

"Inventors Helping Inventors"



THE Tampa Bay INVENTOR NEWSLETTER

The Official Publication of the Tampa Bay Inventor's Council

10750-A Endeavour Way, Largo FL 33777

OCTOBER 2004

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.

This Month's Events

We've made it to October and boy, what a trip it's been! The hurricanes have made life hard on us all in one way or another and I know you're hoping as much as I am that the season is over so that we can get back to getting things accomplished. There are a few very dedicated people on the Board and in the general membership who are devising new and exciting ways to further the progress of TBIC.

We are looking to teaching classes, holding workshops again, and finding ways to get the word out to the public that we exist. There have been many positive changes over these many months and we plan to keep heading in this direction. So please get involved, make it to the meetings, or if you're one of our long distance members you can express your ideas by e-mail. The more you do to make this club a success, the more the chances are that it will in turn do the same for you because, as with anything in life, you only get out of it what you put into it.

October 6th

This will be the first of our alternate night Board meetings. These meetings are open to the membership to come and observe. If you find that there is an issue that you would like to bring to the Boards attention then you are welcome to use this venue to do so. Our meeting time is from 7:00pm to approximately 9:00pm. Refreshments will not be served at this meeting.

October 13th

Our own video expert, Wayne Rasanen is going to talk for a few minutes about his intentions on the 27th of this month. He plans to have a Video Presentation Class. This will entail showing the

inventor some pointers on how to make a more professional presentation whether it be live or on a video. This will be beneficial to us all. Those of us with products will at some time be showing or presenting our products in some way. This is an opportunity to bone up on your presentation skills or to find out that you may not possess these skills and might need to find someone to present your product for you. This isn't a bad thing. A lot of actors get their start presenting products for people. Look at Billy Mays, doing those Oxy-Clean commercials sure made his life a little rosier!

Tonight we will also hear from our President George Mouzakis. He will be opening up the topic of Provisional Patents by reviewing a tape on this subject. He will summarize ways to use worksheets to relate the components of your invention and outline them so you can draft your specifications. There will be a handout for those in attendance. He will open the floor for us to share the information on the tape, as well as information we all have accumulated. He might not have the answers to certain questions, but maybe a fellow member might.

Presentation: Saturday, October 16th

We have a presentation today with Lion's Share Entertainment. They are the company that wants to see the personality of the inventor as well as the invention. They are scheduled to be here from 12:00pm until 5:00pm. Inventors may show on a *first come-first show* basis. If 3:00 comes and no one is left on the list, the presentation will end there. So don't wait until the latter part of the day. We have gotten the presentation routines down well enough that they should move fairly quickly.

(continued on Page 3)

All Meetings Held At:

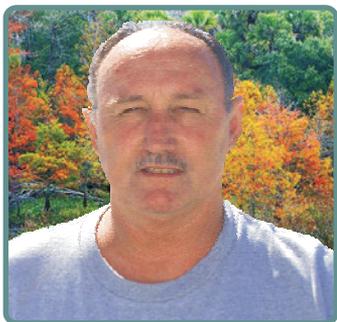
10750-A Endeavour Way
Largo FL 33777
on the
Second & Fourth
Wednesdays
each month

For More Information:

Call 727-548-5083
Toll-Free: 866-787-8242
8:30 am – 5:00 pm
Monday – Friday

A Message from Our President

OCTOBER 2004



The month of September was a tough one for inventors in Florida. With our multi-hurricane experience, maybe some members can or have been inspired by the hurricanes and some good inventions will come from it.

But, that would definitely be an example of coming up with something the hard way. I took advantage of Hurricane Frances to film my patent in action. Now I can claim it was tested under hurricane conditions !

Our new Board has had a chance to acclimate itself and I see good things in our future. The main thrust of the new Board's current activities is to investigate ways we can increase the value of membership to the inventor and to give them more 'bang for their buck'. A lot of good ideas were offered by the Board and by members that were asked to contribute. One thing that was very clear, the good ideas will not be allowed to simply die after every body nods their heads. There will be follow through.

Some of the immediate offerings included:

- Having seminars on topics voted most popular by the meeting attendees possibly with a nominal fee paid to attend
- Another thought was to have a simple 2-D drawing program with a short, shallow learning curve that members could use, by appointment, in time slots before the meetings. This could be used to make drawings to attach to their provisional or final patent application.

The main difficulty appears to be that the person with skills to impart to other members has a limited amount of time they can give to others. Therefore, either additional qualified volunteers need to be found as teaching resources, or the knowledgeable individual must conduct group instruction, or we must video record their work and have it available in our library.

If any of you have ideas on how we can increase the value of Council membership, please contact any Board Member, using the contact information found elsewhere in the newsletter. We really want to hear from you. Just keep in mind that we can't field ideas requiring \$1000.00 budgets and / or a cast of thousands, unless you want dues to increase accordingly. The Board is committed to pursue ideas that meet the goal of improving membership value and are executable. So don't be shy in getting with us. I would like to think you will see noticeable progress toward this goal in the coming months.

Keep thinking outside the circle.

A handwritten signature in black ink, appearing to read 'Paul Taylor'. The signature is fluid and cursive, written on a white background.

(continued from Page 1)

October 27th

Wayne Rasanen will be holding his Video Presentation Class this evening from 5:30 to 7:30. There are more details on this event inside this edition of the newsletter.

