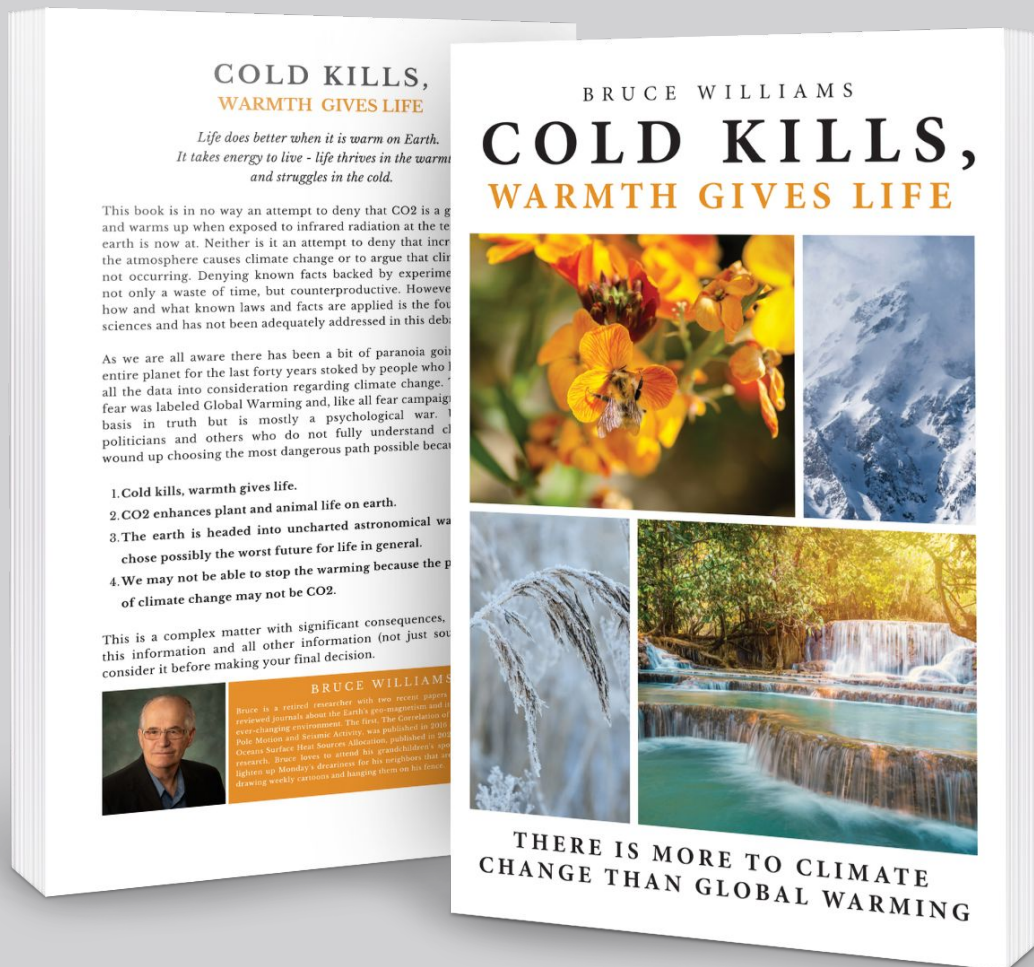


— BRUCE —
WILLIAMS
AUTHOR, SPEAKER

COLD KILLS, WARMTH GIVES LIFE



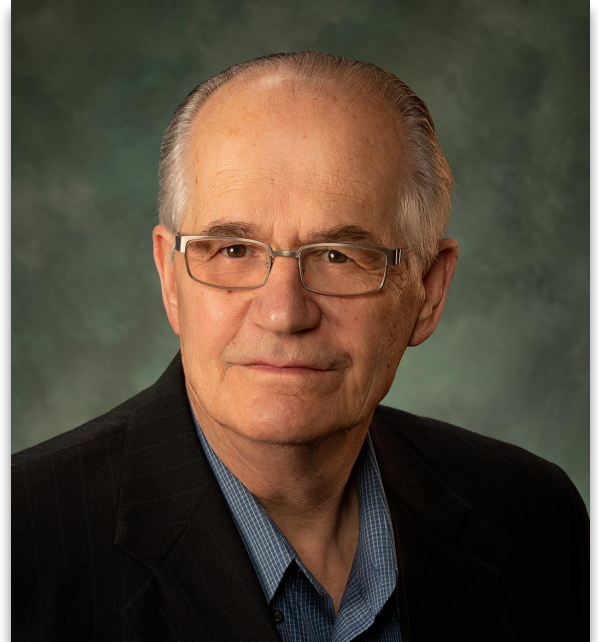
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BRUCE WILLIAMS

AUTHOR BIO

Bruce is a retired researcher with two recent papers published in peer-reviewed journals about the Earth's geo-magnetism and its relationship to our ever-changing environment. The first, *The Correlation of North Magnetic Dip Pole Motion and Seismic Activity*, was published in 2016 and the second, *The Oceans Surface Heat Sources Allocation*, published in 2020. In addition to his research, Bruce loves to attend his grandchildren's sporting events and to lighten up Monday's dreariness for his neighbors that are headed to work by drawing weekly cartoons and hanging them on his fence.



SPEAKER

Bruce is an author, researcher, and speaker. As there are various topics with rich content that Bruce shares with audiences through a mix of his professional research, fresh ideas, and deep expertise, he merges energy and enthusiasm to empower and embolden any audience.

While Bruce routinely delivers custom content, his most popular topics include climate change and why it is not as easy as you may think, fossil fuels and *Cold kills, Warmth Gives Life*.

If you are interested in learning more about booking or interviewing Bruce, please reach out to us today.

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BRUCE WILLIAMS

SUGGESTED TOPICS FOR DISCUSSION

