



**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**

**March 2001**

## UPCOMING PRESENTATIONS

### MARCH 14

Attorney Ray Niro Jr., of the Chicago law firm of Niro, Scavone, Haller & Niro, will give a presentation on contingency litigation. This is a subject that interests all inventors. Many have asked themselves. "What can I do if someone steals my invention?" Ray will have some answers for you. Ray and his father work together as a team. They have not lost a case since 1967 and recently won the largest judgement ever awarded to an independent inventor.

You don't want to miss this one.

### MARCH 28

Local attorney and business consultant Myron Finley will be making a presentation relating to being an inventor.

## CALENDAR

### January

## GENERAL MEETINGS

March 14 ..... 7:30 pm  
March 28 ..... 7:30 pm  
April 11 ..... 7:30 pm  
April 25 ..... 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

March 21 ..... 12:00 noon  
April 18 ..... 12:00 noon

**Santa Madeira Restaurant**  
Madeira Beach

## FUTURE EVENTS

Be sure to mark your calendars for April 25<sup>th</sup> (this date was incorrectly given as April 24<sup>th</sup> in the last newsletter.) Jerry Osteryoung from the Jim Moran Institute will return. Jerry's past presentations have been the most popular of the last two years. He always has some interesting and helpfull ideas to present.

### 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:  
InventionE@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**

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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 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

We finished February off with a bang with a presentation from Steve Harris from Task Management. Steve is probably the nation's most successful kiosk marketer. He gave us an interesting look at his business and the kind of products that he needs for his kiosks--products that can be easily demonstrated, appeal to women and children and sell for \$19.95. It can be a less expensive item if two or three items can be packaged together to make that price. He also needs inexpensive giveaway items that can be demonstrated. Some TBIC members brought their inventions and prototypes for Steve to review. This turned out to be an excellent opportunity for members to present their ideas to a successful marketer and also get ideas on what kinds of products to invent. Steve is starting a new business--marketing products via video in superstores like Home Depot. I'd like to see inventors from Tampa Bay Inventor's Council be some of the stars in Steve's future. How about it?

On February 14, my wife, Elyse, delivered a hands on product seminar. One of our members who did the exercise realized that as far as his current project was concerned, he needed to take off the inventor's hat and become a marketer. I think that's true for a lot of us. Elyse made us aware that inventors, like Shakespeare said, "need to play many parts."

If you aren't coming to our meetings and workshops, you are missing out. Our goal is to make every inventor in our group successful. The first step is to arrive to our meetings. The next step is to participate in our meetings. After all, there is nothing more valuable than your hopes and dreams. Your house may shelter you, your car may transport you and food may sustain you, but it's your hopes and dreams that get you going and make life worthwhile.

Chuck Van Breemen  
President

MINUTES OF THE FEBRUARY 14, 2001 MEETING  
TAMPA BAY INVENTORS' COUNCIL

Project Planning

Elyse Van Breemen, who has published several children's books under the nom de plume of "Mz Goose", gave us a gander at a view of project planning and management. In a workshop that she led, everyone in the group started by writing three headings — "Be", "Do" and "Have" — on a sheet of paper. Under "Be", we listed relevant status information to identify the scope of the problem and the goals of the effort. Under "Do" we listed all the actions that needed to be taken to get to the goal. Under "Have" we listed all the resources required, whether or not they were on hand. Our task was to structure a project to make a cup of coffee. Then we divided into groups and worked out the subproducts for the inventions of a member of the group.

Dave Kiewit, Secretary, TBIC

**JIM MORAN INSTITUTE NEWS**

The 6<sup>th</sup> 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/](http://www.cob.fsu.edu/jmi/)

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**JUST POUR ME A GLASS**

Water, water everywhere, and our best scientists don't fully understand the physics of it. Freeze any other liquid on the planet and it becomes more dense. Not water. It is densest at 4 degrees Celsius (34° F). At less than 4 degrees, it gets less dense. That is why ice floats and lakes form ice on top rather than freezing solid.

Impurities in water allow the molecules to coalesce and freeze more easily. If it is very pure, it can be taken down to as low as -38 degrees Celsius (10° F) before it freezes. When supercooled water freezes, it does so with an audible bang. It gets better. Between -120 and -135 degrees Celsius (-34° F and -43° F), it is possible to have "ultraviscous water," a liquid as thick as molasses but still just water. Below -135 degrees Celsius (-43° F), you get "glassy water," a solid having no crystal structure (unlike the ice in your glass).

Scientists point to the odd structure of the water molecule with its two hydrogen atoms sticking out like Mickey Mouse's ears as causing odd, hard to predict bonds with neighboring water molecules. For this reason, it is difficult to predict all kinds of reactions that involve water – some of which are kind of important, like most of what goes on in our bodies.

Sip on that.

By Randall Landreneau  
Source: "The Weirdness of Water," by Gary Taubes, Red Herring Magazine, 3/20/2001

## INSTANT-ON COMPUTERS

A new kind of computer memory called MRAM, or magnetic random access memory, is in development. This type of memory uses electricity, not to retain information but only to change it. These chips use power only to read or write data to the chip. This type of system would turn on instantly and would never lose information inadvertently. If the power failed, you would simply be left with what you had.

MRAM can read data 30 times faster than the currently in use DRAM (dynamic random access memory) and is expected to be cheap to produce. IBM has partnered with Infineon Technologies of Munich, Germany, to develop this technology. The target date for introduction is 2004.

