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*“Be the change you want to see in the world.”*

**-Mahatma Gandhi-**

**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>
BCEDC Board Meeting	<b>Jan. 15<sup>th</sup></b>	10 AM – Noon	Washburn Library
<a href="#">Lake Superior Binational Forum</a>	Jan. 26-27	All Day	Northland College, Ashland
Inventors & Entrepreneur's Club	Feb. 1 <sup>st</sup>	5:30 PM	Iron River Community Center
<a href="#">Sustainable Forestry Conference</a>	Feb. 27 <sup>th</sup>	All Day	Keshena WI
<a href="#">Staying Competitive in Today's Markets</a> (Wood Products)	Feb. 28 <sup>th</sup>	All Day	Oshkosh WI
<a href="#">Superior Days</a>	Feb. 27-28 <sup>th</sup>	All Day	Madison WI
<a href="#">Fusion 2007 CEI-CIO Symposium</a>	Feb. 27-28 <sup>th</sup>	All Day	Fluno Center, Madison WI
Inventors & Entrepreneur's Club	Mar. 1 <sup>st</sup>	5:30 PM	Iron River Community Center
Renewable Energy Conference	Mar. 8 <sup>th</sup> & 9 <sup>th</sup>	All Day	Milwaukee
<a href="#">2007 Entrepreneur's Conference</a>	June. 12-13	All day	Milwaukee

**A SOURCE OF ALL DEVELOPMENT**

The idea of clean, renewable energy is being advanced by work in Colorado involving a partnership of **Xcel Energy** and **NREL**, the National Renewable Energy Laboratory.

Energy is a foundation essential underneath all development.

**Wayne Stroessner**, my Hydrogen Energy source from the Milwaukee area passed along a [link to a story](#) in the **Rocky Mountain News**. The story by **Gargi Chakrabarty** described a \$2 million project to use wind power to generate electricity, use the electricity to electrolyze water to hydrogen, compress and store the hydrogen gas for reuse in [fuel cells](#) to generate electricity.

At first blush the project seems circular until the inconsistency of wind energy is brought into consideration. Sun and wind offer a renewable source of energy but are inconsistent. Unlike coal, natural gas, oil and nuclear power generation, sun and wind can't be counted on for steady flows of electricity across the grid. Hydrogen for use in fuel cells is considered an excellent storage device, a battery, with minimal negative impact.

Wayne is planning for future uses of hydrogen for transportation. He told me that he will be mounting a 7.2 kw photovoltaic panel array on his house to generate hydrogen for use in a fuel cell vehicle (Honda??) he plans to purchase.

Powering development with distributed energy may be an inevitable future consideration. Hydrogen fuel cells (and other fuel cells) should be part of the future of energy generation. Using fuel cells powered with locally generated hydrogen can reduce dependence on both foreign and environmentally deleterious energy sources. A huge bonus of locally generated energy is retention of capital for local development.

## THE TGIF BANNER AND SLOGAN

TGIF – Taking Great Ideas Forward – the slogan seems to be not only more compact but more immediate. The “Future” sometimes seems too vague. For genetic procrastinators like me, “future” may imply that procrastination is OK. Forward implies a NEXT STEP. An idea for the future may sit on a shelf and gather dust waiting for the future to arrive. An idea will move forward by defining and acting on a next step.

SCOPE – the Chequamegon Region was too big for some TGIF Readers who focus their efforts on the Chequamegon Bay watershed as long as they don't venture too far “out” – bay distad from Highways 13 and US 2. While all politics, and probably effective action and learning, is local, I need to wrap my mind around a context more pregnant for interaction – and action. A critical mass of intellectual, venture or natural capital is lacking in Herbster, the Bay, Bayfield County or Wisconsin. The “Northern Tier” may contain enough common elements to be interesting and productive but vague enough to be functionally inclusive. Political boundaries just seem too confining to meet contemporary realities.

## THE NATURAL STEP FOR BUSINESS

**Clare Hintz**, Evening Degree Program Director at **Northland College**, sent along an announcement of an evening course at Northland providing course participants a wonderful opportunity to discover applications of The Natural Step to business situations. No lecture laden course structure here, participants will consider over six sessions how The Natural Step principles apply to their business, another's business or a future business.

The course textbook, “**The Natural Step for Business: Wealth, Ecology and the Evolutionary Corporation**” by **Brian Nattrass** and **Mary Altomare**, is one I read several months ago. The book provides examples of several major global corporations that profit from applications of sound science to business decision-making.

**Paul Hawken**, the entrepreneurial genius behind the firm **Smith & Hawkin** and author of “**Ecology of Commerce**” and “**Natural Capitalism**” (with **Amory and Hunter Lovins** from the **Rocky Mountain Institute**) is quoted in the introduction to the course syllabus:

“One of the underlying guiding principles of The Natural Step is that each person is a genius in their business or their field of expertise. The Natural Step does not try to become the 'expert' but instead trusts that people know how to solve environmental problems as soon as they can understand and define them for themselves.”

For more information about the course, contact Clare at 715-682-1492. The first course meeting is February 7<sup>th</sup>.

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](#), Director

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

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

[IDEA Consortium LLC](#), Owner

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

*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 Sustainable Economic Development and the Sustainability Revolution.*