will speak Feb. 12 on the subject of "Winning the Oil Endgame," as part of the 2007-08 series of E.N. Thompson Lectures on World Issues.

Lovins' lecture, which originates from the Lied Center for Performing Arts at the University of Nebraska-Lincoln, will be simulcast at the Communications Building at the University of Nebraska at Kearney. The simulcast begins at 7 p.m.

"Markets are meant to be greedy, not fair. Efficient, but not sufficient," Lovins said in an article published in New Yorker magazine. "They're very good at short-term allocation of scarce resources, but that's all they're good at. They were never meant to tell you how much is enough or how to fulfill the higher purpose of a human being."

Lovins is co-founder, chairman and chief scientist of the Rocky Mountain Institute. A MacArthur Fellow and consultant physicist, has advised the energy industry as well as the U.S. departments of energy and defense for more than three decades. Published in 29 books and hundreds of papers, his work in more than 50 countries has been recognized by many honorary doctorates and awards. Among other honors, he was named Time magazine's "Hero for the Planet." His most recent book is "Winning the Oil Endgame."

The theme for the 20th season of the Thompson lectures is "Changing Nature," with speakers exploring a cross-section of subjects related to the science and politics of environmentalism. In addition to Lovins' appearance, Richard Cizik, vice-president for governmental affairs of the National Association of Evangelicals will speak Feb. 25; and William K. Reilly, president and CEO of Aqua International Partners will speak April 22.

The Thompson Forum brings a diversity of viewpoints on international and public policy issues to the citizens of Nebraska at the University of Nebraska-Lincoln. The series was named in honor of E.N. "Jack" Thompson, who served as president of the Cooper Foundation from 1964 to 1990 and as its chairman from 1990 until his death in 2002. Thompson established the series to promote better understanding of world events and issues for all Nebraskans.

All lectures and simulcasts are free and open to the public. To RSVP or for more information, contact Judy Holoubeck at (308) 865-8503 or at [holoubeckja@unk.edu](mailto:holoubeckja@unk.edu).

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