

# Inventors COUNCIL

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## 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, November 14, 2013, 7:00PM

NUMBER ELEVEN

### Thursday October 10 2013 Meeting

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

October's scheduled speaker is Bonnie Griffin Kaake President of Innovative Consulting Group, Inc.

Bonnie is a national speaker, write, blogger, inventors, investor, and entrepreneur.

She is the President of Rocky Mountain Inventors Association and former UIA President and Executive Director.

Come and be part of the audience.

See you all at the meeting. Meeting will start at 7:00pm Thursday Nov.14, 2013

### Thursday October 10 2013 Meeting

Our speaker was Michael Golwitzer of VETBIZCENTRAL and he talked about websites and how to get a lot of the services for free.

Mike assists veterans and others to set up their web sites and how to keep the costs down with living web sites (meaning the owner maintains and updates the web site themselves) For about \$100 you can set up a great web site and be in control yourself.

Mike did a great job and we thank him for taking time to talk to us.

### Well, go ask the king.....

In the middle ages it was very common to have large land masses with several kingdoms, and this is exactly how you should think of a modern-day retail store.

The store of course being the land mass, and each kingdom on the cotenant is a specific product category ruled by an often ruthless king we'll call a buyer.

We know as inventors the name of this game is to get our product represented on as many cotenants as possible. However, we also need to get as many Kings to buy the product as we can - we call this product crossover.

But which Kings should I approach? To understand the answer and to make sure you maximize the product exposure, you will need to first understand how these Kings rule their product category kingdoms.

The King's value on the continent is judged on two primary factors - First, profit per hook, shelf, or square foot.

Second, throughput. Kings call this "movement" and it's the process of tracking how many units were sold in their kingdom over a given time. This tracking is done using the SKU (Stock Keeping Unit or Barcode) and gives credit for each sale to the King assigned to that particular SKU.

The kingdom of "Camping", on the continent of Wal-Mart, has agreed to take in your product and every time a sale is made it will now credit the King of Camping.

But you can't stop there. You want to maximize the crossover and get it into as many kingdoms on the continent of Wal-Mart as possible.

ICMM  
Home of the Happy Inventors



## MARKETING

Hints from the Fog  
by Mike Ball, President



(cont. from Page 1)

To achieve this you have to convince other Kings to give you land and receive nothing in return.

This is where the relationship comes in. In order to get crossover you will need to first convince the King of Camping to let you sell your wares in additional kingdoms. They normally don't have an issue with this since they get the credit for each sale. That said, as the "owner" of your purchase order they can refuse your request.

If approved - you must then go from castle to castle asking for land.

This is a much harder sell since the land is very valuable and in the end another king is collecting the taxes. However, if you spend some time building a relationship with each king on the continent, and you design your product and display to take up as little land as possible, it can be done.

The bottom line is this – crossovers mean exposure, they mean movement, and in the end they mean money. Achieving good crossover means thinking about these issues and relationships way back in the design and packaging stage of your journey, not when you start knocking on the castle doors.

### December Meeting Ideas

ICMM is planning on having a meeting with a show of members products and a pitch night of 4 minute sale pitch for each product. You must have a physical product to sell during the pitch. We will assess the presentation and offer suggestions to improve. This will be to sell your product to stores not to investors. We are open to suggestions and all with physical products to show are welcome to present their sales pitch.

### Annual Dues for ICMM

2014 Membership Dues are \$55.00 per year, but if paid before December 31, 2013 the fee is only \$50.00.

New Board of Directors election will take place at January 2014

ICMM Membership Meeting. All members are encouraged to run for office and help guide the ICMM direction.

### 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)

#### Officers and Directors

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**Home of the Happy Inventors**

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

### Key Dates:

**December 16** Executive Summary submission date

**January 30** GLEQ Awards will be presented at ACE'14 (January 30, 2014)

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

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

**Ask-the-Investors – Sterling Heights.** This GLEQ event hosted by Macomb-OU INC and Automation Alley is designed to give entrepreneurs the opportunity to ask investors questions; what do investors want to see in a business plan or executive summary, what makes a compelling and fundable plan, how should you handle weaknesses in your business plan like an incomplete management team, the competitive risks, five year financials and much more. A panel of investors including Carolyn Cassin (Michigan Women's Foundation), Tom Anderson (Automation Alley) and Satish Jasti (Bank of Ann Arbor) will field your questions and provide suggestions. Don't miss this opportunity.

