

tricity, according to a U.S. Energy Information Administration outlook. In September, U.S. coal producer Alpha Natural Resources announced it was closing eight mines and cutting 1,200 jobs. In Chicago the Fisk and Crawford coal plants—the last within an American city—closed in August. In Australia, coal companies have shed 3,000 jobs in the past six months. Even in China, 625 coal mines are shutting down.

Back in Kingston, Mountz worked his way up to a construction manager, then maintenance supervisor, then outage manager for the plant's owner, the Tennessee Valley Authority. Coal is corrosive, so there was plenty to fix: leaks in the water tubing, mostly. In 2008, a few days before Christmas, a dike next to the plant ruptured and 1.1 billion gallons of coal fly-ash slurry spilled out. The sludge piled six feet high in places, wiping out roads and homes and seeping into the confluence of the Clinch and Emory rivers. Mountz dredged the ash from the water, hauling the slurry away to an Alabama landfill.

"We probably have another couple years before cleanup's all complete," he says. "That's the hazard of ash—it's not something that you want to pour milk over and eat; it's the cost of doing business." Recently Mountz helped construct a new facility not far from Kingston—not a coal plant, but a natural gas plant. **■**



A makeshift memorial outside an Apple Store

BURNING QUESTION OF OUR TIME

Why Do We Still Mourn Steve Jobs?

IN THE WEEKS AFTER the death of Apple's CEO and co-founder in October 2011, more than 1 million people sent e-mails to an address set up by the company. Messages were posted on blogs, Facebook, and Twitter, and even makeshift in-store memorials appeared, the signs of a collective sadness over Jobs' passing. And now, Memento.com, an online cemetery, has not one, not two, but three competing Jobs memorials. Why do so many people who never met the man care so much that he is gone?

Andrew Przybylski, a psychologist at the University of Essex in England, surveyed Apple users to find out. He looked at how their relationship with devices informed their feelings about Jobs' death. A third of the participants reported an emotional connection to their Macs, iPads, iPhones, and iPods. Of those, 70% were sadder about Jobs' dying than those who didn't feel such love.

Self-determination theory has it that people become more psychologically involved when

circumstances satisfy certain universal needs. Przybylski's finding—that people feel emotionally connected to their Apple gadgets, and by extension their creator—"strikes at the purpose of computing devices: to connect us to others and to provide us with meaningful choices," says the psychologist. "He gave generations of scientists, students, businesspeople, and artists tools to go farther than they thought they could." And for that, fans miss him still.

—Jennifer Abbasi

WHY IT FAILED

GATORADE'S G-SERIES FIT RUNS EMPTY

Even ads featuring Olympic swimmer Ryan Lochte couldn't save the G-Series, a trio of pre-, during, and post-workout energy drinks (plus gels). Gatorade was trying to attract noncompetitive older fitness buffs, but all the choices proved confusing. The PepsiCo subsidiary—which controls nearly 75% of the sports drink market—may have overestimated its target, says Jack Russo, an analyst at Edward Jones. Morgan Flatley, a marketing VP at Gatorade, says the company is reengineering a substitute for 2014. —Chip Lebovitz



STEVE JOBS: MICHAEL ROMAN—WIREIMAGE/GETTY IMAGES; GATORADE: 2011 PEPSICO