

# Inventors Society of South Florida

## Inventors News

August 2007

Inventors Society of South Florida, 3220 SW 15<sup>th</sup> St., Deerfield Beach, FL 33442

## Generating Publicity: Will the Media Be Interested In My Product/Business?

Todd Brabender <http://www.spreadthenewspr.com>; [todd@spreadthenewspr.com](mailto:todd@spreadthenewspr.com); (785) 842-8909

When it comes to launching a new business or product, some marketing consultants might say that EVERY product is appropriate for a publicity or media exposure campaign. That is true to a degree, but as a PR/publicity professional and former media person, I would qualify that statement by saying that although new products would benefit from a solid publicity campaign, not all businesses or products and their pitches will grab the attention of the media.

A number of strategically generated features or product mentions in magazines, newspapers and TV/radio/cable shows nationwide can lend strong credibility to a new product. That "media bullhorn" can also do wonders toward educating consumers about your product. But does your product -- and its media pitch -- have what it takes to attract the media into giving you coverage in their pages or on their airwaves? As I mentioned, many products or businesses can generate some type of publicity and media interest, but in my professional experience, the types of products and pitches that lend themselves to the best media exposure include:

- home/garden products
- kitchen/cooking/food products
- consumer electronics
- automotive accessories
- home repair/DIY tools
- personal health/medical/fitness products
- recreational/outdoor products
- experts (business, health, technology)

If you have a new or under-publicized product in one of these categories, the media could be a good friend to you. However, you first have to be a friend to the media. Your product (and pitch) needs to have what the media calls a "news peg" -- that gives them a logical and newsworthy reason to feature YOUR product as opposed to the 200 other media pitches that are on their desks right now. Additionally, you need to make it as easy as possible for them to do your story or they WILL move onto a competitor's pitch and product that is easier to cover.

- Can you provide a media sample?
- Do you have quality photos of the product?
- How can the product be purchased: in stores, catalogs, online, by phone?
- Can you arrange a quick interview if needed?

Products/services that don't really lend themselves to media interest or publicity are things like:

- website developers
- cell phone/printer cartridge sales
- vitamin supplements
- insurance
- financial planning
- MLM/downline schemes



## Highlights

Helpful Tools	2
Patent Reform	2
Biz Owner's Toolkit	3
PR - Public Relations	3
How Stuff Works	4
Cathy's Desk	5
Packaging Sells	5
China's Toy Recalls	6
Welch's Snack Hunt	6
DoD Competition	6
Invention Showcase	8

*Inventors Society  
of South Florida*

meets

***the first Saturday  
of each month***

Join Us On

August 4<sup>th</sup> at 1:00 PM

Continued on page 2

**The Inventors Society of South Florida, Inc. is a 501(c)(3) organization.**

**Mission Statement**

To provide a forum that fosters creativity, freethinking and education that will help further our members' innovations.



**Officers & Board Members**

- President: Albert Newman
- Vice President: Marvin Greenhut
- Secretary: Joanna Zaremba
- Treasurer: Lucy Pettersen
- Founding President: Robert White
- Director: Alvin Blum and Richard Loughlin
- Membership, Education and Goodwill Ambassadors: Howard and Paula Silken
- Member Liaison: Joanna Zaremba
- Publicity: Tommy Jenkins and Eva Thomas
- Public Relations: Eva Thomas

**Contacts**

- Richard Loughlin in Stuart: 772-287-2224
- Howard and Paula Silken in Delray Beach: 561-496-1140
- Joanna Zaremba in Broward Co: 954-486-2426



Continued from page 1

I'm not implying that these types of businesses aren't media worthy. I'm simply saying that from a media interest, editorial standpoint, there are thousands of competing product and businesses like these on the market and unless they are offering something truly unique, they lack that "news peg" that will attract the media's attention. If you are launching, let's say, a new garden tool that is very similar to many other garden tools on the market, don't expect much interest from the media in putting together a feature. You can create that news peg by answering a few questions:

- How does your product differ from competing products already on the market?
- Why should the media and subsequent consumers be interested in your product?
- Does it provide a solution to an existing problem for consumers?

