

TGIF Taking Great Ideas Forward

Improving Northern Capital - Sustainable Development in the Northern Tier

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“But humanity’s greatest advances are not in its discoveries – but in how those discoveries are applied to reduce inequity.”

-Bill Gates-

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>
Aquaculture Field Day & Vendor Fair	June 14 – 15	All Day	Bayfield & Red Cliff - NADF
Inland Sea Kaya Symposium	June 14-17	All Day	Washburn WI
Midwest Renewable Energy Fair	June 15-17	All Day	Custer, WI
Northwest Wisconsin Lakes Conference & Workshops	June 21 & 22	All Day	Telemark Lodge, Cable
Pie & Politics	June 28 th	Evening	Big Top Chautauqua
Lake Superior Day	July 15 th	All Day	Lake Superior Basin
Bayfield County Lakes Forum Annual Meeting	August 18th	9:00-11:00 AM	Iron River Community Center
Great Lakes Restoration Conference	Sept 6-8	All Day	Chicago

THE THIRD BOTTOM LINE

Social equity is a too often neglected component of sustainability. It is hard to imagine “economic development” more robust than that achieved by Bill Gates. He was finally awarded an honorary doctorate degree by Harvard, 30 years after he dropped out. Yet the recognition was probably as much for philanthropy as any business accomplishments. The Bill and Melinda

Gates Foundation is becoming legendary both for its enormous resources and in its commitment to leveling some of the injustice in the world.

Gates delivered the commencement address at Harvard last week and I've taken the liberty of lifting a few pieces for TGIF readers.

For Melinda and for me, the challenge is the same: how can we do the most good for the greatest number with the resources we have.

During our discussions on this question, Melinda and I read an article about the millions of children who were dying every year in poor countries from diseases that we had long ago made harmless in this country. Measles, malaria, pneumonia, hepatitis B, yellow fever. One disease I had never even heard of, rotavirus, was killing half a million kids each year – none of them in the United States.

We were shocked. We had just assumed that if millions of children were dying and they could be saved, the world would make it a priority to discover and deliver the medicines to save them. But it did not. For under a dollar, there were interventions that could save lives that just weren't being delivered.

If you believe that every life has equal value, it's revolting to learn that some lives are seen as worth saving and others are not. We said to ourselves: "This can't be true. But if it is true, it deserves to be the priority of our giving."

So we began our work in the same way anyone here would begin it. We asked: "How could the world let these children die?"

The answer is simple, and harsh. The market did not reward saving the lives of these children, and governments did not subsidize it. So the children died because their mothers and their fathers had no power in the market and no voice in the system.

Even with the advent of the Internet and 24-hour news, it is still a complex enterprise to get people to truly see the problems. When an airplane crashes, officials immediately call a press conference. They promise to investigate, determine the cause, and prevent similar crashes in the future.

But if the officials were brutally honest, they would say: "Of all the people in the world who died today from preventable causes, one half of one percent of them were on this plane. We're determined to do everything possible to solve the problem that took the lives of the one half of one percent."

The bigger problem is not the plane crash, but the millions of preventable deaths.

We don't read much about these deaths. The media covers what's new – and millions of people dying is nothing new. So it stays in the background, where it's easier to ignore. But even when we do see it or read about it, it's difficult to keep our eyes on the problem. It's hard to look at suffering if the situation is so complex that we don't know how to help. And so we look away.

Cutting through complexity to find a solution runs through four predictable stages: determine a goal, find the highest-leverage approach, discover the ideal technology for that approach, and in the meantime, make the smartest application of the technology that you already have — whether it's something sophisticated, like a drug, or something simpler, like a bednet.

I hope you will judge yourselves not on your professional accomplishments alone, but also on how well you have addressed the world's deepest inequities ... on how well you treated people a world away who have nothing in common with you but their humanity.

Good luck.

LIGHTER SIDE:

from : Jokes Galore

A Programmer and an Engineer were sitting next to each other on an airplane. The Programmer leans over to the Engineer and asks if he wants to play a fun game. The Engineer just wants to sleep so he politely declines, turns away and tries to sleep.

The Programmer persists and explains that it's a real easy game. He explains, "I ask a question and if you don't know the answer you pay me \$5. Then you ask a question and if I don't know the answer I'll pay you \$5." Again the Engineer politely declines and tries to sleep.

The Programmer, now somewhat agitated, says, "O.K., if you don't know the answer you pay me \$5 and if I don't know the answer I pay you \$50! " Now, that got the Engineer's attention, so he agrees to the game. The Programmer asks the first question, "What's the distance from the earth to the moon?" Then Engineer doesn't say a word and just hands the Programmer \$5.

Now, its the Engineer's turn. He asks the Programmer, "What goes up a hill with three legs and comes down on four?" The Programmer looks at him with a puzzled look, takes out his laptop computer, looks through all his references and after about an hour wakes the Engineer and hands the Engineer \$50. The Engineer politely takes the \$50 turns away and tries to return to sleep.

The Programmer, a little miffed, asks, "Well what's the answer to the question?" Without a word, the Engineer reaches into his wallet, hands \$5 to the Programmer, turns away and returns to sleep.

Take care and have a great weekend!

/BRUCE

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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](#), (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.