

# Inventors COUNCIL

OF MID-MICHIGAN

PO Box 311, Flushing, Michigan 48433

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 SEVENTEEN

NEXT MEETING THURSDAY, April 11 14, 2013, 7:00PM

NUMBER FOUR

## Thursday April 11, 2013 Meeting

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

Our speaker, by way of Skype, is Cary Harwin, President and Co-Founder of "Fund a Geek". "Fund a Geek" was formed to create crowd funding for Inventors. If you have an invention and need money to launch, crowd funding may be the answer. [www.fundageek.com](http://www.fundageek.com)

If your invention needs funding, this is another method of obtaining funds. Come and learn with other inventors about the latest crowd funding methods.

See you all at the meeting.

Meeting will start at 7:00pm Thursday April 11, 2013

## Thursday March 14, 2013 Meeting

Our Speaker for February was Elizabeth Garlow, Director of Strategic initiatives for Michigan Corps website: [Michigancorps.org](http://Michigancorps.org)

Michigan Corps connects business entrepreneurs with mentors and help students to generate ideas for community change.

We want to thank Elizabeth for a fine presentation to our inventors. You can go to the web site [Michigancorps.org](http://Michigancorps.org) for more information.

## What is a "Crossover" anyway?

In the retail product game 'Crossover' means multiple places for a product in multiple aisles.

Think of it this way. You have just designed a great new flashlight. It's really cool, it works great, and it's sure to sell like hotcakes (I have no idea why everyone always says that) it's a great new product and the retailers will love it.

Where in the store should it go? To understand that and to make sure you maximize the product exposure you need to first understand how a buyer works.

Retail buyers are responsible for categories within the store – a buyer for Health & Beauty, one for Pet products, and so on. The buyer's worth (and their paycheck) are often judged on two things – First, the "profit per" (Profit per hook, profit per square foot...) and Second "throughput" more often called movement (how many units of the product moved through the register in a given time period). The mechanism the system uses to track that movements is a Stock Keeping Unit (SKU) more commonly known as a Barcode.

So back to our flashlight - The buyer wants it, and everyone knows it will sell. But we want to maximize the crossover and get it into as many aisles as we can to increase the throughput. (or like we said what retailers call the "movement") The first thing you need to do is figure out what area of the store is likely to move the most product.

In this case I'm sure there is a large flashlight display in either hardware or camping. So you would likely have to start with that buyer. Once you have that commitment you are pretty much locked into that buyer. However, understanding that the SKU for the product is now assigned to the flashlight buyer, and only that buyer will be credited with movement, you can ask them to allow you to approach other buyers in the store and see if you can get some crossover space.

Admittedly, there is little motivation for a buyer to give you space in their category knowing those sales are tracking to another buyer - but it does happen. Often if you have a product that is designed to take up space the buyer isn't using like a floor display, or clip strip, the other buyer may allow you to place it there knowing that they may need a favor later, or out of a sense of overall good for the store.

Reprint from a Mark Reyland blog

ICMM Regular Meeting Agenda will follow our speaker at 8:00 pm Cubicle Cop —"ICCM Invention 2011" This is our invention project and we are at the packaging stage. We are refining some issues and will continue to work on the product development of the "Cubicle Cop" in 2013 and continue to train our inventors how to invent and take the product to market.

ICMM  
Home of the Happy Inventors



## MARKETING

Hints from the Fog  
by Mike Ball, President



### Inventor Paranoia

Many beginning inventors are obsessed with secrecy. They're convinced their latest invention is their "best" — and that anyone who hears of it will certainly "steal" it. They then become so obsessed with "protecting" their invention as to virtually guarantee that they'll never see a dime from it.

Hey, guys, you can't "protect" an invention. You can seek to acquire certain intellectual property rights in the invention. e.g., with a patent. And if your solution to the problem is truly superior, and if it's commercially viable, and if the rights you acquire are sufficiently "strong", i.e., your intellectual property covers ALL economical ways of providing the intended user benefit — you MAY be able to sell or license those rights.

However, even if you do everything 'right' — by the book — there's no guarantee you won't get ripped off. If someone chooses to copy your invention — without acknowledging your rights — all you can do is sue them. And a typical infringement suit starts in the range of a quarter million dollars.