Bottom line – a properly maintained publicity campaign can help forge wonderfully reciprocal, mutually beneficial relationships with the media. Reciprocal, in that the media constantly need interesting information to put together their product profiles and business features -- and YOU need constant media exposure to get the word out. If your product or business can meet the media standards mentioned above, you could benefit greatly from some solid nationwide media exposure. Getting your product mentioned in print articles and on TV/radio shows nationwide will help spread the word to customers -- and at a fraction of the cost of a nationwide advertising campaign.

Todd Brabender is the President of Spread The News Public Relations, Inc. His business specializes in generating media exposure and publicity for innovative products, businesses, experts and inventions. Free Publicity Consultations offered online.



**Helpful Tools**

- Find Akira Hirai's valuation calculator tool at [www.caycon.com/valuation.php](http://www.caycon.com/valuation.php). It consists of twenty-five questions for establishing the pre-money valuation for high-tech, seed- (startup) and early-stage companies looking for angel or venture capital investment. It provides useful insights for entrepreneurs and investors.
- Numerous factors affect how angels value a company. Find an article and a valuation worksheet at [www.eventuring.org/eShip/appmanager/eVenturing/ShowDoc/eShipWebCacheRepository/Documents/Valuation\\_Worksheet.pdf](http://www.eventuring.org/eShip/appmanager/eVenturing/ShowDoc/eShipWebCacheRepository/Documents/Valuation_Worksheet.pdf) that entrepreneurs can use to better understand what investors look for.

**Patent Reform Legislation**

Stan Delo (stand@olypen.com)

It has come to my attention at least that the Congress of the United States is contemplating changing the patent system in several very radical ways. There are several issues that may be of very great import to independent inventors, wherever they happen to live.

To my way of thinking, the most disturbing feature is a change from First to Invent (hereinafter FTI) to First to File (hereinafter FTF). The rest of the world has a FTF system, but it favors large corporate entities that can roll over independent inventors because they have enough money to \*buy\* whatever they want. This might include

Continued from page 2

trying to discover whatever they can find, by whatever means, and they will be allowed to file a patent application for whatever they can \*discover\* from any source. By contrast, the FTI system allows independents like me to not be shorn of their inventions because the inventor in question doesn't have several thousands of dollars at their disposal.

Perhaps an equally disturbing feature of this legislation is the redress to willful infringement awards. As proposed by **Orin Hatch** and **Patrick Leahy**, the awards for willful infringement will be \*apportioned\* to apparently what "percentage" of the invention is considered to be infringed. Also the treble damages for willful infringers will be dropped. This alone will make US patents much less valuable than they have been in the past.

Will you please help me to prevent this from happening to the US patent system? If you happen to be concerned about what is happening, Please call, email, or otherwise contact your local Senator or Representative and ask them to vote NO on the proposed modification of the US patent system. It seems as if it may never even get to the floor, but I want to make very certain that everyone has some idea of what is transpiring when they might happen to be looking elsewhere. ❖

## Business Owner's Toolkit

This is another website ([www.toolkit.com/small\\_business\\_guide/index.aspx#brn03](http://www.toolkit.com/small_business_guide/index.aspx#brn03)) offering lots of information to help inventors.

- Several articles examine what's involved in starting your own business, and assess whether self-employment is right for you.
- You can learn how to create a winning business plan.
- You can examine a wide variety of ways to get the money you need to start a business.
- You can establish your unique selling proposition and make pricing, packaging and advertising decisions.
- If government contracts are your goal, you can learn the rules that will help you sell to the U.S. government. ❖

## P.R. Does Not Stand For Press Release!

Todd Brabender <http://www.spreadthenewspr.com>; [todd@spreadthenewspr.com](mailto:todd@spreadthenewspr.com); (785) 842-8909

There's no denying that the Internet is allowing more and more entrepreneurs to start their own businesses and effectively market their new products. However, there seems to be an increasingly common misconception when these businesses try to generate media attention and publicity for their products or businesses. Over the past several years, I have had more than a few clients come to me seeking "a PR" to get people interested in their products/businesses. That's right a "PR". Contrary to what some people think, PR is NOT an acronym for "Press Release" – it stands for Public Relations. PR is much more than just a press release and that distinction is very important to understand.

