

appeared sustainable. But it is no more right for me to use the resources of future generations or another region, for example, than it would be for them to take mine from me by political or military force.

Simply because a resource like water is available in greater quantities or more cheaply outside my own region would not make it ethically right to acquire such resources without consent or fair payment. Self-discipline and community restraint of sprawl and resource use are regional and environmental virtues.

Applying the reciprocity of the Golden Rule to our fellow citizens, we would seek to give others economic opportunity, education, and health care that we have enjoyed because we would want such advantages for our own families and ourselves. This principle of reciprocity is fundamental to the concept of sustainable ethics, and clearly scalable and transferable from personal to local to national and international context.

In the context of sustainable management, a chief executive's sole is

environmental, and we all equally want the community to improve peoples' lives. This requires a visionary eye, with the present and future well being of the whole community as its goal. The success of our daily actions, however mundane or heroic, can be judged by the sustainability of the communities and organizations we design and manage for the benefit of current citizens and future generations.

As Martin Luther King reminded people, the daily struggles of the Montgomery bus boycotts themselves

to speak about our nation's security, to scout groups, speak about leaving your campsite better than you found it. As ICMA managers, I urge you to simply speak out.

Perhaps we make sustainability too hard a concept or principle to grasp. What if sustainability were as simple as the Golden Rule? Imagine treating people and your neighboring jurisdictions as you would want to be treated. PM

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PM Older Neighborhoods: 21st-Century Solution?

Global warming, high oil prices when the economy is strong, and epidemic obesity. They're acknowledged to be three of the nation's most serious challenges. But for years we've had a knife-used weapon against all three: the compact, walkable older parts of communities—our country's cities, towns, and counties—that facilitate active living and energy conservation.

Hybrid Neighborhoods, a mini-book readable in about an hour, shows the home buyer long-forgotten advantages of in-town living over the sedentary, car-dependent lifestyle of the new subdivision. This book counters popular misconceptions with research findings and anecdotes. One study found residents of walkable