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“Resist the urge to take the moderate course.”

-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	Dec. 8 th	10:00 am – Noon	Washburn Library
Sustainable Business Conference	Dec. 8 th	All Day	Verona, WI
Inventors & Entrepreneur's Club	Jan. 8 th	6:00 pm	Cassablanca Coffee House – Ashland Hwy 2 & 63
B CEDC Board Meeting	Jan. 12 th	10:00 – noon	Washburn Library
Engineering Professional Development	Jan. 21 – 22	All Day	Madison
Inventors & Entrepreneur's Club	Feb. 5 th	6:00 pm	Cassablanca Coffee House – Ashland Hwy 2 & 63
BCEDC Board Meeting	Feb. 9 th	10:00 – noon	Washburn Library
Great Lakes Days	Feb. 23 – 25	All Day	Washington DC
Superior Days	Feb. 24 – 25	All Day	Madison
Conservation Lobby Day	Feb. 25 th	All Day	Madison

Clean Coal Myth - II

A TGIF Reader challenged my essay, “*The Myth of Clean Coal*,” last week with a question about how much was being expended by the **anti**-clean coal effort. I didn't have an immediate or adequate answer and just yesterday I found something that will help. What caught my eye was a new ad on CNN. Grabbing my attention in the middle of the ad with mention of “clean coal,” my first thought was that the ad is just another, newer hype-fest from the clean coal folks. What it turned out to be was a lampoon from an anti-clean coal group. A quick search revealed the formation, announced just yesterday, of the **Reality Coalition** that is funded by the [Alliance for Climate Protection](#), the [League of Conservation Voters](#), the [National Wildlife Federation](#), the [Natural Resources Defense Council](#) and the [Sierra Club](#). Through the Reality Coalition, these organizations will enlarge and finance the message; “*there is no such thing as clean coal.*”

A press release stated that the Reality Coalition will launch a multi-million dollar ad campaign running in print, broadcast and online media. A Web site, www.ThisIsReality.org will implement a strategy for message support. The Web site urges visitors to: *Join our Reality Corps and help make sure misleading articles and false statements about coal don't go unanswered.* The ad agency involved is **Crispin Porter + Bogusky** of Boulder, Colorado. This is the same agency that masterminded the anti-tobacco campaign. It will take time for figures to trickle out, but it will be interesting to compare the Crispin Porter budget with the \$50 million campaign by **R & R Partners** to support clean coal.

The Reality Coalition Web site has button in the lower left corner that will deliver a page of statements with attribution to sources. The last entry is worth a highlight; *“Without the price on greenhouse gas emissions that is delivered by cap-and-trade mechanisms, CO₂ capture and storage will remain a daydream.”* This from **Jeroen van der Veer**, CEO of **Royal Dutch Shell**.

Clean coal claims have been largely unanswered in the popular press. NBC New anchor **Brian Williams** introduced a three minute story in October on coal saying clean coal is an “oxymoron.” The [full clip](#) includes useful illustration of how carbon sequestration might be done and a statement by **Andreas Kraemer** of the **Ecologic Institute of Germany**; “Burning the coal and not applying carbon capture and storage is a crime against the climate.” Germany, the story explains, is actively experimenting with carbon sequestration. Similar efforts in the U.S. have been dropped.

Lines for battle are now drawn. Clean coal is a myth but coal-fired power plants are not going away anytime soon. Our civilization, like it or not, demands power and profitable parties with strongly vested interests will pursue coal. Against these interests, the tragic trajectory of atmospheric CO₂ is high, rising and threatening life-supporting ecosystems with climate instability. Attenuating the trajectory is essential and will require new approaches to how we use energy and the types of energy we use. Change will be, to grossly understate, difficult and resource intense. With dimming natural and non-renewable resources, we need a bright light shining on every possible solution that matches energy needs with climate responsibility. The debate should be joined by enlightened public participation. A well funded voice is now ready to counter messages from the [American Coalition for Clean Coal Electricity](#). The tragedy is, perhaps, that waging a multi-million dollar media battle won't get us any closer to a solution.

LIGHTER SIDE:

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

Lost and Endangered

A hiker became lost and ends up spending the next three days wandering around in the woods looking for food. Finally, he spots a bald eagle perched on a ledge, hits it with a big rock, and begins eating the bird raw.

A park ranger stumbles onto the scene, finds the hiker eating the bird, and arrests him for killing an endangered species.

In court the hiker explains that he was on the edge of starvation and had no choice.

“Considering the circumstances, I find you not guilty,” says the judge. “But I have to ask - what did the bald eagle taste like?”

“Well, your honor,” the hiker says, “it tasted like a cross between a whooping crane and a spotted owl.”

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 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.