

TGIF Taking Great Ideas Forward



Improving Northern Capital - Sustainable Development in the Northern Tier

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“The possible ranks higher than the actual.”

-Martin Heidegger-

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>
Northland Bioneers Conference	Nov. 15 - 16	All Day	Twin Cities
Building Regional Security	Nov. 17 th	7:00 – 9:00 pm	NGLVC – Ashland
Wisconsin Innovation Network UW – Madison Provost at Northland	Nov 20th	11:30am – 1:30pm	Northland College – Ashland
Inventors and Entrepreneur's Club	Dec. 4 th	6:00 pm	Cassablanca Coffee House – Ashland Hwy 2 & 63
BCEDC Board Meeting	Dec. 8th	10:00 am – Noon	Washburn Library
Inventors & Entrepreneur's Club	Jan. 8th	6:00 pm	Cassablanca Coffee House – Ashland Hwy 2 & 63
Engineering Professional Development	Jan. 21 – 22	All Day	Madison
Great Lakes Days	Feb. 23 – 25	All Day	Washington DC
Superior Days	Feb. 24 – 25	All Day	Madison

Synergy

Regional strategies for economic development are beginning to emerge in most parts of Wisconsin. Unfortunately Northwest Wisconsin is late to the party. The good news is that being late means we can follow some good examples while we join the fun and excitement in progress.

Wednesday I was a participant in a regional development strategy that is six years old. The host this year was the **University of Wisconsin at River Falls**. The two day ***Synergy 2008*** conference, with the theme *The Dawn of an Innovative Economy*, included over 140 leaders from the region seeking a common strategy to expand economic and social opportunity as well as environmental stewardship. Wisconsin's new Secretary of Commerce **Dick Leinenkugel** opened the conference with a bold outline describing how his department will foster innovation in manufacturing, briefly explaining six steps the state will pursue supporting success of new and

existing businesses. I was there to speak on the topic of *How Energy Will Shape How We Live, Work and Play*. **Dr. Jim Benson**, President Emeritus, from **Bemidji(MN) State University** delivered a rousing keynote addressing the question *How Does the Global Market Affect Growth and Opportunities for Small Businesses?* **Ed Barlow**, President, **Creating the Future, Inc.** filled the assembly with great ideas on the topic *How Can We Build, Attract and Maintain the Talented Workforce of the Future?*

Each of the three presentations was followed by a facilitated session in which attendees identified key ideas that could become action steps for the region. In all, close to 75 ideas were listed. Later, a robust discussion, led by facilitators **Dr. Bruce Siebold** and **Juliet Fox**, whittled, lumped and parked the ideas until three key themes emerged.

The second day of the conference was designed to enable self-selected participant groups to focus on the three key issues and create recommendations for future action. As Wednesday progressed, I wished that I had made arrangements to stay for Thursday in order to experience the energy of those breakout sessions and witness the process of generating a consensus for action. Details of the conference agenda and a pending synopsis of the outcomes will be found at the [conference web site](#).

Efforts are moving forward to create a regional economic development effort in Northwest Wisconsin. A title and theme ***Superior Growth*** is emerging. With creative enthusiasm like that Jim Benson has championed and celebrated for the Bemidji region, our efforts will yield the same commitment to regional success that was evident in River Falls on Wednesday. Benson described a community commitment for Bemidji to become the best place in the country to live. Listening to him it is hard to argue. He described great ideas moving forward in Northwest Minnesota. A bit of competition from Northwest Wisconsin could help us advance together. Copying great examples with innovative modification is a smart strategy. Benson ended his riveting talk with a quotation I have loved for years; *“They copied and copied and copied but they couldn't copy my mind, so I left them standing, sweating and swearing a year and a half behind.”*

On Thursday, November 20th, **Dr. Patrick Farrell**, Provost of the **UW-Madison**, will be in Ashland for a luncheon presentation at **Northland College**. Farrell is chief operating officer at the Madison campus and oversees academic program planning, faculty and staff development, personnel oversight, budget planning and management. He will discuss UW-Madison initiatives that may be directed to community and economic development in northwest Wisconsin, including possible ties to the UW-Madison's research and development expertise.

The **Wisconsin Innovation Network**, sponsor of Farrell's presentation, is the membership subsidiary of the **Wisconsin Technology Council**. The **WIN-Lake Superior Chapter** was established three years ago to provide regional growth opportunities for businesses. An advisory group led by **Clyde Eilo** and **Dr. Fred Tidstrom** have worked with President **Tom Still** of the Wisconsin Technology Council to expand economic opportunity in Wisconsin's part of the Lake Superior basin. My hope is that many TGIF Readers will [register to join this effort](#) on November 20th to create and expand excitement and synergy for our region.

LIGHTER SIDE:

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

Thinking Fast

Two men are walking their dogs, a Poodle and a German Shepard. They decide they'd like to go into a bar for a drink. "But we can't bring out dogs into that bar," says the Poodle's human. "Hey, no problem," says the German Shepard's owner. "Just watch this" He pulls out a pair of sunglasses and walks into the bar. "Hey, no dogs!" yells the bartender. "But this is a seeing eye dog," says the German Shepard's human.

The bartender apologizes and shows them to a chair. So, the Poodle owner decides to follow suit, whips out his sunglasses, and walks into the bar. "Hey, no dogs!" yells the bartender. "But this is a seeing eye dog," says the Poodle's human. The bartender objects, "Hey, Poodles can't be seeing eye dogs!". The Poodle owner gasps "Poodle? They told me they were giving me a German Shepard!".

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 many affiliations including: [Bayfield County Economic Development Corporation](#), (BCEDC) Director, [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.