

STEAM

The monthly newsletter of the Green Lake County Sustainability Team*

For April 2010

***GLC STEAM meets the first Tuesday of every month from 2-3pm in the demo room of the County Courthouse in Green Lake. The meeting is an open discussion of current projects, ideas for the future, and a sharing of advice and lessons learned.**

Next meeting is Tuesday, May 4 and is open to all. Please come and contribute!

#1

["The fonts, they are a-changin'."](#) The Racquet, April 22.

In an attempt to lower the ever-rising expenses of running a college campus, Student Senate recently passed a resolution calling for a change in the default font setting on campus computers. The resolution, the brainchild of Senators Andy Schauer and Kyle Dill, came about after they heard of a study done at UW-Green Bay and read an article on yahoo.com about ways to save money on printing costs...

["Here's a legal way to print money: change the font,"](#) Associated Press, April 6.

Here's a way you might save \$20 this year: Change the font in the documents you print. Because different fonts require different amounts of ink to print, you could be buying new printer cartridges less often if you wrote in, say, Century Gothic rather than Arial. Schools and businesses could save thousands of dollars with font changes. Data on the subject from Printer.com, a Dutch company that evaluates printer attributes, persuaded the University of Wisconsin-Green Bay to make a switch. Diane Blohowiak, coordinator of information-technology user support, has asked faculty and staff to use Century Gothic for all printed documents. The school also plans to change its e-mail system so it uses Century Gothic...

["Changing font to save ink,"](#) National Public Radio, April 6.

A Wisconsin university has found a new way to cut costs with e-mail — by changing the font. The University of Wisconsin, Green Bay has switched the default font on its e-mail system from Arial to Century Gothic. The university says the change sounds minor, but it will save money on printer ink when students print out e-mails in the new font...

Download site for EcoFont

<http://www.ecofont.com/en/products/green/font/download-the-ink-saving-font.html>

#2

US to fund energy work in area communities; Energy projects / By: John Laidler -- The Boston Globe -- April 1, 2010

A recent award of federal stimulus money is helping to pave the way for a flurry of initiatives by area communities to reduce their energy costs and carbon footprints.

To read more, follow this link:

http://www.boston.com/news/local/massachusetts/articles/2010/04/01/us_to_fund_energy_projects_in_area_communities/

#3

Virent Energy Systems is showing what's possible when good ideas developed in universities are commercialized. A lesson for the Milwaukee region? / By: David Haynes -- Milwaukee Journal Sentinel -- March 31, 2010

Virent Energy Systems in Madison is continuing to develop a new generation of biofuels through its [collaboration](#) with Shell Oil. The company said last week that it had opened its first biogasoline plant to make gasoline from plant sugars.

The important research conducted at Virent holds promise for a cleaner, cheaper fuel source for American [drivers](#) and is a major economic development opportunity for Wisconsin.

The gasoline produced by Virent has a higher energy content than ethanol, the Journal Sentinel's Thomas Content reports, and it will likely cut carbon dioxide emissions by half when compared with conventional gasoline.

But we think the Virent story is also a good example of how universities, in collaboration with business, can build better mousetraps. Virent was formed in 2002 to commercialize ideas developed at the University of Wisconsin-[Madison](#) -- one of dozens of companies that have spun out of the university in recent years.

Randy Cortright, founder and chief [technology](#) officer at Virent, has won national awards for the process that he and fellow scientist James Dumesic developed at the UW-Madison chemical engineering department. Virent employs about 80 people.

Virent's new plant is part of a two-year partnership with Shell. Shell is plowing money into many other alternative [technologies](#) and companies. There are no guarantees that Virent's technologies will win the day. As a Shell executive correctly noted, competitiveness and cost will determine the winner.

But the Virent story shows what's possible when lab smarts of the university are blended with the financial savvy of business. There is a lesson here for the [Milwaukee](#) region as it works to develop a more nimble and robust economy.

#4

UW-P puts focus on green energy, entrepreneurship: Award winning young entrepreneurs try to inspire students to start a business. By Craig D. Reber, TH Staff Writer

PLATTEVILLE, Wis. -- When Robert F. Kennedy Jr. visited the University of Wisconsin-Platteville campus last week, he praised the university's investment in green energy. Starting this fall, UW-P plans to offer a four-year degree in renewable and sustainable energy.

