

TGIF Taking Great Ideas Forward



Improving Northern Capital - Sustainable Development in the Northern Tier

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“Cleverness is serviceable for everything, sufficient for nothing.”

-Henri Frederic Amiel-

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 and Entrepreneur's Club	Dec. 4 th	6:00 pm	Cassablanca Coffee House – Ashland Hwy 2 & 63
BCEDC Board Meeting	Dec. 8 th	10:00 am – Noon	Washburn Library
Inventors & Entrepreneur's Club	Jan. 8 th	6:00 pm	Cassablanca Coffee House – Ashland Hwy 2 & 63
B CEDC Board Meeting	Jan. 12th	10:00 – noon	Washburn Library
Engineering Professional Development	Jan. 21 – 22	All Day	Madison
Inventors & Entrepreneur's Club	Feb. 5th	6:00 pm	Cassablanca Coffee House – Ashland Hwy 2 & 63
BCEDC Board Meeting	Feb. 9th	10:00 – noon	Washburn Library
Great Lakes Days	Feb. 23 – 25	All Day	Washington DC
Superior Days	Feb. 24 – 25	All Day	Madison
Conservation Lobby Day	Feb. 25th	All Day	Madison

Picky Wiki

I have been trying for months to get my arms around the notions embedded in **massively distributed collaboration**. What is difficult to sort out is who is too busy to deal with the possibilities; me or others? The answer seems to be “Yes!”

The global potential of this enormous tool staggers my mind. **Don Tapscott**, in his book *Wikinomics; How Mass Collaboration Changes Everything*, delivers a message that massively distributed collaboration is already shocking and changing how business and business development will be shaped going forward. Browsing through the stacks at **Borders** bookstore in Roseville, MN on Monday, I discovered Tapscott's latest offering, (with a sequential title to his

1996 *Growing Up Digital; The Rise of the Net Generation*) this with a 2009 copyright is called *Grown Up Digital: How the Net Generation is Changing Your World*.

Wikipedia is the phenomenon that has propelled the vision of the possible. About a quarter million contributors, kept to a few rules by a cadre of a few thousand referees, have produced over two million articles on topics too broad to characterize with a couplet. **Mitch Kapor**, founder of Lotus 123, is credited with first calling attention to the notion of massively distributed collaboration. His observation was a direct result of his involvement with Wikipedia.

It still never ceases to amaze me how often when I mention Wikipedia, I encounter a nose twitching response akin to dropping a strong silent giant in a public place; “Oh, Wikipedia can't be used as a reference for even a high school term paper,” or similar statements attempting to poison the well. Of course. Way back when I wrote a high school term paper, the encyclopedia Britannica was not allowed as a reference either. But did anyone object to picking up Britannica, Americana, Compton's or World Book and reading a topical article for an overview? No! Were references cited in Britannica banned as an entry point for additional research? No! I'm hard pressed to recall a list of footnotes, references or suggestions for further reading in Britannica that resembled the documentation and suggestions listed in many Wikipedia articles. (Just for a hoot, check out the footnotes in the Wikipedia [article](#) on **Brittany Spears**. Or, maybe you prefer an [article](#) on how a hydrogen bomb is believed to work. Biologists may prefer an [article](#) on **Frog Talk**.)

Of course, the Wiki is just one tool in the arsenal of Web 2.0 applications that is changing how we collaborate. There is still a lot of evolving to do before all of this collaborating takes on a distinctive shape. I am probably too enthusiastic and too quick to reference digital technology for communications. Every once in a while someone will stick a barb in my ear. I don't mean to imply that for every problem there is an electronic solution. But, sharing information, coordinating our efforts and communicating, communicating, communicating will make a difference.

Picking at problems at the periphery of new digital communication tools is both easy and an excuse to keep some distance. Writing is a tool for thinking and we all need to do more writing. Some might even suggest that; “For every solution there is an electronic problem.”

Hmmm?

LIGHTER SIDE:

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

The Importance of Walking

Walking can add minutes to your life. This enables you at 85 years old to spend an additional 5 months in a nursing home at \$7,000 per month.

I like long walks, especially when they are taken by people who annoy me.

We all get heavier as we get older, because there's a lot more information in our heads. That's my story and I'm sticking to it.

AND

I have to walk early in the morning, before my brain figures out what I'm doing.

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 many affiliations including: [Bayfield County Economic Development Corporation](#), (BCEDC) Director, [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.