

TGIF Taking Great Ideas Forward

Improving Northern Capital - Sustainable Development in the Northern Tier

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“Laughter is America's most important export.”

-Walt Disney-

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>
2008 Resource Rendezvous	August 28	9:00 AM – 3:00 PM	Marshfield Clinic
Inventors & Entrepreneurs Club	Sept. 4 th	6:00 PM	Casablanca Traders
Lake Superior Binational Forum	Sept 5-6	All Day Fri. , 8-12 Sat.	Houghton, MI
BCEDC Board Meeting	Sept. 8 th	10:00 – Noon	Washburn Library
Sustainable Communities & Farms	Sept 11 & 12	All day	Oconomowoc, WI
Northshore In-line Half Marathon	Sept 13 th	7:30 AM	Two Harbors to Duluth
Ideas To Profits (Conference)	October 1-2	All Day	Appleton WI
BCEDC Board Meeting	October 13th	10:00 AM – Noon	TBA
Bioneers Conference 2008	Oct. 17-19	All Day	San Rafael, California
SOLEC State of the Lakes Ecosystem Conference	Oct. 22-23	All Day	Niagara Falls, ON
Lake Superior Binational Forum	Nov. 7 & 8	All Day Fri. , 8-12 Sat.	Thunder Bay, ON
Synergy 2008	Nov. 11 & 12	All Day	UW River Falls
Northland Bioneers Conference	Nov. 14 - 16	All Day	Twin Cities

CAVEMEN

Civilization takes unpredictable twists and turns. TV could leave our civilization twisting and turning.

The vision of prehistoric people wearing animal skins and mauling one another as well as large animal species with dinosaur bones for food and dominance has been locked into our

collective psyche by literature and broadcast media. Although I pride myself in not watching situation comedy with canned laughter – live audience programs are OK – I could not avoid a few reruns of the Flintstones. The series originally ran during my wonderful “non TV” years.

Contemporary broadcast media has picked up the theme, replete with troglodyte imagery, with a modestly popular show on the DIY network “[Man Caves](#).” By its own description, the show suggests: “*Every guy needs a space to call his own... a sanctuary where boys can be boys, where life essentials include a wet bar, a poker table and a place to watch the game with the fellas. And maybe even an indoor putting green!*” The stairs to a basement make a fitting metaphor for a cave entrance. An open, elegant staircase could begin to transform a space. Perhaps mind-space could also be transformed. Hermit-like isolation can, on occasion, open the mind to new possibilities.

CNN did a [story](#) in which the theme of the need for isolation is expanded with a portmanteau “mantuary.” A couple, Vicki and Brian Meldrum, are quoted:

"As ridiculous as the idea of watching six hours of golf is to my wife, that's how ridiculous the idea of watching six hours of 'America's Next Top Model' is to me," Brian Meldrum says.

The Meldrums adopted a his-and-hers approach to TV viewing. "He has his space, and I have mine," Vicki says. "It makes for a more harmonious household."

Practicing your putting while watching a PGA tournament on a 42” HDTV screen makes somewhat better sense than crunching Pringles and swilling lite beer from the couch. One graduate from the couch lost 65 pounds while building his \$19,000 man cave. [\(Story\)](#) His wife should have another project planned to keep the scales from climbing in the opposite direction. A civil approach in presenting the project could keep life at home, to quote the philosopher **Thomas Hobbs**, from being “*solitary, poore, nasty, brutish and short.*” Civilization begins at home.

With cable vendors increasing prices while decreasing choices, one can wonder whether the trend will change viewing patterns. My suspicion is that the number of multi-TV households will increase. These mind-tools are driving civilization in un-mapped directions. We have a lot to learn about the impact of TV. What are we learning from television?

The promise of TV as a mind-tool for formal learning has taken a sharp turn downward, falling off the cliff so to speak. The linearity of learning that has dominated educational curriculum and instructional designs created a few attempts with televised classes that were mostly pretty bad; boring to most viewers. Capturing the qualities of even great lecturers inside the borders of a TV screen proved elusive. Perhaps learning takes its own twist and turn from TV. If learning is to increase our capacity to do what we want to do, a few ideas on TV for a man cave can motivate a couch potato to hunt and gather essential information for building a better hovel. Once off the couch, we may be amazed to see what might happen.

I wonder how many good caves there are in the cliff.

LIGHTER SIDE:

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

In Memorium

Please join me in remembering a great icon of the entertainment community. The Pillsbury Doughboy died yesterday of a yeast infection and trauma complications from repeated pokes in the belly. He was 71. Doughboy was buried in a lightly greased coffin. Dozens of celebrities turned out to pay their respects, including Mrs. Butterworth, Hungry Jack, the California Raisins, Betty Crocker, the Hostess Twinkies, and Captain Crunch. The grave site was piled high with flours. Aunt Jemima delivered the eulogy and lovingly described Doughboy as a man who never knew how much he was kneaded. Doughboy rose quickly in show business, but his later life was filled with turnovers. He was not considered a very smart cookie, wasting much of his dough on half-baked schemes. Despite being a little flaky at times, he still was a crusty old man and was considered a positive roll model for millions. Doughboy is survived by his wife Play Dough, three children: John Dough, Jane Dough and Dosey Dough, plus they had one in the oven. He is also survived by his elderly father, Pop Tart. The funeral was held at 3:50 for about 20 minutes. If this made you smile for even a brief second, please rise to the occasion and take time to pass it on and share that smile with someone else who may be having a crumby day and kneads a lift.

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.