

"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

May 2001

UPCOMING PRESENTATIONS

May 9

Marketing Workshop

Kari Wise, founder of Wise Communications, will give a workshop on the basics of marketing.

You have a great product, but someone needs to buy it! A LOT of someones! There are basic principles any entrepreneur must know in order to successfully bring a product to market. Explore how these principles apply to your specific enterprise, what elements you need for a successful marketing plan, and how to get the most return for your advertising dollars. Traditional marketing avenues as well as new internet opportunities will be discussed.

May 23

To Be Announced.

If you have any idea for a presentation let me know by calling 446-4839 or e-mail to chuck@inventioneering.org

CALENDAR

January

GENERAL MEETINGS

April 11 7:30 pm
April 25 7:30 pm
May 9 7:30 pm
May 30 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

April 18 12:00 noon
May 16 12:00 noon

**Santa Madeira
Resturant**
Madeira Beach

The Road Not Taken

Two roads diverged in a yellow wood,
And sorry I could not travel both
And be one traveler, long I stood
And looked down one as far as I could
To where it bent in the undergrowth;

Then took the other, as just as fair,
And having perhaps the better claim,
Because it was grassy and wanted wear;
Though as for that, the passing there
Had worn them really about the same,

And both that morning equally lay
In leaves no step had trodden black.
Oh, I kept the first for another day!
Yet knowing how way leads on to way,
I doubted if I should ever come back.

I shall be telling this with a sigh
Somewhere ages and ages hence:
Two roads diverged in a wood, and I—
I took the one less traveled by,
And that has made all the difference.

Robert Frost

Need to Reach TBIC?

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

Our new Website:

<http://www.inventorscouncil.org>

Copies of Newsletter to download:

<http://www.inventioneering.org>

Email:

TBIC@patent-faq.com

or call Dave Kiewit, Secretary:

Phone - 727- 866-0669

Submit Artieles to our Editor at:

Chuck@inventioneering.org

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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.



Letter From the President

“To be or not to be, that is the question,” said my old friend, Bill Shakespeare. There are other similar refrains: “To do, or not to do,” “which bend in the fork of the road do I take?” as Robert Frost said in *The Road Not Taken*, or as the girls say, “should I or shouldn’t I”?

All the above are examples of a “maybe,” a point of irresolution, where two opposing forces of equal magnitude make it impossible to go forward. Inventors often get stuck in “maybes.”

Inventing could be considered to be the plotting of various decision points. When you decide to put a valve on the right side of your new “boozle,” you are, in essence, making a decision. When you search through magazines and discover there is a need for sideways cat harnesses, you are in essence, making a decision.

There can be no “game,” no motion forward without a decision. Decisions often depend on gathering data, evaluating it, and trial and error before one is certain which way to go. But the important thing is to make a decision. Decision, really any decision, will be a “green light” to move you out of the crowded intersection--crowded with your own irresolutions.

In this issue, I’ve included the Invention Flow Chart that I presented at an earlier meeting. This chart can help you move along the various decision points that end up in a completed and sold invention.

Let’s all “be,” “do” and make decisions that make our dreams become realities.

Chuck Van Breemen
President

**MINUTES OF THE APRIL 11, 2001 MEETING
TAMPA BAY INVENTORS' COUNCIL**

Molding Prototypes

Randy Landreneau brought in an instructional video that showed a molding process suitable for making prototypes or very small volumes of a product. At a broad brush level, the method involved making a model (OK, you don't have to be a mold-maker, all you have to do is be a sculptor); casting a flexible silicone RTV polymer around the model; removing the model, and using the RTV casting as a mold to make plastic or wax copies of the model. The video filled in lots of details about choice of casting resins, possible materials compatibility problems, mold releases, making vents and sprue holes, etc. The workbook must have filled in even more details – at least that's what the speaker on the video kept telling us, but we didn't have a workbook. Overall, the tape did an excellent job of showing and explaining how to solve a problem that many inventors face. It is one of a series of instructional tapes. See Randy if you think this is something that might be helpful.

