

# Inventors COUNCIL

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## OF MID-MICHIGAN

PO Box 232, Lennon Michigan 48449

Web Site: [INVENTORSCOUNCIL.ORG](http://INVENTORSCOUNCIL.ORG)

The Inventors Council is an independent, non-profit 501 C-3 corporation formed to help inventors pursue their dreams of bringing new and innovative products to market. Our goal is to help fellow inventors succeed in the most efficient and least costly manner possible by providing education and business networking.

Founded by Robert (Bob) Ross in 1995

We meet monthly at Walli's Restaurant, 1341 South Center Road Burton, Michigan. Just Two blocks south of I-69, Exit 139

VOLUME FOURTEEN

NEXT MEETING THURSDAY, January 14, 2010, 7:00PM

NUMBER ONE

## January Featured Speaker

Starting at 7:30pm following our 2010 election.

Steve Rau, owner of Harvest Media Works will be our featured Speaker. Steve's expertise is in Business Consulting, Television commercial Placement, Website Design & Hosting, and Custom Marketing Magazines.

Steve will be focusing on the Value of a Professional Looking Website for your products. He has developed some outstanding Websites for our members and will be giving the group hints and knowledge about developing your own web site.

It should be a lively night with our inventors. See you all there.

The meeting will begin at 7:00pm in the upper level of Walli's Restaurant on Center Road in Burton.

## 2010 Membership Dues and fees

Thursday January 14, 2010 is the date for the 2010 membership dues to be paid. These will be good until January of 2011.

This amounts to \$4.42 per month. It helps us pay for the meeting room, newsletters, handouts, supplies, etc.

The visitor fee will now be a \$5.00 per person donation at the door.

The Review Panel process has been improved and will now be more formal and detailed. We will charge \$25.00 for non-members and \$10.00 for members to have their inventions reviewed.

Walli's meeting room has been scheduled for the 2010 calendar year, so our meeting place is secure.

## 2010 Board of Directors Election January 14, 2010 from 7:00pm to 7:25pm

Our 2010 **Board of Directors election** will take place at our regular Monthly Meeting at Walli's at 7:00pm.

Members will be given a ballot to mark and turn in to determine which directors will lead our inventors club this year. All members wishing to appear on the ballot must notify Marty Sovis or Mike Ball via email by Tuesday January 12, 2010. We need this so we can have time to print the ballots.

At press time, the following 10 members have filed to run for election to the Board:

Mike Readwin  
Rick Mason  
Mary Gavin  
Marty Sovis  
Mike Ball  
Jim Harris  
Ron Kilponen  
Roger Stolpin  
Mike Wiley  
Bill Brabenec

The Board is a group that will determine what actions, efforts, and directions the ICMM will take this year. We are happy to see so many new members running for election. This will give us more and better ideas to better serve our members and communities.

Please get your names on the ballot if you want a voice on the board in 2010. We are only as good as our members make us.

## Invention Efforts You Can Do

Bob Ross, the founder of our club always preached to do something positive on your invention for 5 minutes each day. It could be research, a phone call, a sketch, a drawing, make a part, go to a meeting or store. Whatever you do, put in some time on your invention every day that you can. If you do this, you will put in over 30 hours a year with almost no effort. Sound advice.