The intellectual property licensing business depends in large measure on good will. Intellectual property rights add a useful intimidation factor. No one — including large companies — want to end up in court. It's expensive and it's lousy PR.

However... if a company perceives the inventor as being unreasonable, if a company perceives that they can intimidate the inventor from filing a suit (costs, threats of counter-suit, etc.), if a company perceives that they can cut a better deal by forcing the inventor to sue and then settling, etc. — some will do so.

Professional inventors expect to get ripped off occasionally. It comes with the territory. They take prudent measures to protect their rights (non-disclosures, patents, etc.), but they don't let those measures get in the way of a deal, i.e., their focus is on getting their invention into the market where it can make both them and their licensee some money — not simply on "protecting" themselves.

They count on the fact that there are more ethical people in business than there are unethical. Consequently, they'll succeed more often than they'll get ripped off. And the alternative — to do nothing — is a certain loser.

#### Reprint from:

**Bob Shomo**, 313-685-0333, Milford, MI, is a professional inventor. Formerly head of Advanced Engineering for Ford, now he invents for his own account and for others for fee. A couple of his experiences, which he shared with us recently, illustrate how an inventor can get ripped off despite doing virtually everything right.

### 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  
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](http://Inventorscouncil.org)

**Muskegon Inventors Network**  
[Muskegoninventorsnetwork.org](http://Muskegoninventorsnetwork.org)

**Grand Rapids Inventors Network**  
[GRinventorsnetwork.org](http://GRinventorsnetwork.org)

**Jackson Inventors Network**  
[Jacksoninventors.org](http://Jacksoninventors.org)

**MidMichigan Innovation Center**  
[www.mmic.us](http://www.mmic.us)

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**Home of the Happy Inventors**

## Links for ICMM Inventors to Review to find networking opportunities

**Ask-the-Investors - Detroit.** In collaboration with Bizdom, GLEQ gives business plan competition participants and other entrepreneurs the opportunity to ask their questions. A panel of venture capital and angel investors field questions and provide suggestions to help entrepreneurs build a better business. This is an informal event for entrepreneurs to meet investors one-on-one and get their individual questions answered.

**Monday, April 8, 5-7 p.m.**

M@dison Building, 1555 Broadway, Detroit

<http://gleq.net/gleq/events.aspx>

**Ask-the-Investors - Ann Arbor.** This event gives business plan competition participants and other entrepreneurs the opportunity to ask their questions. A panel of venture capital and angel investors field questions and provide suggestions to help entrepreneurs build a better business. This is an informal event for entrepreneurs to meet investors one-on-one and get their individual questions answered.

**Thursday, April 11, 5-7 p.m.**

Maker Works, 3765 Plaza Drive, Ann Arbor

<http://gleq.net/gleq/events.aspx>

The Pure Michigan Social Entrepreneurship Challenge registration deadline has been **extended until Wednesday, April 10<sup>th</sup> at 5 p.m.** to give individuals interested in the new [Energy Affordability Prize](#) and [Community Ventures Prize](#) time to enroll. Coaches will be assigned as available. You'll have plenty of time because, your submissions aren't due until Monday, May 20.

If you are registering for the GLEQ competition the first time, [click here](#).

If you are a returning GLEQ participant, [click here](#).

**40 Under 40 Nominations.** Crain's Detroit Business is seeking 40 of the community's overachievers for a special salute. Honorees will be recognized for how they found success before the age of 40. Winners will be profile in the October 7 issue of Crain's Detroit Business and honored at an awards event held November 6th at Star Laneds at Emagine Royal Oak.

**Monday, April 29, Nomination Deadline**

<http://bit.ly/11PDNV3>

**Michigan Celebrates Small Business.** This much-anticipated annual gala evening event features the Michigan's 50 Companies to Watch awards. More than 1,000 entrepreneurs, small business owners, community leaders, small business supporters, universities, community colleges and investor groups are expected to attend this year. The event is presented by MI-SBTDC, SBAM and the Edward Lowe Foundation. Be part of the stories being told by registering for the awards dinner.

**Thursday, May 2, 4:30-9:30 p.m.**

The Lansing Center 333 E. Michigan Avenue, Lansing.

