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**“Cleverness is serviceable for everything, sufficient for nothing.”**

**-Henri Frederic Amiel-**

**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="#">Inventors and Entrepreneur's Club</a>	Dec. 4 <sup>th</sup>	6:00 pm	Cassablanca Coffee House – Ashland Hwy 2 & 63
BCEDC Board Meeting	Dec. 8 <sup>th</sup>	10:00 am – Noon	Washburn Library
<a href="#">Inventors &amp; Entrepreneur's Club</a>	Jan. 8 <sup>th</sup>	6:00 pm	Cassablanca Coffee House – Ashland Hwy 2 & 63
<b>B CEDC Board Meeting</b>	<b>Jan. 12<sup>th</sup></b>	10:00 – noon	Washburn Library
<a href="#">Engineering Professional Development</a>	Jan. 21 – 22	All Day	Madison
<a href="#">Inventors &amp; Entrepreneur's Club</a>	<b>Feb. 5<sup>th</sup></b>	6:00 pm	Cassablanca Coffee House – Ashland Hwy 2 & 63
<b>BCEDC Board Meeting</b>	<b>Feb. 9<sup>th</sup></b>	10:00 – noon	Washburn Library
<a href="#">Great Lakes Days</a>	Feb. 23 – 25	All Day	Washington DC
<a href="#">Superior Days</a>	Feb. 24 – 25	All Day	Madison
<a href="#">Conservation Lobby Day</a>	<b>Feb. 25<sup>th</sup></b>	All Day	Madison

## Picky Wiki

I have been trying for months to get my arms around the notions embedded in **massively distributed collaboration**. What is difficult to sort out is who is too busy to deal with the possibilities; me or others? The answer seems to be “Yes!”

The global potential of this enormous tool staggers my mind. **Don Tapscott**, in his book *Wikinomics; How Mass Collaboration Changes Everything*, delivers a message that massively distributed collaboration is already shocking and changing how business and business development will be shaped going forward. Browsing through the stacks at **Borders** bookstore in Roseville, MN on Monday, I discovered Tapscott's latest offering, (with a sequential title to his

1996 *Growing Up Digital; The Rise of the Net Generation*) this with a 2009 copyright is called *Grown Up Digital: How the Net Generation is Changing Your World*.

Wikipedia is the phenomenon that has propelled the vision of the possible. About a quarter million contributors, kept to a few rules by a cadre of a few thousand referees, have produced over two million articles on topics too broad to characterize with a couplet. **Mitch Kapor**, founder of Lotus 123, is credited with first calling attention to the notion of massively distributed collaboration. His observation was a direct result of his involvement with Wikipedia.

It still never ceases to amaze me how often when I mention Wikipedia, I encounter a nose twitching response akin to dropping a strong silent giant in a public place; “Oh, Wikipedia can't be used as a reference for even a high school term paper,” or similar statements attempting to poison the well. Of course. Way back when I wrote a high school term paper, the encyclopedia Britannica was not allowed as a reference either. But did anyone object to picking up Britannica, Americana, Compton's or World Book and reading a topical article for an overview? No! Were references cited in Britannica banned as an entry point for additional research? No! I'm hard pressed to recall a list of footnotes, references or suggestions for further reading in Britannica that resembled the documentation and suggestions listed in many Wikipedia articles. (Just for a hoot, check out the footnotes in the Wikipedia [article](#) on **Brittany Spears**. Or, maybe you prefer an [article](#) on how a hydrogen bomb is believed to work. Biologists may prefer an [article](#) on **Frog Talk**.)

Of course, the Wiki is just one tool in the arsenal of Web 2.0 applications that is changing how we collaborate. There is still a lot of evolving to do before all of this collaborating takes on a distinctive shape. I am probably too enthusiastic and too quick to reference digital technology for communications. Every once in a while someone will stick a barb in my ear. I don't mean to imply that for every problem there is an electronic solution. But, sharing information, coordinating our efforts and communicating, communicating, communicating will make a difference.

Picking at problems at the periphery of new digital communication tools is both easy and an excuse to keep some distance. Writing is a tool for thinking and we all need to do more writing. Some might even suggest that; “For every solution there is an electronic problem.”

Hmmm?

## **LIGHTER SIDE:**

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

### **The Importance of Walking**

Walking can add minutes to your life. This enables you at 85 years old to spend an additional 5 months in a nursing home at \$7,000 per month.

I like long walks, especially when they are taken by people who annoy me.

We all get heavier as we get older, because there's a lot more information in our heads. That's my story and I'm sticking to it.

AND

I have to walk early in the morning, before my brain figures out what I'm doing.

Take care and enjoy a great weekend!

*/Bruce*

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*In addition Bruce maintains many affiliations including: [Bayfield County Economic Development Corporation](#), (BCEDC) Director, [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.*