I often cringe when I see articles from well-intentioned "marketing" experts that say, in effect: "simply write a press release, pitch it to the media and just sit back and reap the benefits." Unfortunately, it is far from being that simple. That statement pre-supposes that the media release/pitch is written well – containing all the right elements and news pegs to catch the media eye – and that it is pitched and maintained in the correct media market, which is often the downfall of many amateur PR campaigns. By all means, a press release is an integral part of a PR campaign. But a press release alone does not a PR campaign make. A successful PR/publicity campaign for your business or product should include many, if not all of the following:

Continued on page 7

## Membership

The Inventors Society of South Florida (ISSF) membership application form is available online at [www.inventorssociety.net/appform.pdf](http://www.inventorssociety.net/appform.pdf). Annual individual membership dues are \$60.

Members are entitled to all that is offered by the ISSF: events, meetings, contests, prizes, awards, nominations, and networking. Members also benefit from a monthly newsletter full of important information, tips, publications, Internet sites and expositions.

Membership is the primary source of funds to the ISSF, without which, it is difficult if not impossible to hold meetings, send newsletters, hold special events, and maintain an Internet presence. ❖

## Newsletter Submissions

If you have something you'd like to see in the newsletter, please discuss with or send it to [cever@earthlink.net](mailto:cever@earthlink.net). If it is something that has to be copied, please send the original or a high quality copy. If you need the original document returned, please note this in the submission package.

Please remember that the newsletter is black print only. Submissions that have color (especially over text, i.e. words in a colored box) may not be usable. Try to keep submissions simple and basic. ❖

## Bubble Wrap® Contest

Air Corporation, the creator of Bubble Wrap® cushioning, is sponsoring the Bubble Wrap® Competition for Young Inventors to encourage students in grades 5-8 to demonstrate their creativity and ingenuity by creating an invention that incorporates the use of Bubble Wrap® cushioning. Three finalists will win a three-day trip to New York City, where the Grand Prize Winner will be announced on Bubble Wrap® Appreciation Day, January 28, 2008. Visit <http://nmoe.org/bubblewrap/> for details. ❖

## ISSF Meetings

ISSF meets at 1:00 pm on the first Saturday of each month at:

**Ligi Tool & Engineering, Inc.**  
3220 SW 15<sup>th</sup> St.  
Deerfield Beach, Florida 33442  
877-523-6693  
[www.ligotool.com](http://www.ligotool.com)

**From the Florida Turnpike:** Exit at Sample Rd, Exit 69; turn right on Sample Rd (East); left on Powerline Rd; and right on SW 15<sup>th</sup> St (past the first stoplight on Powerline Rd, look for two cement towers and the *ModComp* sign).

**From I-95 Southbound:** Exit at SW 10<sup>th</sup> St, Exit 40; turn right SW 10<sup>th</sup> St (West); left on Powerline Rd; left on SW 15<sup>th</sup> St (look for two cement towers and the *ModComp* sign).

**From I-95 Northbound:** Exit at Sample Rd; turn left on Sample Rd (West); right on Powerline Rd; and right on SW 15<sup>th</sup> St (past the first stoplight on Powerline Rd, look for two cement towers and the *ModComp* sign).

**From I-75:** Exit at the Sawgrass Expressway (Route 869); go to the end of the expressway and continue east on SW 10<sup>th</sup> St; turn right on Powerline Rd and left on SW 15<sup>th</sup> St (look for two cement towers and the *ModComp* sign).

### Contact:

Howard Silken at 561-496-1140  
[silkhandp@aol.com](mailto:silkhandp@aol.com)



## How Stuff Works

HowStuffWorks is the leading source of credible, unbiased, and easy-to-understand explanations of how the world actually works. Founded by North Carolina State University Professor Marshall Brain in 1998, the site has since grown to be an award-winning online resource for millions of people of all ages.

From car engines to search engines, from cell phones to stem cells, and thousands of subjects in between, HowStuffWorks has it covered. No topic is too big or too small for our expert editorial staff to unmask...or for you to understand. In addition to comprehensive articles, our helpful graphics and informative videos walk you through every topic clearly, simply and objectively.

For inventors, HowStuffWorks (<http://money.howstuffworks.com/checklists.htm>) has put together a library of checklists to help you organize and implement many of the tasks related to inventing. These are Microsoft Word or Adobe PDF downloads:

- Business Idea Self-Evaluation Worksheet
- Business Idea Evaluation Worksheet
- Blank Cash Flow Statement
- Sample Cash Flow Statement
- Blank Profit and Loss Statement
- Sample Profit and Loss Statement
- Blank Balance Sheet
- Sample Balance Sheet
- Trade Show Planning Checklist
- Trade Show Tool Kit Checklist
- Marketing Plan Outline Strengths, Weaknesses, Opportunities, Threats (SWOT) Worksheet
- Positioning Worksheet

For those who want to learn more about products in the marketplace visit <http://products.howstuffworks.com>. Their consumer guide includes home & garden, kids & family, clothing & accessories, health & beauty, and everything electronic.