The university also is putting an emphasis on entrepreneurship. "... I'm hoping that some of our bright young engineers or agriculturalists or others will go out there and start businesses and do some really interesting stuff," said UW-P interim provost Duane Ford.

UW-P received a booster shot of sorts when the Extreme Entrepreneurship Tour visited this week. The tour is run by three award winning young entrepreneurs -- Sheena Lindahl, Michael Simmons and Arel Moodie -- all in their mid- to late-20s. The goal of the tour is to have college students around the nation graduate with an entrepreneurial mindset.

"I think there's huge hope for this country," Simmons said, pointing out he's had the opportunity to encounter many young entrepreneurs who have created multimillion-dollar businesses. "I think with the opportunities that technology have given us, it has really made it possible for people to start businesses for very low costs."

The tour has trekked cross country, from Maine to California -- meeting young people.

"What I walk away from it is, anyone can do it," said Simmons, 28. "My personal belief is you have to be willing to work hard enough, and over time, every challenge, keep on going. Most people aren't willing to do it, but I think anybody can do it -- if they have the right inspiration. It's not about waiting for an idea, it's about looking at problems and seeing opportunities."

Despite the tough economic climate, Simmons said, there are opportunities available for would-be entrepreneurs.

"More than half the companies on the 2009 Fortune 500 list were launched during a recession or bear market," he said. "Technology and globalization have made it very inexpensive to start a business. "Now is the best time that there has ever been to become your own boss."

#5

["UW-L uses pedal power to fuel concert, awareness,"](#) La Crosse Tribune, April 2.

By KJ LANG | klang@lacrossetribune.com | Posted: Friday, April 2, 2010 12:00 am |

What do you get when you put 12 people on stationary bikes and make them pedal? If you hook them up right, you have power for a rock band.

At the Concordia Ballroom Thursday night, the sound and lights for the Shoeless Revolution were powered by people.

#6

New Report on Environmental Justice & the Green Economy

Can the climate be stabilized without a fundamental transformation of the global economy? Can we go green while billions go hungry? Can the environment be made healthy for those who can afford it, while people of color and the poor continue to live in degraded conditions? A group of US environmental justice leaders say "no" to all of the above. In a newly released report, these leaders advance a vision in which sustainability and justice - "justainability" - must be simultaneous results; that one simply cannot happen without the other.

Download Environmental Justice and the Green Economy: A Vision Statement and Case Studies for Just and Sustainable Solutions in English and Spanish at www.weact.org

This report describes a shared vision for a just and sustainable economy, and highlights grassroots environmental justice successes that are leading the way.

The publication includes case studies from low income communities and communities of color in Los Angeles, Navajo Nation, Harlan County Kentucky, Miami, Chicago, San Diego, New York, and Richmond, CA. The report concludes with 3 broad categories of recommendations for policy makers to support work that:

1. Strives for full democratic participation.
2. Builds capacity for a truly sustainable infrastructure and green economy.
3. Creates and shares "green" wealth.

This publication is a resource for organizing, leadership development, policy-making, research, and public education efforts. Please help publicize this report to all who are striving towards a "justainable" future.

#7

Military to save \$1.6B going green; Conservation projects benefit national security, troop safety / By Brian Winter -- USA TODAY -- April 12, 2010

It's not just the troops' uniforms that are green: The U.S. military says its investments to conserve energy and water are beginning to pay off, with benefits for cost, national security and troop safety.

To read more, follow this link:

http://www.usatoday.com/printedition/news/20100412/1amilitarygreen12_st.art.htm

#8

SPECIAL ISSUE: GREEN LIVING; THE RECYCLIST;

Small steps toward less waste, more recycling / By Rene Lynch -- Los Angeles Times -- April 10, 2010

I really admire the gung-ho green types. The ones who install a solar roof. Or rip up the front lawn and plant cactus. Or refuse to order takeout because of the plastic containers. And by "admire" I mean "I admire you but I'm never going to do that in a million years."

