

TGIF Taking Great Ideas Forward

Improving Northern Capital - Sustainable Development in the Northern Tier

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“In the depth of winter I finally learned that there was in me an invincible summer.”

-Albert Camus-

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>
Biodiesel Study Group	Mondays (all)	7:00-8:30 PM	Washburn Library
Agriculture Businesses	Nov. 28 th	9:00 – 4:00 PM	Madison
Innovation Master Class	Dec. 5-6	All Day	Madison
Environmental Summit 07	Dec. 5th	8:30-2:30	Green Bay – St.Norbert College – Bemis Center
Inventors & Entrepreneurs Club	Dec. 6th	6:00pm	Iron River
BCEDC Board Meeting	Dec. 10 th	10:00 am	Washburn Library
Superior Days Planning	Dec. 11 th	Noon	Superior – The Shack
Global Marketplace Conference	Dec. 10-11	All Day	Los Angeles, CA
EcoBuild 2007	Dec. 10-13	All Day	Washington DC
Superior Days Planning	Jan. 8 th	Noon	WITC - Superior
Superior Days	Feb. 26-27	All Day	Madison
Green By Design Conference	June 12-13	All Day	Washington DC area

ATTITUDE CAPITAL

Hunters are arriving. My automobile insurance company should appreciate their presence. Driving between Herbster and Superior is not for the faint of heart. Scenic highway 13 could be renamed Venison Alley.

The gathering at **Woody's** last night is a noisy indication that deer are not the only reason some good folks travel to the northland for Saturday's Wisconsin deer hunting opener. This is the rifle crowd. The archers take a ten day vacation. They, and the wildlife management experts at WDNR, know that the rifle toting trophy hunters will leave plenty of deer for anyone hunting for your basic tender steaks and a source for homemade venison sausage. For archers, the season opened in October and extends to the end of the year.

Someone said that Thursday night "pool league"(created by Miller; also serving Budweiser) had met on Tuesday; maybe because the lite beer crowd, like archers, need a vacation. Being neither an archer, a pool player nor a lite beer fan, I expected a quiet evening, a mug of ale and a tasty hamburger. A packed parking lot suggested either that someone was wrong about pool league or something else was playing big at Woody's. The bar was packed with new faces. Conversation was hard to follow amid the din of jukebox, jokes and jabber. This was a crowd with an extra day off of work and a determined interest in a good time. Their attitude adjustment for the week ahead was well underway.

Fortunately I had changed my necktie and sportcoat for a zippered cardigan sweater. Still my starched dress shirt conveyed a little more formality than would have been appropriate for the single stool remaining at the bar. So I found a seat at a table and concentrated on my thoughts while awaiting service. **Cindy Mead**, co-owner of Woody's along with her husband **John "Woody" Mead**, was working alone, cheerfully serving the big crowd. She acknowledged my presence with a smile and nod that conveyed an "I'll get to you as soon as I can." I smiled and nodded, returning a message, "no rush." Such can be the language of small town life in the northwoods hamlet of Herbster.

Mostly I like it here, but, of course, we have other languages and barriers that frustrate. Last week, following a talk I gave to the **Inventors and Entrepreneurs Club** in Iron River, a fellow recommended that I should add **Attitude Capital** to my theme. My presentation suggested ways, means and reasons for *Inventing to Improve Northern Capital*; **Venture Capital**, **Intellectual Capital** and **Natural Capital**. The fellow raised the issue of a seemingly prevalent attitude that economic progress is impossible; we can't do much more than encourage the tourism economy. Hardening of the attitudes is an endemic condition that defeats progress. Sometimes a wise old guy with a "git 'er dun" approach can be refreshing, but when an incompetent old guy tries too hard to resemble a wise old guy the result is embarrassing. And gets us nowhere. Or worse, takes another two steps backwards.

A curmudgeon is an ill-tempered person full of resentment and stubborn notions; a Walter Matthau character without the wit and charm. Insistence on easy answers riveted to common cliché can be a powerful barrier to understanding and productive conversation. The result is uncomfortable and unproductive confusion.

We do have some language barriers. But homemade venison sausage is a real treat.

LIGHTER SIDE:

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

Attitude Adjustment

Mary received a parrot as a gift. The parrot was fully grown with a very bad attitude and worse vocabulary. Every other word was profanity; those that weren't profanity were, to say the least, rude.

Mary tried to change the bird's attitude by constantly saying polite words and playing soft music, anything she could think of. Nothing worked.

She yelled at the bird and the bird got worse. She shook the bird and the bird became even madder and ruder. Finally, in a moment of desperation, Mary put the parrot in the freezer to get a minute of peace.

For a few moments she heard the bird swearing, squawking, kicking and screaming. Then, suddenly, there was absolute quiet. Mary was frightened that she might have actually hurt the bird and quickly opened the freezer door.

The parrot calmly stepped out onto Mary's extended arm. Perfectly calm, the parrot said, "I am very sorry that I offended you with my language and my actions and I ask your forgiveness. I will endeavor to correct my behavior, and I am sure it will never happen again."

Mary was astounded at the changes in the bird's attitude and was about to ask what had changed him, when the parrot continued, "May I ask what the chicken did?"

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.