

Inventors COUNCIL

OF MID-MICHIGAN

PO Box 232, Lennon Michigan 48449

Web Site: 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, May 13, 2010, 7:00PM

NUMBER FIVE

Rhonda Gelstein of VROOMERS is our speaker tonight

A love of classic cars and vintage travel trailers – and an extreme dislike for cold feet – sent Rhonda Gelstein on a mission to create unique, fun and warm slippers. In 2008, VROOMERS opened for business.

Hear Rhonda's story about how she created and took her product to market.

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

April 2010 Meeting

Training on Cash Flow analysis to support your invention was conducted. A networking night followed the training and it was quite well participated in by our members. We will try to do more networking sessions during the year.

New: "Single Step" This will be an agenda item at each meeting. It will be called "Single Step" and will be asking the audience what step did you take to move forward this month. We will be asking for one item only. The longest journey begins with a single step and we want to encourage our inventors to take at least one step toward completing their invention.

It could be a sketch, working on a mock-up, doing a marketing search, attending a seminar, or networking with someone about an issue for your invention.

Be ready to stand up and tell the other members about your "Single Step" this month.

Our goal is to help as many people as possible, so bring a friend and get them involved helping others.

Why Not You? (REPRINT FROM Idea Buyer) *Stop Whining and Start Winning!*

"I do not fear failure. I only fear the "slowing up" of the engine inside of me which is pounding, saying, "Keep going, someone must be on top, why not you?" – George Patton

It is not until a man gives up that he is a failure. Failure is simply an event. Failure can serve us greatly if we utilize its lessons and continue moving forward. For those of you that have allowed the past 11 months since the New Year beat you down and withdraw your enthusiasm for your goals, pay attention.

No one is born a great inventor. Great inventors become so through years of hard work, dedication, and sharpening of their saw.

Successful inventors study the markets they invent for, build contacts, and partner with individuals who can help them take their product to the next step. They utilize their capital wisely, investing in materials and services that are value based and help them build their networks.

One thing they do not do is give up. This isn't to say you should never let a product go. What it means is that you should never stop inventing, educating, and taking massive action.

This past week I had the opportunity to speak to a very intelligent and motivated inventor named Lisa. Her last invention flopped after she spent a large chunk of her money on patent services before she had a chance to really get started. Most people, rejected, would feel defeated and give up. Many would think, "Maybe this just isn't for me. Maybe I am not cut out for this".

Not Lisa. Lisa learned from her mistakes, built up her coffers, kept her journal, educated herself further, and is currently in talks to license her patent pending product. We also had the opportunity last week to get two new products into retail locations where they will begin selling. Collectively, the inventors have been working on their inventions for over 5 years and their persistence is paying off.



MARKETING

Hints from the Fog
by Mike Ball, President



Why Not You?

Stop Whining and Start Winning! (cont.)

The will of the human mind is the greatest gift a person is given.

The human mind is what can help people get through atrocious events like the Holocaust.

Your mind, like a tree, can only grow stronger when it is challenged by the weather of life.

If a tree is insulated against nature, its trunk stays weak. It does not grow stronger. Eventually, if it is planted alone, it often snaps during turbulent times and dies.

Let the storms and weather you face serve you in your inventing career.

Think about how you can take control back and fire up that engine inside of you. That engine that says;

"I do not fear failure. I only fear the "slowing up" of the engine inside of me which is pounding, saying, "Keep going, someone must be on top, why not you?"

George Patton

Inventors Activities Coming Up

(See page 3 for more events)

FastTrac® NewVenture Orientation. Don't miss out...There's a big push in Michigan to make FastTrac programs, the Kaufmann Foundation's world-renowned, gold standard in education for new and second-stage entrepreneurs, affordable and available to our state's entrepreneurs. Plan to attend one of the two hour, no-cost orientation sessions being offered around the state for the FastTrac NewVenture course. Attending one of these orientation sessions is mandatory for acceptance into the course and to qualify for a scholarship (up to a \$700 value). See website for details: <http://www.misbtdc.net/events.aspx>

Bizdom U Information Sessions. Bizdom U is an entrepreneurship accelerator that provides training, incubation space, and funding for businesses that want to launch or expand in the City of Detroit. The training is interactive, hands on, and mirrors the lifecycle of business development. Workstations are available in an incubation office space at no cost. If your business plan is approved, Bizdom U will invest up to \$100,000 in the business. Register to attend an information meeting to receive detailed information and application materials. Meetings are scheduled for Wednesdays at 6 p.m. and Thursdays at 10 a.m., 5260 Anthony Wayne Drive, Detroit. Call 313-833-7800 or e-mail getinfo@bizdom.com to register for an information session. Application materials are available at <http://www.bizdom.com/>.

