



# EDISON INVENTORS Association

Volume 19, Number 9

September 2011

## September 2011 Regular Membership Meeting

Wednesday, September 21, 2011 @  
7 PM - Edison-Ford Estates

### **Main Program:** **Jeff Smith** **“App Development”**

**Board of Directors Meeting**  
Wednesday, September 14, 2011  
@ 7 PM  
Perkins Restaurant Just S. of Crystal Drive  
on Hwy. 41

**Edison Quote of the Month:**  
**“We have but two ears and one  
mouth so that we may listen twice  
as much as we speak”**

[Newsletter Highlights](#)

Useful sites for Small Companies

## Edison Inventors Association PO Box 60972, Ft. Myers, FL 33906

[www.edisoninventors.org](http://www.edisoninventors.org)

### Mission Statement

A non profit, educational organization with goals to promote creativity and entrepreneurial success in our schools and community.

We are a diversified group of people sharing time, information, experiences and resources to this effect.

### Attending a Meeting?

The doors open by 6:15 p.m. The meeting will begin promptly at 7p.m. In respect to our speakers please arrive on time and give them your full attention. There is time before the meeting and at the end of the meeting to network.

*The Edison-Ford Winter Estates parking area will only be accessible from the East entrance. The McGregor Blvd gates will be closed for security purposes.*

**Directions off Hwy 41:** At the Edison Ave traffic light, go west onto Cortes Blvd. Go past Euclid Ave. and veer right onto Monte Vista Street. Take Monte Vista to the very end crossing over, Harvard Road. You have arrived!

**Directions off McGregor Blvd:** Proceed to Larchmont Ave. on the north border of the Edison-Ford Estates property. Turn right on to Larchmont and the next right turn on Harvard Rd. Watch closely for the Estate signs on the right side of this road. Private homes border this drive or, go to [www.googlemaps.com](http://www.googlemaps.com) and type in, Monte Vista Street, Fort Myers, FL

**EIA Phone (239)275-4332, OFFICERS,**

President - Joseph Gross  
[grossrdlab@yahoo.com](mailto:grossrdlab@yahoo.com)  
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Secretary- Terri Lucree  
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**WEBMASTER Jeff Abbott**

[Jeffrey\\_abbott@kineticthoughts.com](mailto:Jeffrey_abbott@kineticthoughts.com)

**TREASURER'S REPORT**

As of: 8/31/11  
General Account \$6,672.61  
Bernard A. Cousino Memorial Fund \$ 4,610.34

**DISCLAIMER**

Information is offered in an open forum for discussion.  
Opinions expressed may not represent the views of the  
Edison Inventors Association, Inc. The Association  
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product unless specifically stated.

**Publishing Information**

All articles and paid ads must be submitted by the third  
Wednesday of the month to be included in the following  
month's e-letter. All information will be reviewed prior to  
publication and may appear as time and space permit.  
Reprints must be accompanied by proper credits to be  
considered for this e-letter.

Submit articles/ads to:  
Edison Inventors Association  
C/O Mike Kirby  
P.O. Box 07398, Fort Myers, FL 33919

**Or e-mail [mikekirby07@gmail.com](mailto:mikekirby07@gmail.com)**

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2010 Advertising Rates  
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Full page \$80 \$420 \$720

**NEW**

A one line complementary listing is being provided to all  
member service providers in good standing, as a  
service to our members.

**Message from the President:**

Greetings Fellow Inventors,  
Bob Townsend put on quite a demonstration of his  
Signal Safe Product at last months meeting. I was  
impressed with his product, but I was more  
impressed with his description of the process he  
went through to get his patents and his experience  
with the patent office examiners.  
He really showed how much tenacity is required to  
make your product development a reality. He  
certainly gave meaning to the words "never give  
up".

This month is the time for nominations of  
members for election to the EIA board of Directors.  
We are specifically looking for Financial  
Professionals, and a Civil Attorney, however, any  
member in good standing may be nominated.

The EIA Board consists of people from different  
backgrounds with some serving for many years,  
and some new to the Board. The one thing that has  
changed during my Presidency is the fact that the  
Board now participates in the responsibilities of  
making your EIA a success. If you feel you have  
what it takes, or know someone who does, we  
welcome your nomination.

As I watched the Memorial Services for the  
victims of the 9/11 attacks this weekend, I was  
saddened, angry, and also full of hope for the future  
of this great nation of ours. The way our people  
have rebounded, seeing the new tower going up in  
NYC, the memorial in Pennsylvania, and at the  
Pentagon filled me with pride, and after ten years of  
war, I know deep down that America will be OK,  
The American people can do anything we set our  
minds on. Because of our freedom, our willingness  
to work hard, and good old American ingenuity our  
enemies do not stand a chance...