For those who want to learn about tradeshow, visit <http://money.howstuffworks.com/trade-show.htm> for links including:

- Introduction to How Trade Shows Work
- Why Do Trade Shows?
- Selecting the Right Shows
- Vertical vs. Horizontal Markets
- Narrowing the List
- Designing and Caring for Your Booth
- Graphics - Less is More
- Making It Happen
- Other Things to Keep in Mind
- Managing the Show Schedule & Materials

For those who need more business knowledge, visit <http://money.howstuffworks.com/business-channel.htm>. The library includes information on cutting your own CD, product placement, startup capital, market plans, market research, business accounting and how business ideas work.

If you are stuck and want to learn about some business aspect of inventing, visit [www.HowStuffWorks.com](http://www.HowStuffWorks.com) and look around. Chances are you will find a link that will help. ❖

## News From Cathy's Desk

**Todd Brabender**, well-known in the inventing community, has offered several recent articles for publication in this newsletter. Please take advantage of his insight and expertise. The more you learn about the invent-to-market process, the greater understanding you will have about how your invention fits into a successful scenario. Publicity is a powerful aspect of your success. If no one knows you have the perfect widget, you will not sell very many of them. On the other hand, if you market via the Internet only to a customer base that does not use the Internet, you are wasting capital. So, please read Todd's series of articles. Visit [www.spreadthenewspr.com](http://www.spreadthenewspr.com) for more insight.

Remember that success happens in partnership with others. If a skill is required to achieve success, be it legal, design, press releases, or whatever....if you don't have the skill or cannot develop it in the required timeframe, then find a process partner...like Todd Brabender.

Please share the experiences and lessons of your process partnerships with the other members of the society. The Board of Directors would appreciate scheduling members to speak about inventing experiences. ❖

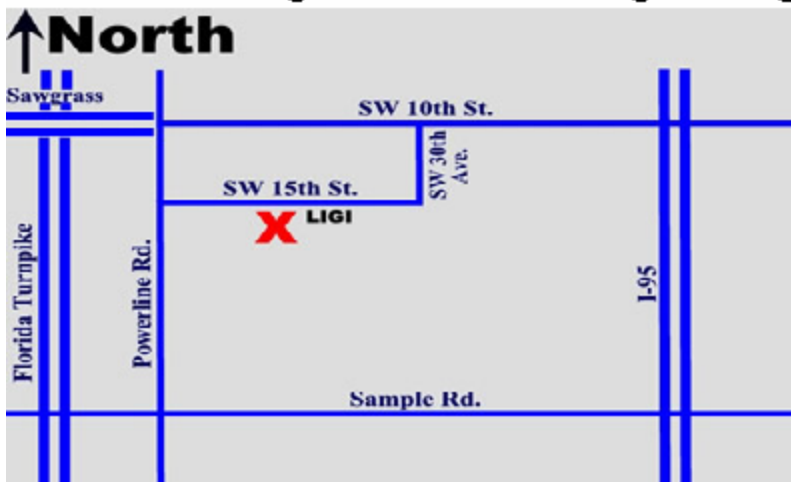
## Inventors Invent Products But Packaging Sells Them

**Joann Hines**, Packaging Diva; [Joann@PackagingDiva.com](mailto:Joann@PackagingDiva.com)

I just got back from speaking at the Invention Show in Pittsburgh and saw a lot of great new inventions. What I didn't see was any thought given to how the product would actually be sold at retail or even how to get it there in pristine condition.... AKA the package.

I was surprised how far many people were along in the product development process yet never considered how it was going to be marketed. In case you didn't know the package IS your silent salesperson and it will create that buzz that will make consumers pick your product up off the shelf. Without the right packaging with the right message you are NEVER going to make the consume connection. The right packaging could mean a lot of things including just getting it to your customer in one piece. But one thing is for sure according to the QVC representative: only 1 out of 5 products make it though the QVC quality process and much of the failure derives from poor packaging. ❖

### General Meeting at LIGI Tool & Engineering



First Saturday of Each Month at 1:00 p.m.

