



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 by providing education and business networking.

Founded by Robert (Bob) Ross in 1995

P. O. Box 311, Flushing, Michigan 48433

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

We meet on the second Thursday of every month at:  
Walli's Restaurant, 1341 S. Center Rd Burton, Michigan  
Two blocks south of I-69 at Exit 139

Volume 2016

Next Meeting Thursday, September 8, 2016 - 7:00 pm

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## ***Inventor Resources***

### **Officers & Directors**

President: Marty Sovis 810-659-6741  
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### **Michigan Inventor Clubs**

Grand Rapids Inventors Network  
[www.grinventorsnetwork.org](http://www.grinventorsnetwork.org)

Inventors Council of Mid-Michigan  
[www.inventorscouncil.org](http://www.inventorscouncil.org)

Jackson Inventors Network  
[www.jacksoninventors.org](http://www.jacksoninventors.org)

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

Muskegon Inventors Network  
[www.muskegoninventorsnetwork.org](http://www.muskegoninventorsnetwork.org)

Inventors Association of Metro Detroit  
[www.inventoriamd.org](http://www.inventoriamd.org)

Lansing Inventors Network  
[www.facebook.com/LansingInventorsNetwork](http://www.facebook.com/LansingInventorsNetwork)

### **Upcoming Events:**

- MiQuest September Calendar of Events: [www.MiQuest.org](http://www.MiQuest.org)
- SBDC workshops available: <https://clients.sbdcmichigan.org/events.aspx>
- U of M Flint is offering "5 Steps to Start Up" . Go to [www.go.umflint.edu/IN](http://www.go.umflint.edu/IN) for information.

### **Agenda - October 13<sup>th</sup> Meeting:**

- No e-team meeting this month
- Report from Rick Mason on "Small Business Forum" seminar conducted at the Oak Business Center Tuesday
- Mary Kordyban on Detroit Patent Office communications
- Inventors Correspondence
- Discussion on making your product video for Facebook, YouTube, your website, etc.
- Video series continues with Ryan Grepper called "Proven Path to Product Creation" . We will discuss his program.

### **Our September Meeting minutes:**

- E-team report by Rick Mason
- Cover current month correspondences
- Discussion on the Michigan Inventors Coalition Expo on Wednesday, September 7<sup>th</sup> - by Mary Kordyban, Rick Mason, and Marty Sovis.
- Guest Speaker: I had signed on to Ryan Grepper's video series from the Inventor's Blueprint. We reviewed "Don't make this mistake".
- Networking

ICMM

Home of the Happy Inventors

### **Invention Review Panel**

For an objective evaluation and priceless feedback, present your invention ideas to 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 input you need to make decisions during the stages of getting your product to market.

We ask for a \$25.00 donation for non-members. The Panel meets at 6:00 pm prior to each meeting. You must e-mail our Panel Chairman Rick Mason to request a Pre-evaluation form and schedule a time. [xyzmason@aol.com](mailto:xyzmason@aol.com)

### **President's Note**

We spend a lot of our time warning our members to be vigilant with their process of taking their product to market. You can spend a lot of money, too early in the process, on advertising, patents, molds, and other things that deplete your funds before you have really completed the fundamental steps of verifying your products feasibility in the market. Then there is a few of the ever lurking invention submission companies that prey on the novice inventor and completely drain their funds before they even get started. Now these are legitimate talking points and we will continue to discuss these and caution members to be aware of making intelligent decisions.

I especially like to bring in speakers who attest to the same ideas we promote so our members realize that the steps to inventing that we teach are in harmony with proven methods in the industry; and yes, inventing is an industry and it has conceived many businesses over the years. Along with the fundamental steps in the process we encourage networking with other inventors and companies that can genuinely help you and we discourage companies that are out there to make money off you instead of being an asset to your process. Through my years in the automotive industry as OEM and Tier 1 and 2 suppliers I have learned the importance of getting to know the folks I deal with on a personal level. I have made many friends in the manufacturing industry. This is called "networking".

I would like to tag a short article from Don Debelak's website called "Peer Power". I think it gives insight into the benefits of good networking:

#### **Peer Power**

There are thousands of entrepreneurs out there, and they've made thousands of mistakes. So there's no reason for you to go out and repeat their errors. Try to prevent that by talking to as many entrepreneurs in your market as you possibly can. Don't know where to find them? You can meet dozens of contacts at industry trade shows and get insider information, such as how to solve your distribution problems.

A regional trade show offers a great way to meet contacts. These shows are busy, cost less than national shows to attend, and are usually jam-packed with small manufacturers who started out with one line just like you.

Several helpful trade show directories can be found at most libraries. If it's too late for you to attend this year's show, contact the show's promoters (their names are listed in the directory), tell them you're interested in attending next year's show, and ask for copies of the last few years' directories. These should include floor plans and show the location and size of each vendor's booth. Look for the companies that had small booths (measuring no more than 10 feet by 20 feet), since small businesses—the kind you want to talk to—typically rent those spaces. Contact information for each company will be listed in the program, and you can get a lot of feedback by calling and asking to talk to the marketing manager (who is usually the owner).

**Remember to have fun with your invention!**