



TAMPA BAY INVENTORS COUNCIL
Post Office Box 1620, St. Petersburg, FL 33731

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"Inventors Helping Inventors"



THE Tampa Bay INVENTOR NEWSLETTER

The Official Publication of the Tampa Bay Inventor's Council

PO. BOX 1620 St. Petersburg, Florida 33731-1620

February 2001

UPCOMING PRESENTATIONS

FEBRUARY 14

We will have a presentation on planning or de-buging your invention project using a sub-product list. This will be a workshop and you will want to participate. So bring paper an pencil.

FEBRUARY 28

Steve Harris, President of Task Management, is speaking on February 28th. You don't want to miss this meeting! Task Management is the number one seller of products in kiosks at shopping malls, with kiosks in approximately 70 malls. They grossed \$23,000,000 last year, selling a handful of unique products. Steve is looking for new products that will sell for about \$25 and can be easily demonstrated. They took one such product last year and sold approximately \$10,000,000 in eight months. If you have a toy or other product that fits their requirements, this is a tremendous opportunity. Steve will have just returned from a world tour looking for new products to market and he wants to see what you have. Non-disclosure agreements will be available. In addition, Steve will share with us his experience in marketing unique products.

CALENDAR

January

GENERAL MEETINGS

Feb. 14 7:30 pm
Feb. 28 7:30 pm
March 14 7:30 pm
March 28 7:30 pm

The Board of Trustees Meeting

TBA
Largo Library, 5:30 pm

All meetings held at:
Largo Library
351 East Bay Drive
Largo, Florida on
2nd & 4th
Wednesdays

For information call:
*See listing of Directors
on page 2*

LUNCHEON MEETING

Feb. 21 12:00 noon
March 21 12:00 noon

**Santa Madeira
Resturant**
Madeira Beach

MARCH 14

Myron Finley, a prominent local attorney and business lecturer, will present a program on how to be an inventor.

UPCOMMING EVENTS

Be sure to mark your calenders for April 25th (this date was incorrectly given as April 24th in the last newsletter.) Jerry Osteryoung from the Jim Moran Institute will return. Jerry is a popular favorite and always has some interesting things to present.

We also will have Ray Niro Jr., from Niro, Scavone, Haller, Niro–The Chicago attorney who represented yours truly in a successful infringement suit.

Need to Reach TBIC?

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

Our new Website:
<http://www.inventorcouncil.org>

Email:
TBIC@patent-faq.com

or call Dave Kiewit, Secretary:
Phone - 727- 866-0669

Submit Artieles to our Editor at:
Salesplans@aol.com

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



Make your Inventing Process More Effective and More Fun!

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

**MEMBERSHIP APPLICATION
TAMPA BAY INVENTORS' COUNCIL
P.O. BOX 1620, ST. PETERSBURG, FL 33731
Attn: Treasurer**

Membership Application
Dues \$ 45 per year

NAME _____ PHONE _____

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AREA OF INTEREST _____

We will be updating the membership roster soon. This may be your last chance to update your image. This way other you and other members will be able to network to get needed support for development projects. Just fill out the data below, cut this page out and mail it to:

Tampa Bay Inventor's Council, P.O. Box 1620, St. Petersburg, FL 33731.

Name: _____

Address: _____

Home phone: _____ Work phone: _____

Fax: _____ Email: _____

What is your business or occupation? _____

What is your training? _____ Degrees? _____

What services, skills or resources could you make available to members?

What are your hobbies?

Patents or applications? If patent is issued give numbers

What else do you want to tell us?



Letter From the President

Those of you who attended the last couple of meetings were treated to fun times and interesting speakers. Victoria Morton gave us some very good tips about how to market our inventions. Audience members enjoyed getting sprayed with several of her inventions and appreciated their pains going away and sharper eyesight. Dr. George Springer showed us his facial toning mask. Unfortunately, there wasn't time for each of us to try it and he didn't give out samples. He did, however, give us a good history of how he formed a company and his successes at marketing his invention. If you weren't there, you missed some good presentations!

This month's subject is the role of the inventor in society. We all have reasons why we invent. They may seem to be different from person to person, but the overall effect is that inventors mark the forward progress of society. All the conveniences that we enjoy today, like the electric light, the refrigerator, automobile, computer--just about everything we touch in a day--were invented.

The last century has seen a tremendous number of new inventions in the hands of users. If we look at the impact of these inventions, the first thing we'll see is that they have improved our standard of living and quality of life. They have also contributed to economic growth and employment by providing new products to make and market.

