

TGIF Taking Great Ideas Forward

Improving Northern Capital - Sustainable Development in the Northern Tier

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“If you're not nervous about your passion, you're not passionate about it.”

-Bobby Flay-

MEETINGS and EVENTS:

Links will provide additional information. Dates for recent additions are in **bold**.

<i>What</i>	<i>Date</i>	<i>Time</i>	<i>Where</i>
Lake Superior Technology Conference	Aug. 8 & 9	Evening 8/8 All Day 8/9	WITC – Ashland
Lecture: Climate Change and Wisconsin's Lakes and Groundwater	Aug. 8th	6-8 PM	NGLVC, Ashland
Green Building	Aug. 10 th	8:30 – noon	Shawno Co. Courthouse
BCEDC Board Meeting	August 13 th	10 AM – noon	TBA
Wisconsin Natural Resources Board	August 14-15*	Full Day * Half day	Washburn/Bayfield
Investing in Agriculture	August 16	All Day	Pewaukee WI
Bayfield County Lakes Forum Annual Meeting	August 18 th	9:00-11:00 AM	Iron River Community Center
Great Lakes Restoration Conference	Sept 6-8	All Day	Chicago
Lake Superior Binational Forum	Sept. 7 & 8	All Day	Wawa, ON
Rustic Roads Board	Sept. 10 th	9:00 – noon	Madison

** Check the link for details. Rice Lake is the closest of seven hearing sessions.

EMOTIONAL INTELLIGENCE

Being “smart” is considered by many to be a function of cognitive capability related to reason and logic, an ability to use numbers quickly and to articulate descriptions and arguments with ease, and, perhaps in the minds of most, a monstrous memory. But as **Daniel Goleman** questioned in his book, *Emotional Intelligence*, “How do we bring intelligence to our emotions – civility to our streets and caring to our communal life?”

Getting mad is pretty easy. A short fuse and an emotional explosion can follow frustration. Containing energy of emotion, controlling the explosion, and redirecting emotional responses to the right object, person, place or thing, is at the nub of emotional intelligence.

I remember well a great golf lesson that happened months back. Most anyone who golfs well will tell a beginner “keep your eye on the ball.” I typically struggle with my golf game but have probably never hit a golf ball so consistently straight and far as I did one day after a particularly frustration meeting. The object of my frustration just seemed to always have embossed an image on the top of my ball.

I doubt that a sports psychologist would recommend maintaining anger as a satisfactory solution to inconsistent performance. But my outing at the practice range drove home the lesson of keeping the eye on the ball better than could have any amount of logical discourse on neuropsychology, neuromuscular physiology and kinesiology.

Aristotle summed it up well. “Anyone can become angry – that is easy. But to be angry with the right person, to the right degree, at the right time, for the right purpose, and in the right way – this is not easy.”

Another Aristotle, **Aristotle Onassis**, probably didn't originate a famous line, but it is often attributed to him; “don't get mad, get even.”

Ouch! But, maybe the admonition for emotional control conveyed by the phrase was part of his secret weapon behind turning the 63 bucks he had in his possession when arriving in South America as a young man into a multi-billion dollar international shipping business.

Unlocking the secrets of emotional intelligence is not for the faint of heart but finding answers to challenging questions doesn't have to be *all* serious either. **Joseph LeDoux** director of the **Center for Neuroscience at New York University**, and author of *The Emotional Brain* and *Synaptic Self* has a wonderful sense of humor evident when you visit his Web page [The LeDoux Lab](#). To enter the site, you click on the amygdala, a walnut sized and shaped brain center illustrated in a clever Flash animation of the human brain. Then before getting to the serious stuff about how emotions influence memory, you can listen to a rendition of a theme song about the amygdala, *All In A Nut* performed by the **Amygdaloids**.

LIGHTER SIDE:

from : Science Jokes

For the psycholinguists who can't remember the distinction between phonemes (the smallest unit of sound in the spoken form of a language) and morphemes (the smallest unit of meaning in a language)

m is for “meaning” -- p is for “ptttthb”

Take care and have a great weekend!

/BRUCE

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Bruce Lindgren is Principal of [B.Lindgren CONSULTING](#). The consulting practice serves small business, local government, school districts and non-profits providing support for research, grant development, technical writing, marketing support and project management. Bruce brings his background in biological sciences, education, small business and media technology to generate and implement ideas contributing solutions to mission critical challenges.

In addition Bruce maintains the following affiliations:

[Bayfield County Economic Development Corporation](#), (BCEDC) Director

[Inland Sea Society](#), (ISS) Director

[Lake Superior Binational Forum](#), (LSBF) US Delegation Co-Chair

[Raindrop Garden Gallery](#), (RGG) Co-owner

[IDEA Consortium LLC](#), Owner

[Chequamegon Institute, Inc.](#) Initial Registered Agent

[Coalition for Eco-Industrial Development](#), (CEID) Work Group Member

[Northwest Wisconsin Workforce Investment Board](#), (WIB) Member

The encircled fractal triangle represents an integrated cluster of seven ideas – economics, ecology, equity, ethics, experience, education and energy – that may be considered a core for sustainability studies. Bruce is available to present illustrated lectures and facilitate discussions about role of education in Industrial Ecology, Sustainable Development and the Sustainability Revolution.