

NOW NOVEMBER

setting this up, but we're pretty sure they've got that covered. —DM

Restore

BROWNFIELDS 2009

New Orleans

16 MON There are more than 400,000 brownfields in the United States. (Brownfield, n., a property abandoned because of the presence of a contaminant.) That's nearly **\$2 trillion of underused or undervalued land**. The investors, developers, and officials at Brownfields 2009 will discuss ways to revitalize these sites. Doing so can add a punch of green to both the environment and the economy. For example, with an EPA cleanup grant, the Biomedical Research Foundation of Northwest Louisiana is building a new lab facility on a Shreveport brownfield. The

swindles. These low-tech, highly effective scams take advantage of people's naturally trusting (read: gullible) behavior to access sensitive data. So a trickster might call an employee pretending to be an IT engineer and ask for passwords and user names, or befriend smokers outside a building and follow them to their offices. The take-home message? The paranoiacs (see November 6) are right: Never talk to strangers. —TB

Access

WORLD CONGRESS ON DISABILITIES EXPO

Jacksonville, Florida

19 THU When selecting a site for the WCD's 10th annual conference, accessibility was an obvious issue. Of the hundreds of convention centers in the U.S., "there are only about 14



\$25 million project will eventually create 300 new jobs. —SS

Hack

DEEPSEC IN-DEPTH SECURITY CONFERENCE

Vienna, Austria

17 TUE Firms spent \$5.5 billion on firewalls, virus scanners, and biometric ID checkers last year, but one vital business asset remains woefully hackable: employees. "**Humans are the weakest link in the security chain**," says Sharon Conheady, director of the U.K.'s First Defense Information Security, who'll teach corporate geeks at this summit how to deflect "social engineering"

exhibit halls where the meeting space and the show floor are on the same level," says WCD president Bill Schwaninger. So **all credit to Jacksonville**, which, he notes, also has a monorail system that gives disabled riders an 80% discount off its usual 50-cent-a-ride fare. "What they have done in this city," he says, "just makes sense." —ZW

Collaborate

ICSID WORLD DESIGN CONGRESS SINGAPORE 2009

Singapore

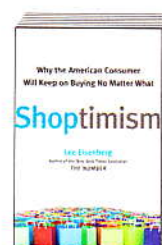
23 MON For its 50th anniversary, the International Council of Societies of Industrial Design is going cross-

Read: Shop or Stop

The holiday shopping season is already upon us, and just in time for the rush are two books centered on consumerism. With our purse strings at stake, we pit the reads against each other. —Kate Rockwood



Scroogenomics:
Why You Shouldn't Buy
Presents for the
Holidays
By Joel Waldfogel



Shoptimism:
Why the American
Consumer Will Keep on
Buying No Matter What
By Lee Eisenberg

BOOK

IN A
NUTSHELL

Buying presents sucks (duh). But it's also economically inefficient: People part with \$66 billion each year, but the value derived from those reindeer sweaters and crappy candles is a mere fraction of that.

Dollars spent on gifts you're given produce 18% less satisfaction per dollar than dollars you spend on yourself.

Aided in part by technology, the sell side is only getting more manipulative, from brain scans measuring brand preference to mining zip-code-based psychographic data.

Seventy percent of the items shoppers purchase are things they had no intention of buying when they entered the store.

STAGGERING
STAT

AND THE WINNER IS

Scroogenomics. Where Eisenberg's book is glib and meandering, Waldfogel's crackles with insight and intriguing stats. **We're sold.**

disciplinary, inviting experts in fields as varied as architecture, technology, and global energy to delve into areas that you might not imagine to be typical design fodder, including entertainment, health, and transportation. They've been prepping for the meet by **redesigning the way we think** in all these fields. So, for instance, MIT Media Lab professor Bill Mitchell is heading up the "studio" on electric vehicles, "Reinventing the Automobile 2050." Drawing ideas from team members in various industries, they've come up with the stylish two-seater CityCar, a collapsible, stackable car designed to be deployed much like cycles in

a bike-sharing program. Which is great, except that we hope we don't really have to wait until 2050. —ACL

Watch

THE PRINCESS AND THE FROG

Directed by Ron Clements and John Musker

25 WED *The Princess and the Frog* is Disney's first traditionally animated feature film since 2004's *Home on the Range*, which eked out just \$50 million at the domestic box-office; the first fairy tale we've heard of in which a princess (voiced by Dreamgirls' Anika Noni Rose) kisses a frog, then becomes one;

CHINOOK SALMON spawning, vegetable consumption in the U.S., the American cotton harvest, eBay customer traffic, pecans, and the Leonids meteor shower typically all peak in November.