

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, June 14, 2012, 7:00PM

NUMBER Six

June Featured Speakers

Starting at 7:00 pm June 14, 2012

Tonight our speaker will be Jim Owens with his wife Carol. He is the inventor of the Cat Door which is an arch-framed entrance which grooms the cat and hides the kitty litter box. He sells them on the web site www.CAT-DOOR.net

Jim is going to share his story of going to market and his challenges as well as successes. Come enjoy another inventors story and network with all our inventors.

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

May 10, 2012 Meeting

We worked on the Design of the Cubicle Cop and decided on the manufacturing technique to use. We have three teams working on the design and manufacturing, a sign team, and a marketing and sales team. All of the members can give input on each stage. This is the way a product company would perform the tasks but with many more people, resources, and time.

June 14 Meeting

We will be working on the steps this month also. Come and learn and contribute to the Cubicle Cop.

We only get about 45 minutes per meeting each month so it is going to take awhile, but we will get there.

This is probably the greatest learning tool used by an Invention Club I have ever experienced. From a novice to an experienced inventor, all can contribute to the process. Join the fun this month and learn inventing processes which help you succeed with your invention.

What is an Inventors Club?

In its simplest form, it is a group of people with an interest in inventing things meeting with other inventors, or "want to be" inventors. They meet together for a common interest. It is a networking opportunity for people to work with and share ideas with other like minded people. It builds friendships and interacts with people who think like you do. It broadens peoples horizons of knowledge and becomes like a family with everyone helping each other in many ways.

Not all Inventors Clubs have the same structure and goals. Some emphasize patent and copyright laws. Some clubs are marketing focused for inventors who have invented a product already. Some Inventors Clubs just meet with no formal agenda other than just to try sharing ideas.

Most clubs have a meeting agenda and focus on things that the members have skills to share with others. Some Clubs bring in speakers on such subjects as patents, law, trademarks, business plans, financing, marketing, web design, etc.

All Inventor Clubs have value. It just depends on what an inventor needs. The focus of the club is usually dependent on the skill sets of the members in the club. If a club is full of lawyers, it focuses on patents, business structure, etc. If a club has business people who sell products, then they focus on marketing the invention. Depending on what an inventor needs you should attend a club that matches your goals.

ICMM is a design, engineering, manufacturing focused club. We network with other groups to do business plans, marketing plans, financing, and other things our inventors need.

We focus on creating, designing, engineering, and manufacturing an invention. We have the skill sets along with our partners in education, MiSBT, GLEQ, MMIC, and others to help our inventors along the way.



MARKETING

Hints from the Fog
by Mike Ball, President



Invention of the Paper Bag Machine

For many women inventors in years past, the invention process was twice as difficult because, in addition to the hardships of inventing, they also faced the skepticism of a world that didn't believe women could create something of value. Fortunately, over the years, that perception has been blown out of the water by women inventors like Margaret E. Knight, who were willing to fight for the accolades and recognition they unquestionably deserved.

Born in Maine in 1838 and raised by a widowed mother, Margaret Knight showed a proclivity toward inventing from a very young age – a characteristic of many of the world's famous inventors. After observing an accident at a textile mill at the age of 12, Margaret went to work producing her first real invention. Knight conceived a device that would automatically stop a machine if something got caught in it. By the time she was a teenager the invention was being used in the mills.

After the Civil war, Margaret Knight went to work in a Massachusetts paper bag plant. While working in the plant, Knight thought how much easier it would be to pack items in paper bags if the bottoms were flat (they were not at the time). That idea inspired Margaret to create the machine that would transform her into a famous woman inventor. Knight's machine automatically folded and glued paper-bag bottoms – creating the flat-bottom paper bags that are still used to this very day in most grocery stores.

Of course, no story of triumph would be complete without a villain. In this case, the villain was a man named Charles Annan – who attempted to steal Knight's idea (he spied on the woman hired to make her prototype) and receive credit for the patent. Not one to give in without a fight, Margaret took Annan to court to vie for the patent that rightfully belonged to her. While Annan argued simply that a woman could never design such an innovative machine, Knight displayed actual evidence that the invention indeed belonged to her. As a result, Margaret Knight received her patent in 1871.

Knight's invention immediately had a huge impact on the paper industry – and paper bags began to proliferate throughout the retail landscape. To this very day, thousands of machines based on Margaret Knight's idea are still used to produce flat-bottom paper bags. Knight didn't stop there though; throughout her lifetime she would receive over 20 patents and conceive almost 100 different inventions – including a rotary engine, shoe-cutting machine and a dress and skirt shield. At the time of her death, an obituary described Knight as a "woman Edison." In actuality, she was something greater – she was a woman inventor named Margaret Knight.

