

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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“There are 10^{11} stars in the galaxy. That used to be a huge number. But it is only a hundred billion. It's less than the national deficit. We used to call them astronomical numbers. Now we should call them economical numbers.”

-Richard Feynman-

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>
BCEDC Board Meeting	July 9th	10 AM – noon	Washburn Library
Lake Superior Day	July 15 th	All Day	Lake Superior Basin
Carbon Strategy Lecture	July 20th	8:30- noon	Shawno Co. Courthouse
Shoreland Protection – Hearings on New Regs.	July 26th	5:45 PM	Rice Lake**
Lake Superior Technology Conference	Aug. 8 & 9	TBA	WITC – Ashland
Green Building	Aug. 10th	8:30 – noon	Shawno Co. Courthouse
BCEDC Board Meeting	August 13 th	10 AM – noon	TBA
Wisconsin Natural Resources Board	August 14-15*	Full Day * Half day	Washburn/Bayfield
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

** Check the link for details. Rice Lake is the closest of seven hearing sessions.

TINA and LOIS

An anti-globalization movement is taking shape and may have some very interesting implications for the Northern Tier.

Tom Friedman's book “**The World is Flat.**” does an impressive job of arguing implicitly that globalization is a consequence of congruity of multiple factors and is inevitable. It is very tempting to subscribe to Friedman's thesis and accept that the Northern Tier better get with the global program and either go global or wither away. TINA – There Is No Alternative.

A few thinkers and writers are building a counter argument – LOIS – Locally Owned, Import Substituted.

Barnes and Nobel in Duluth informed me that they received a book I have been anticipating. **Michael Shuman** takes issue with globalization in a 2006 book “**The Small-Mart Revolution: How Local Businesses are Beating the Global Competition.**” I am anticipating a thought provoking read. Dr. **Anna Haines**, UW Extension Specialist at Stevens Point, described and recommended the book. She said economic developers will not be comforted by what Shuman has to say about economic developers. That got my attention! Should I have purchased the book from **Chequamegon Books** in Washburn?

Dang!

Another Ashland business has a huge “GOING OUT OF BUSINESS” sign. The problem isn't likely local competition; but it is pretty hard to discount the competition from the local Walmart.

Dang!

When a perfectly comfortable chair can be purchased for \$99.99, why spend \$299.99 to keep business local?

Dang!

The Anti-Globalization Movement is described in a long Wikipedia [article](#), peppered with point/counter-point, that illuminates the controversy. Banner flags preceding the article highlight that the article is a “current event” and that the neutrality or factuality may be compromised with “weasel words.” Eschewing the “ANTI-” label, some of the passionate partisans prefer to be labeled as advocates for a “Global Justice Movement.” Their targets of criticism are institutions of global trade such as the **World Trade Organization**, claiming the WTO and it's counterparts like the **World Bank** are fundamentally agents of corporate hegemony.

Last night at **Pie & Politics**, agricultural economist and author Dr. **John Ikerd** urged a large audience (not the choir but “his disciples”) with near missionary zeal and a southern preacher's passion, to return to common sense in our applications of capitalism.

Common sense seems to say that there is a fertile middle ground between TINA and LOIS.

LIGHTER SIDE:

from : Science Jokes – Anil Sachdev

A specialist knows more and more about less and less until eventually he knows everything about nothing.

A generalist know less and less about more and more until eventually he knows nothing about everything.

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.