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**“Agencies are hardwired to keep doing things the same old way.”**

**-Amy Zegart-**

**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 14 <sup>th</sup>	10:00 – Noon	Washburn Library
<a href="#">Opening Reception for Science Symposium</a>	July 16 <sup>th</sup>	6 – 9 PM	UW-Stout
<a href="#">Science Symposium</a>	<b>July 17 – 18</b>	All Day	UW - Stout
<a href="#">Lake Superior Day</a>	<b>July 20<sup>th</sup></b>	All Day	<b>Everywhere! Especially in the Lake Superior Basin</b>
<a href="#">WIN Technology Conference</a>	August 7 <sup>th</sup>	8:00 am – 3:00 pm	WITC Ashland
<a href="#">Inventors &amp; Entrepreneurs Club</a>	<b>August 7<sup>th</sup></b>	5:30 PM	<b>Coffee Shop US 2 &amp; 63</b>
BCEDC Board Meeting	August 11 <sup>th</sup>	10:00 – Noon	Washburn Library
<a href="#">2008 Resource Rendezvous</a>	August 28	9:00 AM – 3:00 PM	Marshfield Clinic
Lake Superior Binational Forum	Sept 5-6	All Day Fri. 8-12 Sat.	Houghton, MI
<a href="#">Sustainable Communities &amp; Farms</a>	<b>Sept 11 &amp; 12</b>	All day	Oconomowoc, WI
<a href="#">Northshore In-line Half Marathon</a>	<b>Sept 13<sup>th</sup></b>	7:30 AM	Two Harbors to Duluth
<a href="#">Bioneers Conference 2008</a>	Oct. 17-19	All Day	San Rafael, California

## World Viewing

The world can be a very hard place to read. Going about our daily routines, we manage to take notice of what we need to notice. When something jars the routine we may struggle to make sense of it or we may just toss it off and go on with our lives. Sometimes circumstance defeats probing and questioning. That may be why I love some conversations and find myself frustrated by some meetings that never manage to generate a decent conversation. Getting the right people

in the room is a challenge. Creating a circumstance that moves an idea forward is a worthy challenge.

The ideas that will change the lens through which we look at our world are beginning to emerge. As we are influenced by these ideas new concepts and theories about the future shape of the world will begin to move from fuzzy to focused. Without a lens of just the right focal length and a careful touch on the focusing ring, bringing focus to a subject is elusive. Setting the camera on a tripod can also help; especially when the light is dim. A really bright idea makes a steady focus much easier.

One idea that I encountered recently is that organizations can be unbound from their status by asking questions that take participants outside their bubble. The key to such questions is often to focus on a time frame well beyond the immediate. American industry and contemporary corporations have been accused, with considerable justification, of focusing on the near term; quarterly profits from quick, often irresponsible, product development and shortened time to market. It is a real struggle to gain insights as to how this might change. The Divine Right, as **Marjorie Kelly** emphasized, of capital and its managers to maximize returns has generated a powerful framework for finance. With a troop of corporate apologists, CPAs and attorneys well versed in the lobbying arts, all lavishly supported by booming profits, ideas for a new future, and for the people who carry these ideas forward, face a steep slope.

Fortunately the landscape is changing and the slope is being retooled. Getting an idea to the hilltop is still a struggle. Big boulders and nasty patches of thorny bushes are still in the way of a direct route. The pioneer with an idea will brave the obstacles. At the hilltop, with a view from above the crowd, the idea may be seen with new perspectives and the importance of convincing others to help bring the idea to the summit may begin to take shape. Creating a tidy path with a strategy of bulldozing the boulders and cutting down the thickets, a strategy pursued by too many well meaning groups, is giving way to strategies that look for a meandering path that retains the stability of boulders and thickets while still advancing toward the top.

The route to the top along a meandering path may take longer but it is easier to pause occasionally, catch a breath, and look around for a perspective on where we have been and where we want to go. Autofocus, and the new imaging tool – *futurefocus* – will help bring clearer images of the choices we will leave for great, great grandchildren; pictures will help make the text and context of our world a bit easier to read.

## **LIGHTER SIDE:**

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

### **Future Thought**

"Where a calculator on the ENIAC is equipped with 18,000 vacuum tubes and weighs 30 tons, computers in the future may have only 1,000 vacuum tubes and perhaps weigh 1.5 tons."

- **Popular Mechanics**, March 1949

Take care and enjoy a great weekend!

/BRUCE

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

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

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

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*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.*