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[Back Issues](#)

“The more you can dream, the more you can do.”

-Michael Korda-

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>
Inventors & Entrepreneur's Club	Jan. 8 th	6:00 pm	Cassablanca Coffee House – Ashland Hwy 2 & 63
B CEDC Board Meeting	Jan. 12 th	10:00 – noon	Washburn Library
Engineering Professional Development	Jan. 21 – 22	All Day	Madison
Inventors & Entrepreneur's Club	Feb. 5 th	6:00 pm	Cassablanca Coffee House – Ashland Hwy 2 & 63
BCEDC Board Meeting	Feb. 9 th	10:00 – noon	Washburn Library
Great Lakes Days	Feb. 23 – 25	All Day	Washington DC
Superior Days	Feb. 24 – 25	All Day	Madison
Conservation Lobby Day	Feb. 25 th	All Day	Madison

Angels Up North

Economic development is a team sport. High Fliers and Lone Eagles are as rare as a halfback sprinting 90 years without a block. Each Northwest Wisconsin County has been competing with other local teams to expand jobs and businesses with minor league effect. Better integrated regional efforts may enable major league impact. A larger arena may help us find champions for taking great ideas forward.

[Lake Superior Angel Network will serve three states.](#)

Joel Kraemer, Executive Director of the Wisconsin Angel Network(WAN) announced in the **Wisconsin Technology Network [newsletter](#)** that a new investment body in this region will look at potential early stage investments across the Northern Tier from Duluth and St.Louis County in Minnesota to Ironwood and Gogebic County in Michigan's upper peninsula. The Lake Superior Region in Wisconsin currently includes Douglas, Bayfield, Ashland and Iron Counties. The formation of this WAN – number 22 in Wisconsin – represents another important milestone for

economic development. The WAN will represent a much needed resource for expansion of locally generated ideas that have economic viability. Entrepreneurs in our region will quickly appreciate the importance of Kraemer's comment that "This is the first angel network north of Highway 8 in Wisconsin." About two dozen high net worth individuals (Angels) will review potential deals that may include investments of \$50,000 to \$500,000.

Making a pitch to any investor, lender or investment group (Angel, Venture, Banker, Dutch Uncle) may be daunting and represent unknown territory for many inventors and entrepreneurs. A pitch is typically several steps down the road from an initial concept. Economic viability of an idea does not spring from whole cloth. Legends of entrepreneurs in the dot-com era who obtained financing based on sketched numbers and flow-charts on the backside of a restaurant place-mat may drive an illusion of simple solutions to complex financing for start up. Details of deals take time and smart effort to work out. Reality points in the eventual direction of a sound, carefully crafted business plan. However, more than one business plan may have begun on the back of a place-mat. A few key elements can launch a planning process. Planning as you go has some merit. Key elements include answering strategic questions like: What are you going to do? Who are you going to do it for? Who else is doing what you want to do? Why will you be able to do it better? How will you add more value to what you do? When will you get it done?

The Wisconsin Governor's [Business Plan Contest](#), now in its fifth year, is one strategy to engage in more elaborate planning with a prize of \$50,000 to motivate effort. Winning a prize is always great, but among the 1,300 entries since 2004 most will probably agree that the *process* of planning was the most important benefit; a forced merger of creative and critical thinking. Contestant finalists are said to have collectively raised over \$10 million from Angel and Venture sources. This year's business plan contest is on the home stretch with entries due January 31st, 2009. You may now have an early start for next year. Find a coach, articulate your dream and start to assemble your team.

Support systems for business development across the Northern Tier are emerging and results that seemed distant ten years ago are beginning to cascade with promising new northland ventures. Board meetings for the *Bayfield County Economic Development Corporation* have taken on a robust presence as has the [BCEDC Web site](#). **Marian Vaughn**, Executive Director, has been working closely with Board members and **Tim Kane**, University of Wisconsin Extension Agent, to revisit and redevelop mission statements and goals for BCEDC. Tim is currently sifting and categorizing a laundry list of over 25 ideas for goal statements generated by Board members last Monday. One key play may be for each Board member to pick their favorite idea, tuck it under their arm, and start running toward the goal. An agile halfback is just one of eleven players but occasionally needs an angel. It is good to know that great ideas are being watched from a regional perspective.

LIGHTER SIDE:

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

OFFICE ARITHMETIC

Smart boss + smart employee = profit
Smart boss + dumb employee = production

Dumb boss + smart employee = promotion
Dumb boss + dumb employee = overtime

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.