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“Any fool can criticize, condemn, and complain--and most fools do.”

-Dale Carnegie-

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>
Bioneers	Oct. 19-21	All Day	San Mateo, CA
Making a Great Lake Superior Conference	Oct. 29, 30, 31	All Day	Duluth Convention Center
Integrated Energy Communities	Nov. 1st	2:00-4:00 PM	Northland College
Successful Young Entrepreneurs	Nov. 1st	4:45-7:00 PM	Northland College
Northland Bioneers	Nov. 2-4	All Day	Minneapolis
Inventors and Entrepreneur's Club	Nov. 8	5:30 pm	TBA
BCEDC Board Meeting	Nov. 12 th	10:00 am	Washburn Library
Wisconsin Early Stage Symposium	Nov. 14-15	All Day	Madison
BCEDC Board Meeting	Dec. 10 th	10:00 am	TBA

INVENTING SOLUTIONS – To What?

Las Vegas Kitchen Show is a Crock

Everything you positively do not need.

- A sink that disappears into a bar top. When space is at a premium in your multi-million dollar home, viva the multi-function wet-dry bar.
- A faucet with a plastic panel that changes color as the temperature increases. Blue when cold and red when hot. Nice. And clever. What happened to testing temperature with the

tip of the pinky finger? Well, I suppose, a visual indicator will facilitate multi-tasking in the kitchen. Those 13-17 seconds saved could make a real difference on a busy morning.

- Motor driven drawers. Hands full? I still like the dance of nudging drawers with knees, hips and elbows.
- LED lighting that rotates through hundreds of colors. Well, OK! LED lighting has to start somewhere. Just the right mood could motivate. Motivate what? I won't go there.
- A range hood that adjusts automatically. Reaching to turn a knob or push a button might fatally interrupt a delicate dance of culinary caprice.

HGTV has become something of a staple around our house. Patti seems endlessly fascinated by the latest design toys while I find myself increasingly irritated by the cleverness that hides hype to whet the edges of consumer demand. Patti agreed the designers, script writers and producers have a different array of noodles between their ears. A segment described a shower “experience.” Lights, music, control panel, dancing waters – no 3 X 3 stall, this is a room with a view – starting at \$10,000, the “experience” goes up from there.

Whatever happened to the luxury tax? Perhaps a few folks with too much money persuaded congress that economist **Thorstein Veblen** was right and prices for Rolls Royce motor coaches could spin totally out of control.

One quick reference hyped “Environmentally friendly MDF?” Sounded good, but I have to wonder if this is another Orwellian newspeak or a breakthrough process that really is an innovative solution. High temperatures and pressures could eliminate the need for petro-sourced glue by converting the natural lignin in wood fiber to an adhesive. If somebody figured that out they should be rewarded with a Rolls Royce; or something nice to drive, maybe a Camry hybrid with leather seats.

Viva Las Vegas – the icon of neo-everything and nolo-sustainability. Maybe the new casino replacing the imploded Sands will be LEED certified. This *is* a city of dreams.

Necessity is said to be the mother of invention. But what is an inventor to do when our basic needs have been mainly filled. Well, just find a few well-healed folks who “need” a waterfall faucet for their lapis lazuli sink, mix with one go-go generation designer with spiked hair, and, ah ha, profit. Or, at least a pile of publicity.

A better possibility for our creative class inventors and entrepreneurs may be to make a difference at another location or another level. If basic human needs are filled for the affluent in Manhattan, there is still opportunity to meet basic needs of the financially challenged in rural Arkansas or Alabama. Funding? That luxury tax from a decade ago just disappeared without fanfare. Entirely too progressive! If human needs are technically met locally there are, globally, pockets of poverty in which throwing money won't generate solutions and creative political solutions are probably what is really needed. Paradigm shifts are needed to enable inventions and innovations that are outside the thinking that boxes in opportunity.

Change is opportunity.

Global Climate Changes may have been accelerating. A [recent report](#) stated that atmospheric Carbon dioxide has already reached levels projected to be a decade away. Time to respond may have run out.

Regulation, it is loudly proclaimed by the Bush administration, will hurt the economy. Senators **John Warner** (R-VA) and **Barbara Boxer** (D-CA) shook hands across the aisle and jointly proclaimed that regulation is essential – saying time has run out for dealing with climate change. Regulation will, I firmly believe, create a need for inventions to solve the problem of global warming. Imagine the impact of replacing every steel car body, plus selected frame and engine parts with carbon fiber. Create a longer lasting, more efficient car *and* a carbon sink. Carbon fiber could, I suppose create a pretty sexy bar sink too. I can't help but believe that if government turns the screws with regulation, commerce and industry, with willing and enthusiastic help from the spiked-hair community, will respond with inventive solutions. We can probably spare ourselves the lapis lazuli sinks until the atmosphere is a bit more normal.

LIGHTER SIDE:

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

A difference between humor and odor is that humor is a shift of wit.

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