

TGIF Taking Great Ideas Forward

Improving Northern Capital - Sustainable Development in the Northern Tier

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“Bad companies are destroyed by crisis, Good companies survive them, Great companies are improved by them.”

-Andrew Grove-

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>
Biodiesel Study Group	Mondays (all)	7:00-8:30 PM	Washburn Library
BCEDC Board Meeting	Jan. 14 th	10:00 AM -noon	Washburn Library
Conservation Lobby Day	Jan. 30 th	9:00 am & On	Madison
National Entrepreneurship Week Feb 23 – Mar 1			
Superior Days	Feb. 26-27	All Day	Madison
Great Lakes Day	Feb. 28 th	All Day	Washington DC
Fusion 2008	March 5-6	All Day	Madison, Fluno Center
Sustainable Business Conference	April 24-25	All Day	Ashland
Business Development Conference	May 7 & 8	All Day	Cable, Lakewoods
Green By Design Conference	June 12-13	All Day	Washington DC area
Northwest Wisconsin Lakes Conference	June 19 & 20	All Day	Cable, Telemark

Blind Innovation

Companies like **Intel** have become such a firm part of our view of American manufacturing that we often take for granted the enormous innovative machinery they have spawned. Intel co-founder **Gordon Moore** is well known for **Moore's Law** which states that computer power will

double about every two years while cost remains stable. Almost every step in the evolution of digital electronics is linked to Moore's Law; innovation in consumer electronics is huge but the direction and intensity have rarely been obvious.

My hindsight-view of the vision of these innovators never ceases to amaze.

Intel has built an empire on the shoulders of its founder and the vision embedded in Moore's Law. But that vision can't be crystal clear, fully formed and without risk.

Paul Otellini, Intel CEO, commented at the **Consumer Electronic Show** in Las Vegas: "Our business model is one of very high risk. We dig a very big hole in the ground, spend three billion dollars to build a factory in it, which takes three years, to produce technology we haven't invented yet, to run products we haven't designed yet, for markets which don't exist. We do that two or three times a year."

That is economic development!

Our economic development mantra is jobs, jobs, jobs. We want to measure every economic development effort in terms of how many new jobs are, or will be, added to statistical statements. Jobs depend on three things: customers, customers, customers. Customers and by simple extension, all economic developments, are the result of just three things: marketing, marketing, marketing.

Jobs will be different because customers and markets are different. Customers are demanding solutions to stabilize climate and reduce costs of transportation.

Michigan and Wisconsin share a legacy of heavy dependence on manufacturing as a foundation for their respective economies. Politicians with Presidential ambitions are waging a sham battle over who has a more realistic vision of what the future may be or become. Americans, it is said, still buy manufactured goods. Investment in technology and a few judicious tax breaks, politicians are saying, may make a difference that will keep America from playing second fiddle to Asia in manufacturing.

I wonder.

The American auto industry has been retrenching. It will be different and has been in the process of becoming different for close to three decades. Michigan workers are waiting. The big three automobile manufacturers have dug a big hole for themselves but it is hardly based on vision, innovation and meeting market demands. Toyota, Honda, and Nissan figured that out three decades ago.

Now [AFS Trinity Power Corporation](#) has taken a Saturn VUE and created an electric SUV they call an extreme hybrid. It provides a 40 mile round trip on a single overnight charge. A typical commuter trip is within this limit and could provide a ride with no gas needed.

Neat!

AFS will display its product at the Detroit Auto Show (actually the **North American International Auto Show**) that begins for the public on January 19th. AFS spokespeople claim that the [technology](#), which AFS has patented, could be purchased and be on the road in three years. Interestingly that is about the same time frame Intel anticipates for its new holes in the ground – in China.

This one isn't blind. A clear vision of a market in metropolitan statistical areas is clear.
Now if there were a quick-charge plug-in station in Superior or Ashland ...

LIGHTER SIDE:

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

Marine biologists like to see a friend or sea anemone.

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

[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.