We will fill up the rest of our night listening to your input on our future!

We plan to start holding many types of classes and workshops: classes where we work with software that allows us to do our own basic Drafts and Patent Drawings for our Patent Applications; classes where we learn how to put together and file a provisional patent; workshops for building prototypes, using materials that you can purchase at your local craft store or find in your own house; learning how to safely use the machines in our sheet metal and woodworking shop, and much more. These types of classes and workshops will not only help us with the ideas we're working on now but they can spark your creativity for new ideas that might improve your current project.

If you're not there to give your opinion on content, times and days, you will have to live with the decisions that those who are there will make.

Presentation:

November 7th - 10:00am til ??

The company's name is Global TV and they were referred to us by one of our members, Charles Sutton. This is a company that has been around for 30 years selling products to the likes of QVC and many catalog companies all over the world (in 42 countries to be exact). They say that they are looking for products that would be good for television such as QVC, but they want to see the ones that fit the catalog market as well. To get an idea of the sort of product they are interested in, call Jennifer for information about their website. I will give you more details on this showing as I get them.

Las Vegas Show

There were thirteen of our TBIC members chosen to show their products at this year's ERA (Electronic Retailers Association) convention in Vegas. At the time most of these people were to fly out, Hurricane Jeanne was paying Florida a visit. Some didn't get to participate in as much of the show as we'd hoped. Greg Carbonaro wasn't able to make the show at all and I spent the first two days just trying to get there!

I did finally make it on Tuesday after the show had ended for the day, but I was able to join everyone at the gathering they had for us that evening. This is where we ran into Mr. Oxy-Clean himself, Mr. Billy Mays. (see picture below).

We rubbed elbows with the members of the ERA and tried to locate contacts that might help lead us to the market.

Quite a few of us have come back with some pretty good leads. I know that there are a couple inventors who have already done some paper signing.

Please keep in mind that our group not only went to Las Vegas and promoted our item, we made TBIC's name stand out a bit.

The contacts that we made are asking questions about the rest of the membership and their products. The people who are coming on the 27th are through a Vegas contact. I am trying to point out that everything that we do helps more than one inventor. It helps us all.

Speaking for myself, and being limited to only one day at the show, I can still say that the trip was worth the experience of going, if only to have gained the knowledge of how these shows work and knowing what to expect in the future. There will be more ERA shows and many other shows of its kind. Do what is necessary to get your products ready because we are catching the eyes of the right people who can take those products to the market for us.



We're moving the Board meetings

This month will bring a change to TBIC. The Board of Directors meetings that were usually held before each General meeting will now be held on the Wednesday before which are the first and third Wednesdays of the month at 7:00pm. This will allow the Board members to be available to answer questions and converse with new potential members on general meeting nights. This will also allow the Board to cover more issues on the agenda in our Board meetings. We have had some great input from your newly elected Board but we never seem to have enough time to get to all there is to cover before it's time to start the General meeting so this move is hopefully going to fix a few glitches.

Please take notice that with this change, your new Board members have agreed to dedicate at least two more hours per week of their time to make TBIC even better than it is today. At least two of the Board members travel more than an hour each way so that doubles their time, let them know that they are appreciated for their efforts. As always our Board meetings are open to the membership to attend.

Presentations

As you well know, we have done quite a few Presentations since Reliant first came to us in December of 2003. We have presented to some very heavy hitters in the industry and we have learned some valuable lessons along the way. Our presentation director Greg Carbonaro, along with others that have helped run these presentations, want to take what has been learned and apply a format for future presentations.

One of the lessons learned is that we have a huge array of inventions, and sometimes certain companies may not be suitable for certain ideas.

We are going to propose that we start guiding the right inventions to the appropriate companies. There have been presentations in which a company will tell us that they want to see *'everything'* and up to now we have shown them all of our products.

We have learned that these companies don't want to miss out on anything and they have nothing to lose by seeing products, even though the product might not fit their market. If you show to this company and they don't choose your product, that is almost the same as a REJECTION. This starts a negative track record for your product. No one wants rejection on their record if they can avoid it.

We think we have a good idea of what the industry is looking for and from now on we will try to inform you whether your product is right for the particular company that we will be presenting to. If you are told that your product might not be right and you choose to show anyway, that is totally up to you. No one will be excluded from any showing.

We will try very hard to let you know what abilities certain companies have and what they might be able to do for your product so you can base your decision on this information. Most of our inventors that have made presentations have gotten to know what these companies want to see.

You can get a basic idea of what the industries are looking for by going to some of these *'As Seen on TV Products'* websites. If you look around in these web sites you might find the specified criteria they have for products submissions along with a forms for doing so. When you're at the Google site for catalogs, specify a certain type of item such as housewares or garden tools and you will be amazed at the listing you will have to view and learn from.

We're doing our homework and finding out what we can about these companies and you should too if you plan to show your product to them or better yet, license it to them!

I'm Sorry you missed the Cruise !

I really have to rub it in a little bit! I was right when I said that this was going to be a fun time! We couldn't have paid for better weather, the seas were not too choppy (although Greg's wife Pat was a little queasy there for a bit), as far as the gambling went, a couple of us broke even, some lost a little bit but no tears were shed and a couple of us did surprisingly well. Most importantly, a good time was had by all. Quite a few of us didn't want the party to end so we all decided to meet at Johns Pass for dinner to socialize a bit more. This is where the tears came in. Dan Meiers had us laughing so hard we cried! We really had a good time and I for one hope it's one of many more like it to come. I sure hope you're there next time.

