

TGIF Taking Great Ideas Forward

Improving Northern Capital - Sustainable Development in the Northern Tier

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“Many ideas grow better when transplanted into another mind than in the one where they sprang up .”

-Oliver Wendell Holmes-

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>
The Biodiesel Study Group has completed its work.			
BCEDC Board Meeting	March 10 th	10:00 -Noon	Washburn Library
Herbster Smelt Fry	April 12th	3:00 – 7:30	Herbster's Historic Gymnasium
BCEDC Board Meeting	April 14th	10:00 – noon	Washburn Library
Biofuels Conference	April 16 & 17	All Day	UW – Stevens Point
Sustainable Business Conference	April 24-25	All Day	Ashland
Business Development Conference	May 7 & 8	All Day	Cable, Lakewoods
Digital Healthcare Conference	May 7 & 8	All Day	Madison
BCEDC Annual Meeting	May 12th	10:00 – noon	TBA
Manufacturing Advantage 2008	May 21	All Day	UW-Stout
Green By Design Conference	June 12-13	All Day	Washington DC area
Northwest Wisconsin Lakes Conference	June 19 & 20	All Day	Cable, Telemark

Low Serial Numbers

I've been looking with anticipation at eBooks for a few years. The notion of reducing the weight and volume of books I would like to have available for reading and reference is very appealing. A few years ago I just about jumped on purchasing the *Rocket eBook*. The Rocket seemed like it would wipe out college textbooks, reducing the overloaded backpacks as well as the back and pocketbook pains of college students. Checking with a few of my former colleagues at **Normandale College**, the feedback I received was basically, "What?" Apparently the textbook sales people were not even mentioning electronic publishing let alone a pending revolution with eBooks. So much for my intuition. At least my intuition worked to prevent a contribution to the electronic waste stream. I didn't buy a Rocket eBook and Rocket eBook is listed among discontinued models.

Whew!

The most appealing eBook to come along yet is, for me, the **Amazon Kindle**. Its half-dozen competitors will fight something of an uphill battle with the Kindle. The reach of Amazon is huge and competitors will be hard pressed to match the book-marketing prowess of this Internet market-savvy pioneer.

Sony has a competitive entry called the **Sony Reader PRS-500**. It shares a few important features with the Kindle, and Sony certainly has great strength in the media space that includes books. But, it would be a long-shot to believe that Sony can do for the eBook what it has done to take command of the high-definition DVD format with Blu-ray. One advantage Sony Reader has over Amazon Kindle is the way it can read native PDF files. Kindle requires a conversion trick to read PDF. I doubt that will be an advantage that will persuade me or many others to support Sony. But the rate of technology change probably means that serial numbers will say low while piles of electronic waste expand.

The Kindle and the Sony Reader share a screen technology called electronic paper and eInk. Unlike an LCD screen, the electronic paper has no back-lighting so reading is by reflected light, just like ink-imprinted paper. Consequently, these eBooks can be taken to the beach and read in bright sunlight. Like any paper-printed book, reading in low-light situations is more difficult. Page-size is a lot like paperback page-size.

The weight and feel of the Kindle is similar to a paperback book. Battery life seems good; offline reading can be supported for up to a week.

The great connection is the wireless connection. Using technology similar to that of the **Sprint** cell phone, the Kindle is linked to Amazon **without charge** and enables the user to download any of about 100,000 books for relatively low cost; New York Times best-sellers are \$9.99. In addition, Kindle users can subscribe to a few dozen or more major newspapers and news-magazines. An array of nearly 250 blogs can be received with hourly updates via RSS feeds.

But the information revolution coup-de-coup is the availability of Wikipedia. WOW!

Remember the days when checking an encyclopedia meant a trek to a library. The big two: **Britanica** and **Americana** were conspicuously shelved within sight of the circulation desk. Getting "up to date" information meant consulting annual supplements. The better libraries could purchase new editions frequently and lucky or well-connected patrons could obtain an

encyclopedia for their home by buying the outdated edition. With luck you could expect information outdated by no more than two to three years.

Contrast that with Wikipedia, in which articles are frequently updated within minutes of relevant current events. With Kindle you won't have to find a hot-spot to do the wireless trick with your laptop.

The Kindle was introduced in November and serial numbers are getting large enough that I am temptingly close to ponying up the \$399 and queuing up to await my place among the long list of anticipating purchasers of a future delivery batch.

Perhaps the power of Amazon will do something to jog the inertia of textbook publishers, their professor authors of content-bloated, price-prohibitive books, the faculty or faculty-committee market enforcement forces and the profit-centered college stores that claim to make their big money on hoodies and coffee mugs.

LIGHTER SIDE:

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

There was an older man, Bud, and his wife, Millie, who lived out in a rural area and didn't make it into town very often.

One day his wife obtained a copy of a ladies' magazine that touted the benefits of taking a milk bath. She decided that this was just what she needed to make her feel beautiful and sent her husband to a neighboring dairy farm to purchase the milk.

When he arrived, Bud told the dairy farmer that he wanted to purchase enough milk for his wife to take a milk bath.

The dairy farmer asked, "Do you want it pasteurized?"

"No," replied Bud, "just up to her neck will do just fine."

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 Chair

[Bayfield CountyLakes Forum](#), Board Secretary

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

[IDEA Consortium LLC](#), Owner

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

[Coalition for Eco-Industrial Development](#), (CEID) Acting President & CEO

[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.