

TGIF Taking Great Ideas Forward



Improving Northern Capital - Sustainable Development in the Northern Tier

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“Be kind whenever possible. It is always possible.”

-Dalai Lama-

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>
B CEDC Board Meetings are now the first Tuesday of each month and will begin at 9:30 AM. Locations will vary but most meetings are at the Washburn Library. The January meeting was last Tuesday, January 6th. Check the BCEDC Web site for more information about BCEDC.			
Library Open House	Jan. 16 th	5:00 – 8:30 PM	South Shore School – Port Wing
Green Building Conference	Jan 19-24 th	Schedule by day	Ashland
Engineering Professional Development	Jan. 21 – 22	All Day	Madison
Alternative Transportation Seminar	Jan. 28 th	11:30 – 12:30	Northland College Alvord Theatre
Lake Superior Binational Forum	Jan. 30-31	All Day	Superior, WI
Lake Superior Binational Forum Public Input Session	Jan 30th	1:00 – 5:00 PM	Barkers Island Inn Superior
Inventors & Entrepreneur's Club	Feb. 5 th	6:00 pm	Cassablanca Coffee House – Ashland Hwy 2 & 63
Living Green Conference	Feb. 7 th	12:00 – 4:30 PM	Lake Superior College, Duluth
BCEDC Board Meeting	Feb. 3 rd	9:30 – noon	Washburn Library
Focus on Midwest Energy	Feb. 23 rd	8:00am-1:00pm	Madison's Monona Terrace
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
Building Green Conference	Feb. 26th	8:00am-5:30pm	Duluth
Leadership from the Bottom Up	Feb. 27, 28, 29	Times vary	Three different locations
Business Development Conference	May 6 & 7	All Day	Cable, Lakewoods Resort and Conference Center

Miracle on the Hudson

Wow!

It was impossible for me to turn off the TV, hard to stay away from the news yesterday evening, from the stories of heroism and bravery that captured nearly everyone's attention following the "splash landing" of the Airbus A320 on New York City's Hudson River. The "Miracle on the Hudson," as New York Governor **David Paterson** described it, happened because a lot of people were ready and made remarkable choices.

My toughest choice this morning was to decide whether to write about the extreme cold weather here in Herbster or to write about the huge heroism displayed in New York. Cold weather will come again to Herbster. The story of this incredible event demands my thoughts this morning. The "miracle" was a composite action of many people prepared for an event they could never have anticipated in detail. Most well deserved attention goes to the captain of the plane that miraculously didn't crash but landed safely on the River in New York.

"Wow! And thank the Lord and thank the pilot. I can't believe he somehow managed to land that plane safely," said passenger **Alberto Panero**. "It's just incredible that everyone's alive." Panero, a senior medical student at New York University, was on his way to Charlotte, North Carolina to interview for a residency. He contributed by applying a tourniquet to the bleeding femoral artery of another passenger.

Mayor **Michael Bloomberg** was also full of praise for the veteran pilot, **Chelsey B. "Sully" Sullenberger III**, who ditched the US Airways jet in a busy waterway and probably avoided killing hundreds of passengers, residents and workers in an area dense with millions of people and hundreds of buildings. That this outstanding individual was able to guide a plane, passengers and crew to safety may be one of the most outstanding stories of this year. 155 people aboard US Airways Flight 1549 survived. Many walked away, some never even got wet. The worst of the injuries is reported to be a passenger with two broken legs. Bloomberg was quick to recognize the broad and comprehensive preparation and training that made this event turn out so well.

Learning through analysis of every air incident is routine. A team of 20 National Transportation Safety Board investigators will descend on the Hudson River scene to determine the cause of the incident, but a spokesman for the National Traffic Controllers said the pilot reported a "double bird strike" that apparently took out both engines of the Airbus A320. A 12-lb Canada goose struck by a 150-mph aircraft at lift-off generates the force of a 1,000-lb weight dropped from a height of 10 feet, according to the Bird Strike Committee – USA.

BSC-USA meets annually and participants include a host of individuals representing organizations with names beginning with "air": Aircraft Owners and Pilot Association, Aircraft and Aircraft Engine Manufacturers, Air Line Pilots Association, American Association of Airport Executives, Airports Council International-NA, Airport management and operations personnel, Air Transport Association are listed among a long list of organizations. The list alone speaks volumes about the levels and depths of preparation for just bird strikes.

The current chair of the Bird Strike Committee is **John Ostrom** of the Minneapolis-St. Paul International Airport. The Committee was, [according to the BSC Web site](#), "formed in 1991 to

facilitate the exchange of information, promote the collection and analysis of accurate wildlife strike data, promote the development of new technologies for reducing wildlife hazards, promote professionalism in wildlife management programs on airports through training and advocacy of high standards of conduct for airport biologists and bird patrol personnel, and be a liaison to similar organizations in other countries.” MSP runways 12/30, particularly 12R/30L bring aircraft over wetlands with significant bird habitat.

Dealing with bird strikes is just one of myriad preparations that saved lives yesterday. Within minutes of the plane landing on the river, passenger and tug boats converged on the scene to rescue passengers. Helicopters arrived for rescue. One boat captain interviewed on CNN remarked that she and her crew train monthly for potential disaster responses. Flight attendants took charge and shouted orders to calm passengers and guide an orderly evacuation of the plane. The captain walked the aisle twice to make sure everyone was safely out of the plane before he left the sinking craft.

Pilot Sullenberger had formed a company, **Safety Reliability Methods, Inc**, to take the lessons learned from the airline industry's remarkable safety record and apply those lessons across a broad spectrum of global enterprises. It is hard to imagine anyone else to be a better spokesperson for creating “miracles” through anticipatory thinking.

Wow!

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 Kindness of a Business Tycoon

One afternoon, a wealthy Business Tycoon was riding in the back of his limousine when he saw two men eating grass by the road side. He ordered his driver to stop and he got out to investigate.

"Why are you eating grass?" he asked one man.

"We don't have any money for food." the poor man replied.

"Oh, come along with me then."

"But sir, I have a wife with two children!"

"Bring them along! And you, come with us too!", he said to the other man.

"But sir, I have a wife and two children!" the second man answered.

"Bring them as well!" the wealthy Business Tycoon said.

They all climbed into the limo and once underway, one of the poor fellows says, "Sir, you are too kind. Thank you for taking all of us with you."

The Business Tycoon replied, "My pleasure, the grass in my back yard is about two feet tall."

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.