

# INVENTORS COUNCIL

OF MID-MICHIGAN

PO Box 232, Lennon Michigan 48449

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 SEVENTEEN

NEXT MEETING THURSDAY, JANUARY 10, 2012, 7:00PM

NUMBER ONE

## Thursday January 10, 2013 Meeting

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

**The first order of business will be the election of the 2013 ICMM Board of Directors.** All the members will receive a ballot to vote for their favorite candidates.

After the election results are in we will do some training and then have some networking time to plan on the club direction for this year.

Meeting will start at 7:00pm January 10, 2013

## Thursday December 8, 2012 Meeting

**We met at Walli's in the downstairs conference room and had dinner together and then saw a beautiful someone sent me with great pictures and some great sayings.**

**After we ate we studied an actual Web site from our inventors and talked about how it was build for free with free yahoo software. It was all built by a first time novice for no money.**

**We then showed how a PayPal button was added and the fees when a customer buys something. It was a fun meeting to end the year.**

***Happy New Year To Inventors and Friends of ICMM!!!!***

## 2013 Board of Directors Election Night

It is that time of year again when our members select the leaders who will determine the direction the ICMM will take in 2013.

All members are eligible to self nominate to be on the ballot for the ICMM Board of Directors for 2013.

This is a volunteer club and we all get a vote. The Board sets the agenda and timing of what our members want to accomplish. We have to make choices based on time and resources available.

I hope everyone self nominated to be on the Board. It is our club and we trust in those elected to work on our goals and help our inventors take their inventions to market if they are ready.

It was a great 2012 and we have some unfinished business that we will carry on into the new year.

Come to the meeting, vote, and give input about our new goals for 2013. That is the only way you will be able to help direct the ICMM efforts this year. Get involved. It takes all of our membership to help guide the direction this year.

See you on Thursday January 10, 2013 at 7:00 pm at Walli's

## Left over Projects

Cubicle Cop —"ICCM Invention 2011" This is our invention project and we are at the packaging stage. We are refining some issues and will continue to work on the product development of the "Cubicle Cop" in 2013 and continue to train our inventors how to invent and take the product to market.

ICMM  
Home of the Happy Inventors



## MARKETING

Hints from the Fog  
by Mike Ball, President



### “When in Trouble, Do Tasks”

A great many companies, departments, groups, and clubs often have setbacks or roadblocks from time to time. Some grind to halt and wait for directions or something to change. This is easy to do but not very productive. Some people say to not do anything if you or your company run into problems. They claim they are waiting for direction or answers before they continue on the project. Those people subscribe to the old excuse “I am waiting for directions”. Well perhaps they have a point, and I do believe “if you find yourself in a deep hole, then quit digging.”

Sounds funny but stop digging does not mean stop working. As an inventor I have often run into roadblocks or timing issues that may hold up my invention process for a while. That does not mean I should sit down and wait for the roadblock to be removed. As an inventor, you are the only person who has to get it done.

I always create a matrix of what I need to accomplish to take my inventions to the market. It contains the task, who it is assigned to, estimated date it needs to be completed, and actual date it is completed. This document is the road map of your invention plan. One road can be closed if a bridge goes out but you have to continue the trip by a modified course. An invention requires many type of items to accomplish to be successful and many are not dependent on any other task.

Take the design of a part that needs a CAD designer and yours is busy and can't work on it right now. This is a problem, but not a “dead in the water” issue because you still have many other tasks that need to be done. If you are using the “Invention Matrix” which all our new members receive, just go to your matrix and work on some task you need to do anyway. This makes your time productive and many times when you are doing tasks you must do anyway, you are working on you invention successfully.

So many inventors get set on working on one item that they think must be completed before they can do anything else. What does setting up an office system have to do with a design? Nothing. What about doing market research about your competition, or taking out a DBA, or setting up a work area, or obtaining a bar code? Nothing, but all these tasks must be done if you want to sell or market your invention. So when you are in trouble, do tasks that will be required anyway. “If it's going to be, it's up to me.” Keep working and you will eventually complete them all. Happy Inventing.