Donated Computers

TBIC is in desperate need of as many donated computers as we can get. We have many uses for them. For instance we will need them for the classes we intend to start such as our Drawing Class where each student will need to have their own computer to learn the Software.

If you know of a business that would like to donate to us for a tax write off, we will gladly supply them with the appropriate documents. If you or someone you know would like to donate a computer, call or e-mail Jennifer to work out the details.

Membership Report OCTOBER 2004

These are members who have joined, renewed or upgraded since 08-31-04.

Membership as of 10-06-04
152 Members

New - Active

Jeff Scott

New - Sustaining

Daniel Sanders

Gloria Gatrall

Linda Ballenger

Renewed & Upgraded

Mike Deneen

John Blue

Kirk Hamlin

Sustaining - Renewed

Richard Humphrey

We would like to say a fond farewell to those who didn't renew their membership for whatever reason. We hope you enjoyed your time with TBIC. Remember us if that next million dollar idea pops into your head!

Did you join or renew during this time period and your name isn't listed? Notify us by sending an email to George Mouzakis at gem@alumni.uchicago.edu or call him at 727-251-4056.

Our Award Winning Inventor !!

We want to proudly send a giant congratulatory to our award winning inventor Mr. Peter Lefferson! He was awarded the honor of having the *Best Potential Live Shopping Product* at the ERA show in Vegas. For those of you who do not know his product, it is called the *Halo Nightlight*. It looks very similar to a flying saucer with LED Lights all around the edge of it. It is placed underneath the bed or in the corner of a room and it lights up the floor. Not the whole room just the floor! It is a great product and I can't wait for him to get it marketed so I can buy about four of them for my house! Way to go, Peter!



Drawings Class

We are considering offering a simple drawing class to assist members in doing their own patent drawings. The course should allow the average person to use the in house computer to do simple CAD drawings that would be acceptable for a provisional patent. Anyone interested in taking this course should contact Jennifer within the next two weeks. Based on the response, we will decide whether or not to proceed with this class.

Wayne's a busy Boy !

Wayne Rasanen is going to be very busy this month for TBIC. We want to say "thank you" to him for the work he has done so far in trying to get TBIC accepted into the Mac Dill Federal Credit Union. He has done the homework that will allow TBIC members to join and take advantage of their accounts that feature free checking, etc. The details are being formalized as we go to press. Further information will be disclosed when available.

(We do not endorse entities, only facilitate making their services available to members who may choose to use them.)

He is also bringing TBIC to the attention of people like Brighthouse 47, where he will be going on Monday to do an interview, strictly to talk about TBIC. This is supposed to air in about two weeks. We will inform you of more details as we get them. He is also scheduled very soon to do basically the same thing on Channel 28.

Wayne always has his feelers out trying to find ways to promote TBIC. He is a great asset and we should all be proud to have him working as one of our Board members.

✍️-jk

National / International Upcoming Events

(Submitted by Robert Aiken, Board Member)

October 1 (Afternoon) and October 2 (All day), 2004

• Ideas to Profits: Learning From Innovative Leaders •
An innovation commercialization conference for innovative manufacturers, technology entrepreneurs, and inventors. Join us for workshops on how to: assess the market for new products; create competitive advantage with the right intellectual property protection; create awareness for new products; target potential partners; understand commercialization options; design and test affordable prototypes and uncover growth financing opportunities. Keynote speaker Karen Field, Editor of Design News Magazine, will speak on the importance of design and using design as a key to competitive advantage.

Cost: \$195

University of Wisconsin

Whitewater, WI

(262) 472-1663

<http://academics.uww.edu/business/innovate/conference.html>

Email: tischendea10@uww.edu

October 15-17, 2004

• Yankee Invention Exposition •

For inventor group leaders, the weekend will include a workshop meeting on Saturday afternoon to address the most vital aspects of running an inventors group successfully.

Waterbury, Connecticut

(203) 575-8322

www.yankeeinventionexpo.org

October 22, 2004

• Product Idea-to-Market Boot Camp •

9 am to 6 pm

Intensive full-day workshop for the inventor or entrepreneur bringing a new product or invention to market. Focus on concept evaluation, market research, intellectual property protection, product development, presentation methods and business models.

Providence, RI

(401) 454-6108

<http://www.centerdesignbusiness.org>

Conferences

December 6, 2004

May 5, 2005

Patent & Trademark Office Day, D.C.

8th Annual Success by Design Conference

Events

October 23, 2004

Nov 3, 2004

InventorFest 2004, Cincinnati, Ohio

Innovation Expo, SD

Trade Shows

Oct 8-10, 2004

Oct 8-11, 2004

October 14-17, 2004

October 15-17, 2004

Oct 22-25, 2004

Oct 23-24, 2004

October 25-27, 2004

Nov 2-5, 2004

Nov 5-7, 2004

Nov 11-13, 2004

Nov 25-28, 2004

Dec 3-5, 2004

Jan. 27-30, 2005

March 18-20, 2005

Home Idea Show, Wash.

The New York Gourmet Housewares Show

Natural Products Expo East, D.C.

Yankee Invention Expo, Waterbury, Conn.

Transworld's 118th Chicago Fall Merchandise & Gift Show, Ill.