CLIMATE CHANGE & WHY IT IS NOT AS EASY AS YOU MIGHT THINK

Contrary to the present perception of the public, there is no easy answer to how to respond to climate change.

FOSSIL FUELS

Why burning fossil fuels does not significantly affect the percentage of oxygen in the air and will not harm animals or humans.

THE BOOK

Cold Kills, Warmth Gives Life

There is More to Climate Change Than Global Warming

Life does better when it is warm on Earth.

It takes energy to live - life thrives in the warmth and struggles in the cold.

SUGGESTED QUESTIONS

- What are the most important indicators that show that cold kills more and that a warmer climate will kill fewer people and animals?
- You mention in the book that this is in no way an attempt to deny that carbon dioxide is a greenhouse gas and warms up when exposed to infrared radiation. Neither is it an attempt to deny that increasing carbon dioxide in the atmosphere changes the climate; or to argue that our climate is not changing. Denying premises backed by experimental results is not only a waste of time but counterproductive. Alternatively, questioning how known laws are applied is the foundation of all sciences. Could you explain a little bit more about the premises of your book?
- Based on your book, we may not be able to stop the warming because the primary driver may not be carbon dioxide. And, the idea of using fewer fossil fuels and instead use “renewable” power sources is mostly a psychological battle. What is driving this irrational fear?

