

# Inventors COUNCIL

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## OF MID-MICHIGAN

P. O. Box 311, Flushing, Michigan 48433

[www.inventorscouncil.org](http://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:  
Capitol Coney Island, 4021 Van Slyke Road, Flint, MI 48507

As a non-profit, Our Meetings are Open to the Public  
We appreciate a donation of \$5.00 at the Door

Volume 2019

Next Meeting Thursday, March 14, 2019 - 7:00 pm

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### March Itinerary

- Correspondence
- Report on Inventor Groups of America meeting
- Coverage of Correspondence at Sales/Communication event
- Update on our dossier of companies looking for inventions
- Liability Insurance update
- Handout information
- Podcast
- Networking

### Upcoming Events:

- SBDC Business Workshops: [www.sbdcmichigan.org](http://www.sbdcmichigan.org)
- SBDC Webinars for Business: [www.sbdcmichigan@gvsu.edu](mailto:www.sbdcmichigan@gvsu.edu)
- MiQuest March Calendar of Events: [www.MiQuest.org](http://www.MiQuest.org)
- National Hardware Show – May 7 – 9, Las Vegas Convention Center  
<https://www.nationalhardwareshow.com>

### January Minutes: (February meeting was cancelled)

- Connection information for Michael Weinstein at All Star
- Election of Board members and officers – Newly elected Board Members are Mike Wiley, Patrick Donlon, and Marty Sovis. New officers are President-Marty Sovis, Vice-President- Ken Yee, Secretary- Mary Kordyban, Treasurer-Lynn Soave
- Annual Dues collection
- Outline of Dossier for companies wanting inventor ideas
- Presentation by Lynn Soave on “Advanced Communication and Sales Strategies”.
- Increasing our advertising for our monthly meeting
- Networking

### *Inventor Resources*

#### Michigan Inventor Clubs

Grand Rapids Inventors Network  
[www.grinventors.com](http://www.grinventors.com)

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](https://www.facebook.com/LansingInventorsNetwork)

#### National Affiliations

Inventor Group of America  
[www.inventleader.org](http://www.inventleader.org)

United Inventors Association of America  
[www.uiausa.org](http://www.uiausa.org)

### ICMM Officers & Directors

President: Marty Sovis 810-659-6741

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Vice-Pres: Ken Yee 586-596-4137

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Director : John Tracy

Director: Mike Wiley 810-687-1900

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Director: Patrick Donlon

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### 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 Marty Sovis to request a Pre-evaluation form and return it at least one week prior to a meeting to schedule a time.

[msovis@comcast.net](mailto:msovis@comcast.net)

### **President's Note:**

This month we have a lot of catching up to do. Since we were not able to meet in February, we have old business to take care of and a lot of new information for March. I have three hand-outs to distribute at our meeting which I feel our members will benefit from a lot. Two of the handouts will help the inventor as they communicate with others, whether it be investors, licensors, or even manufacturers. The third is an outline I wrote from a seminar I signed up for with Stephen Key and Andrew Krauss from the Inventor Groups of America. They supplied some excellent common sense ideas on who you should contact with your invention and some tips on what you should be aware of before and after contacting them.

With that little introduction to the third handout, I want to jump back and zero in on the second sheet I will be passing out. It was written by Kara Goldin, founder and CEO of Hint Flavored Waters. They sell a variety of natural unsweetened flavored waters, water-resistant sunscreen, and other healthy lifestyle products. You can find her products at [www.drinkhint.com](http://www.drinkhint.com) Though her article is "Be a better leader by listening", it has a unique way of covering the bases on "reading between the lines" while communicating with others. The fourth item she covers in her column is one I want to share here in our newsletter because it really tells the inventor to think out of the box.

Section 4 – Pay attention to the unsaid:

Kara Goldin writes: The renowned business writer Peter Drucker wrote that, "The most important thing in communication is to hear what isn't being said." I understood exactly what he meant after my own meeting with a Coca-Cola executive who was completely dismissive of my company's flavored water idea. By saying "Americans love 'sweet' ", he was conveying his belief that my business was doomed. But I heard the opposite. What he **wasn't** saying was that his company did not recognize the opportunity I was chasing. If I could move fast enough, I would have a serious headstart over the biggest player in the market.

If someone routinely fails to address an issue you believe is important, ask yourself why. Can you take advantage of that person's lack of knowledge or interest?

What I caught from this section was how it applied to the invention process. Inventors seem to miss the realization that their product can be interesting in the most uncanny way. Keeping one's eye open to these possibilities can be an excellent talking point to the interested company.

Remember, have fun with your invention!