Michigan Baby & Toddler Expo

China Sourcing Fair: Gifts and Home Products, Shanghai

AAPEX Automotive Aftermarket Products Expo, Nev.

25th Annual Fall Home Show, Conn.

NY Gift Cash & Carry Show ... Gifts to Go

Expo Genius

The One of a Kind Show and Sale Chicago, Ill.

Toy Fair - London

Travel Goods Show, Fla.

Workshops

October and November, 2004

October 22, 2004

National Collegiate Inventors and Innovators Alliance (NCIIA) workshops

Product-to-Market Boot Camp

WEBSITES & PHONE NUMBERS

Brief descriptions in parentheses.
(Submitted by Robert Aiken, Board Member)

U.S. Gov't.

U.S. Gov't. General Information Site
U.S. Patent & Trademark Office (800) 786-9199
U.S.P.T.O. Kids' Page
FL Patent Depository Library; Tampa (813) 974-2726
SATOP-Space Alliance Tech (NASA helps inventors)
SBIR/STTR (gov't. wants inventions)
Small Business Administration (800) 827-5722

www.FirstGov.gov
www.uspto.gov
www.uspto.gov/go/kids
www.lib.usf.edu/virtual/gov/patent
www.spacetechnologies.com
www.acq.osd.mil/sadb/sbir
www.sba.gov

State Gov't.

Florida Department of Revenue
New Business Start Up
USF Technology Incubator (free help to inventors)

www.state.fl.us/dor
www.sunbiz.org
www.incubator.usf.edu

For Inventors

Edison Inventors Ass'n. (inventor's club, Ft. Myers)
Edison Inventors Youth Programs
World Intellectual Property Organization
National Inventor Fraud Center
United Inventors Ass'n. (large nat'l. org.)
Inventors Digest (magazine)
Patent Café (inventor's issues)
The Basics of Patenting & Innovating
Ask The Inventors
That's An Idea (inventor's directory)
Invention University
InventNet - Inventor's Network
MIT-Lemelson Inventors Site
Invention Development
Innovation TRIZ (problem solving method)
KeyWord Patent Search (workbook)
Intergraph ("SmartSketch" CAD software)
Contingency Lawyer Listing
Ed Dutkiewicz (reg. patent att'y.; Dunedin)
Dave Kiewit (reg. patent agent; St. Pete)
FL Inventors Network - John Blue (Tampa)

www.edisoninventors.org
www.edison-science-inventors-fairs.org
www.wipo.org
www.inventorfraud.com
www.uiausa.com
www.inventorsdigest.com
www.patentcate.com
www.inventors.about.com/od/firststeps/
www.asktheinventors.com
www.ThatsAnIdea.com
www.inventionuniversity.com
www.inventnet.com
www.mit.edu/invent
www.inventorehelper.com
www.innovation-triz.com
www.keypatent.net
www.intergraph.com/smarts sketch/invent
www.patent-dispute.com
www.colitz.com
www.patent-faq.com
www.finjb.com

Product Design, Prototyping, Manufacturing

Manufacturers Information Network
Machine Design (rapid design & prototyping info.)
Inventioneering (product design, prototyping; Clearwater)
eMachineShop (product design, prototyping, free CAD)
QTM Prototypers (product design, prototyping; Oldsmar)

www.mfginfo.com
www.machinedesign.com
www.inventioneering.org
www.emachineshop.com
www.qtmnc.com

Trade Show Hosts

Invention Connection
Trade Show Nat'l. Network
Invent Now America (USPTO contests; nonprofit org.)
ERA Invention Showcase (Electronic Retailers Ass'n.)

www.inventionconnection.com
www.tsnn.com
www.inventnowamerica.com
www.americaninventiveness.org

Business Data & Info.

SCORE (Service Core of Retired Executives)
Small Business Development Center (USA)
Entrepreneurial Education
FL Women's Entrepreneurs
FL Trade Data Center (305) 876 - 9747
SW FL Intern'l. Trade Ass'n. (239) 466 -0785
Information Tabulations
World's Market Research
Thomas Registry
Industry Analysis
Toy Industry Ass'n. (212) 675-1141

www.score.org
www.asbdc-us.org
www.entre-ed.org
www.nawboswfl.org

www.census.com
www.worldopinion.com
www.thomasregister.com
<http://research.thomsonib.com/>
www.toy-tia.org

Marketing Services

Innovative Product Technologies
The Better Mouse Trap
Big Idea Group
Market Launchers
Inventor's Mall 123
Idea Village
SmartInventions.com

www.inventone.com
www.thetrap.com
www.BigIdeaGroup.net
www.marketlaunchers.com
www.InventorsMall123.com
www.ideaavillage.com
www.smart-inventions.com

Parts, Supplies, Materials

Don's Salvage Yard (used stuff; Clearwater)
Skycraft Electronic Parts (new parts, Orlando)
American Science & Surplus (mech'al. & elect'al.)
W. M. Berg, Inc. (small parts supplier)

www.donsalvage.com
www.skycraftsurplus.com
www.sciplus.com
www.wmberg.com

Invention Trivia

Information contained herein was obtained from general public information found at
<http://www.coolquiz.com/trivia/directory/directory.asp?dir=Inventions>