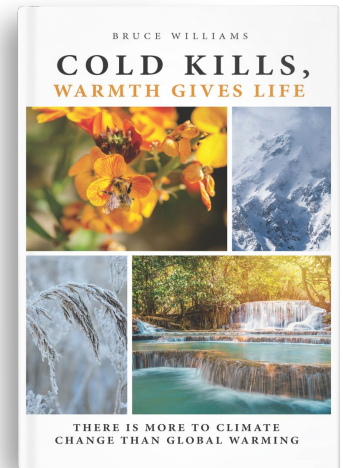
BRUCE WILLIAMS

- What does Pascal's Wager have to do with global warming?
- What happens if we stop burning fossil fuels and it results in harm? Would it be more harmful than more carbon dioxide in the air?
- We are in the habit of adjusting data to make the real world match the model rather than the other way around. You consider the comparison of what has happened in the past a much more reliable indicator of what will happen in the future rather than relying on a model which cannot
- reproduce the physical world. This is the point that is missed in all the debates on global warming. Do you foresee people responding to reality instead of on the output from a computer programmed by humans any time soon?
- Life needs energy to survive. Basically, we have two sources of energy, geothermal heat and heat from the sun. Could you explain how that affects our climate?
- What would be the effect of carbon dioxide that we humans are putting into the air would have on the plants? Is this carbon dioxide good for plants or bad for plants?
- When the carbon dioxide gets too low, the plants don't grow as big. Which puts lack of food pressure on the animals which causes them to die. What would be the balance point?
- Deliberately decreasing the carbon dioxide or cooling the planet off or lower oxygen to a dangerous level could actually become a major threat. Why is that?
- What about the rate of climate change? Can it cause extinction?
- Although it is easy to draw the conclusion that carbon dioxide or its effects were the cause of the loss of glaciation, we all know that correlation is not causation. Is there anything that would indicate it was not primarily the carbon dioxide that caused the change?

— BRUCE —
WILLIAMS
AUTHOR, SPEAKER

COLD KILLS, LIFE GIVES WARMTH

COLD KILLS, WARMTH GIVES LIFE



BOOK SYNOPSIS

*Life does better when it is warm on Earth.
It takes energy to live - life thrives in the warmth
and struggles in the cold.*

I hope you will find the information in this book both informative and a guide to helping life in general.

This book is in no way an attempt to deny that CO₂ is a greenhouse gas and warms up when exposed to infrared radiation at the temperature the earth is now at. Neither is it an attempt to deny that increasing CO₂ in the atmosphere causes climate change or to argue that climate change is not occurring. Denying known facts backed by experimental results is not only a waste of time, but counterproductive. However, questioning how and what known laws and facts are applied is the foundation of all sciences and has not been adequately addressed in this debate.

As we are all aware there has been a bit of paranoia going around the entire planet for the last forty years stoked by people who have not taken all the data into consideration regarding climate change. This irrational fear was labeled Global Warming and, like all fear campaigns, it has some basis in truth but is mostly a psychological war to encourage people to take action with the ultimate goal of getting people to use fewer fossil fuels and instead switch to renewable energy sources.

COLD KILLS, LIFE GIVES WARMTH

There is not one single factor which created this irrational fear but the many factors that did contribute to the fear of global warming are rooted in money and ego. Whether it was a desire to extend political power and influence, gain funding for research, ego massaging, gain more manufacturing diversity, grow the economy, or any number of other examples, there were many people who saw environmental concern as an opportunity and jumped on the bandwagon. Let's just realize there are a lot of people with either a monetary or ego stake in what the global warming movement is doing, and right or wrong neither of those is going away.

Unfortunately, politicians and others who do not fully understand climate change wound up choosing the most dangerous path possible because:

1. **Cold kills, warmth gives life.**
2. **CO2 enhances plant and animal life on earth.**
3. **The earth is headed into uncharted astronomical waters and they chose possibly the worst future for life in general.**
4. **We may not be able to stop the warming because the primary driver of climate change may not be CO2.**

The objective of this book is to show what data explains two possible paths that we have no control over (geothermal activity and climate change) and two possible paths we can somewhat control (usage of fossil fuels or switching to renewable energy sources) and what their effects on life on this planet are, as well as some of the truths about the future shown from the laws of physics.

Two things to keep in mind – the laws governing the universe do not depend on the messenger but depend on the data. Secondly, they do not respond to your wishes or emotions because they are as they are.

In the end, you as an individual must make your own choices as to what you want to do and support in regards to climate change, but while you figure out your course of action please consider all that we know, not just the simple explanation given out thus far. This is a complex matter with significant consequences, so please take this information and all other information (not just sound bites) and consider it before making your final decision.

COLD KILLS, LIFE GIVES WARMTH

Title: COLD KILLS, WARMTH GIVES LIFE

Subtitle: There is More to Climate Change Than Global Warming

Tagline: Life does better when it is warm on Earth. It takes energy to live - life thrives in the warmth and struggles in the cold.

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