

"Inventors Helping Inventors"



THE Tampa Bay INVENTOR NEWSLETTER

The Official Publication of the Tampa Bay Inventor's Council

7441 114th Avenue, Suite 608 Largo Florida 33773

August 2003

The Tampa Bay Inventor's Council is here to help you succeed. Forge ahead, maintain your purpose, and achieve what you intend to. Everyone in this group is behind you.

UPCOMING PRESENTATIONS

August 13th: This is the first of two meetings that will decide the nine members of the Board of Trustees for the upcoming year. Each individual who wants to serve on the Board will have a few minutes to describe to the group his or her qualifications and why he or she wants to serve. Because of the amazing growth in membership and interest in TBIC, there will be more candidates than there are seats. This is a meeting that you don't want to miss.

August 27th: **ELECTIONS.** The current Regular and Sustaining Members will vote on who the next Board of Trustees will be. We will likely have an informative presentation as well, but the speaker has not yet been determined.

CALENDAR

GENERAL MEETINGS

Aug 13, 2003 7:30 pm
Aug 27, 2003 7:30 pm
Sept 10, 2003 7:30 pm
Sept 24, 2003 7:30 pm

All meetings held at:

7441 114th Avenue
Suite 608 Largo Florida,
33773

on

2nd & 4th

Wednesdays

•

For information call:

*See listing of Directors
on page 2*

INFORMAL

LUNCHEON MEETING

Aug 20 12:00 noon
Sept 17 12:00 noon

Red Lobster

Largo Shopping Center
Corner of Seminole &
Ulmerton

PRESIDENT'S IETTER Continued

to maintain the Council for the present and the future. The Board of Trustees is the group of individuals who are entrusted with the task of running and being responsible for the future of TBIC.

The election process will begin at the Wednesday, August 13th meeting. Later in this newsletter is a full description of the election process. See you there.

Randy Landreneau, President

Need to Reach TBIC?

Jennifer Knoepp, Membership Director
Phone 548-5083

Website:

<http://www.patent-faq.com/tbichome.htm>

<http://www.tbic.us>

Copies of Newsletter to download:

<http://www.inventioneering.org>

Email:

TBIC@patent-faq.com

or call Dave Kiewit, Secretary:

Phone - 727- 866-0669

Submit Articles to our Editor at:

Chuck@inventioneering.org

2002 OFFICERS & BOARD of DIRECTORS

President

Randy Landreneau 447-9031
ichoosetobe@earthlink.net

Vice President

Chuck Van Breemen 446-8400
chuck@inventioneering.org

Secretary

David Kiewit 866-0669
dave@patent-faq.com

Treasurer

Jack Goss 442-0537

Directors

Steve Gates 418-8788

Jack Goss 442-0537

David Kiewit 866-0669

Randy Landreneau 447-9031

Russell Randall 455-6226

Norman Sayce 527-5853

Chuck Van Breemen 446-8400

Sid White 392-0194

Editor

Chuck Van Breemen 446-4839

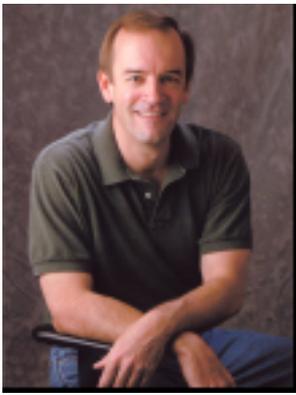
Newsletter

Printed by Good Things.com

Founder

Ron E. Smith 507-8558

The Tampa Bay Inventors' Council (TBIC) is a corporation as defined in Chapter 617, Florida Statutes, as not for profit. The corporation is organized exclusively for charitable, education and scientific purposes. The TBIC is a 501 (C) (3) charitable corporation which allows the receiving of tax deductible contributions of goods and services. There are over 100 active members willing to share their expertise and experiences with fellow inventors. Meetings are held at 7441 114th Avenue, Suite 608 Largo Florida, 33773 on the 2nd and 4th Wednesday of each month at 7:30 P.M. Yearly dues are \$45 and include the Membership Directory & Resource Reference Book.