From the woman's Inventor Blog - Author unknown

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 Rick Mason at 810-659-7935 for an appointment.

Review Panel Members
Rick Mason Marty Sovis
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

Mid-Michigan Innovation Center
www.mmic.us

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Inventors Events in June

FastTrac GrowthVenture. GrowthVenture is an intensive, 10-week program designed for owners, CEOs and top management team members of businesses with at least two years of operating experience. Focused on issues most important to business health and growth, attendees gain knowledge to make critical decisions about their business and strategy, investigate next-stage growth and opportunity, plan for strategic growth, build and maintain a competitive advantage and maximize cash flow for profitability.

Friday, June 8 through August 17, 8:30-11:30 a.m. (10 weekly sessions)

Schoolcraft College, Southfield.

<http://survey.constantcontact.com/survey/a07e517s51sqyg8d9e9/a015ch2uz0vrt/questions>

Entrepreneur Connect. Join GLEQ and a statewide community of entrepreneurs, investors, educators and service providers in this annual gathering in the center of the State. Kicking off with an investor golf outing, there will also be breakout sessions including a hands-on Boost pitch event, Q&A opportunities for raising capital, Lean Startup process and prototyping, initial inventory and mass production topics as well. The evening event will feature the presentation of over \$218,000 in awards to Michigan entrepreneurs. You won't want to miss this event.

Tuesday, June 12, 1-8 p.m.

Henry Executive Center, 3555 Forest Drive, Lansing

<http://www.EntrepreneurConnectMI.com>

MCC Live - Commerce. 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 usually good for a few laughs. It's never a something you have to attend, it's an event you want to attend. No sixty second commercials. No ten minute speakers. Just a chance to break bread together, meet new people, seek to understand their needs and connect on a new level.

Tuesday, June 12, 11:30 a.m.-1 p.m.

The Uptown Grill 3100 East Maple Road Commerce

<http://motorcityconnect.groupsie.com/calendar/event/2012/6/12/38642>

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, June 12, 5:15-7:30 p.m.

TechTown, 440 Burroughs Street, Detroit.

<http://www.TechTownWSU.org>

Northern Michigan Angels. Live Presentations by Promising Local Companies Seeking Angel Investment! Representatives from Northern Michigan Angels and BlueWater Angels will be on hand to answer questions regarding the benefits of Angel investing, deal structure and what to expect after you become a member.

Tuesday, June 12, 5-8 p.m.

Traverse City Golf Course and Club, 1725 South Union Street, Traverse City.

<http://www.mmic.us/events.html>

Ann Arbor OpenCoffee. This is a networking event for entrepreneurs, investors and those who work with innovation businesses, particularly in IT, cleantech and life sciences.

Tuesday, June 12, 8-9:30 a.m.

SPARK Central, 330 East Liberty, Lower Level, Ann Arbor.

<http://www.annarborusa.org/events/details?e=11273>

GRIN Monthly Meeting- Marketing for a Reason. This Grand Rapids Inventors Network (GRIN) monthly meeting is a great opportunity to meet those with similar concerns around inventing and formulating a business. Bill Danhof, of GR based Hanon McKendry, and Debbie Kiekoover, 20 year marketing expert, will talk with this month's attendees about "Marketing for a Reason". If "sales" drives the company bus, then "marketing" is the bus driver. You don't want to miss this month's meeting.

Tuesday, June 12, 6-8 p.m.

Cook-DeVos Center for Health Sciences, GVSU, 301 Michigan Street NE, Room 119, Grand Rapids

<http://www.grinventors.org/schedule.html>

Marketing Roundtable – Creative Strategy in Action. The 2012 Marketing Roundtable is a ten-session monthly series featuring regional talent who will discuss practical and cost-effective innovation marketing. Program topics range from brand strategy to social media, and from financial accountability to guerrilla marketing. This month's speaker will be Paul Koch, Q LTD.

Tuesday, June 12, 5-7 p.m.

SPARK Central, East Liberty, Lower Level, Ann Arbor.

<http://www.annarborusa.org/events/details?e=11300>

Doing Business Globally. The seminar features guest speaker Jeff Jorge, executive partner of Global Development Partners, Inc., a company that delivers breakthrough growth strategies and execution for entry into international markets. Jorge will help attendees gain practical tools for doing business in the global market.

Tuesday, June 12, 9-10:30 a.m.

Clinton-Macomb Public Library, 40900 Romeo Plank, Clinton Twp.