### Customer Survey

Constant Contact<sup>®</sup>, Inc. ([www.constantcontact.com](http://www.constantcontact.com)), is a leading provider of marketing tools and services that help small businesses and organizations connect with their customers. They recently announced the launch of ListenUp!<sup>SM</sup> Survey, an online survey tool designed to help small businesses and organizations gain insight into their customers' needs, generate new ideas, and grow their business or organization. ❖

### Free Survey Builder

**SurveyMonkey.com** offers a free survey-building tool that allows you to add up to 10 questions and gather responses from up to 100 people. ❖

### Small Biz Loan for Military

The *Patriot Express Pilot Loan Initiative* is built on the SBA's Express 7(a) loan program and will grant loans of up to \$500,000 to U.S. veterans, certain active-duty military, reservists, National Guard members and spouses. The program requires that borrowers pledge collateral on amounts over \$350,000. The loans will carry interest rates of 2.25% to 4.75% over prime. The loans will be available for most business purposes, including start-up, expansion, equipment purchases, working capital, inventory, or business-occupied real-estate purchases. ❖

### Breaking Into the Market in China as a Startup

China's 2001 entry into the World Trade Organization and its economic boom of recent years have made it somewhat easier for small U.S. enterprises to break into the market. But there are still many stumbling blocks that pose big, costly risks for businesses -- especially for a one-person operation with little or no experience dealing in China.

Use a search engine to find *Breaking Into the Market in China as a Startup*, written by Kelly Spors. ❖

### Disaster Preparedness

Having a sound contingency plan can help your business to successfully recover from a disaster. Visit [www.officedepot.com/promo.do?file=/promo/disaster/main.jsp](http://www.officedepot.com/promo.do?file=/promo/disaster/main.jsp) to find checklists and a downloadable brochure. ❖

### MicroMentor

Micromentor helps entrepreneurs grow their businesses through mentoring relationships with experienced business professionals. Mentors volunteer their time to meaningfully impact the lives of those new to the world of small business. Learn more at [www.micromentor.org](http://www.micromentor.org). ❖

### Let Investors Find You

Entrepreneurs post profiles of their business or business idea at [www.RaiseCapital.com](http://www.RaiseCapital.com) and then allow investors to scour the listings and contact entrepreneurs they might be interested in funding. This site is free to investors, but charges entrepreneurs a \$29.95 to \$49.95 a month for a subscription, depending on the types of media they want to include in their profile. ❖

### Free Inventor Tips

Don Debelak offers news and inventor tips that are updated and added to regularly. You can view the archives or sort by topic. Visit [www.DonDebelak.com](http://www.DonDebelak.com). Click Inventor Help and select Free Inventor Tips. ❖

### Find Tech Help Here

[SmallBizResource.com](http://SmallBizResource.com) is a free technology-information resource for small businesses. It has articles about what computers to buy, what software is best for certain tasks, and evaluations of new technologies. ❖

### Successful Product

Uncle Wally's may not be as famous as Famous Amos, but the same person is behind both brands: Wally Amos. Read *Building a Brand Around a Personality* by **Laura Lorber** to learn how one man found success. Use a search engine to find the article by title and author. ❖

### Hurdle: The Book on Business Planning

Find this premier business planning book to read for free at [www.hurdle.com](http://www.hurdle.com).

## Products & Services

### *LIGI TOOL & ENGINEERING, INC.*

for all of your tooling and engineering needs!

Visit us at [www.ligitool.com](http://www.ligitool.com)  
or call 877-523-6693

### "I Have An Idea... "

by Howard and Paula Silken

*Answers a lot of questions  
for first-time inventors*

For more info and pricing call 561-496-1140 or e-mail [silkhandp@aol.com](mailto:silkhandp@aol.com)

### *Inventor's Survival Guide*

by Catherine VerSchneider

*A great resource on the  
invent-to-market process!*

For more info and pricing visit  
[www.inventorssurvivalguide.com](http://www.inventorssurvivalguide.com)

### TarpKlip®

The harder the pull the stronger the hold!

From manufacturer and patent holder  
**Lydia Woods**

Visit [www.tarpklip.com](http://www.tarpklip.com) for more info or email [Sales@tarpklip.com](mailto:Sales@tarpklip.com).