- The first cyanoacrylate (super/krazy glue) was discovered by accident, when chemists at Eastman-Kodak accidentally glued two prisms together when testing new organic compounds for light refracting properties.
- The first drive-in service station in the United States was opened by Gulf Oil Company – on December 1, 1913, in Pittsburgh, Pennsylvania.
- Launched by the Mattel company in 1988, Holiday Barbie was among America's best-selling dolls in 1995 and 1996.
- The first envelopes with gummed flaps were produced in 1844. In Britain, they were not immediately popular because it was thought to be a serious insult to send a person's saliva to someone else.
- Leonardo da Vinci invented the scissors.
- Levi Hutchins of Concord, New Hampshire, invented the first alarm clock in 1787. It only rang at 4 a.m. because that's what time he got up.
- George Hale's 100-inch telescope lens, built in the early 1900s, was the largest solid piece of glass made until then. The lens was made by a French specialist who poured the equivalent of ten thousand melted champagne bottles into a mold packed with heat maintaining manure so that the glass would cool slowly and not crack.
- George Washington Carver developed more unconventional products from the peanut and its oils than anyone in history. For grooming, he came up with shaving cream, face cream, soap, and shampoo – all made from the lowly peanut.
- Glue dates back to prehistoric times. Artists once mixed colorings with raw eggs, dried blood, and plant juices to make sticky paints for cave murals. Later, ancient Egyptians and other peoples learned to make stronger glues by boiling animal bones and hides.
- Hair salons in Britain in the 1870s concocted their own shampoos from varying amounts of water, soda, and bar soap.
- Hans Berger created the electroencephalograph (EEG) in 1924. By attaching 2 pieces of silver to his son's head and connecting wires between them and a galvanometer, he recorded electrical signals emanating from the brain.
- Heinrich W. Brandes made the first weather map in 1815, based on data gathered in 1783. Brandes waited so long because it was the only way he could be certain the information was correct.
- Henri Nestlé was originally a baby food manufacturer. His work and research with condensed milk aided Swiss chocolatier Daniel Peter in inventing a method to successfully combine chocolate and milk in a solid form — the first milk chocolate — in 1875.
- Henry D. Perky and William Ford received a patent in August 1893 on a machine for making the shreds, or filaments, of wheat for shredded wheat biscuits. The duo later formed The Cereal Machine Company in Denver to manufacture them.
- Henry Ford called his first car a quadricycle.
- Henry Ford did not invent the automobile. It was the invention of several 19th-century engineers, paramount among them being two Germans: Gottlieb Daimler and Karl Benz. What Ford did accomplish was to mass-produce automobiles and provide affordable service for them.
- The first foghorn was used at a Boston lighthouse in 1719; it was a cannon. The lighthouse keeper had to fire the cannon every hour when there was fog to warn nearby ships. The hourly booming kept townspeople awake through the night, so other long-range s
- The first hot air balloon to carry passengers was invented by the Montgolfier brothers in France in 1783. It flew five miles. The air in a hot air balloon is about 212o F.
- Lillian Moller Gilbreth (1878-1972), the mother of 12 children, had good reason to improve the efficiency and convenience of household items. A pioneer in ergonomics, Gilbreth patented many devices, including an electric food mixer, and the trash can with step-on lid-opener that can be found in most households today.
- The first jet passenger airliner was the de Havilland Comet, which serviced the British Overseas Airways starting in May of 1952.
- Linus Yale patented the pin lock, or Yale lock, on May 6, 1851. Yale drew his inspiration from the Egyptian pin-and-bolt locks which were made of wood.
- The first lightweight luggage designed for air travel was conceived by aviation pioneer Amelia Earhart.
- Lithiated Lemon was the creation of Charles Griggs from Missouri, who introduced the lemon-lime drink in 1929. Four years later, he renamed it 7-Up. Sales increased significantly.
- The first lithographed American lunchbox appeared in 1902. It was shaped like a picnic basket and had children at play painted on it.
- Louis Jaques Mandé Daguerre agreed with the French government to disclose his secret photographic process to the public in exchange for an annual pension of 6000 francs.
- The first patent issued for modern suspenders – those with the familiar metal clasp – was issued in October 1894.
- M. R. Bissell had a china shop in Grand Rapids, Michigan, and was allergic to the dusty straw scattered on the floor after unpacking china from crates. So, he invented the first carpet sweeper in 1876 to clean up the mess and protect his sinuses.
- The first plastic ever invented was celluloid. It came about as an alternative for billiard balls made from ivory.
- Madame Alexander dolls were the creation of Beatrice Alexander Behrman, the daughter of Russian immigrants. Mrs. Behrman, whose father operated New York's first doll "hospital," started making dolls in 1923. Her creations soon became famous for their molded heads and limbs, lifelike eyes, rooted hair, and elaborate costumes. Mrs. Behrman sold the company to several New York investors in 1988, two years before she died at age 95. But America's first doll manufacturer has not compromised her high standard of quality and unique craftsmanship. Today, most of the company's manufacturing is still done in Harlem, New York, and more than 500,000 dolls a year are sold.
- The first portable calculator placed on sale by Texas Instruments weighed only 2.5 pounds and cost a mere \$150 in 1972.
- Many hair sprays (which are really just adhesives for the hair) are made largely of cellulose, the major ingredient of the cell walls of plants. Ethyl cellulose adhesives dry quickly, do not remain tacky, and wash out with water.

