

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.

Herbster, WI August 29th – Volume 4: Number 35 [Back Issues](#)

“Champions aren’t made in the gyms. Champions are made from something they have deep inside them – a desire, a dream, a vision.”

-Muhammad Ali-

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>
Inventors & Entrepreneurs Club	Sept. 4 th	6:00 PM	Casablanca Traders
Lake Superior Binational Forum	Sept 5-6	All Day Fri. , 8-12 Sat.	Houghton, MI
BCEDC Board Meeting	Sept. 8 th	10:00 – Noon	Washburn Library
Sustainable Communities & Farms	Sept 11 & 12	All day	Oconomowoc, WI
Northshore In-line Half Marathon	Sept 13 th	7:30 AM	Two Harbors to Duluth
Ideas To Profits (Conference)	October 1-2	All Day	Appleton WI
BCEDC Board Meeting	October 13th	10:00 AM – Noon	TBA
Bioneers Conference 2008	Oct. 17-19	All Day	San Rafael, California
Wisconsin Biotechnology and Medical Device Association	Oct. 22nd	All Day	Waukesha WI
SOLEC State of the Lakes Ecosystem Conference	Oct. 22-23	All Day	Niagara Falls, ON
Lake Superior Binational Forum	Nov. 7 & 8	All Day Fri. , 8-12 Sat.	Thunder Bay, ON
Synergy 2008	Nov. 11 & 12	All Day	UW River Falls
Northland Bioneers Conference	Nov. 14 - 16	All Day	Twin Cities

REMODELING ENERGY BUDGETS

Living in a house that leaks heat and money takes your attention to new levels.

Change in energy costs will challenge us to change our relationships with housing and transportation. Gasoline receives most of the media attention and my tire gage is a lot more visible that it used to be. The hysteresis built into our transportation system will keep the Saudi royal family living royally for a long time. But when the cost of propane nearly doubles in a year, it is personally impossible to ignore. I have yet to talk with anyone optimistic about lower prices for heating or transportation fuels going forward. The reality of ugly heating fuel prices forces reevaluation of where the money is going, what are the appropriate priorities and how to remodel nearly everything. Remodeling lifestyle is usually among our least desired alternatives. Changing habits and creature comforts is hard. Shuttering the northern tier home and business building to spend five cold months in a warm southern state, while appealing in weak cognitive moments, doesn't mesh with my realities.

The riveting issue is: How much cash is flowing out of your wallet? Fortunately there are strategies to stanch the flow. The strategies are embedded in a lot of information out there. A bit of study should yield a good return on an investment of some critical and creative thinking-time.

Perusing the **Harvard Remodeling Futures** program, reveals that remodeling of older homes is a growing priority. The [Joint Center for Housing Studies](#) poses an array of very interesting research questions and a huge collection of down-loadable working papers, research notes and reports. One [report](#) by **Julia Reade** emphasized the regional economics of remodeling in the 1990s recognizing that remodeling expenditures averaged over \$90 billion annually through the decade. That's a lot of money. Looking at the big picture can and should launch someone to think about niche opportunities for new business ventures. Redirecting some of these dollars within a local economy could make a nice, if not a big, difference. Most energy dollars still flow outside of the local economy. As we refocus our individual efforts toward conservation of energy, we stem the flow and collectively provide new opportunities for local growth.

More families are turning to energy challenges as a form of recreation making a game out of energy conservation. Money saved can be used for something more fun than writing checks to utility companies. Managing energy costs requires usable records that may be lacking. But a few hours around the kitchen table can recreate a tally sheet of monthly and annual expenditures for fuel and electricity. With a starting base-line, the creative part begins with finding leverage points for conservation. The effort or expense of doing or obtaining an energy audit through programs like [Focus on Energy](#) can yield actionable ideas with potentially huge returns.

It has been widely recognized that our energy crisis and the challenge to climate stability is greatly exacerbated by inefficiencies in heating of homes and commercial buildings. Home owners are generally stuck with the costs of heating. Commercial enterprises can pass along costs to customers but only within some very narrow limits defined largely by their competitors. A high performance building can be a competitive advantage. One cost reduction strategy for both domestic and commercial buildings is conceptually simple – conserve! Exotic technology can wait. Insulation and sealing are primary and payback is quick. Millions of dollars are lost if these simple conservation measures are ignored.

Stopping the energy and budget leaks - whether locally, regionally or nationally – is a good remodeling project.

LIGHTER SIDE:

As with most jokes the original author is unknown. Whoever you are; “Thanks!” Names, when added, are intended to tease the innocent.

Wisconsin Dumb Laws

- While all cheese making requires a license, Limburger cheese making requires a master cheese maker's license.
- State Law made it illegal to serve apple pie in public restaurants without cheese.
- La Crosse: It is illegal to display an unclothed mannequin in a store window.
- Milwaukee: It is against the law to play a flute and drums on the streets to attract attention.
- Racine: It is illegal to wake a fireman when he is asleep.

Take care and enjoy 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

[Bayfield CountyLakes Forum](#), Board Secretary

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

[Coalition for Eco-Industrial Development](#), (CEID) Acting President & CEO

[IDEA Consortium LLC](#), Owner

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

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

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

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

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 role of education in Industrial Ecology, Sustainable Development and the Sustainability Revolution.