<http://www.macombcounty.chamber.com>

Turning Intellectual Property to New Product Profits. keynote address by Azam Khan, deputy chief of staff at the United States Patent and Trademark Office (USPTO) who is responsible for the Detroit satellite office of the USPTO. An in-depth discussion on the legal and intellectual property aspects of new product development throughout the product development cycle, from ideation to commercial launch, will follow.

Tuesday, June 12, 8-11:30 a.m.

Automation Alley, 2675 Bellingham, Troy.

http://www.automationalley.com/a2_nws_eventinfo?id=a08600000FC8uZAAT

Sustainable Design and Manufacturing Roundtable. A Roundtable is being organized to provide corporate stakeholders with an understanding of how NCMS-developed tools can be applied to advance sustainability initiatives while improving the manufacturers' bottom-line — producing products that reflect life cycle thinking.

Tuesday, June 12, 8 a.m.-3:35 p.m.

NCMS (National Center for Manufacturing Sciences), Ann Arbor.

<http://www.ncms.org/>

2012 National Economic Gardening Conference. Join the 10th Annual National Economic Gardening Conference, June 12 – 13 in Grand Rapids, Michigan – a dynamic showcase of economic gardening successes. This annual conference will give participants the chance to engage in national dialogue on economic gardening with some of the movement's leading experts and practitioners including Chris Gibbons, co-inventor of economic gardening, and Michigan Governor Rick Snyder.

Tuesday and Wednesday, June 12 and 13

Amway Grand Plaza Hotel, Grand Rapids

<https://www.sbam.org/StayInformed/Events/vw/3/ItemID/10/d/20120612>

CEED Microloan Orientation – Waterford. Many small businesses face obstacles when trying to obtain a business loan. The recognition of the serious need for working capital for existing businesses, start-up or expansion, equipment purchases, and job creation is not the priority it once was. If you have a need for alternative financing consider the MicroLoan Program. Discover the requirements and process necessary to apply and obtain a microloan.

Wednesday, June 13, 9-11 a.m.

Oakland County One Stop Shop/Business Center MI SBTDC, Executive Office Building, Waterford

<http://www.misbtdc.net/events.aspx>

LA2M. LA2M is a lunch group that meets every Wednesday to discuss the latest digital and new marketing trends, strategies and techniques. This Wednesday, Steve Sadler, Engineer and the CEO of Buz.fm will explain Frequency Marketing as it applies to Social Media.

Wednesday, June 13, 11:45 a.m.-1 p.m.

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

<http://www.la2m.org/>

New Enterprise Forum- Building the Management Team You Can't Afford to Have. Startup success is largely about having an a superb management team. But, startups typically don't have sufficient cash to hire super-stars. Our panel will discuss stage appropriate strategies for building your team and how to compensate them. Networking before and after with an opportunity to introduce yourself to the whole group.

Thursday, June 14, 5-7:30 p.m.

Holiday Inn North Campus, 3600 Plymouth Road, Ann Arbor.

<http://www.newenterpriseforum.org/events/>

Starting Your Own Business. At this forum you will learn about personality traits that impact entrepreneurialism, creating a marketing plan for your business, legal, accounting, and risk considerations, product development, business plans and financing options. You will have an opportunity to get advice from a variety of business experts and organizations that are available to support new ventures.

Friday, June 15, 9 a.m.-4 p.m.

SPARK East, 215 W. Michigan Avenue, Ypsilanti.

<http://www.annarborusa.org/events/details?e=11261>

2012 Small Business Social Symposium. The half-day program is designed by business owners for business owners through engaging sessions which include insightful industry tips from recognized business leaders. More than 300 attendees are expected to gather for this year's Small Business Symposium. In addition to breakout sessions covering social media, website design, and managing your online brand, the event will feature local experts from businesses and business support organizations who will provide information and services to help your business grow online.

Friday, June 15, 12:30-5 p.m.

Washtenaw Community College, Ann Arbor.

<http://misbtcd.org/small-business-social-symposium/>

MMIC Speaker Series: Bruce Beckett. Join the Mid-Michigan Innovation Center as they host Bruce Beckett, a self-taught entrepreneur/investor with over 30 years of diverse business experience including services, sales, technology and manufacturing. He is the President and CEO of JPACT, Inc., and the Managing Member of Parkcrest Development, Bakery Plus, and Member of Kamali'i. Lunch is included.

Tuesday, June 19, 11:30 a.m.-1 p.m.

Mid-Michigan Innovation Center, 4520 E. Ashman Street, Midland.