See pages 3 and 4 for more Events for Inventors

## 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 Marty Sovis at 810-659-6741 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**  
[ww.mmic.us](http://ww.mmic.us)

### Officers and Directors

Mike Ball *President* 810-245-5599  
michaelball@turbousa.com  
Jim Harris *Membership* 810-621-3468  
harris03@charter.net  
Ron Kilponen *Legal* 248-344-7132  
kilponen@bignet.net  
Rick Mason *V-Pres* 810-659-7935  
xyzmason@aol.com  
Mike Readwin *Director* 810-695-5752  
MikeReadwin@Gmail.com  
Marty Sovis *Sec/Treasr* 810-659-6741  
Msovis@comcast.net  
Roger Stolpin *Director* 248-634-2129  
Finite-007.att.net

**Home of the Happy Inventors**

# Links for ICMM Inventors to Review to find networking opportunities

## [ACE'13 - Annual Collaboration for Entrepreneurship, January 31.](#)

Join our forward-thinking community of entrepreneurs, innovators and business leaders from around the Great Lakes region to network, learn and connect.

### **Entrepreneurs - Display Table and Pitch Competition Registration**

Register now for a display table and a chance to be selected for the ACE'13 Elevator Pitch Competition, a fast-paced program with six entrepreneurs presenting three-minute pitches to win awards and services. You must be registered for an entrepreneur display table to be considered for the Pitch Competition. ACE'13 showcases ventures that are technology oriented, web based or intellectual property centric and looking for investment.

**Thursday, January 17, exhibit table registration deadline**

<http://ace-event.org/exhibitors-2/>

### **Attendance Registration**

Attend ACE'13 and hear leading experts, watch the elevator pitch and to take advantage of The Consultants' Corridor. Consultants' Corridor will have more than 130 sessions open to entrepreneurs on a first-come, first-served basis for 20-minute, one-on-one sessions on sales, marketing, funding, intellectual property, business startup, entrepreneurship and more. We are expecting over 1,000 in attendance. You won't want to miss this event.

**Thursday, January 31, 2-8 p.m.**

Burton Manor Conference Center, Livonia

<http://www.ace-event.org/>

---

### **First Quarter 2013 Highlights**

**Global MIT Enterprise Forum and SAE Auto Innovation Competition.** Many inventors have difficulty getting to the right evaluators of their products within the automotive industry. This offers the chance for them to present technically about their products and processes (not a funding or a business strategy presentation) to the automotive engineering community. Audience of supervisory or manager level engineers from Tier 1 and OEM companies. Semi-finalists will pitch at Thursday, January 31 event, see below.

**Thursday, January 17, applications to compete due to [mitgreatlakes@gmail.com](mailto:mitgreatlakes@gmail.com)**

**Thursday, January 31, 9-2 p.m.**

<https://www.messageblocks.com/ace2013>

**Startup Weekend – Grand Rapids.** All Startup Weekend events follow the same basic model: anyone is welcome to pitch their startup idea and receive feedback from their peers. Teams organically form around the top ideas (as determined by popular vote) and then it's a 54-hour frenzy of business model creation, coding, designing, and market validation. The weekends culminate with presentations in front of local entrepreneurial leaders with another opportunity for critical feedback.

**Friday, January 18, 4 p.m.-Sunday, January 20, 10 p.m.**

The Factory, 38 West Fulton Street, 4<sup>th</sup> floor, Grand Rapids

<http://grandrapids.startupweekend.org/>

**ACE'13.** Attend ACE'13 and hear leading experts, watch the elevator pitch and to take advantage of the Consultants' Corridor. Consultants' Corridor will have more than 130 sessions open to entrepreneurs on a first-come, first-served basis for 20-minute, one-on-one sessions on sales, marketing, funding, intellectual property, business startup, entrepreneurship and more. We are expecting over 1,000 in attendance. You won't want to miss this event.

**Thursday, January 31, 2-8 p.m.**

Burton Manor Conference Center, Livonia

<http://www.ace-event.org/>

**Startup Weekend – MPowered.** All Startup Weekend events follow the same basic model: anyone is welcome to pitch their startup idea and receive feedback from their peers. Teams organically form around the top ideas (as determined by popular vote) and then it's a 54-hour frenzy of business model creation, coding, designing, and market validation. The weekends culminate with presentations in front of local entrepreneurial leaders with another opportunity for critical feedback.