## Not From Santa's Workshop

96 percent of toys recalled this year came from China. Most of the problems involved lead paint, detachable parts that could create a choking hazard and infants' clothing with drawstrings. China is taking a lot of heat over this, but each of these items was imported by a U.S. company which has the legal responsibility to ensure the items are safe. Read the complete article, *96% of This Year's Recalled Toys Came From China*, written by **Richard Hood** of ConsumerAffairs.com. Use a search engine to find the article by author and title. ❖

## Welch's Hunt for After School Snacks

Welch's is looking for the perfect after school snack for kids. All ideas will be evaluated for licensing contracts. In addition, Welch's will be awarding a \$200 American Express Gift Card to each of the top 5 submissions, and merchandise prizes to another 20 submissions. Welch's, one of the country's leading producers of fruit-based food and beverage products, is seeking ideas for after school snacks for kids ages 6-12.

This snack should be appealing to kids, healthier than current junk food alternatives, and easy for kids to help themselves to. Welch's is open to all forms and combinations of foods, but some element of the product should relate to real fruit. Deadline is **August 29, 2007**. For guidelines and entry form, visit [www.bigideagroup.net/inventors/hunt\\_welchs\\_index.htm](http://www.bigideagroup.net/inventors/hunt_welchs_index.htm). Questions regarding this Hunt can be emailed to [Info@bigideagroup.net](mailto:Info@bigideagroup.net). Please reference the name of the hunt in your email. ❖

## DoD Offers Million for "Wearable Power" Design

The Department of Defense (DoD) has announced a public prize competition to develop a light-weight, wearable electric power system for warfighters. The competition will take place in the fall of 2008 and the prizes are \$1 million for first place, \$500,000 for second place and \$250,000 for third place. For details, visit [www.dod.mil/ddre/prize/topic.html](http://www.dod.mil/ddre/prize/topic.html).

The goal is to reduce the weight of the batteries used to power all of the electronic equipment -- radios, night vision devices, global positioning system, etc. -- carried by the modern foot-soldier, or "warfighter." The prize objective is a wearable, prototype system that can power a standard warfighter's equipment for 96 hours but weighs less than half that of the current batteries carried. ❖

Continued from page 3

- An interesting, quality, newsworthy product/service that the media (and its audience) will find merit in;
- A concise, articulate media release or story pitch – not a glorified ad – detailing the benefits of your product/business/website and what effect it will have for its users;
- A supply of media “supportives” – product photos (digital & hard copy), possible review samples, etc.;
- An extensively researched media list detailing all applicable media outlets whose editorial profiles match your product/business profile. Here’s an important detail -- the targets of your pitch should be “name-specific” not just “title-specific” media contacts. By that I mean the media market research you compile should give you particulars like “Sally Jones-Cooking Editor” not just Tribune Newsroom or Managing Editor;
- A solid, trustworthy media contact vehicle that gets your release/media kit directly into the hands of the appropriate reporter/editor/producer and allows them to respond easily to your pitch. (As always, beware of press release distribution services that often times indiscriminately spew your release to hundreds of untargeted media outlets with little or no results.) Research to find out the preferred method of receipt of your media targets – don’t just assume an email will suffice. Whether it’s by snail mail, email, fax or phone calls, the media can’t run your story if they don’t hear about it. For one reason or another, some media may decide not to include your product/business in a placement -- but don’t let them say the reason is because they weren’t made aware of it;
- Meticulous media relations to immediately fulfill media requests (photos/interviews/product samples) and extensive media contact follow-ups over several months to generate as many placements as possible. Many times, media members can’t immediately respond to an initial pitch due to tight editorial deadlines and the time it takes to wade through a multitude of similar media pitches. I have found, without question, that the media interest continues to increase as you re-introduce the pitch and gently “rattle the media cage” over the course of the next several weeks/months;
- Some sort of media tracking capabilities -- whether it’s your own media follow-ups, Internet research, or a professional broadcast/print clipping service. Having “hard copies” of the placements generated by your PR campaign can be invaluable in the further marketing of your business/product. Media placements are a unique validation of the market acceptance for your business/product and can help you convince new customers of that fact.

Think of launching a PR/publicity campaign like flying a kite. The press release (which aptly details your product/business) is the kite. But if your kite doesn’t have the proper amount of string, a good tail, a strong wind and the expert manipulation of the kite flier – it has very little chance of getting off the ground. But if all these elements are in place – a PR/publicity campaign can send your business soaring like a kite on a breezy spring afternoon.