LETTER FROM THE PRESIDENT

Greetings fellow inventors. I hope you are all doing well and making progress toward your invention goals. The other day, I was working on a new idea. The product was taking form in my mind, I was making changes, adding features, and basically having a blast. Then I started to look at doing a patent search, filing a patent application, etc., and I was no longer having a blast. It started to seem like work.

Unfortunately, there is a lot more to being a successful inventor than coming up with a great idea. There are a lot of details that you need to have knowledge of to causatively drive yourself toward your goals. It is not that you have to be an expert in every possible area and do everything yourself. However, the more you know, the more able you will be to do what needs to be done and/or to find and work with individuals who will assist you.

Have you ever noticed that when you are not prepared for a particular type of problem, you tend to run into that problem a lot. Conversely, when you are totally prepared for a particular problem, you hardly ever run into it. I have experienced this in sales. When I was trying not to encounter a particular objection, I always ran into it. When I was totally able to handle it, I almost never had to. Has this type of thing ever occurred in your life?

I have a great desire to provide each member of TBIC (including myself) with the knowledge and expertise that they need to be able to causatively drive themselves toward being highly successful inventors. If you attend our meetings and absorb what is available, you will certainly benefit from it.

Just like handling the details of inventing, TBIC has details that have to be taken care of. Records have to be kept. Accounts have to be balanced. Rules and regulations have to be made or held

Continued on preceding page

Tampa Bay Inventors' Council
Board of Trustees
Minutes of the July 17, 2003 Meeting

Members present: Goss, Kiewit, Landreneau, Russell, Van Breemen
Members absent with prior notice: Gates, White
Non-member attendee: P. Simmons

1) Treasurer's report – Jack Goss presented a current treasurer's report and noted that membership renewals (which had been down a few months ago) were running at an historically expected level.

2) Legal status – Jack Goss reported that TBIC's corporate registration with the state of Florida has been renewed after having accidentally lapsed.

3) Discussion of inaccurate perceptions of the ICTT-TBIC relationship.

Several members of TBIC had commented on their perceptions of how ICTT and TBIC were now related. Some of these comments were positive and some were negative, but most were seen as being inaccurate. To avoid future problems of this sort, those present generally decided to take the following steps:

a) A statement describing the relationship will run as a regular feature of the newsletter.

b) A similar statement will be made orally at the beginning of each regular TBIC meeting.

c) Paul Simmons will add language to ICTT agreements with inventors specifically pointing out that the inventor is contracting with ICTT and that TBIC is not a party to the agreement.

In addition, Randy Landreneau moved to amend the bylaws to state that a Trustee can abstain from participating in a Board decision in which he or she perceives a personal conflict of interest due to his or her relationship with ICTT. Chuck Van Breemen seconded and the motion passed unanimously.

4) Number of Trustees – Chuck Van Breemen moved that the bylaws be amended to allow a maximum of 9 members to serve on the Board of Trustees. Dave Kiewit seconded and the motion was passed unanimously.

5) Election method – A discussion of the method of electing Trustees led to the following approach that is to be followed in electing the Board for FY2004:

a) Randy Landreneau is to prepare forms to be passed out at the July 23, 2003 meeting to all members interested in serving on the Board.

b) Anyone interested in serving on the Board is to complete the form and send it to Dave Kiewit, who will prepare a ballot listing all the names and providing space for additional write-in votes.

c) Jack Goss will arrange for Jennifer Knoepp to have a current list of members before the August 13 meeting.

d) Jennifer will pass out a ballot to each current member at the 8/13 meeting.

e) Each member may vote for up to nine persons.

6) Duplication – Chuck Van Breemen moved to amend the bylaws to require that no one shall hold any two offices simultaneously. Randy Landreneau seconded and the motion passed with 3 votes for and 2 opposed.

