

TGIF Taking Great Ideas Forward



Improving Northern Capital - Sustainable Development in the Northern Tier

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“If you cry ‘Forward!’ you must be sure to make clear the direction in which to go. Don’t you see that if you fail to do that and simply call out the word to a monk and a revolutionary, they will go in precisely opposite directions?.”

-Anton Chekov-

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>
Inventors & Entrepreneurs Club	June 5th	5:30 PM	Coffee Shop US 2 & 63
Introduction to Biodiesel Fuel	June 3-5	All Day	Madison Area Technical College
BCEDC Board Meeting	June 9th	10 AM – 12:00	Washburn Library
Green By Design Conference	June 12-13	All Day	Washington DC area
Northern Aquaculture Demonstration Facility Field Days	June 12–13	All Day	Red Cliff / Bayfield
Invention & Idea Show	June 13 & 14	All Day	Redwood Falls MN
Natural Step Seminar	June 19th	All Day	Appleton WI
Northwest Wisconsin Lakes Conference	June 19 & 20	All Day	Cable, Telemark
Inventors & Entrepreneurs Club	July 3rd	5:30 PM	Coffee Shop US 2 & 63
Lake Superior Day	July 20th	All Day	Everywhere in the Lake Superior Basin

\$4.12

During a 1400 mile auto trek early this week through Pennsylvania, New York, Connecticut and Massachusetts in a rented fuel-friendly **Kia**, I stopped with a near empty tank in the Hudson River Valley to fill up. \$4.12 per gallon was for the cheap stuff; premium was \$4.30 something.

Whew! We are headed, it seems, for a new era in personal and mass travel.

Katie Alvord, author of the book, "**Divorce Your Car! Ending the Love Affair with the Automobile**" has hit on a strategy that, although not immediately applicable for the majority of us, is well worthy of notice and thoughtful consideration. Katie is a journalist and is able to work from her Upper Peninsula Michigan home in her slippers, doing research with the Internet and conducting interviews with the phone; writing and sending manuscripts with digital communication tools to her editors. Talk of telecommuting has been around for better than a decade. Conspicuous applications have been successful and continue. A growing number of professors, for one example, are able to conduct their college classes with the Internet.

Doing away with face-to-face (aka f2f) meetings is not likely to be easy or functional in most circumstances. But *reducing* the number of f2f meetings will be a necessary future strategy. Knowing when f2f is really necessary may be one of our most important challenges. Eliminating one round-trip to work each week could reduce commuting-to-work fuel consumption by 20%. Managers and employees should pause and, together, reflect creatively on strategies to reduce the need to make the trek to a fixed workplace every work day.

Automobile travel is not the only mode of transportation impacted by high fuel prices. The airline corporations struggle for revenue while the cost of jet transportation fuel continues to rise and make profitability a challenge. Results range from potential multi-billion dollar mergers to a picayune "service fee" of \$15 for checked baggage. Relief for passengers, or airline managers or stockholders, is nowhere in sight. An airplane with an empty seat is rare. Over the horizon is potential jet fuel from bio-based feedstocks. With all stops removed (read massive funding), moving from research results to well-scaled production will be years away.

A Japanese entrepreneur has invented a "Solar Powered Bra" to charge a mobile phone or an iPod. ; [Reuters reported](#) an environmental clean-tech extreme makeover of a common garment that will certainly generate publicity for **Triumph International Japan Ltd**. But considering that undergarments are worn without any usual and customary solar exposure, the likelihood of generating power for anything other than the imagination is pretty near null. A more practical application could be pants and shirt with the solar collector embedded in the fabric – but Triumph International, a lingerie manufacturer, may be poorly positioned for a power technology breakthrough. [Flexible photovoltaic](#) cells can stimulate other imaginative applications. Solar flux is ubiquitous; variable in intensity but constantly present on a daily basis. In an energy challenged society, capturing more photons and potential profits will power imaginative solutions much better than a green bra.

A favorite bumper sticker hits a homerun, scores a touchdown and a executes a slam dunk:
"The answer rises every morning!"

LIGHTER SIDE:

As with most jokes the original author is unknown. Whoever you are; "Thanks!" Names, when added, are intended to tease the innocent. Thanks for this one to TGIF Reader, **Cary Wiik**.

Love it!

Su Wong marries Lee Wong. The next year, the Wongs have a new baby.
The nurse brings over a lovely, healthy, bouncy, but definitely Caucasian, baby boy.

'Congratulations,' says the nurse to the new parents.. 'Well Mr. Wong, what will you and Mrs. Wong name the baby?'

The puzzled father looks at his new baby boy and says, 'Well, two Wong's don't make a white, so I think we will name him...

Are you ready for this?

Sum Ting Wong

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

[Bayfield CountyLakes Forum](#), Board Secretary

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

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

[IDEA Consortium LLC](#), Owner

[Inland Sea Society](#), (ISS) Director

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

[Northwest Wisconsin Workforce Investment Board](#), (WIB) Member

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

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.