

# 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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*“The most common of all follies is to believe passionately in the palpably not true.”*

-H.L. Mencken-

## MEETINGS and EVENTS:

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

| <i>What</i>   | <i>Date</i>             | <i>Time</i>  | <i>Where</i>                                |
|---|-------------------------|--------------|---|
| Say It Out Loud!  | April 21 <sup>st</sup>  | 7:30 PM      | Washburn – Stage North                      |
| Earth Day   | April 22 <sup>nd</sup>  | All Day      | Everywhere                                  |
| <a href="#">Wisconsin Lakes Convention</a>                    | April 26-28             | All Day      | Green Bay                                   |
| <a href="#">Green Roof Conference</a>                         | <b>April 28 - May 3</b> | All Day      | Minneapolis - Hyatt Regency Hotel           |
| <a href="#">UW Founders Day 2007</a>                          | 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                     |
| Stream Monitor Training**                                     | May 5 <sup>th</sup>     | All Day      | NGLVC                                       |
| <a href="#">Living Green Expo</a>                             | <b>May 5-6</b>          | All Day      | St.Paul, MN                                 |
| BCEDC Board Meeting   | May 14 <sup>th</sup>    | 10 AM - noon | TBA   |
| <a href="#">Future of Farming</a> Statewide Conference        | May 14 & 15             | All Day      | Madison, Monona Terrace                     |
| <a href="#">Chequamegon Bay Birding &amp; Nature Festival</a> | May 18-20               | All Day      | Northern Great Lakes Visitor Center-Ashland |
| Stream Monitor Training**                                     | May 19 <sup>th</sup>    | All Day      | Duluth – Lester Park                        |
| <a href="#">2007 Entrepreneur's Conference</a>                | June. 12-13             | All day      | Milwaukee                                   |
| <a href="#">Inland Sea Kayak Symposium</a>                    | June 14-17              | All Day      | Washburn WI                                 |
| <a href="#">Northwest Wisconsin Lakes</a>                     | June 21 & 22            | All Day      | Telemark Lodge, Cable                       |

| <i>What</i>                                | <i>Date</i>           | <i>Time</i> | <i>Where</i>       |
|--|-----------------------|-------------|--------------------|
| <a href="#">Conference &amp; Workshops</a> |                       |             |                    |
| <a href="#">Pie &amp; Politics</a>         | June 28 <sup>th</sup> | Evening     | Big Top Chautauqua |

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## The **POWER** of **GREEN**

Wednesday while looking again at the [TerraPass](#) site to revisit a question about how carbon credits are calculated, I serendipitously discovered a terrific presentation by **New York Times** columnist **Tom Friedman** (author of “**The World is Flat**”). A recent venture of Friedman's is to write about the Green Revolution. His most recent piece “[The Power of Green](#)” in the April 15<sup>th</sup> New York Times Magazine is well worth your time to read.

The accompanying video is a quick and stimulating, six minute overview by Friedman describing his thesis that three contemporaneous global events will drive an inevitable change in the way the global business of survival is conducted.

To whet your appetite, I'm taking the liberty of quoting at length the first five paragraphs of Friedman's fifteen page article.

*One day Iraq, our post-9/11 trauma and the divisiveness of the Bush years will all be behind us — and America will need, and want, to get its groove back. We will need to find a way to reknit America at home, reconnect America abroad and restore America to its natural place in the global order — as the beacon of progress, hope and inspiration. I have an idea how. It's called “green.”*

*In the world of ideas, to name something is to own it. If you can name an issue, you can own the issue. One thing that always struck me about the term “green” was the degree to which, for so many years, it was defined by its opponents — by the people who wanted to disparage it. And they defined it as “liberal,” “tree-hugging,” “sissy,” “girlie-man,” “unpatriotic,” “vaguely French.”*

*Well, I want to rename “green.” I want to rename it geostrategic, geoeconomic, capitalistic and patriotic. I want to do that because I think that living, working, designing, manufacturing and projecting America in a green way can be the basis of a new unifying political movement for the 21st century. A redefined, broader and more muscular green ideology is not meant to trump the traditional Republican and Democratic agendas but rather to bridge them when it comes to addressing the three major issues facing every American today: jobs, temperature and terrorism.*

*How do our kids compete in a flatter world? How do they thrive in a warmer world? How do they survive in a more dangerous world? Those are, in a nutshell, the big questions facing America at the dawn of the 21st century. But these problems are so large in scale that they can only be effectively addressed by an America with 50 green states — not an America divided between red and blue states.*

*Because a new green ideology, properly defined, has the power to mobilize liberals and conservatives, evangelicals and atheists, big business and environmentalists around an agenda that can both pull us together and propel us forward. That's why I say: We don't just need the first black president. We need the first green president. We don't just need the first woman president. We need the first environmental president. We don't just need a president who has been toughened by years as a prisoner of war but a president who is tough enough to level with the American people about the profound economic, geopolitical and climate threats posed by our addiction to oil — and to offer a real plan to reduce our dependence on fossil fuels.*

## GREEN CONFERENCES

**Otto Rusch**, founder of **Washburn Iron Works**, and I serve together on the [Northwest Wisconsin Workforce Investment Board](#). At a Wednesday afternoon committee meeting, following a suggestion I had offered about **Green Buildings**, Otto raised some excellent questions about **Green Roofs** and their efficacy here in the Northland. Enthusiastic hand-waving is frequently a lot easier than grappling with details. A couple of conference announcements crossed my screen this week that may prove to be sources of useful information.

**Tim Nolan**, Eco-Industrial Development Consultant from the **Minnesota Pollution Control Agency** sent along an event announcement that should interest builders, developers and many homeowners in the Northland. Increasingly, municipalities and commercial building owners see green rooftops as a way to address multiple environmental and economic issues including stormwater management, roof life, urban heat island, building energy costs, climate change mitigation, and urban green space. A green roof can, it is alleged, double or triple the life expectancy of a roof membrane while reducing air conditioning demand up to 25% and capturing 2/3 of the rain that falls on a roof over the course of a year.

The [Minnesota Green Roofs Council](#), a new organization, has identified over 80 green roofs in Minnesota, a number that is expected to double in the next five years. The Council is developing a "RoofBloom" guide for homeowners interested in putting a green roof on a garage or other small outbuilding. Visit their web site for details, and for a \$100 discount to the upcoming North American green roofs conference in Minneapolis April 28 - May 2.

The robust list of diverse exhibitors for the [Living Green Expo](#) should be instructive to skeptics wondering whether there is a significant future for green businesses in economic development across the Northern Tier. Strategies for economic development based on green principals has been greeted by members of business, government, and education communities with delicate doses of healthy skepticism and occasionally direct and deft derision. Friedman's piece may convince some skeptics that we have got to go there. The Living Green Expo exhibitors should convince some skeptics that many companies are already going there.

Sets me thinking about a CleanTech Center of Excellence. If not here; Where?

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, experience, education 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.*