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 6:00 pm before each meeting. Call Panel Chairman Marty Sovis at 810-659-6741 for an appointment.

Review Panel Members

Marty Sovis Rick Mason
Jim White Mike Wiley

Bob Ross 1919 - 2004
Inventors Education Column

Inventors Event Notices

Invention & Idea Show 2010 - Minnesota Inventors Congress

Redwood Area Community Center,
Redwood Falls, MN

June 11-12, 2010

Test market your products. Sell your products from your booth.

See web site:

www.minnesotainventorscongress.org

Patents and Trademarks 101

Saturday July 24, 2010

Detroit Public Library

Main Library, Friends Auditorium
5201 Woodward Avenue

Call (313) 481-1391 to reserve a seat

Bst@detroitpubliclibrary.org

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New Enterprise Forum. NEF has openings for Showcase Presentations in 2010. Entrepreneurs seeking funding or other resources can request an NEF coaching team to assist them while preparing a ten-minute investor presentation. Ready presenters are selected for Showcase Presentations to the NEF audience of entrepreneurs and investors. To be considered, send an executive summary to the NEF program committee at diane@gleq.org or complete the NEF application on line at www.newenterpriseforum.org.

New Enterprise Forum: Annual Battle of the Elevator Pitches. Entrepreneurs need to be charismatic and quick on their feet. During this wild event, successful local entrepreneurs are put to the test by having three minutes to pitch an imaginary company – with almost no time to prepare! Join in the fun at this highly anticipated annual event. Note: GLEQ participants are invited to attend as guests of NEF. Please e-mail Diane@GLEQ.org to be included on the attendee list. Details: Thursday, **May 20**, 5 p.m., Holiday Inn North Campus, 3600 Plymouth Rd, Ann Arbor - <http://www.newenterpriseforum.org/>

Business Plan: Nuts & Bolts. Develop a comprehensive plan for your business. Define target markets, identify your competitors, develop an operating budget, and begin to determine your financial needs. This seminar is designed for start-up businesses and those less than two years old. Speaker: Donald Morandini. Details: Tuesday, **May 18**, 9 a.m.-noon, [Macomb County MI-SBTDC in Warren, Business Resource Center, Warren](http://www.misbtdc.net/events.aspx) - <http://www.misbtdc.net/events.aspx>

Automation Alley Defense Office Grand Opening. Join Automation Alley at the official launch of their new defense office. Learn about the opportunities that this office provides. Companies can gain access to a plethora of resources including access to consulting, as well as supplier information and opportunities through the Diminishing Manufacturing Sources and Material Shortages (DMSMS) program, a three-year contract that identifies manufacturers capable of producing replacement parts for the Army that are no longer in production. This new office is reflective of the region's growing defense sector and provides the needed assistance to help companies diversify. Details: Monday, **May 17**, 8:30 a.m.-noon, Automation Alley Defense Office, 7205 Sterling Ponds Court, Sterling Heights - http://www.automationalley.com/a2_nws_eventcal?m=5&y=2010

Mingle and Match. If you are launching a startup, and need people to help you, come to this high energy event where you can have one minute to tell about your business and what kind of help you are seeking, (advisory board member, co-founder, employee that is willing to work for stock, consultant, etc.) followed by a networking session. To be a presenter, send a one paragraph description of your business concept, along with a description of the talent that you are seeking, to Amy@AnnArborSPARK.org. Details: Thursday, **May 27**, 5-7 p.m., SPARK Central, 330 East Liberty, Lower Level, Ann Arbor - <http://www.annarborsaevents.org/>

How to Become a Government Contractor Seminar. Are you looking to diversify your company through government contracting? Did you know the federal government purchases more than \$350 billion of goods and services a year, and that the State of Michigan has a diverse portfolio valued at more than \$11.6 billion? Come find out about the services and support the Procurement Technical Assistance Center (PTAC) staff at the Regional Chamber can provide your company. Details: Wednesday, **May 26**, 8:30-11:30 a.m., UM-Flint Launch, Northbank Center, 432 N. Saginaw St., Flint- For more information, contact Chelsea Fisher 810-600-1437, or cfisher@thegrcc.org Registration is required.

**Success is accomplished a Single Step at a time. Slow and steady is the safest and surest way to inventing success. Invite a friend to a Club Meeting.
We are inventors helping inventors.**