

TGIF Taking Great Ideas Forward



Improving Northern Capital - Sustainable Development in the Northern Tier

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Herbster, WI June 13th – Volume 4: Number 24 [Back Issues](#)

“Friday the 13th may not be exactly unlucky, but it hasn't done us a whole lot of good.”

-Will Rogers-

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>
Green By Design Conference	June 12-13	All Day	Washington DC area
Northern Aquaculture Demonstration Facility Field Days	June 12–13	All Day	Red Cliff / Bayfield
Invention & Idea Show	June 13 & 14	All Day	Redwood Falls MN
Film – A Crude Awakening: The Oil Crash	June 18th	6:00 PM	Northern Great Lakes Visitor Center
Natural Step Seminar	June 19 th	All Day	Appleton WI
Northwest Wisconsin Lakes Conference	June 19 & 20	All Day	Cable, Telemark
MREA Renewal Energy Fair	June 20-22	All Day	Custer, Wisconsin
Pie and Politics	June 25 th	7:30 PM	Big Top Chatauqua Bayfield / Washburn, WI
Inventors & Entrepreneurs Club	July 3 rd	5:30 PM	Coffee Shop US 2 & 63
BCEDC Board Meeting	July 14 th	10:00 – Noon	Washburn Library
Lake Superior Day	July 20th	All Day	Everywhere in the Lake Superior Basin
WIN Technology Conference	August 7th	8:00 am – 3:00 pm	WITC Ashland

TRISKAIDEKAPHOBIA

Superstitions abound about Friday the 13th and there are good folks that won't even get out of bed today for fear of a bad experience. Flying, driving or even walking across the street is too much for their emotions to contemplate. Fear is a powerful motivator or paralyzer that can make a big difference in a person's life.

Understanding the importance of emotions in our decision-making has never been easy. Denial by some rationalists of any role for emotion in human decision-making has left a gap among some psychologists and philosophers that may be a cognitive black hole. Get too close and the arguments could suck you into a space where knowledge is as thin as October ice.

Daniel Goleman has written creatively, critically and brilliantly about emotional intelligence. He makes a cogent case about the importance of understanding the important role of emotion in the totality of who humans are and what humans do. Long before Goleman, **Charles Darwin** recognized the ability of human and non-human animals to communicate emotional states of anger, rage, and fear through facial expression. Recognition of these behavioral signals was naturally favored as an ability and contributed to survival. A genetic predisposition to recognize and react appropriately through a fight or flight response became locked into our ancestor's nervous systems.

Recognition of nuances of emotion that emerge through language contributes to our interpersonal intelligence. Some among us are blessed with a talent for reading the signals expressed by others through the way words are used to convey much more than the literal meaning of how words are assembled into sentences. Confidence, sincerity, cowardice or subterfuge may emerge in the mind of the listener from subtle tone of voice or silence of barely perceptible hesitation. The reading of these signals may be right or wrong, revealing or misleading. Knowing, in a non-rational way, the difference is a powerful part of interpersonal intelligence.

We have a lot to learn about our emotions. Perhaps unfortunately, certainly inevitably, our scholarly tools are logical, rational, linguistic.

But superstitions aside, attempts to understand reactions to the juxtaposition of the reputation for unlucky Fridays and the fearful perceptions attached to the number 13 are certainly curious. The slogan TGIF (the one larger than this eRag) has a fairly recent origin. Years back executions were done exclusively on Fridays and, of course, the crucifixion that kick-started Christianity was on Friday. Today, after all, is just another day. Take a pill and chill. Word has it the weather will improve and Saturday will start a summer we can all begin to enjoy. Delta and American Airlines predict from historical data that their seats will be just as full today as any other day.

LIGHTER SIDE:

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

--Sales Humor

Sales manager addressing an under performing sales force at the start of a new month: "We are going to have a sales contest this month. The winners will get to enter next month's contest."

Take care and enjoy 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

[Bayfield CountyLakes Forum](#), Board Secretary

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

[Coalition for Eco-Industrial Development](#), (CEID) Acting President & CEO

[IDEA Consortium LLC](#), Owner

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

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

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

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

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.