<http://www.michigancelebrates.biz/event/>

**Michigan Growth Capital Symposium.** Celebrating its 32nd anniversary, the 2013 Michigan Growth Capital Symposium is the Midwest's leading event for attracting the best investors from across the U.S. and showcasing high-quality investable companies. This year's symposium will feature: Keynote presentations, 32 pre-qualified Midwest companies seeking up to \$20M, Five panels of experts from the US Venture and Entrepreneurial Communities and 2 days of high-level networking.

**Tuesday and Wednesday, May 21 and 22.**

Marriott Resort, Ypsilanti

<http://www.michiganqcs.com/register/registration.asp>

**Heading for The Big Leagues.** Potentially, hundreds of innovations and small business will exhibit and demonstrate the next big thing in advance alternative and green technologies, and other areas. Networking is critical to the growth of regional and statewide economic success. Each year MMIC and Dow sponsor a keynote speaker, which in the past have included executive vice president and chief technology officer to Dow Chemical Company, Bill Banholzer and chief executive officer of Coherix, Inc., Dwight D. Carlson. A VIP reception preceding the main event include MMIC members and prominent industry leaders and investors.

**Tuesday, May 30, 2-8 p.m.**

Dow Diamond, 825 E. Main Street, Midland

<http://mmic.us/events/view14>

**Entrepreneur Connect.** GLEQ's year end celebration will once again be at the Henry Executive Center in Lansing. Attendees will enjoy this event with over \$280,000 in prizes awarded, breakout sessions, exhibit tables, investor golf outing and excellent networking.

**Tuesday, June 18, 1-8 p.m.**

Henry Executive Center, 3535 Forest Road, Lansing

**Michigan Small Business & Technology Development Center (MISBTDC).** The MI-SBTDC offers a comprehensive selection of trainings and workshops statewide for Entrepreneurs – almost 100 each month. The topics are geared to those just starting their first business and also those experienced entrepreneurs looking for ways to improve and enhance their success. Topics include: Writing a Business Plan, Business Accounting and Budgeting, Business Start-up, Cash Flow Management, E-Commerce, Finance, Government Contracting, FastTrac(TM) New Venture Workshops, Managing a Business, Managing Employees, Marketing and Sales, Taxes, and Technology. The GLEQ calendar will highlight select events offered, but many more are available.

<http://www.misbtdc.net>

**Ask-the-Investors - Detroit.** In collaboration with Bizdom, GLEQ gives business plan competition participants and other entrepreneurs the opportunity to ask their questions. A panel of venture capital and angel investors field questions and provide suggestions to help entrepreneurs build a better business. This is an informal event for entrepreneurs to meet investors one-on-one and get their individual questions answered.

**Monday, April 8, 5-7 p.m.**

M@dison Building, 1555 Broadway, Detroit

<http://gleq.net/gleq/events.aspx>

**Class @ Start Garden – The Balance Breakthrough (Testing Desirability, Feasibility and Viability).** Learn about three criteria that form the foundation of what is called the Balanced Breakthrough Model, which was first introduced by business management guru Peter Drucker.

**Tuesday, April 9, 11:30 a.m.-1 p.m.**

Start Garden, 50 Louis Ave., 1st floor, Grand Rapids

[www.StartGarden.com](http://www.StartGarden.com)

**Marketing Roundtable – Advertising Isn't Dead.** The Marketing Roundtable is a 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.

**Tuesday, April 9, 5-7 p.m.**

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

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

**SBIR 101: Introduction and Overview.** Attendees will learn SBIR/STTR program basics, including: program purpose, eligibility, sources of funding and tools for proposal development. It is designed to provide enough information for attendees to determine if they would like to seriously pursue a grant or contract proposal.

**Tuesday, April 9, 9 a.m.-noon**

Macomb OUI NCubator, 6633 18 Mile Road, Sterling Heights

<http://www.BBCetc.com>

**Capital Raise Meetup.** If you are a startup or early-stage growth-based business looking for funding, come meet and listen to capital expert, Mike Brennan, Business Commercialization and Capital Investment Advisor for the Macomb-OU INCubator. He will detail the various capital sources in Michigan, and talk about how to properly position your company to be qualified for private funding, including private equity, the angel network and venture capital, and/or public funding, including grants, pre-seed, micro-loans and venture match.