So where it may seem that we each have a self-centered purpose for inventing, or a desire for personal gain, the actual effect is of great benefit to society. Without inventors we would still be in the Stone Age. Madison Avenue would have nothing to sell. So keep up the good work!

MINUTES OF THE JANUARY 10, 2001 MEETING
TAMPA BAY INVENTORS' COUNCIL

How to Promote a Consumer Product

Victoria Morton founded "Suddenly Slender" over 25 years ago and now has over 1200 licensed dealers for her product line. The thing that got her going is a body wrap service sold through licensed salons. The process involves wrapping the customer in flexible bandages, saturating the bandages with a special solution (her mixture is as secret as Coca-Cola's), and waiting for a half hour or so.

"Suddenly Slender" shows well on TV, and Victoria had a videotape of several on-air presentations with people who were first wrapped up like mummies and then stripped to their bathing suits while she measured them to show how much they'd lost. One of the showings reportedly generated an overwhelming 13,000 phone calls to her Clearwater office.

The radio and TV spots are lined up for her by a PR firm that works for a fixed fee per show. Victoria noted that in picking a PR firm, you should go with someone who shares your belief in the value of the product. Otherwise, you may not get enough of their attention to ever be on the air.



Aggressive placement of brochures was another selling point that Victoria stressed. She's dropped them on store counters, tucked them into library books on weight loss, and stuck them in envelopes she was using to pay business and personal bills. She pointed out that brochures sometimes last a long time, and get handed from one person to another before finally generating a call.

Dave Kiewit, Secretary, TBIC

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JIM MORAN INSTITUTE NEWS

The 6th annual JMI Entrepreneurial Showcase will be held on Friday March 23, 2001 at the University Center Club at FSU in Tallahassee. It will be from held 11:45AM to 2:00PM. Keynote speaker will be Jennie Halloran who is CEO of Brand New You, Inc. Before that she was President of Tupperware, Canada and Senior VP, Managing Director of Tupperware, U.S. Jennie will be speaking on HOW TO LIGHT THE FIRE THAT IGNITES YOUR SALES.

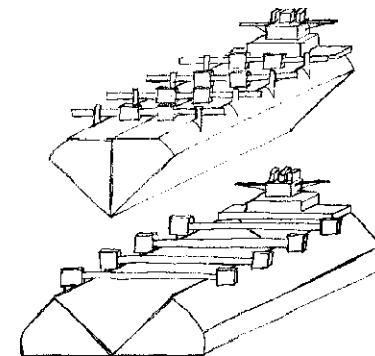
Jim Moran and Jennie will be taking questions from the audience at the end of the program. The MC for this event will be the dynamic Lynda Keever.

I hope you will be able to attend this special event.

Contact Jerry Osteryoung

Jim Moran Institute

850-644-7898, www.cob.fsu.edu/jmi/



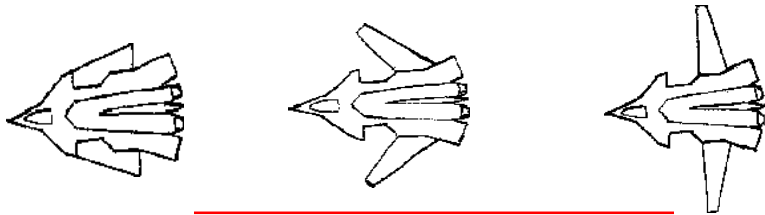
SWITCHBLADE FIGHTER BOMBER

According to the November 2000 issue of Popular Science Magazine, a secret military airplane called the Bird of Prey has been developed. It has the unique feature of wings that pivot. With the wings folded in, the aircraft is capable of speeds of up to Mach 3. With the wings fully extended, the aircraft can slow down for precision bombing or to land on short runways. With the wings swept forward, the aircraft is believed to be able to fly rings around anything in the sky.

The concept of forward-swept wings is not brand new. There have been past experiments and a few aircraft with this design. Forward-swept wings make an aircraft very maneuverable but very unstable. In the past, such a design would be very difficult to control. However, with a digital fly-by-wire control system and high speed computers, highly responsive wing actuators, and flexible wing materials, the aircraft can be controlled. Of course, the actual performance of the aircraft is limited by the G-forces that can be tolerated by the pilot. It is expected that this aircraft will be declassified in the near future.

