

I Got "Crop-Dusted"...



So this morning I was heading out to my car to head to work when low-and-behold a helicopter swoops briskly over head... at first thought I figured I was being abducted for some secret mission, but that was not to be... as I looked up particulate drops of pesticide accumulated on my glasses and skin. I proceeded to head to the office spraying my windshield multiple times to get the thin film of chemical removed so I could see the traffic in front of me.

Once I got to work I meet with a group of co-workers to head to Goodwill Industries of Central Indiana in Indianapolis to visit their retail operations. As we piled into three separate cars (because we had three separate agendas and needed separate transportation) I turned on the radio to my favorite NPR station.

While driving down a congested highway I had the luxury of listening to a report on the BP oil spill in the Gulf of Mexico. As I pondered the broadcast I realized that this spill began like a month ago and is still dumping potentially millions of barrels of oil into the Gulf with no foreseeable solution to stop this gushing of "Black Gold"!

Shortly after the radio broadcast faded do to a lack of signal I drove passed a small farm growing various crops whose facilities were

powered by 4 wind powered turbines. I didn't get the chance to stop and ask any in depth questions about the farms operations, but this entire chain of events lead down a very interesting thought process...

I just completed Matt Tueth's book, "The Fundamentals of Sustainable Business" the night before. In chapter 7 he talks about this Utopic society where harsh chemicals containing toxins no longer exist, mass transportation is more convenient then personal automobile commuting and when personal automotive commuting is necessary it actually produces energy for buildings and nutrients for the planet. Similarly, in this Utopic future our entire society is powered by 100% renewable energy, thus eliminating the need to live on foreign oil and risk our natural environment for the sake of energy generation.

Until this future is our present we need to work together towards a dream of eco-effectiveness, designing our every step to intentionally build an organization that moves in a direction helping to build a sustainable world.