To read more, follow this link:

<http://www.stltoday.com/stltoday/lifestyle/stories.nsf/livegreen/story/3E3454921117C7168625770E0004D9AB?OpenDocument>

#9

It isn't always easy to get green building costs appraised correctly when getting a home appraisal for a bank loan. / By Alexandra Marks -- The Christian Science Monitor -- April 7, 2010

Building green is one of the few phenomena firing up the nation's slumped residential real estate market. In large part, that consumer demand is fueled by the fact that a green home can save as much as 30 to 60 percent over a conventional house to heat and cool.

To read more, follow this link:

<http://www.csmonitor.com/Environment/2010/0407/Green-building-costs-not-always-included-in-home-appraisal>

#10

["Going green benefits UWSP,"](#) Stevens Point Journal, April 20.

A university's sustainability is becoming an increasingly important factor in a student's college choice. The University of Wisconsin-Stevens Point is happy to hear that. On Tuesday, UWSP was named to the Princeton Review's Guide to 286 Green Colleges, a guide for high school students and their parents in response to the rising interest in environmentally conscious universities. The guide was created with the U.S. Green Building Council...

#11

["UW-Madison teams receive \\$100,000 for innovative inventions in annual Climate Leadership Challenge,"](#) Badger Herald, April 22.

The world will be a little greener thanks to the winners of the University of Wisconsin 2010 Climate Leadership Challenge who were chosen earlier this week. The four winning teams, composed entirely of UW students, had \$100,000 distributed among them for

their efforts. The highest scoring team, which created a power source for developing countries, took home \$50,000 from the pot...

#12

["Expert: Build on existing systems to create green jobs,"](#) Herald-Times Reporter, April 26.

Getting high-quality green jobs for workers in Wisconsin doesn't have to mean creating a rush of new programs, according to green economy and jobs expert Sarah White...White, a senior associate at the Center on Wisconsin Strategy policy center, talked about the need for training centers, industries and businesses to map out regionally what skills future jobs will require, and how to get people trained — for all types of jobs, not just green ones, she said...She talked about the importance of the technical college system for training workers of all ages. According to a COWS report, Wisconsin's Department of Workforce Development projected that 77 percent of Wisconsin jobs available between 2004 and 2014 would not require a four-year degree...

#13

'Green' business is picking up; large companies like Wal-Mart see economic value / By Dan Sewell, Associated Press -- The Boston Globe -- April 25, 2010

Going green has become good business. Just look at store shelves: Sales of "green" products, such as organic foods and natural personal care items, have jumped 15 percent since 2006, according to research firm Mintel International.

To read more, follow this link:

http://www.boston.com/lifestyle/green/articles/2010/04/25/green_business_is_picking_up/

#14

Tokyo's goal: Be the greenest; City gets very serious about recycling, emissions, plant life and solar power / By Marla Dickerson -- Los Angeles Times -- April 23, 2010

On a man-made island in Tokyo Bay, garbage is getting a makeover. Tons of waste are trucked here daily to a large industrial building. What can't be recycled is burned and

filtered for toxins. The ash is turned into building material, and the heat is converted into electricity -- enough to power 55,000 homes.

To read more, follow this link:

<http://articles.latimes.com/2010/apr/23/business/la-fi-green-tokyo-20100423>

#15

Earth Day: Five driving tips that could save you gas money and help the environment; follow these five Earth Day driving tips and you could save up to 20 percent of the fuel you normally use and help reverse US dependence on oil. / By Steve Yetiv -- The Christian Science Monitor -- April 22, 2010

Americans are bombarded daily with different approaches for lessening US oil dependence, ranging from the use of methanol or switch grass for biofuel to adopting various kinds of electric and hybrid vehicles.

To read more, follow this link:

<http://www.csmonitor.com/Commentary/Opinion/2010/0422/Earth-Day-Five-driving-tips-that-could-save-you-gas-money-and-help-the-environment>

#16

Green Economy Is Not Yet Made in U.S.A., By [LOUIS UCHITELLE](#), Published: April 19, 2010

MANUFACTURING, long in decline in the United States, might rise again if the green economy were 100 percent homemade. But that big "if" is not what's happening and seems unlikely. Rather than "made in America," much of the green manufacturing to date is "assembled in America" from parts made overseas.

To read more, follow this link:

<http://www.nytimes.com/2010/04/22/business/energy-environment/22PLANT.html>