Joe Gross

Share your thoughts with the President:

[grossrdlab@yahoo.com](mailto:grossrdlab@yahoo.com)

Please put EIA in the Subject Box

## *LaPointe Law Group, PL*

Intellectual Property Law Firm

### **Dennis G. LaPointe**

Registered Patent Attorney

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Email: DLApointe@lapointelaw.com

## **THE LIVINGSTON FIRM**

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**Edward M. Livingston, Esq.\*+**

**Erica L. Loeffler, Esq.**

**Bryan L. Loeffler, Esq.\***

\* U.S. Reg. Patent Attorney

+ Florida Board Certified in Intellectual Property Law

**(239)262-8502 ♦ (800)548-4332 ♦ (239)261-3773(Fax)**

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**NEW \* COMPLEMENTARY \* NEW**

### **INVENTORS SERVICE PROVIDERS LISTINGS**

*Disclaimer: The EIA does not endorse or approve any service provider listed in this, or any EIA publication. This List is provided as a service to our members, and as a courtesy for our service providers. All contracts and service agreements are between the members and the service providers exclusively. This list is for information & educational purposes only. The Edison Inventors Association Inc. shall be held harmless shall any dispute arise between a member and a service provider.*

| <i>Name</i>                | <i>Company</i>                            | <i>In alphabetical order by last name:<br/>Services Provided</i> | <i>Phone</i>          | <i>Email &amp; Website</i>   |
|----------------------------|---|--|-----------------------|--|
| <i>Wojciech Beldycki</i>   | <i>Duracon</i>                            | <i>Prototypes, Precision Machining</i>                           | <i>(941) 486-0565</i> | <a href="mailto:voytek@duraconinc.com">voytek@duraconinc.com</a>                   |
| <i>James Cardle</i>        | <i>Cardle Patent Law</i>                  | <i>Patent Attorney (239) 240- 5969</i>                           | <i>(218) 828-2063</i> | <a href="http://www.cpatentlaw.com">www.cpatentlaw.com</a>                         |
| <i>Joe &amp; Liz Gross</i> | <i>GMI R &amp; D Laboratory</i>           | <i>Prototypes &amp; Inventor Services</i>                        | <i>(239) 599-8569</i> | <a href="mailto:griffinmfgi@gmail.com">griffinmfgi@gmail.com</a>                   |
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| <i>Tom Kershaw</i>         | <i>Inventor in Paradise</i>               | <i>Inventors Services</i>  | <i>(239) 542-1274</i> | <a href="mailto:tom@inventor-entrepreneur.com">tom@inventor-entrepreneur.com</a>   |
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| <i>Bill McHenry</i>        | <i>Entrepreneur Sales &amp; Marketing</i> | <i>Sales &amp; Marketing</i>                                     | <i>(847) 462-8938</i> | <a href="mailto:bmchenry@entrepreneursales.com">bmchenry@entrepreneursales.com</a> |
| <i>Bruce Prezzavento</i>   | <i>Sibironics</i>                         | <i>Inventors Services</i>  | <i>(239) 334-3282</i> | <a href="mailto:prezz@sibironoics.com">prezz@sibironoics.com</a>                   |
| <i>Dan Regelski</i>        | <i>Small Business Development Center</i>  | <i>Director, SBDC</i>  | <i>(239) 225-4220</i> |  |
| <i>Ron Sargent</i>         | <i>Ideation Institute</i>                 | <i>Mechanical Engineer, CAD Design</i>                           | <i>(239) 209-5070</i> | <a href="mailto:ron@ideationinstitute.com">ron@ideationinstitute.com</a>           |
| <i>Werner Schroeder</i>    |   | <i>Patent Agent</i>  | <i>(239) 592-5843</i> | <a href="mailto:schrdwer@aol.com">schrdwer@aol.com</a>                             |
| <i>David Silver</i>        | <i>The Computer Guy</i>                   | <i>Computer Service</i>  | <i>(239) 768-1600</i> | <a href="mailto:trythecomputerguy@gmail.com">trythecomputerguy@gmail.com</a>       |
| <i>Catherine Solich</i>    | <i>Sundown Products</i>                   | <i>Inventors Services</i>  | <i>(239) 574-4219</i> | <a href="mailto:sundownproducts@aol.com">sundownproducts@aol.com</a>               |

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## INVENTOR WEBSITES - NEWSLETTERS - MAGAZINES

### Links to Websites Important to Inventors

[www.uspto.gov](http://www.uspto.gov) - The United States Patent & Trademark Office, patent info & searches

[www.uia.org](http://www.uia.org) - United Inventors Association - The most respected and best all around site for inventors

[www.inventorsabout.com](http://www.inventorsabout.com) - One of the first sites for inventors

[www.inventored.org](http://www.inventored.org) - online discussion forum & list of scams and invention promotion companies caution lists.