**Friday, February 1, 6:30 p.m.-Sunday, February 3, 9 p.m.**

Location TBD, Ann Arbor

<http://annarbor.startupweekend.org/>

**Michigan Small Business & Technology Development Center (MISBTDC).** The MI-SBTDC offers a comprehensive selection of trainings and workshops statewide for Entrepreneurs – almost 100 each month. The topics are geared to those just starting their first business and also those experienced entrepreneurs looking for ways to improve and enhance their success. Topics include: Writing a Business Plan, Business Accounting and Budgeting, Business Start-up, Cash Flow Management, E-Commerce, Finance, Government Contracting, FastTrac(TM) New Venture Workshops, Managing a Business, Managing Employees, Marketing and Sales, Taxes, and Technology. **The GLEQ calendar will highlight select events offered, but many more are available.**

<http://www.misbtcd.net>

**Motor City Connect Live – Novi.** Join the business professionals of Motor City Connect for an effective and fun alternative to the traditional networking meeting. This is a chance for everyone to come face-to-face with other MCC members. MCC Live lunches are relaxed, casual and usually good for a few laughs. It's never a something you have to attend; it's an event you want to attend. No sixty-second commercials. No ten-minute speakers. This is just a chance to break bread together, meet new people, seek to understand their needs and connect on a new level.

**Tuesday, January 1, 11:30 a.m.-1 p.m.**

BD's Mongolian BBQ, 43155 Main Street, Novi

<http://motorcityconnect.groupsites.com/calendar/event/2013/1/1/353712>

**Motor City Connect – 275.** Join the business professionals of Motor City Connect for an effective and fun alternative to the traditional networking meeting. This is a chance for everyone to come face-to-face with other MCC members. MCC Live lunches are relaxed, casual and usually good for a few laughs. It's never a something you have to attend; it's an event you want to attend. No sixty-second commercials. No ten-minute speakers. This is just a chance to break bread together, meet new people, seek to understand their needs and connect on a new level.

**Tuesday, January 8, 11:30 a.m.-1 p.m.**

Brann's Steakhouse, 39715 Six Mile Road, Northville

<http://motorcityconnect.groupsites.com/calendar/event/2013/1/8/38642>

**SBIR Update from the Department of Transportation.** The U.S. Department of Transportation (DOT) issued its Phase I SBIR Solicitation 13.1 on December 10, 2012. This solicitation is the first one issued by DOT since incorporating significant changes from the SBIR/STTR Reauthorization Act. Rachael Sack, DOT SBIR Program Analyst, will present this free live webinar summarizing changes from previous solicitations, discussing the mission of the DOT and the role of SBIR, and sharing tips for preparing proposals. Rachael will also discuss other ways to learn about work opportunities with the US DOT.

**Wednesday, January 9, 2-3 p.m.**

**Inventors' Council of Mid Michigan Monthly Meeting.** Bring your questions and get some help with the next part of your journey of inventing. You'll have networking time, hear others stories of success and enjoy good food and a beverage beforehand.

**Thursday, January 10, 7-9 p.m.**

Walli's Restaurant and Banquet Center, 1341 S. Center Road, Burton

<http://www.inventorscouncil.org/>

**Motor City Connect – Royal Oak.** Join the business professionals of Motor City Connect for an effective and fun alternative to the traditional networking meeting. This is a chance for everyone to come face-to-face with other MCC members. MCC Live lunches are relaxed, casual and usually good for a few laughs. It's never a something you have to attend; it's an event you want to attend. No sixty-second commercials. No ten-minute speakers. This is just a chance to break bread together, meet new people, seek to understand their needs and connect on a new level.

**Tuesday, January 15, 11:30 a.m.-1 p.m.**

Tequilla Blue, 526 Main, Royal Oak

<http://motorcityconnect.groupsites.com/calendar/event/2013/1/15/40865>

**Speaker Series – Jimmy Greene.** Mid Michigan Innovation Center (MMIC) presents Jimmy E. Greene, CEO and president of The Association of Builders and Contractors, discussing "The Politics of Entrepreneurship".

**Tuesday, January 15, 11:30 a.m.-1 p.m.**

MMIC, 2007 Austin St., Midland

<http://www.mmic.us/>

**Tips on Electronic Submissions to Department of Energy.** Tips for successful SBIR/STTR proposal and submission and how to avoid common mistakes will help ensure an on-time submission.

**Wednesday, January 16, 1-2 p.m.**

WEBINAR

<http://www.bbcetc.com>

**Government Contracting 101.** Find out what it takes to sell your goods and services to the federal government and the State of Michigan. In addition, learn about the services and continuous support the Procurement Technical Assistance Center (PTAC) has available to help your company with the contracting process.

