

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, July 6th, 2007 – Volume 3: Number 27

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“Tug on anything in nature and you will find it connected to everything else.”

-John Muir-

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>
BCEDC Board Meeting	July 9 th	10 AM – noon	Washburn Library
Lake Superior Day	July 15 th	All Day	Lake Superior Basin
Carbon Strategy Lecture	July 20 th	8:30- noon	Shawno Co. Courthouse
Shoreland Protection – Hearings on New Regs.	July 26 th	5:45 PM	Rice Lake**
Lake Superior Technology Conference	Aug. 8 & 9	TBA	WITC – Ashland
Green Building	Aug. 10 th	8:30 – noon	Shawno Co. Courthouse
BCEDC Board Meeting	August 13 th	10 AM – noon	TBA
Wisconsin Natural Resources Board	August 14-15*	Full Day * Half day	Washburn/Bayfield
Bayfield County Lakes Forum Annual Meeting	August 18 th	9:00-11:00 AM	Iron River Community Center
Great Lakes Restoration Conference	Sept 6-8	All Day	Chicago
Lake Superior Binational Forum	Sept. 7 & 8	All Day	Wawa, ON
Rustic Roads Board	Sept. 10 th	9:00 – noon	Madison

** Check the link for details. Rice Lake is the closest of seven hearing sessions.

EDUCATION & ECONOMIC DEVELOPMENT

Monday morning the BCEDC Board will look at new alignments of its working committees. The **Education Committee** has been in limbo so I wrote suggesting four goals that might provide better focus:

1. Support rapid response to employer needs. This will likely entail preparation to reach out to incumbent workers both internal and external to the company, displaced workers, underemployed(overqualified) workers and commuting workers.
2. Advocate for quality schools appropriate to the values and attributes of NW Wisconsin.
3. Promote uses of digital technology to maximize both diversity and quality of educational opportunities for pre-K through Adult Education recognizing both the similarities and differences between pre-K – 12 and Adult Learners.
4. Establish a support structure (mentor, coach, seminars, workshops, digital simulations) for Adult Learners age 25 – 50 who seek expansion of skills (sales, marketing, business planning, customer relations, employee relations, finance, management) to effectively start and sustain new business initiatives.

I also recommended that the committee be renamed the **Workforce Development Committee**; a change that will remove some unnecessary ambiguity over what education really means for economic development and bring BCEDC into a useful alignment with the **Northwest Wisconsin Workforce Investment Board**.

Membership would include, of course, BCEDC Board Members. However I believe the committee should also include Private Sector Employers, School District Leaders, and Representatives from Higher Education. **Superior Edge** CEO **Jerry Johnson**, Bayfield Mayor **Larry MacDonald** and local philanthropist **Mary Rice** have continued to pursue development of a cluster of new companies focused on distance learning technology. Now called **BrightPath**, this highly promising initiative should be represented.

This later, involvement of BrightPath, may be particularly important because, to my mind, it represents a critically important opportunity to pursue a goal of educational excellence for our rural communities that meshes well with goals for economic development.

Ed Batton, Bayfield consultant and member of the Bayfield County Economic Development Corporation's Board, and I share a concern for the quality of education in Bayfield County schools. Our exchanges are mutually stimulating. One exchange prompted Ed to suggest that we do a pretty good “good cop, bad cop” routine. Ed's reactions to some of my musings in TGIF are both appreciated and challenging. He recently asked: **“Who says we can't have the very best public education system in the country?”**

In a long, winding and windy response to Ed's suggestion that the BCEDC Education Committee be renamed the Public Education Committee, I raised my doubts about whether

BCEDC could or should be an appropriate and effective advocate for school quality and then asked: **Can we be the "very best"?**

And then I wrote "Before answering that we better acknowledge that there is a huge gap between where (our schools) are now and where some pretty good ... (suburban) school systems are standing in terms of several quality measures."

The old Sears-catalog embraced a marketing strategy of labeling products as good, better and best with price points to encourage consumers to upgrade their choices. Our efforts with improving public education in NW Wisconsin might well follow a little ditty "*Good, Better, Best. Never let it rest until the good is better and the better, best.*"

LIGHTER SIDE:

from : A variety of sources.

For ages, probably dating from the famous anatomist **Vesalius**, medical students have been challenged to memorize the twelve cranial nerves: olfactory, optic, oculomotor, trochlear, trigeminal, abducens, facial, acoustic(vestibulo-cochlear), glossopharyngeal, vagus, accessory(somatic accessory), hypoglossal. An amazing and creative variety of mnemonic tools have emerged. Here are a couple:

On old Olympus towering top a Finn and German vaulted a hedge.

On old Olympus, Terry tried abducting fanny after giving Vegas some help.

Then, as might easily be predicted, a few bright medical students created mnemonic devices that reference female anatomy with connotations that could easily offend sensitivities of a few TGIF Readers.

But the one that seems most appropriate, and one I would have appreciated sharing with my students while teaching Head and Neck Anatomy:

Oh once one takes the Anatomy final, very good vacations are heavenly.

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 Industrial Ecology, Sustainable Development and the Sustainability Revolution.