



# EDISON INVENTORS Association

Volume 18, Number 1

January 2010

## January 2010 Regular Membership Meeting

(Wednesday, January 20, 2010 at 7 PM)  
Edison-Ford Estates

### Main Program:

**Ron Sargent**  
"Creativity & CAD Design  
An Inventors Perspective"

### Board of Directors Meeting

(Wednesday, January 13, 2010 @ 7 PM)  
Perkins Restaurant  
Just S. of Crystal Drive on Hwy. 41  
Members welcome to network.

### Edison Quote of the Month:

"Opportunity is missed by most people  
because it is dressed in overalls and  
looks like work"

"Check out the new Links Section"

Edison Inventors Association  
PO Box 07398, Ft. Myers, FL 33919

[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**

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

**TREASURER'S REPORT**

As 11/30/09  
General Account \$4,573.31 +\$4,639.39 in CD's  
Bernard A. Cousino  
Memorial Fund \$ 4,595.77

**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 does not claim to endorse any advertisement or 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@comcast.net](mailto:mikekirby07@comcast.net)**

Do you provide a service to inventors? Advertise in the EIA E-Newsletter and help the association provide more opportunities to inventors.

2009 Advertising Rates  
Business one month 6 mo 1 yr  
Card \$15 \$60 \$90  
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## Message from the President

Greetings fellow Inventors,

Happy New Year! January is a time when most Americans set goals, things they would like to accomplish during the year. Now is the time to get going on your invention, even if money is tight, there are a thousand and one things that you can be doing, to get your idea from a concept, to the next stage of the product development process, without spending a lot of money.

A lot of new product development, is time being spent doing research, most of which you can do for little, or no money. When you do a patent search, some market research, or even a home made prototype, it can be a lot easier to interest potential investors, or partners to help you bring your idea to market. We are working on the new EIA inventor's guides, and workbooks, and they will be released in the next couple of months. We are planning to have some of the new EIA promotional materials ready for February's meeting. I am in the process of scheduling guest speakers, for future meetings that can really help, first time inventors, as well as give us inspiration, by sharing their success stories. I have listened to you. I know what kind of education and help you seek from the Edison Inventors Association. My goal this year is to deliver for you... Joe Gross

Share your thoughts with the President,

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

Please put EIA in the Subject box

## **LaPointe Law Group, PLLC**

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### **Intellectual Property Law Firm**

Dennis G. LaPointe

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## Links Section

### Links to upcoming conferences and events

February 22 & 23, 2010 Naples, FL <http://www.imaginesolutionsconference.com/>

February 6, 2010 Ft. Lauderdale, FL <http://www.inventorssociety.net/PDF/EXPO%20Flyer%202010.pdf>

### Links to other inventor groups of interest

Inventor's Society of South Florida, Ft. Lauderdale, FL <http://www.inventorssociety.net/>

Inventors Council of Central Florida, Orlando, FL Website coming soon [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)

### Other useful Links

FGCU Regional Economic Indicators <http://www.fgcu.edu/cob/reri/indicators/indicators200808.pdf>

### Selected News from United Inventors Association



## Mark Your Calendars

### Monthly Meeting - Grand Rapids Inventors Network

Grand Valley State University

January 12, 2010

Anyone with an idea is invited. Visit their website! For more information, <http://grinventors.org>

### Monthly Meeting - Inventors Network of the Capital Area

McLean Community Center, 1234 Ingleside Ave. McLean, VA 22101

January 14, 2010

The speaker will be Keith Barritt of Fish & Richardson PC. Mr. Barritt will be giving a presentation "Trademarks 101."

Keith's bio can be found [here](#).. For more information: <http://www.dcinventors.org/>

### Invention & Idea Show 2010 - Minnesota Inventors Congress

Redwood Area Community Center, Redwood Falls, MN

June 11-12, 2010

This expo is "the connection" for inventors and the experts who fuel their entry into the marketplace. Test market your products. Sell you products from your booth. Attend Inventing Success Workshops.

For more information, <http://www.minnesotainventorscongress.org>

### National Lawn and Garden Show

Colorado Springs, CO

June 15-17, 2010

The National Lawn & Garden Show features guaranteed, pre-set appointments between qualified, decision-making buyers and manufacturers. As a result, the show is known as the most productive, focused efficient event in the industry. Every lead is genuine; every appointment is a new opportunity to do business with one of the industry's leaders. Experience the most productive, focused and efficient event in the industry. Make plans to join the NLGS in June 2010! For more information, [click here](#).