Respectfully submitted
Dave Kiewit, Secretary

MINUTES OF THE GENERAL MEETING of July 9, 2003

Short-run Molds: Randy Landreneau showed use both polyurethane and silicone molds that used to make several appearance prototypes of his “Driller” drink container. He recommended the polyurethane for simple, one-part molds; and the silicone for injection molding more complex pieces. Randy also ran a videotape showing how he made and used one of his injection molds. Both materials are relatively easy to use and are, of course, much more flexible than a metal mold. Hence, some items that could not be removed from a metal mold can be relatively easily peeled out of these plastic ones. There are tradeoffs, of course: the mold wears out after a few uses; and dimensional precision is nowhere as good as what one finds with metal.

Directory Update: Once again, a newly revised directory of TBIC members was passed out at the meeting. If you didn’t get one, see Dave Kiewit at one of the next few meetings, or request one to be mailed to you.

Upcoming Elections: Chuck Van Breemen reviewed TBIC’s election procedures in preparation for our annual elections on August 13.

Seminars: Paul Simmons announced an ongoing series of seminars that his company, ICTT, will host on the 1st and 3rd Wednesdays of each month in the same room where TBIC meets. On the July 26 there will be presentation on presenting products at a tradeshow. In August the subject will be preparing and making presentations to potential investors. There will be a presentation on this subject on the 6th and participants will make mock presentations on the 20th.

Dave Kiewit
Secretary

MINUTES OF THE GENERAL MEETING July 23, 2003

Stephen Tenbarge, a product design consultant with about 30 years of experience, talked about product design. He showed us various products he has been involved with, many in the health field. One major point made was that you must test, test, test. Failure to adequately test your product can lead to many problems. In one situation, a person who obtained a prototype later claimed an injury from improper design. Another point, more related to the

health field, is to know what the current system of insurance will pay for certain products, like crutches. You might create the best product imaginable, but if people depend on insurance to pay, and your price is too high, you're sunk.

Written by Randy Landreneau
President

ELECTION NEWS

Elections are coming up. The nine members of the Board of Trustees will be decided in August. The Board of Trustees has the duty of making sure that TBIC is legal, solvent, and maintains its purpose, which is primarily educational. A member of the Board of Trustees has a solemn duty to TBIC.

To make sure that there is no misunderstanding, TBIC is totally separate from Paul Simmons' company, International Center for Technology Transfer (ICTT). If Paul works with an inventor to help him get his product licensed or financed, he does so entirely through ICTT. TBIC has nothing to do with any of the activities of Mr. Simmons in regard to helping an inventor get his product licensed or financed. But TBIC certainly does benefit from the generous donation of space and facilities provided by Mr. Simmons.

I want to make something very clear. I have gotten the impression that some think that being a Board member somehow relates to the marketing of their inventions. This couldn't be further from the truth. Board members deal with things like accounting, records, and the making and enforcing of rules that will maintain the existence and purpose of the Council. In fact, serving on the Board will take time that you could otherwise use to pursue your inventions.

We've simplified the election process. At the August 13th meeting, each candidate will have a few minutes to tell the group about himself or herself and why he or she wants to serve. At the meeting of August 27th, there will be a secret ballot that will be voted on by Regular and Sustaining Members who are present. The nine individuals with the most votes will be the new Board of Trustees. The new Board will take office September 1st and will elect the President, Vice President, and other officers at its first meeting. The officers do not have to be members of the Board of Trustees.

Written by Randy Landreneau, President
Tampa Bay Inventor's Council

Licensing Fundamentals

I've had a book on my shelf for a couple of years – *How to License Your Million Dollar Idea*, by Harvey Reese. I picked it up and read it the other day and was amazed at how good it was. It is now second on my list of most important books for inventors to read after *Patent It Yourself*, by David Pressman.

Licensing refers to getting a company to purchase the right to produce and sell your invention. The company, the Licensee, pays you, the Licensor. For many inventors, this is the ultimate scenario. You come up with the invention, get it patented or patent pending (or protected in some fashion), stroll into some company president's office, dazzle him, and walk away with a big check and a royalty agreement that will make you rich. How does that sound?

