

Inventors COUNCIL

OF MID-MICHIGAN

P. O. Box 311, Flushing, Michigan 48433

www.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 by providing education and business networking.

Founded by Robert (Bob) Ross in 1995

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, December 8, 2016 - 7:00 pm

#12

Inventor Resources

Officers & Directors

President: Marty Sovis 810-659-6741
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Vice-Pres: Mary Kordyban 313-481-1391
mkordyban1@gmail.com

Sec/Treas: Rick Mason 810-659-7935
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Director: Mike Wiley
mwiley1111@aol.com

Director: Dwayne Towns
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Director: Ken Yee 586-596-4137
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Michigan Inventor Clubs

Grand Rapids Inventors Network
www.grinventorsnetwork.org

Inventors Council of Mid-Michigan
www.inventorscouncil.org

Jackson Inventors Network
www.jacksoninventors.org

MidMichigan Innovation Center
www.mmic.us

Muskegon Inventors Network
www.muskegoninventorsnetwork.org

Inventors Association of Metro Detroit
www.inventoriamd.org

Lansing Inventors Network
www.facebook.com/LansingInventorsNetwork

ICMM

Home of the Happy Inventors

Upcoming Events:

- MiQuest December Calendar of Events: 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 for information.
- VetBizCentral clients - Webinar on using the Library Business Resource Center by Trevor Winn, Librarian at Robert T. Bolo, Jr. Business Library. Held on December 13th from 11:00 to 12:00. Sign up at: <https://attendee.gotowebinar.com/register/8483441771022766595>
- For Michigan Start-ups. Remember January 26th . [17th Annual Collaboration for Entrepreneurship \(ACE'17\)!](#)

December Agenda:

- Financial Report by Rick Mason
- Christmas Dinner paid for members
- Non-members are free to join Christmas Dinner at their expense
- Quick review and handout of our haulmark "Steps in the Invention Process"
- Raffle of Inventors Book
- Election of Officers coming up in January – Consider tossing your name in the hat.
- Discount for 2017 early membership
- End of year Discussion and Networking

Minutes of November Meeting:

- e-team reported by Rick Mason
- Explanation of ACE 17 Annual Collaboration scheduled for Jan 26
- Discussion on Chicago Toy Game Week - Workbook
- Crowdfunding Workshop in Detroit Public Library – Mary Kordyban (e-mail connection)
- UIA affiliated Tradeshows and Inventor Events
- Cool Invention Network ideas
- Christmas party plans
- Networking

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

President's Note

To end the year I would like to cover an item that inventors or product developers should utilize to help sell their product. I got this information at a training session and since it was generic, I thought it would help those of you who are pushing your product. These are short terms you can put on your package, website, or anyplace you are advertising. They give the customer an additional thought to consider as they decide on your item. Obviously you will only use a few of these and they need to be strategically placed on your advertisement. They are "Reasons to Buy":

- Made in the USA
- Senior Discount
- Easily Installed
- No batteries needed
- Lifetime guarantee
- Endorsed by professionals
- Fits most items
- One time cost
- Tested and approved
- Do it yourself
- Special discount
- Better night's sleep
- Best in its field
- Affordable
- Enhances
- No assembly required
- Buy one, get one free
- Everything included
- Safe and effective
- Value
- Premium
- Save Now
- Lowest Price
- Free Shipping
- Free gift with purchase
- Limited supply
- Offer ends soon
- Act now
- Not sold in stores
- Years of experience
- Award winning

Though some terms won't apply to your product, they can be a thought starter for you. It's remarkable how a word or two can grab attention.

Merry Christmas & Happy New Year

Remember to have fun with your invention!