## MARKETING

Hints from the Fog

by Mike Ball, President



### A Look Back at 2009 with the Inventors Council of Mid-Michigan

- Club makes name tags for members to help members know each other better
- Provide temporary name tags for visitors
- Board Meetings changed to take place only 4 times a year before the regular monthly meeting to reduce costs and travel time for Board Members
- Membership increased by 17 new members. That is a 41% increase to the club
- Simplified the sign-in sheets to include the NDA on the sign in form
- Improved the Web Site: [inventorscouncil.org](http://inventorscouncil.org) We added members, photos, home town to help with networking and recognition among the membership
- The Monthly Newsletter went to electronic distribution to members, speakers and friends (supporters) of the club. We now print only 30 copies for distribution to visitors at the door. We also post a copy on our Website and send a copy via email to our past speakers. We pay no postage and we have reduced total cost by 90%.
- Our dues are no longer pro-rated. We simplified them to full or 50% after mid year
- We discontinued giving away a free subscription or book with every new membership and now offer discounts on those items instead
- We establish a new affiliation with the United Inventors of America. Marty Sovis is our representative.
- We established a networking relationship with GLEC out of Ann Arbor. This is a great organization to find education, evaluation, and investor contacts.
- We have changed our Invention Review Process and now charge \$25.00 for non-members and \$10.00 for members. Our new process will deliver real value to the inventors
- We have made a new election process for our Board of Directors which only puts people who want to serve on the ballot
- Had some great speakers in 2009, but we are going to improve our process to obtain great speakers. This will be a major effort in 2010
- Continued training our members at the meeting in inventing and business aspects which we will continue in 2010

### Possible Ideas for the Board and members to work on for 2010:

- Develop a ten part training series "How to Bring Your invention to Market Yourself" which will focus on things you can do yourself and cheaply. More to follow in February
- Develop our inventors resource sheet for services we trust for our members
- We have proposed to obtain a white board, an overhead viewer, and a projector for computer presentations. If anyone has an idea where we could obtain used equipment that is in good condition please let us know.
- Other possibilities our members can do
- Support young people groups by inventors visiting from ICM
- Form member sub workgroups to help each other evaluate, design, engineer, produce mock-ups, packaging, etc. Inventors helping Inventors succeed is what we envision the club becoming
- Develop a speaker list we can use and count on
- Make better contact with local newspapers, television, radio, etc.
- Better networking with state and federal agencies that promote inventions and businesses for the small inventor.
- There is a world of opportunities out there. If you have an idea that can help others, let us know and let's make 2010 a great year for our members. It's up to you.

### Invention Review Panel

For objective evaluation and priceless feedback, share your invention ideas with an educated group of inventors, business owners, engineers and authors!

Our Panel will sign a non-disclosure agreement to guarantee your ideas are kept secret while we provide you with the input needed to make decisions, no matter what stage of the invention process you're at!

There is a \$25.00 cost for a review. The Panel meets at 6:15pm before each meeting. Call Panel Chairman Mike Wiley at 810-691-4451 for an appointment.

Review Panel Members  
Mike Wiley  
Jim White Mike Ball

### Bob Ross 1919 - 2004 Inventors Education Column

### Inventors Event Notices

For Entrepreneur news/events go to:  
<http://www.gleg.org/>.

This is the Michigan entrepreneur group based in Ann Arbor

**JAAKS Pacific & Toys "R" Us** is looking for game, toy, and equipment ideas. For information see:  
[www.bkfk.com/InventionDimension](http://www.bkfk.com/InventionDimension)  
Deadline is January 29, 2010

**Minnesota Inventors Congress**  
Redwood Area Community Center  
Redwood Falls, MN  
Held June 11-12, 2010  
This is a premier inventors convention

#### Officers And Directors

Mike Ball  
*President*  
810-245-5599  
michaelball@  
turbousa.com

Bill Thomas  
*Vice-President*  
810-664-1500  
wthomas@  
gfn.org

Marty Sovis  
*Secretary/Treasurer*  
810-659-6741  
msovis@  
comcast.net

Mike Wiley  
*Evaluation*  
810-691-4451  
mwiley1111@  
aol.com

Alex Kiwior  
*Evaluation*  
248-652-3258  
akiwior@  
flash.net

Ron Kilponen  
*Legal*  
248-344-7132  
kilponen@  
bignet.net

Fred Elvin  
*Information*  
248-652-6945  
felvin@  
sbeglobal.net

Don Wildfong  
*Marketing/Historian*  
810-645-0891  
dwildfong@  
earthlink.net

Jim Harris  
*Membership*  
810-621-3468  
harris03@  
charter.net

Bill Brabenec  
*At Large*  
810-724-2722  
brab@  
tir.com

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