[www.freepatentsonline.com](http://www.freepatentsonline.com) - patent searches

[www.googlepatents.com](http://www.googlepatents.com) - patent searches

### Commercial Invention Sites

<http://www.inventright.com/links/> - The biggest product search site on the web, Steven Key's site  
[www.edisonnation.com](http://www.edisonnation.com) - A product search site, blogs and forums

[www.inventright.com](http://www.inventright.com) - Steven Key's site, newsletter, invention review & exposure

[www.planeteureka.org](http://www.planeteureka.org) - A place to evaluate & post your invention, sponsored by a Federal Grant

[www.inventbay.com](http://www.inventbay.com) - On line inventor community, post your invention, forum,

### Journals & Magazines

[www.inventorsdigest.com](http://www.inventorsdigest.com) - A magazine for inventors

## TELEVISION SHOWS - RADIO - FLORIDA INVENTOR GROUPS

### Television

*Shark Tank* - Back On for 2011, Friday's @8pm on ABC, <http://abc.go.com/shows/shark-tank>  
*How I made my Millions* - Show times vary, go to <http://www.cnbc.com/id/15837901/>

*Everyday Edison's* - A television series designed to pick inventions and complete them, they have a newsletter and casting calls. Check website for old and new shows, [www.everydayedisons.com](http://www.everydayedisons.com)

*Pitchmen* - Removed from programming

*The Big Idea w/ Donny Deutsch* - On hold since 2008

*American Inventor* - Two seasons of shows, 2006 & 2007, Removed from programming

### Internet Radio & Podcasts

[www.gotinvention.com](http://www.gotinvention.com) - Thursdays at 8pm

### Florida Inventor Groups

*Edison Inventor's Association*

[www.edisoninventors.org](http://www.edisoninventors.org) - Our own helpful website

*Inventor's Society of South Florida*, Ft.

Lauderdale, FL <http://www.inventorssociety.net/>

*Inventors Council of Central Florida*, Orlando,

[www.inventorscouncilcentralfla.us](http://www.inventorscouncilcentralfla.us)

[drdavidflinchbaugh@bellsouth.net](mailto:drdavidflinchbaugh@bellsouth.net)

*Space Coast Inventors Guild*, Melbourne, FL

Website coming soon [angelsnr@cfl.rr.com](mailto:angelsnr@cfl.rr.com)

*Tampa Bay Inventors Council*, Largo, FL

[www.tbic.us](http://www.tbic.us)

## Online Trade Shows

*Trade Show News Network Online* – [www.tsnn.com](http://www.tsnn.com) - An online search engine for all trade shows, very slick, try it out  
*Houston Inventor's Association* - [www.inventors.org](http://www.inventors.org) - Online Tradeshow to list your invention for potential licensees  
*Invention Convention Trade Show* - [www.inventionconnection.com](http://www.inventionconnection.com) - Online Tradeshow to list your invention for potential licensees

## Brick & Mortar Trade Shows

*Consumer Electronics Trade Show* – [www.cesweb.org](http://www.cesweb.org) - Jan 6-9 Las Vegas, NV,  
*Inventors Society of South FL Annual Inventors Expo* – [www.inventorssociety.net](http://www.inventorssociety.net) - Feb 12, West Palm Bch, FL,  
*International Home & Housewares Show* – [www.housewares.org](http://www.housewares.org) – Mar 6-8 Chicago, IL  
*Geneva Invention Trade Show* - [www.inventions-geneva.ch](http://www.inventions-geneva.ch) - April 6-10 Geneva SW Marketplace for inventions  
*National Hardware Show* – [www.nationalhardwareshow.com](http://www.nationalhardwareshow.com) - May 10-12 Las Vegas, NV,  
*Inpex* – [www.inpex.com](http://www.inpex.com) – June 14-17, Monroeville, PA, All inventions  
*Yankee Invention Exposition* - [www.yankeeinventionexpo.org](http://www.yankeeinventionexpo.org) – cancelled 2009 & 2010, 2011

## Current Product Searches

Inventor Notes.com – [www.inventornotes.com](http://www.inventornotes.com) – A list of many companies looking for inventions, with contact info!

## Business Resources

Florida Small Business Development Center Network - [www.sbdcseminars.org](http://www.sbdcseminars.org) Upcoming business seminars and workshops in your community on Startup, Basics, Financing, Managing, Marketing, Sales, Accounting, Tax Planning, & Government Contracts  
FGCU Regional Economic Indicators [www.floridaedo.com/pdf\\_folder/Regional\\_EIR\\_Current.pdf](http://www.floridaedo.com/pdf_folder/Regional_EIR_Current.pdf)

## Edison Inventor's Society Grants & Assistance

*Sotenberg Fund* - A grant of \$2000 awarded to a **first time** patentee or patent applicant to subsidize expenses incurred to obtain his or her very first patent including drawings, prototypes, patent attorney fees, U.S.P.T.O. fees, and other related expenses incurred in the process of acquiring a U.S. patent.

