



P. O. Box 311, Flushing, Michigan 48433

www.inventorscouncil.org

The Inventors Council is an independent, 501-c-3 educational non-profit 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 7:00 pm at Mott Community College – Regional Technology Center Room RTC - 1107

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

Volume #2 - 2020

Next Meeting: **Thursday, February 13 - 7:00 pm**

Venue: MCC Regional Technology Center

February Itinerary

- Correspondence for the month - 25 years ICMC
- Thank you to Mott Community College
- MCC Strong presentation by Tom Herold, Director FAB Lab
- Report on Pitch for \$K
- Our Guest Speaker is Christine Welsh, Principal at Kerning Advertising. She will be speaking on Social Media Marketing and which platform is right for your business. We continually discuss the power of social media for getting our products out there, so this should not only be a very informative presentation, but also an opportunity to get the information that applies specifically to you.
- Networking as time permits

Upcoming Events:

- Factory Two January events - www.info@factorytwo.org
- MiQuest February Calendar of Events: www.MiQuest.org
- SBDC Business Workshops: www.sbdcmichigan.org
- UIA Inventors Spotlight at the National Hardware Show May 5-7 – Las Vegas Convention Center www.uiausa.org/inventor-trade-show-national-hardware-show/
- Patent Office events around the country – www.uspto.gov/about-us/events

January Minutes:

- Election of Officers: Board members with an additional year on their position are Mike Wiley, Patrick Donlon, and Marty Sovis. Newly elected members are Dwayne Towns, Ken Yee, and Mary Kordyban. Elected Officers are Secretary-Mary Kordyban, Treasurer-Lynn Soave, Vice-President-Ken Yee, President-Marty Sovis
- Annual Dues collection
- Introductory Video series “Patently Good Ideas” by Jacob Ward who will be our speaker in April
- Next month’s speaker and future speakers were discussed
- Networking

Michigan Inventor Clubs

- Grand Rapids Inventors Network
www.grinventors.com
- 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

Affiliations

- Inventor Groups of America
www.inventleader.org
- United Inventors Association of America
www.uiausa.org
- Michigan Inventors Coalition
www.michiganinventorscoalition.com

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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

President's Note:

I had the honor of presenting at the Detroit Public Library this past week-end. I covered the ten steps to inventing while I blended in information on how I moved my products to market. As is usually the case, I learned things from the audience that I can now add to future presentations. One thing that was prominent in our discussion was the fact that marketing on social media has become the norm if not the ideal method of selling. So this blends in extremely well with our speaker for this month. Christine Welsh is a marketing expert. During her presentation she will have information on what platform is the best for an inventor. With so many platforms out there, it is essential to use the proper platform for your particular product.

With Christine's expertise, I hope that members will move on suggested opportunities, since I have been "preaching" for years for inventors to get their product out to market. That is if they want to run their own company and sell their product themselves.

Another option I always cover is considering to license or sell your idea. If you have IP protection and a product, why not utilize a social media platform to enhance the appeal of your product to potential investors or licensees. Remember the strategy is to move quickly once you have your product developed. Make one and get someone to buy it (other than your mother) is a big step in getting the "Wow" factor before potential buyers.

The last thing I always suggest in my presentations are for inventors to do what they can themselves before they hire things done; BUT if you can't do the things that are necessary, get help. Maybe the best help you can get is social media. I look forward to Christine's presentation.

Remember, have fun with your invention!