

# TGIF Taking Great Ideas Forward



Improving Northern Capital - Sustainable Development in the Northern Tier

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**“A brand for a company is like a reputation for a person. You earn reputation by trying to do hard things well.”**

**-Jeff Bezos-**

## 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>
<a href="#">E-Business Best Practices</a>	<b>Oct. 9<sup>th</sup></b>	8:30 AM - 5:00 PM	Madison
BCEDC Board Meeting	<b>October 13<sup>th</sup></b>	10:00 AM – Noon	TBA
<a href="#">Bioneers Conference 2008</a>	Oct. 17-19	All Day	San Rafael, California
<a href="#">Wisconsin Biotechnology and Medical Device Association</a>	<b>Oct. 22<sup>nd</sup></b>	All Day	Waukesha WI
<a href="#">SOLEC State of the Lakes Ecosystem Conference</a>	<b>Oct. 22-23</b>	All Day	Niagara Falls, ON
Inventors & Entrepreneurs Club	<b>Nov. 6<sup>th</sup></b>	5:30 – 8:00 PM	Cassablanca Coffee House Ashland (Hwy 2 & 63)
Lake Superior Binational Forum	<b>Nov. 7 &amp; 8</b>	All Day Fri. , 8-12 Sat.	Thunder Bay, ON
<a href="#">Synergy 2008</a>	<b>Nov. 11 &amp; 12</b>	All Day	UW River Falls
<a href="#">Northland Bioneers Conference</a>	<b>Nov. 14 - 16</b>	All Day	Twin Cities

## Green Jobs

An Energy Security Council (ESC) has been proposed that will be run by the next President of the United States and modeled after the National Security Council. The proposal of ESC is an offshoot of an effort to engage a committed cadre of youth as part of national and global efforts to combat poverty, global climate change and the energy crisis while creating a new strategy for economic development. The result is expected to include formation of approximately 600,000 new jobs.

The person behind this effort is **Van Jones**, a Yale Law graduate and national civil rights and human rights advocate, who works at the intersection of social justice and environmental values.

His vision is a green economy strong enough to lift millions out of poverty by tackling the urgent issues of climate stability.

Green economic development is an application of ecological economics. The principles of ecological economics were elaborated by **Herman Daley** and embraced a recognition that at the base of all economic activity are the fundamental processes that sustain natural ecosystems. These processes include a cascade of solar energy from primary producers, the green plants, through trophic levels of consumer organisms; herbivores, omnivores and carnivores. Material flows in nature include the cycles of carbon, nitrogen, sulfur, phosphorus and, of course, water. These cycles recognize the role of decomposer organisms that release sequestered atoms in protein, carbohydrate, lipids and nucleic acids (DNA & RNA).

Absent the continuing flows of these natural cycles and cascades, human life and our human economic systems could not exist. The human economy is the result, not the cause, of environmental stability. The natural environment is the cause, not the result, of the human economy. No strategy for economic development will change these basics.

Unfortunately by building a human economic system on the back of cheap petroleum and coal energy for the past 200 years, and expanding a human population beyond the Earth's carrying capacity, a minority of humans have now tampered with critical balance in the atmosphere that stabilized climate. The jobs that reverse the impact of our 200 year binge will be “green” only if we are successful.

## **LIGHTER SIDE:**

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

### **Don't send your wife to the hardware store.**

Charlie was fixing a door and found that he needed a new hinge, so he sent his wife Debbie to Home Depot.

At Home Depot, Debbie saw a beautiful Bathroom faucet while she was waiting for Walt, the manager, to finish waiting on a customer.

When Walt was finished, Debbie asked 'How much for that faucet?'

Walt replied, 'That's pewter and it costs \$300.'

'My goodness that sure is a lot of money!' Debbie exclaimed. Then she proceeded to describe the hinge that Charlie had sent her to buy, and Walt proceeds to the back room to find it.

From the back room Walt yelled, 'Debbie, you wanna screw for that hinge?'

Debbie replied, 'No, but I will for the faucet.'

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

[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.*