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For Cape Cod Wind Project, Local Jobs and Greater Entrepreneurial Impact Trump Scenic Concerns

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I read with interest today these two takes on the developments going on at Cape Cod with regard to the Cape Wind project. If you're not familiar, you've got a wind farm developer on one side that the Obama administration has green-lighted to be the first offshore wind project in American waters. And on the other side, you have local tourism concerns (Martha's Vineyard and Nantucket) worried that the product being developed – wind turbines – will obstruct their classic shoreline views that help draw people to the area.

I understand the concerns of the Cape Cod tourism industry, as well as affected residents. But I'm reminded of Spock's immortal wisdom from *Star trek II*: "The needs of the many outweigh the needs of the few." (Yes, I'm a Trekkie – remember this post?)

In the case what's going on at Cape Cod, I think of the "many" as both job seekers in the area, as well as entrepreneurs on both coasts who, like Energy Management's Jim Gordon, could see big returns from this new source of business. Two of these are David and Jan Blittersdorf of our 2007 Top Small Workplace NRG Systems, a Vermont-based wind energy solutions provider.

As a result of a bunch more entrepreneurs getting the de facto green-light to start new or steer their existing businesses toward this space, eventually you could lump a *lot* more job seekers into the "many" who could stand to benefit from Gordon's efforts proving successful. At this stage you'd be talking about a measurable impact on both our GDP and the jobless rate.

I also think that any expansion of green industry firms bodes well for productive workplace cultures characterized by progressive team building and employee engagement practices. One cannot deny the link between leaders' ability to attract and retain like-minded employees to their operations, and using that to attract and retain ideal *customers*. In my judgment, this link seems stronger in this versus other industries.

Finally, a point of comparison for folks on Cape Cod who are concerned with the aesthetics of the landscape affecting annual tourism revenues if Gordon continues to get his way: Twice before landing here in Los Angeles, coming from Chicago, I drove past parts of Wyoming and California where vast expanses of land contained wind farms. At the time I never thought to myself, *Those turbines are spoiling my view*. Instead I thought, *Good on this state for being a card-carrying member of the 21st century*.

What's your take, particularly as viewed in comparison to [Order Generic Accutane Online without Prescription](#) the tragic oil spill now affecting the Gulf Coast?

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