The Elevator Speech

by Wayne Rasanen,
Board of Directors, Sustaining Member

Greetings fellow members,

As you prepare to present your next great invention, there are a few things that you can do to help ensure your success. The first and perhaps most important thing you should do is find a way to present your discovery in the most concise form possible. This is often known as an “Elevator Speech”. The premise is that you have just gotten on an elevator with the one person that you need to help you succeed with your invention. You have 60 seconds or less to convince that someone that you have the better mousetrap that they need. There can be a variety of ways to go about this, but there is a formula to which you may want to stick. First, describe the problem that you will solve or opportunity for your invention within 20 seconds. Second, describe how your invention is the perfect solution, again, within 20 seconds. Third, describe why you are qualified to deserve their support (money) and the market opportunity available to them in the last 20 seconds. Always present your idea as a solution to a problem and never as just another good idea looking for a problem to solve. If you get their attention and they want to hear more, be ready to tell them, who your competition is, how much money you need (not how much you want!), and how your idea is protected from someone else stealing your business. This is a first step to introduce your business and many of these steps relate to how you may prepare a video presentation of your idea.

Always try to condense your concept to its finest points and write a script. Most people walking past a video kiosk will only give you about 10 seconds for you to get their attention and usually no more than a minute to hear your message, especially if you are in a busy venue. If you are directly mailing your video to an interested party, they will likely tolerate a bit more, but it is still wise to wow them and make them ask to meet you for more. Rehearse your pitch in front of a mirror so that you can see what your expressions look like, you don't want to turn someone off with any odd mannerisms. Dress better than your audience so that you will look like an authority on your subject and work at becoming an expert in your field. Try to think of a catch phrase that will stick in some ones mind and use it as your closing thought. Demonstrate your product without speaking about it and record your voice-over later or have someone else demonstrate it while you speak. Be ready to record your action several times and vary the camera angles and range once you have a good take. Make sure that your shot looks good, everything from lighting and contrast to background and set. Make sure that you get good audio and that you speak clearly and confidently.

Remember, you only get one chance to make a first impression and your video must say that you are serious about your business, not just horsing around. There are some new editing programs available for around \$100 that you could learn and use or you could get some help. If you go to a professional post production facility, expect to pay around \$150 per hour or more! Don't be discouraged, although there is a lot of work needed to make it look perfect, you only have to look good for about a minute... then you can breathe !

 --W. Rasanen

Need Help With Provisional Patents ?

Mr. Edward P. Dutkiewicz, a local patent attorney who has done an excellent job in speaking to us on an earlier date, has offered to provide a class in how to "buff out" your provisional patent application. Unfortunately, since Ed is currently pursuing an E.E. degree at USF and Wednesdays are his lab night, we need to find another time slot. The alternatives would be to have the class on Saturday morning or some evening other than Wednesday.

If you would seriously plan to attend, please call or e-mail Jennifer with your preferred date. Note, this isn't like signing up for the casino cruise where its not critical that you attend. We don't want to have poor attendance when Ed is willing to be so accommodating and pencil us in to his limited spare time.

NEED SOME HELP ?

Would you like to have help in doing some patent or trademark searches, or to get some advice from an expert? John Blue is making himself available here at TBIC before each meeting at 6:00 pm. He will help in any way he can to see if your idea, logo, trademark, etc. is already in use. Here is some further contact information for him:

JOHN D. BLUE the INVENTORS MENTORSM
USF #30132 '
4202 E. Fowler Avenue
Tampa FL 33620
Phone/Fax: 813-972-3815
Email: finjb@yahoo.com

Please email him or go to his Website for further details at:
www.finjb.com

A Note to Members New and Old !!!

We hold Focus Groups for our Sustaining Members' Products. And even if you have done one on your product, and you would like to do it again for any reason, you are more than welcome to do so.

This is an opportunity to show your product to the 'Public' in the best forum possible.

You will gain experience to show your product at presentations such as those we have had during the past two months.

This is a service to our Sustaining members that you would otherwise pay good money to have done so take advantage of it!

Information on upcoming Focus Groups will be posted on this page of the newsletter each month. Watch for it.

Sign up to be a presenter or a member of the panel. You will gain experience by participating, no matter what.

ATTENTION

I.D. Badges are to be worn on the TBIC premises during meetings to allow us to identify and learn the names of our fellow members. Badges should be deposited back in the designated area for use next time. If you have taken your badge home, please remember to bring it back so that you will have it to wear at our meetings.

Thanks.

A Speaker for December 8th

Plan to attend ! This qualifies as a “Don’t Miss” !

Pamela Riddle Bird, Ph.D., Chief Executive Officer Innovative Product Technologies, Inc., Founder, Inventors Educational Foundation Gainesville, Florida and Sandpoint, Idaho

Dr. Pamela Bird is a nationally recognized commercialization expert who directed one of the largest publicly funded innovation centers in the U. S. and has counseled thousands of inventors and entrepreneurs for over two decades. She is the author of Inventing For Dummies published by Wiley Publishing Company. Dr. Bird is the national President for the United Inventors Association. This organization is comprised of inventor organizations throughout the country, as well as independent inventors and service providers to the inventor community.