**Monday, November 18, 5-7:30 p.m.**

Macomb-OU INC., 6633 18 Mile Road, Sterling Heights

<https://www.messageblocks.com/asktheinvestorssterlingheights>

**Ask-the-Investors – Ann Arbor.** This GLEQ & New Enterprise Forum event hosted by Maker Works and held at Zingtrain is designed to give entrepreneurs the opportunity to see an entrepreneur (one prepared by an NEF coaching team – Fusepoint, Udi Naamani) give a 10-minute showcase presentation, ask a panel of investors questions and network with a community of people who are connected and expert at raising capital. The panel includes: Skip Simms, Michigan pre-seed investment expert, Stewart Nelson, angel investor, Ray Waters, venture capital investor, Remos Lenio, capital expert.

**Thursday, November 21, 5-7:30 p.m.**

Zingtrain, 3728 Plaza Dr., Ann Arbor

<https://www.messageblocks.com/asktheinvestorsannarbor>

**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, Venture Plan Workshops (excellent way to get the support you need over a 6 to 10 week program), Managing a Business, Managing Employees, Marketing and Sales, Taxes, and Technology. The GLEQ calendar will highlight select events offered, but many more are available.

**November 1-30**

<http://www.misbtdc.net>

**Making it in Michigan.** Michigan's premier specialty food show celebrates food-based businesses and accelerates their achievements. Register for the education sessions and networking, and to learn from an industry leading keynote speaker – or sign up to sample the delicious food made by entrepreneurs right here in Michigan.

**Tuesday, November 12, 8:30 a.m.-4 p.m.**

Lansing Center, 333 W. Michigan Ave., Lansing

<http://productcenter.msu.edu/miim>

**GROW – Marketing Cluster.** Grand Rapids Opportunities for Women presents this cluster of 3 workshops to assist business owners in understanding essential components of small business marketing. This cluster of workshops includes Marketing 101, Internet Marketing and Branding and Personal Selling.

**Tuesdays, November, 12, and 19, 6-9 p.m.**

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

[www.GROWbusiness.org](http://www.GROWbusiness.org)

**AWE – Entrepreneurial Roundtable.** It's a round table event! Bring all your questions about insurance, human resources, business legal issues or accounting and bookkeeping. There will be a representative in each of those categories ready to assist you. Among them, there is over 50 years of experience! They are entrepreneurs, they are women, and they are experienced! Don't miss this great opportunity for free advice—no question is too small!

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

Sundance Grill, 151 Ottawa Avenue NW, Grand Rapids

**Grand Rapids Inventors Network – Should You Patent it?** This monthly meeting features networking, guest speakers and a roundtable discussion about immediate issues being faced by members. This month's guest speaker is Dan Girdwood, Price Heneveld Law patent attorney.

**Tuesday, November 12, 6-8 p.m.**

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

<http://grinventors.org/>

**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, November 12, 8-9:30 a.m.**

SPARK Central, 330 E. Liberty, Ann Arbor

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

**Marketing Roundtable – Your Iditarod-Entrepreneurs in the Race.** Leaders of each young company will present their basic business concept and marketing plan. They'll focus on a particular business objective they view as critical for advancing them to the next stages of the race. They'll then tie two or three specific marketing initiatives to the key objective, and explain why each is critical to their winning strategy.

**Tuesday, November 12, 5-7 p.m.**

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

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

**Accelerate Michigan Innovation Competition and Gala.** AMIC is an international business competition that connects later-stage entrepreneurial companies with local, national and international investors. It showcases the best and brightest new business concepts to investor capital to help foster their growth in Michigan. Semi-finalists will compete Wednesday and Thursday for top spots to pitch at the Awards Gala Thursday evening.

