

TGIF Taking Great Ideas Forward

Improving Northern Capital - a Sustainable Economy in the Northern Tier

Opinions expressed in this newsletter are those of the author and do not reflect positions of organizations with which he is affiliated.

Herbster, WI, February 2nd, 2007 – Volume 3: Number 5 [Back Issues](#)

“How we spend our days is, of course, how we spend our lives.”

-Annie Dillard-

MEETINGS and EVENTS:

Links will provide additional information. Dates for new additions are in **bold**.

<i>What</i>	<i>Date</i>	<i>Time</i>	<i>Where</i>
Living Green Conference	Feb. 3 rd	12:00-5:00 PM	Duluth – Coppertop Church
Duluth Days	Feb. 5th & 6th	Events both days	Capital & St.Paul Armory
WEDA – Governor's Conference on Economic Development	Feb. 7,8,9	All Day	Madison
Global Warming Lecture Program**	Feb. 9 th	6:00-8:00 PM	Duluth Labor Temple, Wellstone Hall
BCEDC Board Meeting	Feb. 12 th	10:00 AM- noon	Washburn Library
Sustainable Forestry Conference	Feb. 27 th	All Day	Keshena WI
Staying Competitive in Today's Markets (Wood Products)	Feb. 28 th	All Day	Oshkosh WI
Superior Days	Feb. 27-28 th	All Day	Madison WI
Fusion 2007 CEI-CIO Symposium	Feb. 27-28 th	All Day	Fluno Center, Madison WI
Inventors & Entrepreneur's Club	Mar. 1 st	5:30 PM	Iron River Community Center
Renewable Energy Conference	Mar. 8 th & 9 th	All Day	Milwaukee
BCEDC Board Meeting	March 12 th	10 AM – noon	TBA
BCEDC Board Meeting	April 9 th	10 AM – noon	TBA
WIB Business Development	May 3 & 4	All Day	Lakewoods Resort,

<i>What</i>	<i>Date</i>	<i>Time</i>	<i>Where</i>
Conference			Cable
Future of Farming Statewide Conference	May 14 & 15	All Day	TBA
2007 Entrepreneur's Conference	June. 12-13	All day	Milwaukee

** for information contact: Jerry Fallos at 218-744-2757

Congratulations to AFS

The **Alliance for Sustainability** has once again paved the way for advancement of communities of the Chequamegon Bay region. With substantial help from the **Otto Bremer Foundation** the Alliance will support “Green Teams” to audit energy use and creatively discover and implement new means for reducing their community's environmental footprint.

. With leadership from **Sustainable Chequamegon** Coordinator **Brandon Boys**, AFS Chairman **Steve Sandstrom**, and Ashland City Councilor **Mary Rehwald**, the Alliance has mobilized communities from the bay rim to work together to foster applications of [The Natural Step](#). The Bremer Foundation announced on Monday that \$65,000 would be provided over three years. Check out the story in the [Ashland Daily Press](#).

“Sustainable Economic Development”

At least a few attendees at a meeting of the **Lake Superior Binational Forum** agreed with my rejoinder about use of the phrase “Sustainable Economic Development”

I characterized the phrase as redundant. My preference, I said, is “Sustainable Development”. The distinction between growth and development is often confused and confusing. Growth, compound expansion of resources or populations, it is argued, is not sustainable; is self-limiting. Development, the innovative reorganization of finite resources, it is argued, has no limits. I'm favorably impressed by both arguments. That probably equates to being persuaded.

When sustainable is used as an adjective for economic development it carries a connotation that economic development should be carried out with a focus, some would think an exclusive focus, on environmental values, protecting ecosystems to the exclusion of all other values.

Unfortunate! That likely has something to do with some people reacting negatively to any use of “sustainable” in discourse. It probably has a lot to do with some other people avoiding “sustainable” in discourse.

Development is either sustainable or it is not. If it is sustainable it includes an economic component along with an environmental component and a social justice or social equity component. If it is not sustainable it is exploitive.

I struggle to imagine experiencing a contemporary situation in which some genius openly and sincerely advocates “Exploitive Development.” I hope the genius' time has passed. Stewardship

has achieved popular stature. Faith-based, evangelical organizations are strongly signaling to their flocks a need to protect God's creation. Multi-national, mega-corporations are signaling a need to protect their bottom line from the consequences of a warming earth.

Natural systems that are little influenced by human activity, admittedly a very rare situation, have their own economic component. **Sir Macfarlane Burnett** said “All of ecology can be summarized with the expression Eat or Be Eaten” What every species has to eat is it's natural capital. Eat it all and the species is broke, bankrupt.

A species that over eats, exploits its favorite food, inevitably crashes in its own fowl nest if it cannot find something else to eat. Mono-cultures of microorganisms, bacteria, that are provided with an oversupply of food eventually produce so much toxic waste that they decline in numbers and their cultural bankruptcy, death, results.

With extreme exploitation, a species that decimates its natural capital will one future day be extinct.

Sustainability is a measure of how our decisions today effect future generations. If we decide to eat all of our natural capital today, there will be no future generations unless we figure out how to eat our waste.

Innovate! Invent! Go figure!

Take care and have a great weekend!

/BRUCE

© Bruce Lindgren 2007.

TGIF is distributed as both HTML and TEXT versions. To receive the HTML version, your e-mail client must be set to accept HTML. [PDF versions are now available.](#)

TGIF is distributed each Friday. Subscriptions for TGIF are free and may be obtained by contacting Bruce Lindgren at bflind@cheqnet.net. You may UNSUBSCRIBE by sending an email to bflind@cheqnet.net with “UNSUBSCRIBE” in the subject line.

Bruce Lindgren is Principal of [B.Lindgren CONSULTING](#). The consulting practice serves small business, local government, school districts and non-profits providing support for research, grant development, technical writing, marketing support and project management. Bruce brings his background in biological sciences, education, small business and media technology to generate and implement ideas contributing solutions to mission critical challenges.

In addition Bruce maintains the following affiliations:

[Bayfield County Economic Development Corporation](#), (BCEDC) Director

[Inland Sea Society](#), Director

[Lake Superior Binational Forum](#), US Delegation Co-Chair

[Raindrop Garden Gallery](#), *Co-owner*

[IDEA Consortium LLC](#), *Owner*

[Chequamegon Institute, Inc.](#) *Initial Registered Agent*

The encircled fractal triangle represents an integrated cluster of seven ideas – economics, ecology, equity, ethics, education, experience and energy – that may be considered a core for sustainability studies. Bruce is available to present illustrated lectures and facilitate discussions about Sustainable Economic Development and the Sustainability Revolution.