Todd Brabender is the President of Spread The News Public Relations, Inc. His business specializes in generating media exposure and publicity for innovative products, businesses, experts and inventions. Free Publicity Consultations offered online. ❖

### Legal Protection

**ConfidentialityWizard.com** is a new Web-based company that sells a downloadable confidentiality-agreement software program for \$99 that was designed by a U.S. patent attorney. **LegalZoom.com**, **LawDepot.com** and **RocketLawyer.com** are others offering useful documents.

Keep in mind that some programs allow you to customize the documents and add more clauses than others. There may be pitfalls to the do-it-yourself approach. A lawyer can help you dodge potential loopholes and add credibility to your contract. Additionally, a legal document might carry more weight in court if it’s drafted by a lawyer rather than something whipped together on a home computer. ❖

### Online Research

If you have some time to read, visit **www.startupnation.com** and click on any of the topic and forum categories in the left side bar, including everything business: financing, models, planning, technology, and running one! It pays to learn from the experience of others. ❖

### Technical Support

Most small-business owners can’t afford consultants or an IT staff. For tech support, they draw on other resources: neighbors, friends, relatives -- anyone they know who might have a handle on a tech issue they don’t understand. But there are other sources that small businesses can turn to for reliable, inexpensive and even free tech support. Read *Learn Where You Can Find Cheap Tech Help* by **Raymund Flandez**. Use a search engine to find the article by title and author. ❖

### Refurbishing Products

What happens when patented products that have met their useful life and are in need of repair? Read *Refurbishing Patented Products* by **Don V. Kelly** to find out. Use a search engine to find the article by author and title. ❖

**List of Young Inventor Events**

A listing of contests, competitions, programs, camps, organizations, experiments, projects and creativity tools for the young and curious inventor is found at [www.ideafinder.com/resource/youth/rpy-competitions.htm](http://www.ideafinder.com/resource/youth/rpy-competitions.htm). ❖

*Inventors Society of South Florida*

meets

*the first Saturday of each month*

Join Us On

August 4<sup>th</sup> at 1:00 PM

**We're on the Web!**

See us at:

[www.InventorsSociety.net](http://www.InventorsSociety.net)

**ERA's Invention Showcase and National Convention**

The Invention Showcase was started in 1999 in an effort to provide inventors with a forum to showcase their products to the direct response industry. Inventors can get involved in the showcase in one of two ways. The inventor may choose to attend one of ERA's educational seminars or download the Invention Showcase entry form. The Annual Conference is held in Las Vegas from September 30<sup>th</sup> - October 2nd. ❖

In order to qualify you must:

- Have a patent, patent pending or trade secret.
- Not have a license deal or be negotiating a deal with any entity. Your product must be free and clear of any liens.
- You must have all the rights to the product/invention or have permission to negotiate on behalf of the party that holds the rights.
- In order to increase an inventor's chances of being accepted, the product, invention or intellectual property should be:
  - A consumer product that is demonstrable and solves a common everyday problem.
  - A consumer product that is marketable to the masses (niche products are less likely to be accepted).
  - A product that will be able to have FTC acceptable substantiation for all claims.

For more information, visit [www.newproducthotspot.org/americaninventiveness](http://www.newproducthotspot.org/americaninventiveness).

**Newsletter Disclaimer**

The Inventors Society of South Florida, Inc. (ISSF), a 501(c)(3) organization, provides a wealth of information to our members and the general public regarding all aspects of the invention experience through its newsletters, website, speakers, etc., however, the ISSF does not endorse, suggest or recommend that any of this information may or should be relied upon without the user's own independent investigation and evaluation. Further, the ISSF disclaims any responsibility for any financial investment and/or legal, accounting, or other professional advice which may be rendered by individual officers, directors, sponsors, members, speakers and/or guests, at or as a result of contacts made at any ISSF activity, and/or through our newsletters, websites, or any other source not specifically stated. ❖

**Inventor News**  
August 2007

To receive the newsletter via email, send your email address to [designa121@bellsouth.net](mailto:designa121@bellsouth.net). For those without email, hard copy of the newsletter will be available at the monthly meeting.

Inventors Society of South Florida  
3220 SW 15th St.  
Deerfield Beach, FL 33442