

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 SIXTEEN

NEXT MEETING THURSDAY, JANUARY 12, 2012, 7:00PM

NUMBER ONE

Thursday January 12, 2012 Meeting

The meeting will take place at 7:00 pm in the upstairs of Walli's Restaurant in Burton Michigan.

The first order of business will be the election of the 2012 ICMM Board of Directors. All the members will receive a ballot to vote for their favorite candidates.

After the election results are in we will do some training and then have some networking time to plan on the club direction for this year.

Meeting will start at 7:00pm January 12, 2012

Thursday December 8, 2011 Meeting

Our host was Aaron Hamann at the Town Office in Flushing, Michigan.

We had a great time with pizza, salad, cake, and soft drinks, a presentation, and networking time. The food and speakers were great and Kudos to Marty Sovis for buying great pizza, salad, and cake for our party.

. Chris Moultrup, Associate Director of the Mid Michigan Innovation Center in Midland was the speaker. Chris delivered a great investor message. He talked about what investors are looking for and what an inventor must be prepared to do to qualify for investor funding.

Happy New Year To Inventors and Friends of ICMM!!!!

2012 Board of Directors Election Night

It is that time of year again when our members select the leaders who will determine the direction the ICMM will take in 2012.

All members are eligible to self nominate to be on the ballot for the ICMM Board of Directors for 2012.

This is a volunteer club and we all get a vote. The Board sets the agenda and timing of what our members want to accomplish. We have to make choices based on time and resources available.

I hope everyone self nominated to be on the Board. It is our club and we trust in those elected to work on our goals and help our inventors take their inventions to market if they are ready.

It was a great 2011 and we have some unfinished business that we will carry on into the new year.

Come to the meeting, vote, and give input about our new goals for 2012. That is the only way you will be able to help direct the ICMM efforts this year. Get involved. It takes all of our membership to help guide the direction this year.

See you on Thursday January 12, 2012 at 7:00 pm at Walli's

Left over Projects

Cubicle Cop —"ICCM Invention 2011" This is our invention project and we are at the manufacturing stage. We are refining some issues and will continue to work on the product development of the "Cubicle Cop" in 2012 and continue to train our inventors how to invent.

ICMM
Home of the Happy Inventors



MARKETING

Hints from the Fog
by Mike Ball, President



“When in Trouble, Do Tasks”

A great many companies, departments, groups, and clubs often have setbacks or roadblocks from time to time. Some grind to halt and wait for directions or something to change. This is easy to do but not very productive. Some people say to not do anything if you or your company run into problems. They claim they are waiting for direction or answers before they continue on the project. Those people subscribe to the old excuse “I am waiting for directions”. Well perhaps they have a point, and I do believe “if you find yourself in a deep hole, then quit digging.”

Sounds funny but stop digging does not mean stop working. As an inventor I have often run into roadblocks or timing issues that may hold up my invention process for a while. That does not mean I should sit down and wait for the roadblock to be removed. As an inventor, you are the only person who has to get it done.

I always create a matrix of what I need to accomplish to take my inventions to the market. It contains the task, who it is assigned to, estimated date it needs to be completed, and actual date it is completed. This document is the road map of your invention plan. One road can be closed if a bridge goes out but you have to continue the trip by a modified course. An invention requires many type of items to accomplish to be successful and many are not dependent on any other task.

Take the design of a part that needs a CAD designer and yours is busy and can't work on it right now. This is a problem, but not a “dead in the water” issue because you still have many other tasks that need to be done. If you are using the “Invention Matrix” which all our new members receive, just go to your matrix and work on some task you need to do anyway. This makes your time productive and many times when you are doing tasks you must do anyway, you are working on you invention successfully.

So many inventors get set on working on one item that they think must be completed before they can do anything else. What does setting up an office system have to do with a design? Nothing. What about doing market research about your competition, or taking out a DBA, or setting up a work area, or obtaining a bar code? Nothing, but all these tasks must be done if you want to sell or market your invention. So when you are in trouble, do tasks that will be required anyway. “If it's going to be, it's up to me.” Keep working and you will eventually complete them all. Happy Inventing.

See pages 3 and 4 for more Events for Inventors

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's a \$25.00 Donation for a Review. The Panel meets at 6:15pm before each meeting. Call Panel Chairman Marty Sovis at 810-659-6741 for an appointment.

Review Panel Members
Marty Sovis Rick Mason
Jim White

Bob Ross 1919 - 2004
Inventors Education Column

Inventors Resources

Michigan Inventors Clubs
Inventors Council of Mid-Michigan
Inventorscouncil.org

Muskegon Inventors Network
Muskegoninventorsnetwork.org

Grand Rapids Inventors Network
GRinventorsnetwork.org

Jackson Inventors Network
Jacksoninventors.org

MidMichigan Innovation Center
www.mmic.us

Officers and Directors

Mike Ball <i>President</i> 810-245-5599 michaelball@turbousa.com	Rick Mason <i>Vice-President</i> 810-659-7935 xyzmason@aol.com
Marty Sovis <i>Secretary/Treasurer</i> (810) 659-6741 Msovis@comcast.net	Mike Wiley <i>Director</i> 810-691-4451 mwiley1111@aol.com
Ron Kilponen <i>Legal</i> 248-344-7132 kilponen@bignet.net	Roger Stolpin <i>Director</i> 248-634-2129 Finite-007.att.net
Jim Harris <i>Member-ship</i> 810-621-	Mary Kordyban <i>Director</i> mkordyban1@gmail.com
Bill Brabenc <i>Director</i> 810-724-2722 brab@tir.com	A 501-C-3 All-Volunteer Corporation

Links for ICMM Inventors to Review to find networking opportunities

Annual Collaboration for Entrepreneurship- ACE'12. Join hundreds of attendees as they take advantage of learning and networking opportunities with fellow entrepreneurs, funding sources and entrepreneurial resources at this year's Annual Collaboration for Entrepreneurship. ACE'12 is the culmination of GLEQ's Fall Business Plan Competition where winners and cash awards are announced. In addition, top entrepreneurs will present before investors and others in the Michigan entrepreneurial community. Event details:

January 31

2 - 9 p.m.

