

# TGIF Taking Great Ideas Forward

Improving Northern Capital - Sustainable Development 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.

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*“To succeed in life, you need three things: a wishbone, a backbone and a funny bone.”*

**-Reba McEntire-**

## 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>
<a href="#">Van Evera Lecture</a> – Dr. <a href="#">Holmes Rolston</a>	March 23 /24	Fri. – 7:30 PM Sat. 9:30-4:30	Ashland - Presbyterian-Congregational Church
<a href="#">Wisconsin Innovation Network</a>	March 28 <sup>th</sup>	5:00 PM	WITC - Ashland
Inventors & Entrepreneurs Club	April 5 <sup>th</sup>	5:30 pm	Iron River Community Center
BCEDC Board Meeting	April 9 <sup>th</sup>	10 AM – noon	Washburn Library
Earth Day	April 22 <sup>nd</sup>	All Day	Everywhere
UW Founders Day Dinner	April 30 <sup>th</sup>	5:30 PM	Elks Club - Ashland
WIB <a href="#">Business Development Conference</a>	May 3 & 4	All Day	Lakewoods Resort, Cable
<a href="#">Future of Farming</a> Statewide Conference	May 14 & 15	All Day	Madison, Monona Terrace
<a href="#">2007 Entrepreneur's Conference</a>	June. 12-13	All day	Milwaukee
<a href="#">Northwest Wisconsin Lakes Conference &amp; Workshops</a>	June 21 & 22	All Day	Telemark Lodge, Cable

## APPLE'S ORCHARD

Back in the days when I was using Apple Macintosh computers for graphics, animation and instructional design work, I would frequently read **MacWorld** and **Mac Addict** magazines. One of the more colorful authors was, Apple Evangelist, **Guy Kawasaki**. He was part of the original team of high fliers nurtured by, then and now Apple CEO, **Steve Jobs**. A brilliant technophile, Kawasaki's real genius was contributing to the marketing of the Mac. He thoroughly understood the maxim "sell the sizzle, not the steak." Crowds were drawn to Macintosh roll-outs as much to purchase the latest T-Shirt as to hear about the Mac's newest attributes. Kawasaki built a near cult-like following for the Macintosh that continues today.

Now a venture capitalist in California, Kawasaki rails against abuses of PowerPoint presentations generally; but, he suggests application of a 10/20/30 rule will help improve PowerPoint presentations. **The 10/20/30 Rule:** Use no more than 10 slides, complete the presentation in under 20 minutes and never, never, never, use a font of less than 30 points! (Actually never isn't quite never. He suggests that an alternative rule for minimum font size is to divide the age of your oldest audience member by two.)

I've been away from daily use of the Macintosh for several years. My old tricked up 8600 with OS 9 is loaded with high end graphic software and still doing some occasional useful work. That, and a combination of Patti's predilection to *Eric's Ultimate Solitaire*, my own MacNostalgia and our collective financial pain (my outlay, with all the bells and whistles, was well over \$6,000 together with current fees of about \$250 for keeping it out of a landfill.), will delay it's demise.

Riding the Metro in Washington DC recently, I was astounded by how many fellow riders, wearing ear buds, were tapping feet and wiggling fingers suggesting the tempo of **iTunes** on their **iPods**. I read that the demand for **iPhones** is way ahead of supply. Apple's rebound with non-computer products including the iPod and iPhone, is amazing.

I'm in the market for another laptop and, particularly now that Apple will run Windows software, I may take another look at their computer products. Clearly I'm not alone. Many others are also looking again at **MacBooks**, **iMacs**, **Mac mini** and **MacPro** with Intel processors. The company is amazingly adept at creation of innovative products to fill the consumer pipeline.

Apple's successes almost suggest that the old maxim, "find a need and fill it," is upside down. Apple's Orchard seems to grow a product and then create a demand that the product will fill. I would like to find a person who, seven years ago, was crying and wringing their hands because they didn't have an iPod.

Although, come to think of it, the **Sony Walkman** was pretty clunky.

Take care and have a great weekend!

/BRUCE

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*In addition Bruce maintains the following affiliations:*

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

[Inland Sea Society](#), (ISS) *Director*

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

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

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

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

[Coalition for Eco-Industrial Development](#), (CEID) *Work Group Member*

[Northwest Wisconsin Workforce Investment Board](#), (WIB) *Member*

*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 Industrial Ecology, Sustainable Development and the Sustainability Revolution.*