Well, as always, there are a few details that you need to know to pull this off. Mr. Reese, because of his relationships with companies who have licensed his inventions in the past, can practically stroll in with a picture on a napkin and walk away with a check. Only repeated success will give you that kind of relationship; however, this book describes in detail how to effectively pursue the dream of licensing inventions. I'm going to hit a few of the high points, but you should all get this book.

First of all, you must have identified and solved a real problem with a product that some company would be interested in. The author says something very important regarding solving a problem once you've identified it: assume that you will solve it. I'd like to take that a step further: know that you will solve it. You'd be amazed at what you can do with your problem solving creativity.

In selling your invention, the author says, "If you can see them, you can sell them." He says that the first priority is to get a face to face meeting with the decision-maker. He further states that he has never successfully licensed a product when he did meet face to face. That does not mean that it cannot be done, but you are better off if you can meet face to face. Ideally, you should identify potential licensees who are geographically close to you. Also, Mr. Reese says

don't shy away from large companies. Put them at the top of your list and go after them.

In preparing your presentation, the author makes an interesting point regarding the use of lists. Years earlier, while teaching a course, he noticed that when he lectured, no matter what the subject, the audience tended to drift. But, whenever he said something like "here are the five most important things to know about _____," everyone perked up and paid attention. His point is that you should use appropriate lists wherever they make sense to improve the reception of your presentation.

According to Mr. Reese, there are four important reasons for having a slick presentation:

1. A slick presentation shows respect for the idea.
2. A slick presentation makes you look good.
3. A slick presentation removes uncertainty (makes it look like a sure thing).
4. A slick presentation will stand on its own merits (when it is shown without your presence).

So, how do you get an appointment with the president? The author says it is easy. But there are four things to remember:

1. You are not an amateur. You must make yourself look like a seasoned pro. This is easier than it looks because we are only talking about a very short phone conversation.

2. Go for the president. According to Mr. Reese, they are deceptively accessible. Call one day and find out who the president is. Then call the next day and, sounding like you are expected, ask for "Bill." Again, assume success.

3. Keep it brief. When you get Bill on the phone, be brief. Get the appointment and get off of the line.

4. Niceness pays. Always be courteous to secretaries, aides, and anyone you deal with in trying to get to the president. Mr. Reese has had situations where, during his presentation, the President asks his secretary what she thinks about the product. You need as many allies as possible.

The author goes through several scenarios of how to talk to the

individuals you are trying to meet with. Here is an example: “Hi Mr. Dubois. Thanks for taking my call. I know you’re busy, so I’ll be brief. We design new products for companies and we’ve hit upon something that I think can be very special for Global Amalgamated. If I could have a few minutes to show it to you, I promise you won’t be disappointed.”

Notice how he says “we” instead of “I.” Maybe this is your first invention. Maybe you’ve never shown it or anything to the president of a company. Maybe you’ve only discussed it with your wife. So what? Is it a good product? Does he need it? Do you plan to do this type of thing in a big way? Go for it. Present yourself in the best possible light and get the appointment.

In a future article, I present more information from this book. I highly recommend it to every inventor.

Written by Randy Landreneau, President



Make your Inventing Process More Effective and More Fun!

A few of the benefits you will enjoy: Monthly programs, Luncheons, Free workshops, Updates on Legislation affecting the Industry, Free TBIC Membership Directory, and Current Industry News!

MEMBERSHIP APPLICATION
TAMPA BAY INVENTORS' COUNCIL
Attn: Membership Director
727-547-5450

Membership Application

Annual dues: Regular \$ 45, Sustaining \$120,
Corporate \$250, Student \$25

NAME _____ PHONE _____

ADDRESS _____

CITY _____ STATE _____ ZIP _____

HOME PHONE _____ BUSINESS PHONE _____

AREA OF INTEREST _____



TAMPA BAY INVENTORS COUNCIL

7441 114th Avenue Suite 608 Largo Florida, 33773

Information and articles printed in this newsletter are not necessarily endorsed by the T.B.I.C. and may not be applicable to everybody.

ADDRESS CORRECTION & FORWARD REQUESTED