She is the Founder and Chief Executive Officer of Innovative Product Technologies, Inc. (IPT, Inc.). IPT, Inc. is a product and technology based market commercialization corporation located in Gainesville, FL with a branch office in Sandpoint, Idaho. Board of Advisors to this company include: Mr. Lloyd Bell, physicist and former advisor to J. Louis Reynolds (Reynolds Aluminum) and Kenneth Parker (Parker Pens); Robert Cade, M.D., inventor of Gatorade[®] with worldwide sales of \$1.25 billion annually; Ms. JoAnne Hayes-Rines, Publisher, Inventors Digest Magazine; Mr. Harris Rosen, successful hotelier and entrepreneur; Mr. Ed Shadd, a member of the development team that created the UPC bar coding system; Mr. John Weber, Founder and former CEO of Monchik-Weber Corporation—sold to McGraw-Hill in 1984; Mr. Philip Bart, developer and manufacturer of the Cabbage Patch[®] doll; and Forrest M. Bird, M.D., Ph.D, Sc.D., inventor of the medical respirator/ventilator.

Dr. Bird is a “key player” in the technology-transfer process and commercialization of new products throughout the nation. She is currently the President of the United Inventors Association. This organization is comprised of inventor organizations throughout the United States, independent inventors, as well as others who are service providers and facilitators to inventors.

Dr. Bird is a liaison between inventor organizations, venture capital organizations, entrepreneurial networks and research park facilities. In fact, she was interviewed and has served as a consultant to ABC television network 20/20 as a national new product development and commercialization expert. She works diligently with her clients (inventors) to bring new products to the end consumer with “hands on” experience by working with national buyers in retailing, pricing, promoting, packaging, and distributing products. She also works with manufacturers regarding licensing of intellectual property rights, as well as the production of new products with investors to capitalize new business ventures.

Dr. Bird is the author of over 70 publications and has been quoted and featured in numerous newspapers throughout the country including the Wall Street Journal, New York Times, Barron’s - The Dow Jones Business and Financial Weekly, Forbes Magazine and the Miami Herald. She has appeared as a guest on numerous television shows including the GOLDEN LIFESTYLES TV Show.

Dr. Bird has taught classes on product commercialization and technology transfer at various universities throughout the nation. These classes include: Intellectual Property Law; Marketing New Products; and Financing New Products and Technologies—Private Investors, Government Grants and Venture Capital. She, as the CEO and President of Innovative Product Technologies, Inc., developed a strategic relationship with the Wal-Mart Inventors Network (WIN) to be the lead entity for the southeastern part of the United States to review new products and inventions. Wal-Mart is the world’s largest retailer.

At the invitation of the U.S. Consulate, Dr. Bird served as the “keynote” via satellite conference with China officials regarding new product commercialization and evaluation in the United States.

Dr. Bird is the Founder of the Inventors Educational Foundation. This is a non-profit public charity to assist in the educational, as well as commercialization needs of innovators and entrepreneurs with new ideas, products and technologies from all ages and walks of life. She co-branded the first credit card in the nation with MBNA (one of the largest credit card companies in the world) to be disseminated to innovators, patent attorneys and patent agents. All proceeds received from this card are donated to the Inventors Educational Foundation.

Dr. Bird received a bachelor’s degree in Finance and Banking, an MBA specializing in Economics, and has a Ph.D. in Business Administration. Her Doctorate dissertation topic was the “Commercialization Success Ratios of Independent Inventors by Gender”. She is featured as a key speaker in a video titled Inventing, Patenting and Profiting: How to Make a Fortune on a Small Budget by Inventing.

Among her many memberships and organizational affiliations, Dr. Bird served as commissioner for the Governor’s Commission on Women and is an advisor for the Adult Community Education Board. She has also been appointed by the governor to serve on the Regional Coordination Council. Dr. Bird has served as an Expert Witness in the judicial system regarding labor relations.

Dr. Bird has been the recipient of various recognition awards including the “Outstanding Community Service” award, as well as letters of appreciation for community involvement in labor employment issues, child abuse prevention, crime prevention and numerous volunteer hours for education. She is an avid pilot. Her hobbies include: horseback riding, snow skiing and fly-fishing.

BULLETIN BOARDS

All items to be placed on our bulletin boards should be given or sent to Jennifer Knoepp, our TBIC secretary. These items will be dated to stay on the Board for two months, after which they may be resubmitted, if there is room. Otherwise, that item will have a one-month waiting period.

TBIC reserves the right to determine the suitability of all items posted. TBIC neither investigates, promotes, endorses nor profits from the information provided and will govern themselves accordingly.

VOLUNTEERS

We could use some help here!! We are asking that those of you who could spare a little time before the meetings, please come in and help welcome people. Tell them what you know about TBIC. Help them with filling out a new visitor form so that we can all welcome them to the meeting and introduce them to the membership.

Members are invited to write letters for inclusion in the newsletter.

Email to gem@alumni.uchicago.edu, fax to 727-547-5490 or mail to TBIC at our office address.

Letters should be brief, to the point, and be accompanied by member name, email address . and phone number. Letters can be edited for clarity, taste and length. Letters will be printed as room permits.

We hope that those of you who have taken advantage of our Affiliate Program had a good experience. We hope that you will continue to make your purchases this way. For those who haven't tried the program or don't know how to use it can go to the TBIC web site, www.tbic.us and click on 'General Information'.

Just A Note

We would like to remind our members that our Board meetings are open to you if you would like to sit in on them. We usually meet at 7:00 on the alternate Wednesday nights between our regular meeting nights .