**Thursday, January 17, 9 a.m.-noon**

Schoolcraft College, 18600 Haggerty Road, Livonia

[infoeq@schoolcraft.edu](mailto:infoeq@schoolcraft.edu)

**The ABCs of SBIR/STTR Funding.** Designed to provide enough information for attendees to determine if they would like to seriously pursue proposal development and tools to help begin the process.

**Thursday, January 17, 1-2 p.m.**

WEBINAR

<http://www.bbcetc.com>

**ORBIT Start-up Launch Training.** ORBIT Launch! is the introductory workshop series Kettering TechWorks offers to help technology entrepreneurs plan and start their ventures. This highly popular program has graduated more than 400 Michigan startup leaders, employees and advisors. It is made possible through the support of the Michigan Economic Development Corporation, Kettering University and the C.S. Mott Foundation.

**Wednesdays, January 23-March 20, 6:30-9:30 p.m.**

Kettering University, Campus Center, Room-A, 4<sup>th</sup> floor, Flint

<http://www.ku-tw.com/index.php/we-can-help/trainingprograms>

**Doing Business in Mexico.** Looking to learn how your business can benefit from expanding beyond Southeast Michigan to reach customers, partners and clients in Mexico? Speakers will include Eve Lerman, senior international trade specialist at US Commercial Service. Kurt Saldana, President of Quality Metalcraft, Robert Ruffini, President of Fluxtrol, Consul General Vicente Sanchez from Mexico and Jeanne Broad, international trade manager for MEDC.

**Thursday, January 24, 8-11:30 a.m.**

Automation Alley, 2675 Bellingham, Troy

<http://www.automationalley.com>

**The Mobile Explosion – How Can Your Business Take Advantage of Mobile Technologies to Increase Productivity and Profitability?** In this Lunch and Launch, Linda Daichendt, Executive Director of the Mobile Technology Association of Michigan (MTAM), will conduct a presentation regarding the surge in mobile technology, and how it is impacting businesses today in more ways than just the next new "app."

**Thursday, January 24, noon-1 p.m.**

Macomb-OU INCubator at Velocity, 6633 Eighteen Mile Road, Sterling Heights

[maclnc@oakland.edu](mailto:maclnc@oakland.edu)

**Tri-City Brewing – Their Startup Story.** The Mid Michigan Innovation Center presents this Startup Story highlighting Tri-City Brewing. Attendees will get a tour of the facility, and hear Tri-City's story; how they got the brewery going, struggles they faced, and how they have progressed into the brewery that they are today. After the tour and discussion, the night will be finished in their taproom where we can enjoy a variety of their craft beers.

**Friday, January 25, 2-7 p.m.**

Tri-City Brewing, 3020 N. Water Street, Bay City

<http://www.mmic.us/>

**Fireside Growth Series with Jake Sigal.** The Fireside Growth Series is interactive and designed to educate emerging entrepreneurs on the trials and tribulations of creating a successful business, with real stories of business success. During each session, presented by a successful entrepreneur, the speaker will discuss challenges, solutions and successes; they will tell their story! This month's speaker is Jake Sigal, Founder and CEO, Livio Radio.

**Tuesday, January 29, 5-7 p.m.**

Macomb-OU INCubator at Velocity Center, 6633 Eighteen Mile Road, Sterling Heights

[maclnc@oakland.edu](mailto:maclnc@oakland.edu)

**SBIR/STTR 101: Introduction and Overview.** Attendees will learn SBIR/STTR program basics, including: program purpose, eligibility, sources of funding and tools for proposal development. It is designed to provide enough information for attendees to determine if they would like to seriously pursue a grant or contract proposal.

**Wednesday, January 30, 9 a.m.-noon**

One Golf View Lane, Rochester Hills

<http://www.bbcetc.com>

**Venture Plan Online.** This program is perfect for entrepreneurs who want help to bring their new business ideas to reality. The Michigan Small Business and Technology Development Center (MI-SBTDC) is recruiting 160 people (40 per class) to participate in their newly launched program "Venture Plan Online". This eight-week webinar program will guide participants through their startup pains providing weekly one-hour webinars, participant manuals, online tools and other web resources. The program is based on Palo Alto software curriculum. There is a generous grant so the cost is minimal. There are four ten-week classes:

- Tuesdays, February 5-March 26, 11:30 a.m.-12:30 p.m.
- Tuesdays, February 5-March 26, 4-5 p.m.
- Wednesdays, March 6-April 24, 11:30 a.m.-12:30 p.m.
- Wednesdays, March 6-April 24, 4-5 p.m.

**Monday, February 4, Registration deadline**