By Randall Landreneau

Source: Popular Science Magazine, March, 2001

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## PLASTIC MUSCLES

In the near future, robots might have realistic facial expressions and prosthetics might be indistinguishable from normal limbs. Plastic muscles, called electroactive polymers are being flexed as we speak. Electricity causes these polymers to change their length by up to 380 percent. In comparison, piezoelectric materials, which also move when exposed to an electric current, only change in length one or two tenths of a percent. Human muscle only achieves a 30 percent change in length.

Two processes cause plastic muscles to move: electrostriction and Maxwell stress. Electrostriction occurs in harder, semicrystalline polymers when a high voltage reorients the regularly repeating molecular units in the crystal. This reorientation causes an elongation in the direction perpendicular to the field. Maxwell stress is caused by the charging of two plates that sandwich a piece of flexible polymer. The force of attraction squishes the soft material. Current materials require up to 5,000 volts, but that figure is expected to come down to a few hundred.

Written by Randall Landreneau

Source: "Pumping Ions" by Glen Zorpette, Red Herring Magazine, March 20, 2001

## MINUTES OF THE FEBRUARY 28, 2001 MEETING TAMPA BAY INVENTORS' COUNCIL

### Peddling as a Performance Art

Steve Harris is a founder and president of TASK Management Systems which sells a narrow, tightly focused range of products through kiosks in shopping malls. TASK's approach is to have salesmen, who are usually trained actors following a well-honed script, demonstrate the principal product in high-traffic shopping malls. Last year 30 million people walked by their kiosks, 7 million stopped to watch the demonstration, and 800,000 bought what was being shown.

Steve provided the group with a detailed and candid inside look at a part of the product development and distribution cycle that is so far removed from invention that many inventors pay no attention to it. Of course, without a success at retail, there is no success for a product. Steve's talk was about what it takes to be a success in one particular type of retailing, but it provided a lot of insight into generally important retail considerations such as traffic, demographics, product selection (not product development!), site selection, and performance management.



### Potting Aid

Tom Orr showed the group his newest creation – a flower pot that collapses to allow the plant to be removed easily when someone wants to move it to a larger container.

Dave Kiewit, Secretary, TBIC

## MARKETING YOUR OWN INVENTION

When you have decided to market your own invention, you have also decided to be an entrepreneur. Being an entrepreneur seems to be the “in thing” these days. Recently, the US shifted from an industrial and manufacturing economy composed of large firms to an entrepreneurial economy driven by innovative technologies. To illustrate, between 1979 and 1995, Fortune 500 companies lost more than 4 million jobs, whereas, 24 million new jobs were created by entrepreneurial companies. Today, 7.2 percent of households in the country include someone who is an entrepreneur. If there ever was a time to be one, now is it.

An entrepreneur is a person who organizes, operates and assumes the risk for a business venture. What does that entail? First, of all, you have to have a goal, so you know where you are going and have a reason to be an entrepreneur. Organizing requires you to take a step by step approach to reaching your goal. You have to decide on certain tasks, who is going to do them, and in what order they need to be done. All these steps need to be written down, worked and reworked until the plan makes sense. (Creating sub product lists like we did recently in our hands on workshop will help.)

It's important to set a real, obtainable goal in the beginning. Each step toward that goal will require assets, material, and someone to do it. You may hire people to complete tasks or you may decide to outsource--use companies that already exist to complete some of your targets. An entrepreneur may have to do a lot of the work himself in the beginning, but his strength lies in the ability to excite others to help him move forward. Unlike being a cog in “Corporate America,” being an entrepreneur is a place where enthusiasm counts.

Operating a business requires the diligence and watchfulness of a shepherd. You've got to be there or get someone else who is very knowledgeable to be there in the fullest sense of the word. Someone has to run and be responsible for the show. Product has to be manufactured, marketed, sold and delivered. Bills have to be paid, materials have to be ordered. I would say if you are reticent to burn the midnight oil, to rise before dawn and sometimes work weekends --whatever it takes--entrepreneurship may not be for you. However, if you are an adventurer, who wants to get his/her product on the market and is willing to extend himself to the fullest, it may be your

cup of tea. As an entrepreneur, you may work hard for a few years, but you may also be able to reward yourself with time off, with vacations and luxuries as you choose and as your success allows.

Robert M. Hayes, an inventor who was also a successful entrepreneur, and author of *How I made Millions with Just a Few Simple Ideas*, has this advice to give: You will have to deal with companies in order to obtain raw materials, sell your product and even have parts manufactured for you. In order to do this, you need to “be a company.” This is easy to do. You chose a name, have some letterhead and business cards printed and find some place in your house or garage where you can place a desk and you're a company. There are some legal formalities that you have to go through, like applying for an assumed business name or incorporating. You can find more information about this by going to [www.sunbiz.com](http://www.sunbiz.com), the Florida Secretary of State's web site.

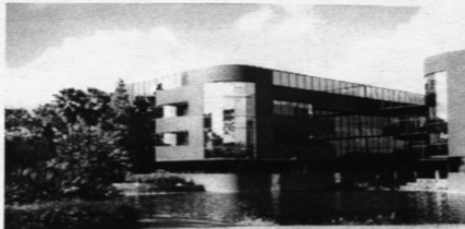
Other advice is to keep your overhead low and whenever possible, use other people's overhead by having them make sub products for you. Robert was ingenious in having other people make things for him in their garages.

Some of our club members are already entrepreneurs, including yours truly. I'm still learning about it, how about you?

Entrepreneurship is a worthwhile game to play. HAVE FUN!

Chuck Van Breemen

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and  
**ANTON J. HOPEN**  
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