**Tuesday, November 12, 5-7:30 p.m., Welcome Reception**

Guardian Building, 500 Griswold Street, Detroit

**Wednesday, November 13, 8 a.m.-5:30 p.m., Semi-finalists compete**

Westin Book Cadillac, 1114 Washington Blvd., Detroit

**Thursday, November 14, 8 a.m.-3:15 p.m., Semi-finalists compete**

Westin Book Cadillac, 1114 Washington Blvd., Detroit

**Thursday, November 14, 5-9:30 p.m., Awards Gala**

Ochestra Hall, 3711 Woodward Ave., Detroit

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

**Class @ Start Garden – How to Present Like a Pro.** This session is designed to equip you with the basic skills you need to know before your next presentation. Participants will learn how to refine your topic, how to best identify the needs of your audience, gather and organize your research and present it all in such a way to leave them wanting more. We will also talk about the appropriate use of visuals and how to polish your delivery skills.

**Wednesday, November 13, 5:30-7 p.m.**

Start Garden, First Floor, 50 Louis Ave., Grand Rapids

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

**Basic Patent Searching.** This workshop will cover basic patent searching in the USPTO website database using the recommended "Seven Step Strategy." Workshop leaders will discuss why keyword searching of patents must be supplemented with a classification search, how to identify relevant patent classes and search within them, and how to cross-reference related classes.

**Wednesday, November 13, 5:30-7 p.m.**

Michigan Tech, Van Pelt and Opie Library, Room #242, Houghton

<http://www.mtecsz.com/?q=node/374>

**Innovation Club for Entrepreneurs (ICE).** This month's topic is "Creating an innovative solution to fill a need". Our guest entrepreneur will be Robert Couturier, owner of The Lockdown Co. Robert will share his story of how he faced a very personal challenge and out of it found a very innovative solution -- his invention -- The BOOT.

**Wednesday, November 13, 6-8 p.m.**

The MARC, 4675 Okemos Road, Okemos

<http://www.meetup.com/ICE-meetup/events/144858942/>

**Government contracting – Marketing 301.** The U.S. Government is the largest buyer of goods and services. Selling to government agencies can be a rewarding experience, but how do you market your goods and services to the Government? Government Contracting Marketing 301 teaches you how to market your business to government agencies. Topics to be covered include the elements of a marketing plan and marketing strategy development.

**Wednesday, November 13, 9 a.m.-noon**

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

**LA2M – The Rise of Native Advertising** LA2M is a lunch group that meets every Wednesday to discuss the latest digital and new marketing trends, strategies and techniques. This meeting will feature Ryan Schram of IZEA.

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

Conor O'Niell's, 318 South Main Street, Ann Arbor

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

**Lunch & Learn – Effective BtoB Marketing Using Social Media.** Are your clients other businesses? Do you struggle with effectively getting your message in front of the decision-makers? Guest speaker Neil Isaacs will help attendees with the challenge of social media marketing.

**Wednesday, November 13, noon-1 p.m.**

MARC, 4675 Okemos Road, Okemos

<http://maba.biz/marketplaces/225/34>

**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, November 13, 9-11 a.m.**

Oakland County Business Center, Building 41 W., 2100 Pontiac Lake Road, Waterford

<https://www.misbtdc.net/workshop.aspx?ekey=94330077>

**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, November 13, 1-3 p.m.**

MI-SBTDC Detroit, 163 Madison Street, Detroit

<https://www.misbtdc.net/workshop.aspx?ekey=90330051>

**TED Talks – Midland.** Be enlightened and enjoy the company as we view inspiring videos from TED Talks, ideas worth spreading! Entrepreneurs, staff and MMIC members gather for conversation and community building, coffee and snacks.

**Thursday, November 14, 8:30-10 a.m.**

MMIC, 2007 Austin Street, Midland

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

**Inventors Council of MidMichigan – "Don't spend a penny until..."** . This monthly meeting features networking, guest speakers and a roundtable discussion about immediate issues being faced by members. This month's guest speaker is Bonnie Griffin Kaake, Innovative Consulting Group, Inc.

**Thursday, November 14, 7-9 p.m.**

1341 S. Center Road, Burton

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

**Intro to GROW.** Intro to GROW is the required first step for anyone eager to learn how to start or expand their small business. Get an overview of our programs and services, meet the staff, and watch our graduates describe their experiences in our inspirational video! Cost: Free.