**Tuesday, April 9, 9:30-11 a.m.**

Macomb-OU INCubator at Velocity, 6633 Eighteen Mile Road, Sterling Heights

[MacINC@Oakland.edu](mailto:MacINC@Oakland.edu)

**Motor City Connect Live – Troy Brown Bag.** 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. Instead of going to a restaurant, we will visit the office of an MCC member. Ideally, the Troy meeting will rotate. For now, MCC is grateful that the good folks of Prudential has offered to host this month. You will be responsible for your own lunch.

**Tuesday, April 9, 11:30 a.m.-1 p.m.**

Columbia Center Prudential Office, 101 W. Big Beaver, Troy

<http://motorcityconnect.groupsite.com>

**Entrepreneur's Roundtable.** Small business and startup issues are addressed in this brownbag forum. From licensing and accessing capital to distribution means and marketing, an interactive discussion on useful and current topics is led by an MMIC mentor, member or entrepreneur. Attendees are encouraged to engage in the dialogue offering unique perspectives. This gathering of entrepreneurs is designed to promote creative productivity and to introduce new resources.

**Tuesday, April 9, noon-1 p.m.**

MMIC, 2007 Austin St., Midland

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

**What Buyers Want to Hear.** The Grand Rapids Inventors Network (GRIN) presents this monthly meeting, April's meeting includes a panel of purchasing agents/buyers from major medical and retail buyers.

**Tuesday, April 9, 6-8 p.m.**

Cook-DeVos Center for Health Sciences (GVSU), 301 Michigan St. NE, Room 119, Grand Rapids

<http://grinventors.org/pdfs/April2013Flyer-web.pdf>

**LA2M.** LA2M is a lunch group that meets every Wednesday to discuss the latest digital and new marketing trends, strategies and techniques. This Wednesday, you will have the opportunity to meet and hear Lyndsay Dusek, Ross Johnson and Declan O'Neill of Meadowfete and 3.7 Designs speak about "Client Expectations: Meeting, Managing and Loving Your Clients."

**Wednesday, April 10, 11:45 a.m.-1 p.m.**

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

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

**Innovation Club for Entrepreneurs Monthly Meeting.** Join ICE for their monthly meeting with keynote by Kimberly Lavon, Artist and get up to date on what's happening with other entrepreneurs, learn about relevant topics and be seen.

**Wednesday, April 10, 6-8 p.m.**

The MARC 4675 Okemos Road, Okemos

<http://www.meetup.com/ICE-meetup>

**BioArbor: The State of Investing in Healthcare – Opportunities from a VC Perspective.** Hear from two seasoned venture capital investors, both with capital to invest and novel investment strategies. Both are based outside of Michigan, yet have made local investments and are actively seeking opportunities to invest in Michigan. The event will offer a great platform to hear about the broader dynamics in healthcare venture capital: what has changed, where are the opportunities, and how should we move forward.

**Wednesday, April 10, 5-7 p.m.**

SPARK Central, 330 E. Liberty St., Lower Level, Ann Arbor

<http://www.bioarbor.com/nextmeeting/>

**Asian Pacific American Chamber of Commerce East West Business Connection.** You are cordially invited to participate in The Asian Pacific American Chamber of Commerce's (APACC's) annual East-West Business Connection—Capitalizing Your Business Opportunities in Michigan and Asia business-to-business networking event.

**Wednesday, April 10, 2-8:30 p.m.**

Troy Marriott, 200 W. Big Beaver Road, Troy

<http://www.APACC.net>

**TED Talk.** Under the moniker, "Ideas worth Sharing," TEDx satellite programs are stimulating communities, organizations and individuals through these dialogues and TED-like experiences. The MidMichigan Innovation Center is the area's catalyst for bringing innovators together. The philosophy is that this forum serve as a foundation and innovation be inspired from idea sharing that will result in an evolving and sustaining community.

**Thursday, April 11, 8:30-10 a.m.**

MMIC, 2007 Austin Street, Midland

<http://mmic.us>

**BOOST Delta College.** Each presenter will have 2 minutes to present their idea (sorry no slides) to a board of very qualified judges for valuable feedback. Two winners will be selected based on the most popular vote of the judges and the support folks in the audience. The two winners will be invited to present at a future Blue Water Angel dinner.

