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“I’ll be more enthusiastic about encouraging thinking outside the box when there’s evidence of any thinking going on inside it.”

-Terry Pratchett-

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> |
|---|-----------------------|-------------|--------------------------|
| BCEDC Board Meeting | Oct. 8 th | 10:00 AM | Washburn Library |
| Biotech & Medical Device | Oct. 18 | All Day | Milwaukee |
| Bioneers | Oct. 19-21 | All Day | San Mateo, CA |
| Making a Great Lake Superior Conference | Oct. 29, 30, 31 | All Day | Duluth Convention Center |
| Inventors and Entrepreneur's Club | Nov. 1 | 5:30 pm | TBA |
| BCEDC Board Meeting | Nov. 12 th | 10:00 am | Washburn Library |
| Wisconsin Early Stage Symposium | Nov. 14-15 | All Day | Madison |
| BCEDC Board Meeting | Dec. 10 th | 10:00 am | TBA |

CHARRETTES Too

Sheldon Johnson , deputy director of Northwest Wisconsin Regional Planning Commission(NWRPC) contacted me with some concerns about my remarks last week regarding my perceptions about the ability of NWRPC to conduct charrettes and handle planning for the Town of Clover park and campground. Although he didn’t argue that I had any of my facts wrong, he wanted to point out that NWRPC also does charrettes as a part of its repertoire of planning tools. He also pointed out that charrette is just one tool among many that can be used for effective planning. Good point.

The big challenge for any effective planning effort is to bring people with different points of view together and process divergent ideas into a coherent expression that embraces what is “right” for the circumstances. To do that demands that the planners have a high level of credibility and the community's confidence. Fostering that confidence will challenge every member of the most robust organizations.

I've recently returned from Chicago after attending meetings of the [Great Lakes Commission](#), an organization that is focused on the future of the Great Lakes. They have recently embraced and completed a strategic planning process that looks at the large picture of protection and restoration of the Great Lakes. Certainly no trivial task. These efforts obviously involve a process that would be very difficult or impossible to accomplish with a charrette.

Charrette is a short and intense process focused on a highly and very specific goal. Absent the goal, the charrette process is unlikely to be anything more than another segment of a good, ongoing conversation that expects important and exciting things to happen. Fostering the conversation that creates the goal is an important function of community leadership.

The major planning effort for the Great Lakes community that has gone forward is the [Great Lakes Regional Collaboration](#) that was established by executive order of President **George W. Bush** in 2004. The **US Environmental Protection Agency**(EPA) was charged with bringing together people with expertise in eight of the nine priority areas established by the [Council of Great Lakes Governors](#)(CGLG). Each of the priority areas of the CGLG was addressed by a cohort of experts; over 1500 individuals who met over a period of year, mostly by telecommunications, to formulate [goals, objectives and funding requirements](#) for 1.)Aquatic Invasive Species, 2.)Habitat/Species Diversity, 3.)Coastal Health, 4.)Areas of Concern/Sediments, 5.)Non-point Source Pollution, 6.)Toxic Pollutants, 7.)Indicators and Information, and 8.)Sustainable Development. (The ninth – the diversion of water from the Great Lakes – is addressed through a different mechanism; the [Great Lakes Basin Compact](#).)

Tackling those goals on a Lake-wide basis would be difficult (some would say impossible)but as those goals are broken down into specific objectives and dealt with at a watershed level, charrette-type planning may be an effective way to implement projects for protection and restoration.

If protection of these large bodies of fresh water from pollutant input is going to occur there are two main mechanisms. One way is mostly focused beyond the watershed level. For example in dealing with the [nasty nine](#) bio-accumulative toxic substances (chlordane, DDT, dieldrin, dioxin, hexachlorobenzene, mercury, octachlorostyrene, PCBs and toxaphene.), there are those that are carried to the basin from external sources. Mercury is a prime example. Discharge of mercury from power generation plants may be carried hundreds of miles, even thousands of miles, to the Lake Superior basin. Dioxin, primarily generated from burn barrels – low temperature burning of plastics – is another source traveling via atmospheric currents to the basin.

A second way focuses on pollutant input that can occur from within the basin. Pesticides and herbicides, for example, used outside the basin are unlikely, or much less likely, to be carried into Lake Superior or any other Great Lake.

Sediment runoff is a huge issue with fishery and wildlife habitat in the Lake Superior basin. Accordingly, that sediment and its prevention is fundamentally a function of what is happening in the watershed. Sediment doesn't come from outside the basin.

If we are to restore habitat, for example, for Coaster Brook Trout, it will be critically important that we look at why sediment loads in our tributary streams has been increasing. And, of course, has not been ameliorated. The large sediment loads that followed the cutover in the late 1800s may remain a part of basin ecology for hundreds of years. The cutover lands will continue to shed sediment into our tributary streams and habitats until new agro-forestry strategies are employed that reduce the tilling and plowing of soil – soil that from an ecological perspective was never effective for agriculture based on annual plants.

Someone made a case, judged worthy and laudable, for a study funded by **Wisconsin Coastal Management** to be looking at coastal aesthetics. But, one certainly hopes our Great Lakes coastal communities will recognize that there are issues related to protection and restoration of the Great Lakes that are much more fundamentally important than how these beautiful lakes and shores manage to please our respective eyes.

We humans are just so self-possessed.

Ordure! (For those sensitive souls who require less of a common expletive.)

Maybe we're really just dancing with our future. Maybe we've ignored threats to life sustaining conditions on our planet for too long. We just don't know. We could be sitting on the edge of global disaster from climate change. The Great Lakes Commission is trying to take the threat seriously. Others charged with planning should reexamine their mission.

One could pray hard that that we don't take too many species with us when we go to that fiery last place for those who are eternally ignorant of moral obligations and ethical questions without which sustainability conversations and actions are empty.

LIGHTER SIDE:

As with most jokes the original author is unknown. Whoever you are; "Thanks!" Names have been added to tease the innocent.

Tired of constantly being broke and stuck in an unhappy marriage, a young husband decided to solve both problems by taking out a large insurance policy on his wife, with himself as the beneficiary, and arranging to have her killed.

A "friend of a friend" put him in touch with a nefarious underworld figure who went by the name of "Artie."

Artie explained to the husband that his going price for snuffing out a spouse was \$5,000. The husband said he was willing to pay that amount but that he wouldn't have any cash on hand until he could collect his wife's insurance money. Artie insisted on being paid something up front. The man opened up his wallet, displaying the single dollar bill that rested inside.

Artie sighed, rolled his eyes, and reluctantly agreed to accept the dollar as down payment for the dirty deed.

A few days later, Artie followed the man's wife to the local Safeway grocery store. There, he surprised her in the produce department and proceeded to strangle her with his gloved hands. As the poor unsuspecting woman drew her last breath and slumped to the floor, the manager of the produce department stumbled unexpectedly onto the scene. Unwilling to leave any witnesses behind, Artie had no choice but to strangle the produce manager as well.

Unknown to Artie, the entire proceedings were captured by hidden cameras and observed by the store's security guard, who immediately called the police. Artie was caught and arrested before he could leave the store. Under intense questioning at the police station, Artie revealed the sordid plan, including his financial arrangements with the hapless husband.

And that is why, the next day in the newspaper, the headline declared:

[You're going to hate me for this]

"ARTIE CHOKES TWO FOR A DOLLAR AT SAFEWAY"

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.