<http://www.mmic.us/events.html>

Muskegon Inventors Network Monthly Meeting. The Muskegon Inventors Network (MIN) is a not-for-profit inventor/marketer group for West Michigan people with creative ideas, inventors and others who may benefit from our support services. Meetings may include presentations by experts in the invention or business launch fields, or other inventors sharing what they've learned through their invention process. Intellectual property attorneys also offer pro-bono help with patents and trademarks.

Tuesday, June 19, 6-8 p.m.

Michigan Alternative & Renewable Energy Center (MAREC), 200 Viridian Drive, Muskegon.

<http://www.MuskegonInventorsNetwork.org>

Israeli Innovation: Beyond Your Imagination. The Michigan Israel Business Bridge (MIBB) in partnership with the Government of Israel Economic Mission to the Midwest and the Israel Export and International Cooperation Institute is pleased to announce its 3rd Michigan Israel Automotive Event bringing Israeli companies to Michigan to meet with automotive OEMs and suppliers.

Wednesday, June 20, 7:30-9:30 a.m.

Compuware Building, 2nd Floor Marketplace, One Campus Martius, Detroit.

<http://www.michiganisrael.com/>

Financing Options. GROW (Grand Rapids Opportunity for Women) represents part three of this three part Financial Awareness cluster. This workshop will help business owners to understand identifying financial resources and learning the process of how to apply for them

Wednesday, June 20 6-9 p.m.

GROW, 25 Sheldon Blvd., Suite 210, Grand Rapids.

<http://www.growbusiness.org>

LinkedIn for Business (Intermediate). In this intermediate session of LinkedIn you will learn how to establish your social media objectives and goals for LinkedIn, create your LinkedIn social media marketing strategy and schedule, integrate LinkedIn into your marketing strategy. You will also learn the core strategies and tactics businesses are using to get customers talking through LinkedIn, how to use social media management tools for LinkedIn, how to schedule updates in advance, and more.

Wednesday, June 20, 6-9 p.m.

Oakland County Business Center, 2100 Pontiac Lake Road, Waterford.

CEED Microloan Orientation – Detroit. Many small businesses face obstacles when trying to obtain a business loan. The recognition of the serious need for working capital for existing businesses, start-up or expansion, equipment purchases, and job creation is not the priority it once was. If you have a need for alternative financing consider the MicroLoan Program. Discover the requirements and process necessary to apply and obtain a microloan.

Wednesday, June 20, 10 a.m.-noon.

TechTown, 440 Burroughs Street, Detroit

<http://www.misbtcd.net/events.aspx>

Crafting the Small Business – Session 3: Your Marketing Toolbox. Maker Works, presents a weekly series for the small business owner, artisan and crafter. These hands on workshops will help you sort through the menagerie of challenges the marketplace presents.

Thursday, June 21, 6:30-9 p.m.

3765 Plaza Drive, Ann Arbor.

www.maker-works.com/content/event-sessions

Michigan Energy Fair. Thinking solar? Thinking wind? Thinking green? Come to the Michigan Energy Fair in Ludington on June 22-24 to learn the latest on technology, products, policy, education, and training. This year the Fair will have a separate exhibit building for non-profit and public organizations that are involved in education, advocacy, and training.

Friday, June 22, noon through Sunday, June 24, 5 p.m.

Mason County Fairgrounds, Mason.

<http://www.glrea.org>

LinkedIn for Business (Advanced). Create and Launch your LinkedIn Campaign. In this advanced session of LinkedIn for Business you will establish objectives and goals for a LinkedIn campaign, create and launch a LinkedIn campaign, learn advanced strategies for reaching influencers and building a long-lasting online community, explore ways to take LinkedIn beyond social media marketing.

Wednesday, June 27, 6-9 p.m.

Oakland County Business Center, 2100 Pontiac Lake Road, Waterford.

<http://www.oakgov.com/peds/calendar>

TED Talk Thursday. The Second and Fourth Thursdays of the Month are TED Talk Thursdays-Join us for this free networking event from 8:30-10 am. MMIC will provide the TED Talk video, and Grounds for a Better World will provide the coffee and pastries to fuel your brainstorming and idea-sharing. Contact MMIC for more information.

Thursday, June 28, 8:30-10 a.m.

MidMichigan Innovation Center, 4520 E. Ashman Road, Midland.

<http://www.mmic.us/events.html>

QuickBooks Essentials. This introduction to small business financial management provides an overview of accurate recordkeeping, report interpretation and utilization, and management of the variety of tools provided in this system.

Thursday, June 28, 9 a.m.-3 p.m.

Oakland County Business Center, 2100 Pontiac Lake Road, Waterford.

<http://www.oakgov.com/peds/calendar>