Dave Kiewit, Secretary, TBIC

**MINUTES OF THE APRIL 25, 2001 MEETING
TAMPA BAY INVENTORS' COUNCIL**

Not So Secret Secrets for Making Money

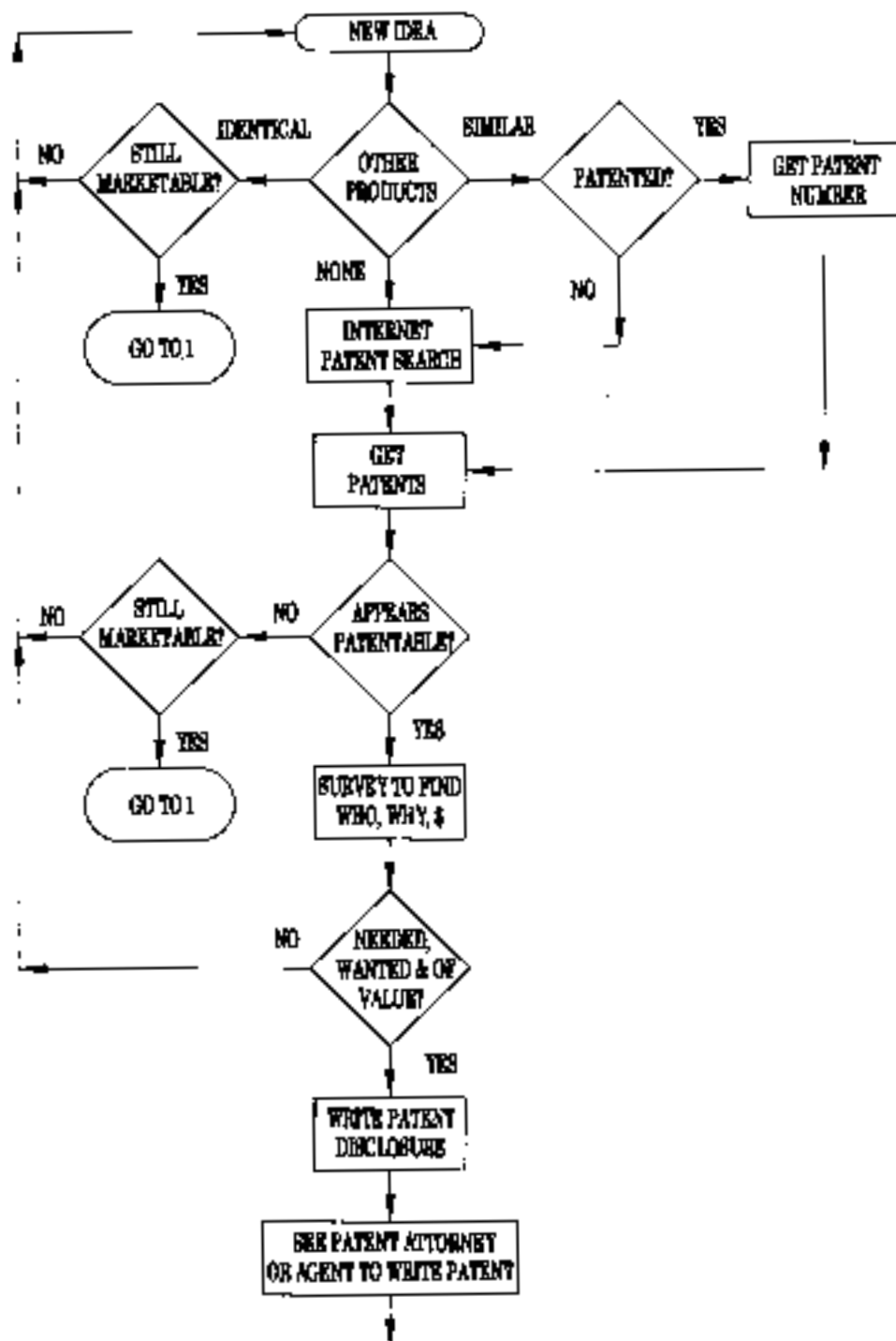
Jery Osteryoung, Executive Director of the Jim Moran Institute and Professor at the FSU business school, spoke to TBIC again. As always, Jery's talks are well attended – both because he has some interesting insights to share, and because the Moran Institute has a great record of helping inventors make the contacts they need to succeed.