**Thursday, April 11, 4-9 p.m.**

Delta College Lecture Theater, Main Campus G-wing, 1963 Delta Road, University Center

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

**Innovation flow – for Green Oriented Companies.** This module explains the concept, benefits and tactics related to flow. This one-day workshop will cover: the concept of flow, individual application flow and individual and organizational action plan.

**Thursday, April 11, 8:30 a.m.-4 p.m.**

NewNorth Center, 62 East 8th Street, Holland

[nfo@newnorthcenter.org](mailto:nfo@newnorthcenter.org)

should have proven to enhance their enterprises through innovation, research, applied science and digital technology.

**Thursday, April 18, 7:30-10:30 a.m.**

University of Michigan Law School, Hutchins Hall, 625 S. State, Ann Arbor

<https://www.engin.umich.edu/form/umstartupinteractive>

**Motor City Connect - 275.** 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. This is just a chance to break bread together, meet new people, seek to understand their needs and connect on a new level.

**Tuesday, April 16, 11:30 a.m.-1 p.m.**

Brann's Steakhouse, 39715 Six Mile Road, Northville

<http://motorcityconnect.groupsite.com>

**Government Contracting 101.** Find out what it takes to sell your goods and services to the federal government and the State of Michigan. In addition, learn about the services and continuous support the Procurement Technical Assistance Center (PTAC) has available to help your company with the contracting process.

**Thursday, April 18, 9 a.m.-noon**

Schoolcraft College – VistaTech Center, 18600 Haggerty Road, Livonia

[InfoReq@Schoolcraft.edu](mailto:InfoReq@Schoolcraft.edu)

**DiSciTech Awards – Corp! Magazine.** Michigan companies are leading the way in Digital, Science and Technology. Corp! will honor these companies at a symposium and awards breakfast. The symposium will feature networking, innovative speakers, knowledge sharing and the awards celebration for this year's honorees. Nominees

Oakland Community College, Auburn Hills Campus, 82900 Featherstone Road, Auburn Hills

<http://www.corpmagazine.com/forms/registration-discitech>

**2013 UM Startup Interactive.** Come celebrate with the students, faculty, staff, alumni, and community members who helped make Michigan one of the top universities for entrepreneurship in the country. Highlights will include: hot new student-led tech startups, network with U-M alumni, pitch your startup venture, find ways to get involved.

**Thursday, April 18, 5-7 p.m.**

**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, April 19, 9 a.m.-4 p.m.**

SPARK East, 215 W. Michigan Avenue, Ypsilanti

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

**Lunch and Learn – The Rise of the “Mompreneur”.** You will hear 4 stories of Michigan Mom-Developed products including: Veronica Bosgraaf with Pure Bar, Stacey Feeley with Skillkids, Deb Weiss with Sing Song Yoga and Sue Kellogg with Nawgum. Bring your own lunch.

**Friday, April 26, 11:30 a.m.-1 p.m.**

Start Garden, 50 Louis Ave., 1st floor, Grand Rapids

[www.StartGarden.com](http://www.StartGarden.com)

**Encore Entrepreneur Mentor Days.** Fridays in April 50 year old entrepreneurs can get help with new business ideas. AARP and the Small Business Administration launched a strategic alliance to provide Americans over the age of 50 with real-world, actionable information they need to start and grow small businesses. Sign up for help and get connected with other resources.

**Friday, April 26, 9 a.m.-noon**

Lansing Community College, 309 N. Washington, Room 110, Lansing

<http://aarp.cvent.com/LansingEncoreEntrepreneur>

**MWF Celebrates 24th Annual Women of Achievement and Courage Awards.** The Michigan Women's Foundation (MWF), a non-profit organization committed to transforming Michigan to achieve quality and empowerment for women and girls, is proud to announce the 24th Annual Women of Achievement and Courage Awards dinner.

This year's program and celebration includes honoring women who have shared their visions, talents and leadership skills to build communities and inspire other women to create change in their professions, home and communities.

**Monday, April 29, 5:30-8 p.m.**

Motor City Casino Hotel, 2901 Grand River, Detroit

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

**Hot Shots – Career Connections.** Bring your resume, and come and mingle with growing, innovative companies in a fun and relaxed environment! This event is only for talent seeking opportunities for themselves. Recruiters and staffing companies should use other venues to meet with these company representatives.

**Tuesday, April 30, 5-7 p.m.**

TBD, Ann Arbor

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