GENERAL MEETINGS CALENDAR

Monthly Meetings

Oct. 13, 2004 7:30 pm

Oct. 27, 2004 7:30 pm

Presentations

October 16 Noon to 5pm

November 7.... 10am to ? ?

Next Monthly Meetings

Nov. 10, 2004 7:30 pm

Nov. 24, 2004 7:30 pm

Membership

Make your inventing process more effective and more fun !

A few benefits you will enjoy:

- *Monthly Newsletters*
- *Free Workshops*
- *Updates on Legislation affecting the industry*
- *Current Industry News*
 - *Focus Groups*
- *Inventor-Related Computer Programs*
 - *Inventor's Library*
- *Formal Presentations to Marketing Media Representatives*

Bring a Friend !

Membership Director:
Jennifer Knoepp

Promote your idea with Video !

Professional video services are available to TBIC members at a very affordable rate. Let us produce the message you IN10DID Call 727-372-0155 and ask for Wayne

DRAFTING

WHERE DO YOU GO TO GET THE DRAWINGS DONE FOR YOUR PATENT OR TRADEMARK?

AND WHERE MIGHT YOU FIND SOMEONE TO MAKE THE DRAWINGS FOR THE MANUFACTURER'S PERUSAL?

ME!

My advice is free and my drafting skills are only slightly more. (However my wife says that's too cheap.) We should negotiate.

**Richard Humphrey
(727) 938-2017**

Email: humphreyrh@pngusa.net

Your Ad Could Be Here Next Month

**Would You Like to Advertise Your Product or Service?
IT'S E-Z 2 DO !**

NEED TO GET AWAY ?
WILL DO BABY-SITTING IN MY HOME. CONTACT MICHAEL JACKSON NEVERLAND RANCH, CA.

NEW MONEY MAKING INVENTION
Spin straw into gold in your spare time. Go to www.millerswife.com or Call Rumplesstiltskin @ 1st-Born Enterprises

PATENTS AND TRADEMARKS
Don't Lose Your Best Ideas. Protect Them. See a Qualified Patent Attorney. Call Dewey, Cheatham & Howe at 1-800-555-LOSER

WILL DO I.D. BADGES OR NEWSLETTERS FOR FOOD
CALL Tampa Bay Inventors Council 727-555-0000. Ask for Gary.

**Each Space Like This
Would Cost \$5.00 Per Month**

Larger Ads Can Run

**Each Ad Block Taken
Would Cost \$5.00 Per Month**

**This Sample Ad Takes Up Two Blocks
2 x \$5 = \$10**

Even Larger and Wider Ads Can Run

**Each Ad Block
Would Cost \$5.00 Per Month**

**This Sample Ad Takes Up Four Blocks
4 x \$5 = \$20**

If you would like to advertise your product or service, or if you have any questions . . .

Contact the TBIC Office
Phone: 727-548-5083
Toll Free: 866-787-8242

**2004-2005
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*www.tbic.us***

Visit our web site for information on current and past happenings. You can download current and past newsletters in *.pdf format. You will need to have Adobe Acrobat Reader on your computer. If you don't already have it, go to www.adobe.com/products/acrobat/readstep2.html to download this free document viewer.

Newsletter Staff

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Editor *Jennifer Knoepp*
Publisher *Gary M. Simmons*

To submit articles, send emails to:
jknoepp8@hotmail.com or
garys@ammeds.com

Articles and other items must be received by the first Tuesday of each month.

Would you like to contribute an article or editorial message to this newsletter? Just write up your contribution and email it to *admin@tbic.us* or fax it to 727-547-5490.

Material must be received no later than the last day of the month prior to the next publication.

DUES DESCRIPTIONS

A **Student Member** at the \$25.00 rate must be an active student. They may attend meetings and receive the Newsletter.

An **Active Member** (\$45.00) enjoys the benefit of attending meetings, seminars, socializing and networking with the other members, receiving the Newsletter and participating as a reviewer in our Focus Groups.

A **Sustaining Member** (\$120.00) has the same privileges described above and others such as being allowed to present their protected product to all of the various companies that come to TBIC to find new products for the market such as Sharper Image, Reliant and Idea Village as well as many Catalog companies. Sustaining members are allowed to utilize our woodworking and machine shops for prototyping here at the TBIC headquarters. Members usually find other members with the prototyping knowledge that they need, pay that member for their time and also for prototyping materials used. Sustaining members also may ask to have a free Focus Group done on their product, be allowed to display their product in our designated display areas and receive a free Science Notebook, (valued at \$15.00) to log progress on their invention.

Corporate Membership of \$250.00 will allow your corporation to elect up to 3 Corporate members to sit in on meetings as well as all of the above. Also this membership will allow said corporation to have access to new products before they are introduced to the open market.

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, educational 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 150 active members willing to share their expertise and experiences with fellow inventors.

Membership Application/Renewal

Please Send Your Dues to:
TBIC
10750-A Endeavour Way
Largo FL 33777

Make Check or Money Order to:
Tampa Bay Inventors Council

**PLEASE FILL IN ALL
THE BLANKS BELOW**

NAME: _____

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Check One:

- Student Member \$25**
- Active Member \$45**
- Sustaining Member \$120**
- Corporate Member \$250**



TAMPA BAY INVENTORS COUNCIL

10750-A Endeavour Way • LARGO FL 33777-1622

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

ADDRESS CORRECTION & FORWARDING REQUESTED