**Thursday, November 14, Noon-1 p.m. and 6-7 p.m.**

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

[www.GROWBusiness.org](http://www.GROWBusiness.org)

**Small Business Financing Forum.** Is your business in need of financing to cover expenses or commercialize a new product? Join us for an information-packed session and hear from experts about a variety of traditional and non-traditional sources for securing money to move ahead. Expert speakers from Grow Michigan, Huntinton Bank, Hennessey Capital, Macomb-OU INCubator, MEDC and SBA will be featured.

**Thursday, November 14, noon-2 p.m.**

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

[Register here](#)

**APACC Power Mixer B2B Showcase.** Diversify your business by attending our procurement-focused networking event where suppliers have the opportunity to meet and build relationships with buyers from many different industries.

**Thursday, November 14, 4:30-8 p.m.**

Marriott at Eagle Crest, Ypsilanti  
[http://www.apacc.net/event\\_calendar](http://www.apacc.net/event_calendar)

**MSU Bioeconomy Institute – Speaker Series.** Karl Seck, President & CEO, Mercurius Biofuels, has spent most of his career in the petroleum refining field as a process engineer. He has held design, technical services, optimization, and operations management positions with three oil companies. Karl started his own process consulting service eight years ago. He received a BS Degree in Chemical Engineering from the University of Kansas.

**Friday, November 15, 3:30-4:30 p.m.**

MSU Bioeconomy Institute, 242 Howard Street, Holland  
<http://bioeconinst.msu.edu/events>

**Startup Weekend Detroit.** Startup Weekends are 54-hour events designed to provide superior experiential education for technical and non-technical entrepreneurs. The weekend is centered on action, innovation, and education. Whether you are looking for feedback on a idea, a co-founder, specific skill sets, or a team to help you execute, Startup Weekends are the perfect environment in which to test your idea and take the first steps towards launching your own startup.

**Friday-Sunday, November 15, 6-10 p.m., November 16 9 a.m.-10 p.m., November 17, 9 a.m.-9 p.m.**

Grand Circus, 1570 Woodward Ave., Detroit  
<https://swdetroit5.eventbrite.com/>

**Ask-the-Investors – Sterling Heights.** This GLEQ event hosted by Macomb-OU INC and Automation Alley is designed to give entrepreneurs the opportunity to ask investors questions; what do investors want to see in a business plan or executive summary, what makes a compelling and fundable plan, how should you handle weaknesses in your business plan like an incomplete management team, the competitive risks, five year financials and much more. A panel of investors including Carolyn Cassin (Michigan Women's Foundation), Tom Anderson (Automation Alley) and Satish Jasti (Bank of Ann Arbor) will field your questions and provide suggestions. Don't miss this opportunity.

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<https://www.messageblocks.com/asktheinvestorssterlingheights>

**Walshpreneur Fair.** Walsh College is inviting the public to the college's Troy campus to attend the annual event commemorating Global Entrepreneurship Week. Participants will have the opportunity to learn about the Blackstone Launch-Pad program, which celebrates entrepreneurship as a career path; and gain insight on starting and maintaining a viable business from talented and experienced entrepreneurs.

**Monday, November 18 from 5 to 7:30 p.m.**

Walsh College, 3838 Livernois Road, Troy  
[walshcollege.edu/blackstonelaunchpad](http://walshcollege.edu/blackstonelaunchpad)

**Business Law & Order.** Starting a new business is complicated: there are many t's to cross and i's to dot. The Business Law & Order Legal Series will give entrepreneurs insight into some of the most important legal issues they must consider during business formation. Some of these issues include: proper business structure, intellectual property protection, founders and key employee compensation, considerations regarding employees versus independent contractors, doing business overseas and commercial agreements.

**Monday, November 18, 5-7 p.m.**

SPARK Central, Lower Level, 330 E. Liberty, Ann Arbor  
<http://www.annarborusa.org/events>

**Leading HR When it's Not Your Day Job – Part 2.** This is part 2 of 2. Training for business professionals who are responsible for human resources yet are not deeply-trained HR specialists. This is meant as a tool to learn about recruiting and retaining your organization's talent.

**Tuesday, November 19, 8:30-11:30 a.m.**

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

[http://www.ptassist.com/services/ptac\\_register.php?id=5B7DC39377](http://www.ptassist.com/services/ptac_register.php?id=5B7DC39377)

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