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## National Product Searches and Contests

These Product Searches and Contests are sponsored by UIA-Certified Members.



### **BKFK**

JAKKS Pacific & Toys "R" Us are looking for their next big inventor. Show your inventive skills with a brand new game, toy or sports equipment and you could win \$2000 in sponsor prizes plus trips to NYC and LA.

**Deadline: January 29, 2010**

For more information: [www.bkfk.com/InventionDimension](http://www.bkfk.com/InventionDimension)



### **Big Idea Group: Microbusiness Hunt!**

Big Idea Group is searching for inventions that could become the basis of a profitable microbusiness. BIG plans to form a venture to bring the best invention (or inventions) to market. The winning inventor(s) will receive not only a royalty on products sold, but also an equity stake in the new business that we form to launch the invention. Multiple inventions might be selected. Innovations in the categories of hardware, lawn and garden, pets, housewares, and sporting goods are welcome.

**Deadline: March 31, 2010**

For more information: [Click Here](#)

Write us [admin@uiausa.org](mailto:admin@uiausa.org) or call (800) 701-8595. We are available 24/7.

You never know when a good idea strikes!

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## A promotion for your product (Thanks to Gary Nelson for passing this along)

### Do You Represent an Amazing Product or Service?

Submitted By: Dana Weiss  
Title: The Possessionista  
Media Outlet: The Possessionista  
Website: <http://tightenyourbelt.blogspot.com/>  
  
Deadline: January 15th 11:30 PM Central Standard Time

Traditionally towards the middle of the January when the holiday credit card bills roll in so does the buyers' remorse. The Possessionista is doing a 31 day feature in January as an antidote to shopper's remorse. I'm looking for designers, stores, brands and services that I'd promote anyway, The only twist is that all my January items on Possessionista will include a giveaway for one reader. I'd love to include your most amazing products and services if you can provide one item to giveaway. The Possessionista reaches 15,000 readers weekly, and complies with new FTC Blog guidelines. There are no fees or costs associated with this request, and companies will be able to provide the item directly to the winner.

## Blue Turtle Graphics shares some advice after a year in business in SWF Business Today. (Thanks to Tom Whiteside for passing this along)



**Blue Turtle Graphics, 1 year**  
**Graphic Design/Web Design**  
**Kim Smith, owner**

### **1. Create partnerships and network.**

As a designer, I tend to want to stay holed-up in my office with my Mac. The thought of going to networking events where I don't know anyone doesn't appeal much to me. I do realize that networking is extremely important and have decided to embrace it. Creating partnerships with professionals in related fields, such as copywriters, printers or PR firms is another great way to network and get business. Since word-of-mouth has proven to bring in the most business for me, I highly recommend getting out of the office and among other business professionals.

### **2. You win some, and you lose some.**

Most graphic designers are passionate about their work. It's easy to get caught up in a project where you want your best work to shine through. At some point, you will come across a situation where a client doesn't agree with your particular design or vision and wants you to change it. While you may disagree with changing the font or color to what the client wants, you must remember that they are the customer and ultimately, you want them to be fully happy with the outcome of the design. You can politely let them know how you feel about the style change and give reasons to back up your side of things, but if they still insist on changing to their way, then it's time to let it go. Learning the importance of picking your battles not only makes your customer happy, but can help save your sanity as a designer.

### **3. Step away from the iMac.**

Starting a new business is both exciting and overwhelming. For me, it's easy to put in long hours since the business is mine and I am passionate about it. Juggling both a new business and personal time can be quite a challenge. I'm guilty of burning the midnight oil on occasion, but I've learned to shut the computer off and take time for myself and family. It's an absolute must to keep from burning out.

### **4. Always request a deposit before starting a job.**

Sounds like standard operating procedure, but when first starting out, I was a bit squeamish about discussing payment with a new client. I would get so excited about a project and want to start right away that I would forget to ask for a

deposit. Unfortunately for me, I had to learn this lesson the hard way. When you collect a deposit, your client is showing you that they are committed to the project and to moving forward. It's really a great feeling when you know that your client is on board and respects the work you do.

**5. Write a business plan (and rewrite it every year!)**

Someone highly advised me to write a business plan when starting out on this venture. At first I thought they were crazy. Me? Write anything related to business? I'm an artist, I argued. I just want to make pretty things using Adobe products. Then I realized that to make this work, I did need a plan and am so glad I created one. Every business needs a detailed plan to give them an idea of how they will acquire new clients, grow the business and set future goals.

I'm sure there are many other lessons learned that I've missed, but these were the first to come in mind. I'm hoping to have even more advice after the second and third year in business.