Skyline High School

Ann Arbor

**Watch for more information about a special announcement
at this year's ACE!**

[REGISTER NOW](#)

Looking for an opportunity to showcase your company with hundreds of entrepreneurs, investors and dignitaries? Apply to exhibit and/or present a pitch at ACE '12. Pitch applications must be received by Jan. 13 and successful applicants will be notified by Jan. 17.

Exhibit and Pitch Application

Each year's ACE event, along with the year-long activities of its supporting organizations, helps make the Great Lakes region a better place to start and grow a business. We hope to see you there!

Pre-Business Research. Are you thinking of starting your own business and want to research your business idea? Are you a business owner who wants to understand which research sources to use for your business plan and where to find the information you need? Then plan to attend this business pre-planning workshop, sponsored by the Oakland County Business Center and The Entrepreneur Source.

Tuesday, January 10, 9 a.m.-12:30 p.m.

Oakland County Business Center MI-SBTDC, Executive Office Building, Waterford

Information and registration: www.misbtadc.net/events.aspx

MCC Live. Join the business professionals of Motor City Connect for an effective and fun alternative to the traditional networking meeting. This is a chance for everyone to come face-to-face with other MCC members. MCC Live lunches are relaxed, casual and a good chance to break bread together, meet new people, seek to understand their needs and connect on a new level.

Tuesday, January 10, 11:30 a.m.-1 p.m.

The Uptown Grill, 3100 East Maple Road, Commerce

Information and registration: motorcityconnect.groupsites.com/calendar/2012/1

TechTown Open House. Got an idea? Curious about how TechTown can help you? Drop into our monthly open house and have a look around our thriving entrepreneurial community. The open house features tours of the facility, a chat with our entrepreneur of the month and discussions with staff about how we support entrepreneurs.

Tuesday, January 10, 5-7 p.m.

TechTown, 440 Burroughs, Detroit

Information and registration: www.automationalley.com/a2_news_eventcal?m=1&y=2012

SBIR/STTR: Introduction and Overview. This half-day workshop covers the SBIR/STTR program basics, including: program purpose; eligibility; and sources of funding. It is designed to provide enough information for attendees to determine if they would like to seriously pursue proposal development. Technology-based entrepreneurs and small companies seeking funding for R&D will come away with a better understanding of SBIR/STTR program and the potential for non-dilutive funding presented by this \$2.3 billion dollar federal funding program.

Wednesday, January 11, 9 a.m. - Noon

BBC offices, 803 N. Main, Ann Arbor

Information and registration: www.bbctraining.eventbrite.com

D-NewTech. This monthly meet-up event encourages and highlights entrepreneurship startups in Detroit and SE Michigan welcoming attendees from any school, sector, or industry function (e.g. entrepreneurs, technologists, investors, lawyers, marketers, students, bloggers, etc.) interested in local high-tech or non-tech startups. The event includes an inspirational guest speaker follow by 4-5 start-up companies presenting five-minutes pitches and five-minutes for Q&A. This month, please bring a toy to donate to the Toys4Tots Foundation.

Wednesday, January 11, 6 -8 p.m.

TechTown, 440 Burroughs, Detroit

Information and registration: www.dnewtech.org/

Business Law & Order: Intellectual Property (Part II). "The Keys to Technology Licensing Webcast." This is the sequel to SPARK's popular IP-1 session last October. In this installment, we will provide the keys to technology licensing and university technology transfer. Mark Malven of Dykema Gossett PLLC will explain the essentials of technology licensing. Jim Deane from UofM Tech Transfer will talk about the opportunities that exist for entrepreneurs to acquire cutting edge technology from universities, and how to work with tech transfer offices.

Monday, January 16, 5-7 p.m.

SPARK Central 330 East Liberty, Lower Level, Ann Arbor

LA2M. A choice in social media for business today is blogging or curation, or some of both, or developing a hybrid. How do you make smart choices among traditional and the newest social media tools? Deb Nystrom, a local consultant and owner of the Social Media Learning Lab; and JT Pedersen, a product strategist and blogger with Tech.li; will illustrate & banter with LA2M on the practical applications of blogging and curating, and how these approaches help your business grow: "Blogging & Curation, Business Lessons Learned using Traditional and New Social Media Tools in Business Blogging."

Wednesday, January 18, Noon-1 p.m.

Conor O'Neills, 318 S. Main St., Ann Arbor

Information and registration: www.la2m.org/

Women in Agri-Business IV. Learn about new opportunities and trends in agriculture, including information on food safety developments and new technologies at this half-day seminar.

Friday, January 20, 8:30 a.m.-Noon

Information and registration: www.thumbworks.org