By Randall Landreneau

Source: Popular Science Magazine, November, 2000



CONVERTIBLE CARGO SHIP

Ships designed for ocean travel typically have a relatively deep draft. Here is a patented design for a cargo ship that has the port and starboard hulls hinged together so that the vessel can be opened up, enabling it to pass through water that is too shallow for other ships. Leary Engineering in New Orleans, LA, has the patent.

Written by Randall Landreneau

Source: Popular Science Magazine, November, 2000

MINUTES OF THE JANUARY 24, 2001 MEETING TAMPA BAY INVENTORS' COUNCIL

Facing up to Success

George Springer, a dermatologist and inventor of the Rejuveniquea facial treatment equipment, led us through the history of a successful start-up. Several of the major points that he made were:

- Creativity is play. Being too serious or sober about things kills off the creative spark.
- Marketing is always part of the inventive process. The inventor needs to know who his customers are and why they want the product.

In 1991 George thought up a facial treatment mask that electrically stimulates facial muscles at an array of contact points selected on the basis of acupuncture lore. He showed us several early prototypes that included a modified hockey goalie's mask and a casting of his wife's face. After two years of development, by which time he had made and used four different prototypes in clinical studies, he filed for a patent and started a company to produce the product. His start-up saga included a private placement memorandum that he used to raise one million dollars over the course of a year and a half, after which he committed to making production tooling.

Initially, the product was distributed through beauty salons. This was an affordable way to get into the market, but resulted in few sales. The salon owners could make more money buying a few units and selling treatment sessions than they could by retailing the units. Eventually, someone he met at a trade show helped him contact the Salton company, which joint ventured with him and invested the money (\$5MM or more) to make and TV an infomercial. George said his company had taken three years to get to one million dollars in sales, and was at about that level when he made the Salton deal. The first year with Salton, sales increased to \$24 million. Good promotion pays – but ya gotta pay for good promotion.

Dave Kiewit, Secretary, TBIC

SELLING YOUR INVENTION--Royalties by Chuck Van Breemen

The first thing you think of when inventing is your invention. The next thing probably is royalties. Getting royalties for an invention involves licensing it to a company who will manufacture and market it. Actually, licensing your patent for a royalty is one of the three principle methods of earning money from your patent. It is also the lowest risk. As with all ventures, low risk means lowest potential for income.

The next riskiest venture would be to hire a company to make your invention for you and have someone else sell it--perhaps the same company. This puts you more in control than a royalty arrangement would, and therefore gives you the opportunity to take a larger piece of the pie.

The riskiest way to make money from your invention would be to manufacture and sell your product yourself. This way has the potential for maximum return, the most involvement and therefore, the most fun!

How much royalty should you get? Most people think that 5% royalty is the norm. 5% generally means 5% of the money received by the factory from the sale of your invention. This is sometimes called 5% ex-factory. 5% is usually the starting point for licensing negotiations. Royalties vary considerably by industry and by the negotiating skill of the inventor. They run from 0.1% to 15% and even as high as 30% of retail for some software licenses.

Although ex-factory is the most common royalty basis, it's not the best. The closer you get your royalty basis to retail, the more money you'll make. This is because the factory selling price is always less than the retail price, and can be as little as 1/5 of the retail price. You can get a royalty based closer to retail by licensing your invention to a distributor or better yet, a factory that sells retail. This is not always possible.

One thing you may want to consider is a royalty based on profit. This would be the money left over for the manufacturer after expenses are deducted. A royalty based on profit could be as high as 50%. If you base your royalty on profit, be sure to include the right to audit the licensee's books, and above all, deal with someone you can trust.

Some factors that influence the amount of royalty are your ability to negotiate, the novelty of your invention, profit margins of the industry in question, amount of tooling necessary, etc.

Based on *Patent It Yourself* by Patent Attorney David Pressman; *How I Made Millions with Just a Few Simple Ideas!* by Robert M. Hayes

EATING MACHINE


A professor of mechanical engineering at the University of South Florida has created a robot fueled by food. Stuart Wilkinson calls his creation Chew-Chew. In its current stage, the robot looks like a mechanical stomach on wheels. Chew-Chew eats sugar cubes and has special bacteria that use enzymes to break down carbohydrate molecules so that the electrons can be harnessed to charge a battery. Chew-Chew is called a gastrobot. Chew-Chew's efficiency is being worked on because he doesn't currently produce as much energy as he consumes. Also, Mr. Wilkenson is trying to figure out how to advance Chew-Chew's diet by figuring out how to enable Chew-Chew to use the bathroom.

I think he's going in the wrong direction.

Written by Randall Landreneau

Source: Popular Science Magazine, December, 2000

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