

# 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 EIGHTTEEN

NEXT MEETING THURSDAY, May 14, 7:00PM

NUMBER FIVE

### Thursday May 14, 2015 Meeting

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

Our speaker tonight will be **Chris Foster, President of HiBu Digital Marketing firm.**

Chris spoke at the Jump Start meeting in February and some of our members thought it may help some of our members with marketing their inventions with digital tools.

See you all at 7:00 pm for a fun night of learning and helping each other.

### April 9 ICMM Meeting

**Marty and Rick gave us an update on what transpired at the 2015 Jumpstart meeting.**

**We walked about some of inventors product progress. Some showed some great progress on their inventions.**

**Every meeting now we are seeing progress on some members ideas and cheering and learning from each other.**

Greetings to our inventors for May 2015. The last few months have been hard for me to work with my duties at the Inventors Council of Mid Michigan, our inventors club. My mother passed away in late February and between home care, hospital time, and the final days in the nursing home it has been all time consuming for me and my family. My Mother was almost 91 when she passed and she was a tough loving woman as was my father. They both knew how to work hard and raised their family through wars, depressions, sickness, job loss, while taking other extended family members in and sharing what we had with them for months until they could get back on their feet.

They were what America was about. They never took welfare, but worked multiple menial jobs to feed the family until they got back on their feet. They were not exceptional, but the standard in those days. I was proud of both my parents and our families.

What does this have to do with inventing? Plenty. I learned such things as, "it is just as easy to 5 minutes early as 5 minutes late", "I can't is a coward too lazy to try", "the best helping hand is right on the end of your arm", "hard work will beat out genius every time", "don't lie, just accept responsibility for your actions and move on", and so many other things that helped me through life.

My mother was blunt, but honest. I got that trait from her. I have heard some people say I am too blunt and maybe they're right, but I don't waste time beating around the bush. We have enough politician that never give you any answers, I tell people what I believe is the truth about their design, process, engineering approach, etc. I don't do it to be mean, just honest. It saves the inventor a lot of time.

I never try to judge the merits of the idea, just facts about competition, price point, return on investment, costs, how to find distribution, etc. I like to help people succeed in our club and some have done it and I am very proud of them.

My mother went to the 11th grade and my father to the 9th grade so you may think they were dumb, but mother loved words, did the New York times cross word puzzle every morning after she got everyone off to school or work. She was a champion scrabble player and beat my cousin (who was a teacher and said he had never lost a game in Ohio) so bad that he said Ohio must not have any Scrabble players.

My dad would cobble things to fix cars, buildings, sewers, etc. Just like farmers that have no money but still had to plow and harvest, but figured a way to make things work.

ICMM  
Home of the Happy Inventors



## MARKETING

Hints from the Fog  
by Mike Ball, President



I do have a BS degree and was the first in my family to graduate from college. But it took me 11 years of night school part time until I finished. I almost quit many times but my parents values kept me going until I finally graduated. I still remember raking leaves to make a little money, and wanting to quit because it was so hard. My mother said I had to finish what I promised to do because your word is more important than money. My hands were bleeding when I finished and my mother said "good, that will teach to look closer when you agree to do a job". The son of the old couple sent me a letter and said several kids quit the job and he never seen a kid work harder for so little money and thanked me for my work ethic. I have still misjudged some jobs but not by too much now.

We are not taught much in school when compared to real life. I have had hundreds of people work for me and I tend to hire people were farmers, machinists, manual workers because they know how to work. I shy away from very highly educated applicants because they know mostly how to talk and present what others have done, not do the work. Nothing is too hard for a man who does not have to do the job himself. You have all heard my PHD definition. (Piled High and Deep)

What makes a good inventor? People that have a good idea and want to stick to it until they perfect the inventor. We concentrate on the process of inventing here at ICMM. I distrust any government involvement, passing forms from one desk to another and looking for money and credit is not my idea of help.

We want to have our inventors to do as much as they can themselves (with guidance) and hire out experts when needed. We are not paranoid about showing others your inventions that will help you improve or complete it.

I am very weary of investors that review your product and want control of your idea to take it to market. A workman is worth their hire and if they invest their money they need a good return to justify the risk, but a few just want to steal the idea to make money, so be careful.

The reason I keep coming to the ICMM is to help people. The leaders don't make any money here. I don't allow any expenses without multiple signature approvals. I have my own Manufacturing company and sell tools all over the world. I like the design and engineering challenges not the selling, but the work makes money, if not, it is just a hobby. Every person in our club is valued to me. Are some dreamers? Yes, but I hope they learn even if it is only how much hard work it takes to invent a product and take it to market without losing money. That is the value and gift this club gives the community.

I am getting old and want to go see my grand children more now my mother has passed and I do not have to provide daily support like the last few years, but this club now has a great foundation and I am proud to have been of help to so many people and want them to succeed.

We have a great board and they do a great job. Support them and keep the club active and have fun with each other. I am not resigning right now but will be transitioning out in the next year. This is the oldest inventors club in Michigan..

Thanks for all your help and network together with each other. There are lots of good people In the club.

Thanks,

Mike Ball

## 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

Mike Ball *President* 810-245-5599  
michaelball@turbousa.com  
Ken Yee *Director* 586-596-4137  
gmadesign@comcast.net,  
Ron Kilponen *Legal* 248-344-7132  
kilponen@bignet.net  
Rick Mason *V-Pres* 810-659-7935  
xyzmason@aol.com  
Andy Burlager *Director* 810-695-5752  
andyburlager@Gmail.com  
**Marty Sovis** *Sec/Treasr* 810-659-6741  
Msovis@comcast.net  
Mary Kordyban *Director* 313-481-1391  
mkordyban@gmail.com  
Paul Atkins *Director*  
atkins1167@gmail.com,