To see if you qualify and to apply, [click here](#) . To read more about this grant click here, [http://edisoninventors.org/?page\\_id=350](http://edisoninventors.org/?page_id=350).

*Bernard A. Cousino Memorial Fund* - This grant has the same criteria and application as the Sotenberg Fund grant. If you need financial help with drawings, prototypes, patent attorney fees, U.S.P.T.O. fees, and other related expenses this grant is for you. To see if you qualify and to apply, [click here](#) . To read more about this grant click here, [http://edisoninventors.org/?page\\_id=350](http://edisoninventors.org/?page_id=350).

*Livingston Firm Patent Grant: Utility Patent Grant (1) per year awarded.* See the July 2011 Newsletter for details, [http://edisoninventors.org/?page\\_id=348](http://edisoninventors.org/?page_id=348). A grant for the initial preparation of a non-provisional utility patent application for an invention of average complexity for a single embodiment. Fees for an international patent search, rendering a patentability opinion, USPTO filing fee, patent draftsman's fees and any USPTO responses shall be paid by the applicant.

*James Cardel Patent Assistance:* Discounted Utility Patents (2) per year Awarded. Eligibility requirements coming soon.

*Griffin Manufacturing Industries R & D Laboratory:* Prototype grant \$1,500 Value (1) per year awarded. A prototype assistance grant to individuals that have basic design work completed. For grant criteria see the May 2011 Newsletter on our website, [http://edisoninventors.org/?page\\_id=348](http://edisoninventors.org/?page_id=348).

**Useful sites for small companies - The Wall Street Journal, 9-22-2011**  
**Thanks to Joe Gross for passing this on**

Making presentations – [WWW.Slideshare.net](http://WWW.Slideshare.net) in San Francisco helps small business create and share presentations in a social network environment. You can use their free slide show version or subscribe for \$19/mth.

Another similar site is - [WWW.Sliderocket.com](http://WWW.Sliderocket.com) You can include content from YouTube and Flickr. They have a free version and a \$24/mth version.

[WWW.Prezi.com](http://WWW.Prezi.com) is yet another one. They are free versions but you must share your presentation. A \$59/yr version is also available.

**Finding Financing –**

[WWW.VentureHacks.com/articles/presentation-hacks](http://WWW.VentureHacks.com/articles/presentation-hacks) - A 20 minute presentation by angel investor Naval Ravikant helps teach entrepreneurs to launch tech companies.

[WWW.Kickstarter.com](http://WWW.Kickstarter.com) - provides financing for more creative fields. The site walks you through developing a pitch and creating a funding goal. Angel backers visit the site and pledge money to products of interest.

**Book Review of Stephen Key's, One Simple Idea**  
**by Jeffery Abbott**

“Eureka!” shouted Archimedes as he stepped into the bath, finding the solution to the king’s problem of measuring the purity of his gold crowns. As an inventor, you have found your own Eureka moment, resulting in that one idea that you want to turn into a product, only to be frustrated by manufacturing costs, business plans, marketing plans, and closed doors to certain industries. Stephen Key’s book, One Simple Idea makes the argument it is simple enough that anyone can sidestep all the headaches of bringing their product to market by using licensing deals.

Key proves this point by telling his real world stories of successful licensing deals (and few learning failures) in this book. He structures the book in an easily digested format of step by step to-dos, examples, and suggestions. His major points are well founded in research, persistence, and learning from failure. He points to finding a market being underserved or product that can be tweaked. Also, to doing your homework on the product production costs and the industry you plan to license. You should be persistent in trying to get in the door of potential licensing companies. If you cannot make headway in one, move onto another. He does caution, not holding onto an idea forever. He states ideas have a shelf life and to be on the constant lookout for new opportunities. He walks you through all these avenues with examples and formulas he has mastered over the years.

There are only two weak spots in the book. One pertains to sparking that “a-ha” moment, or identifying opportunities. This could be shored up with some formal creative problem solving techniques or idea generation techniques. The other weakness is how to prove your idea has validity before presenting them to your potential licensees. Suggestions would be to use tests put forth in Timothy Ferris’s 4 Hour Work Week or creating a web-based landing page coupled with a Google AdWords campaign.

All and all, One Simple Idea, helped me see an alternative roadmap to turning ideas into products, rather than following the traditional path of building a company / manufacturing route. It is well worth the read and cost of the book. Its outline, list nature makes it a perfect reference book in the future.

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*“It is because of them, that we are free”*

*“The Edison Inventors Association*

*Salutes the Navy Seals who got Bin Laden!”*

*America Never Forgets!*