

TGIF Taking Great Ideas Forward

Improving Northern Capital - Sustainable Development in the Northern Tier

Opinions expressed in this newsletter are those of the author and do not reflect positions of organizations with which he is affiliated.

Herbster, WI, February 29th – Volume 4: Number 9 [Back Issues](#)

“No one can possibly achieve any real and lasting success or get rich in business by being a conformist.”

-J. Paul Getty-

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
National Entrepreneurship Week Feb 23 – Mar 1			
Inventors and Entrepreneurs Club	March 6 th	5:30	Casablanca Traders Coffeehouse (Hwy 2 & 63)
Fusion 2008	March 5-6	All Day	Madison, Fluno Center
BCEDC Board Meeting	March 10 th	10:00 -Noon	Washburn Library
Herbster Smelt Fry	April 12th	3:00 – 7:30	Herbster's Historic Gymnasium
BCEDC Board Meeting	April 14th	10:00 – noon	Washburn Library
Biofuels Conference	April 16 & 17	All Day	UW – Stevens Point
Sustainable Business Conference	April 24-25	All Day	Ashland
Business Development Conference	May 7 & 8	All Day	Cable, Lakewoods
Digital Healthcare Conference	May 7 & 8	All Day	Madison
BCEDC Annual Meeting	May 12th	10:00 – noon	TBA
Manufacturing Advantage 2008	May 21	All Day	UW-Stout
Green By Design Conference	June 12-13	All Day	Washington DC area
Northwest Wisconsin Lakes	June 19 & 20	All Day	Cable, Telemark

<i>What</i>	<i>Date</i>	<i>Time</i>	<i>Where</i>
Conference			

Greening Superior Days

Thursday morning, following three days participating in Superior Days, I was packing up in Madison at the **Inn on the Park** when it struck me that we should do something about Greening Superior Days. As I packed away the colorful red folder containing maps, a great brochure, almost a book, on legislative lore, paperwork on assignments, schedules and other handouts, I realized that I had hauled home similar materials from previous years and still have the folders.

Why keep them?

Well the stuff really isn't that recyclable. I'm no purist and more stuff of mine winds up in landfill that should. Somehow these folders have escaped a trip to the dumpster. But it is very unlikely that I will use them again. I'm a pack rat; maybe by some genetic or acquired trait I think will assure survival. Give me something and I tend to keep it.

Thursday morning I also packed away two bags; one a very sturdy, clear polyfilm with "Superior Days" conspicuously printed. I have no idea how or whether that might ever be used again. An inscribed ball pen will never see enough scribing to remind me about Superior Days. My handwriting preference is with a microfine rollerball and I rarely use anything else. I tried to give the Superior Days pen away and was turned down. The other bag, a Green Bag from **Jo Bailey's** eco-business venture, holds much greater promise of reuse; perhaps for grocery shopping trips.

The Green Bag helped trigger my thoughts that a great goal for Superior Days 2009, would be to really make an effort to see just how Green the Superior Days venture could be and become. Estimating its 2008 footprint could be a good research project for economics students at **UW-Superior**. Future efforts at "greening" could be measured from that baseline.

A few of my thoughts follow.

But I'll bet that a group focused on "Greening Superior Days" could generate a blizzard of brainstorm ideas to sort and sift for real future impact. **Fariba Pendleton**, the UWEX manager for this magnificent event would have little trouble rounding up a cohort of participants for a brainstorming session. While the experience from this year is still fresh, experienced facilitators like **Tim Kane**, **Tom Wojciechowski**, and **Jerry Hembd** – all UWEX folks – could help Fariba and an invited group generate plenty of ideas for future consideration.

1.) Hire hybrid buses from the Twin Ports transit system and subsidize, and otherwise encourage, travel as groups rather than by so many individuals (like guilty me) riding alone in a private vehicle. **Lou Martin** would keep everyone entertained on one bus.

2.) The Inn On The Park along with many other hotels and motels, post signs suggesting that patrons can make a choice about having their towels and bed linen changed (and washed) each day or use them again another day. Certainly not a bad idea; really it is a good idea that will save water and detergent in gray wastewater. But why not ask Superior Days participants to bring their own towels. Participants could bring their own soap, shampoo, lotions, etc. to prevent another stream of plastics to the landfill.

3.) Both **Douglas County** and **Dane County**, along with **Cities of Bayfield, Washburn and Ashland**, have adopted *Eco-Muni* resolutions. With some collaboration, the **Alliance for Sustainability, Sustainable Twin Ports and Sustain Dane**, could find a host of ideas to honor their commitments to *The Natural Step* framework. The Lt. Governor's office would likely become a great source of support as **Barbara Lawton** has an expanding portfolio of actions and initiatives supporting environmental values and climate stabilization measures.

4.) Vendors from many stripes enjoy great exposure in the **Parade of Products** Wednesday evening during the banquet. The **Murphy Oil** reception on Tuesday evening is a huge hit. Perhaps vendors and sponsors could be positively encouraged to look inward at their contributions for potential reduction of their environmental footprints. Putting a question before the 250 plus participants would likely reveal a majority sentiment that all vendors and sponsors should demonstrate their commitment to reduction of their ecological footprints. Maybe Murphy Oil would purchase carbon credits equal to their bill for booze.

Superior Days has been a great benefit to our northwest Wisconsin region and after twenty-three years it is both difficult and inappropriate to criticize the overall effort. There are a few things about selection of issues, leadership and communications that need fine tuning. But an initiative to "Green" the Superior Days effort could add another dimension of visibility to its outstanding impact.

LIGHTER SIDE:

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

A kangaroo kept getting out of his enclosure at the zoo. Knowing that he could hop high, the zoo officials put up a ten-foot fence. He was out the next morning, just roaming around the zoo.

A twenty-foot fence was put up. Again he got out.

When the fence was forty feet high, a camel in the next enclosure asked the kangaroo, "How high do you think they'll go?"

The kangaroo said, "About a hundred and fifty feet, unless somebody starts locking the gate at night."

Take care and enjoy a great weekend!

/BRUCE

© Bruce Lindgren 2008.

TGIF is distributed as both HTML and TEXT versions. The HTML version has graphics, formatted text and clickable hyperlinks. To receive the HTML version, your e-mail client must be set to accept HTML. [PDF versions are now available.](#)

TGIF is distributed each Friday. Subscriptions for TGIF are free and may be obtained by contacting Bruce Lindgren at bflind@cheqnet.net. You may UNSUBSCRIBE by sending an email to bflind@cheqnet.net with "UNSUBSCRIBE" in the subject line.

*IF you have not subscribed and YOU ARE RECEIVING TGIF FOR THE **FIRST TIME**, your address has been placed in a temporary distribution list to receive a few issues without subscription.*

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 Chair

[Bayfield CountyLakes Forum](#), Board Secretary

[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.