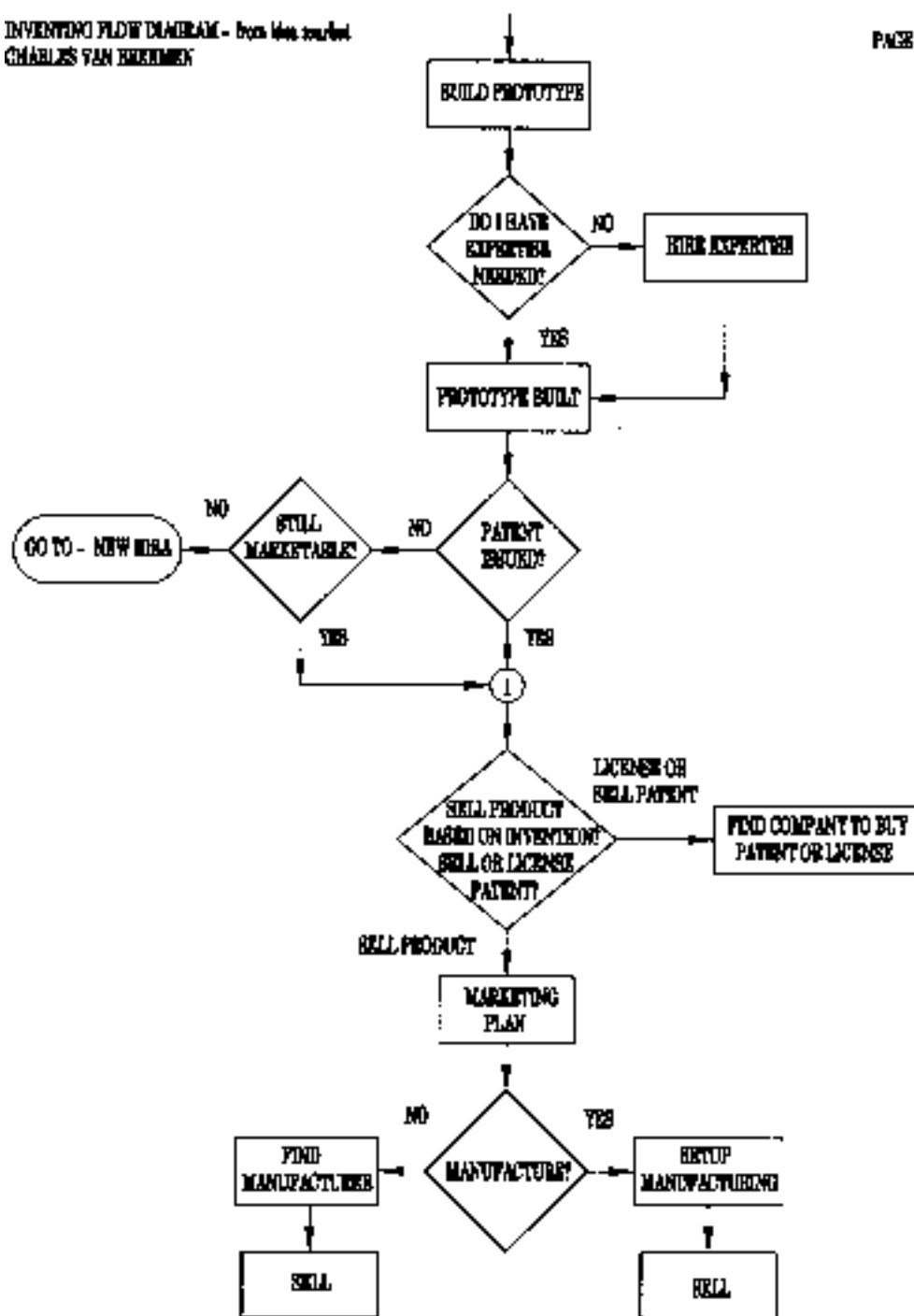
Jery's Eleven Secrets for Increased Profits are:

- 1) Do not listen to your friends' and relatives' opinions of your invention. If there's any bad news, they won't tell you.
- 2) Do not expect anybody to fund your idea. Expect to have to complete the product development process with your own resources. Products sell. Ideas don't.
- 3) Avoid being too paranoid. Trying to keep the idea a perfect secret is self-defeating. Lots of people fail after spending too much time and money developing something that doesn't sell. Very few people ever have an idea stolen.
- 4) Put your efforts into the inventions that have the most market potential. Don't pursue all ideas equally.
- 5) Make sure there is a demand for your product.
- 6) Do not start a business to market your invention.
- 7) Make it easy for someone to sign a license. Do not go after upfront license fees. Use a performance guarantee instead.
- 8) Show the potential licensee how the invention will benefit them. Be specific. General financial models showing how the invention pays back.
- 9) Prepare a great presentation for potential licensees. Look like a business. Talk like a business. Don't show up as "an inventor".
- 10) Persevere. Persevere. And then stick to it a little longer.
- 11) Be willing to let go of the idea if it will not sell after you've given it 150%.

Dave Kiewit, Secretary, TBIC

INVENTING FLOW DIAGRAM
from idea to market
CHARLES VAN BREEMEN





Turning Waves Into Electricity

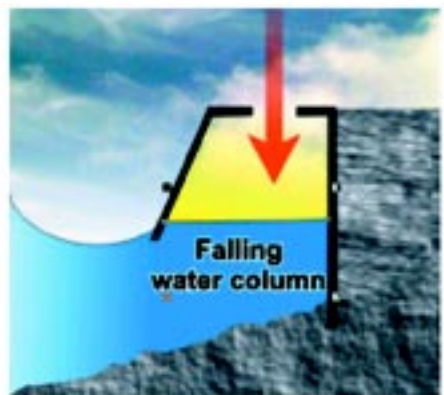
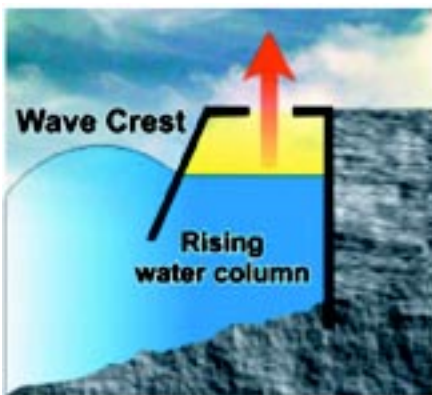
A group of scientists in the Scottish Highlands is leading the way in commercial wave-powered electrical generation. Professor Alan Wells, the inventor of the Wells Turbine, established Wavegen to exploit unlimited wave energy resources. Wavegen produces systems that turn the energy of moving waves into electricity by 1) capturing wave energy and 2) converting it into electricity.

As water enters and leaves a partially submerged shell, the water inside the shell rises and falls. The air within the shell is compressed and decompressed sending a high velocity stream of air through a blowhole. The stream of air passing through the blowhole powers a Wells Turbine, which rotates in the same direction regardless of the flow of the air (the source didn't say how this was accomplished, but possibly by changing the angle of the blades of the turbine). The rotation powers a generator.

The first system is called Limpet (Land Installed Marine-Powered Energy Transformer). The structure is 81 feet wide and is expected to produce 500 kilowatts, enough for 400 homes.

Written by Randall Landreneau

Source: www.wavegen.co.uk



Principles of the Oscillating Water Column

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THOMAS ALVA EDISON 'PLAYED HOOKEY'

Thomas Alva Edison is known as the inventor of inventors. He patented over 1,000 inventions--including the record player, the lightbulb, and "moving pictures." At 17, he invented the quadruplex telegraph system which allowed four dot-dashes to move down a wire simultaneously.

Where did he learn to do these things? Not at school. He only went to "school" for three months in 1854. (He was born in 1847) That's three months at the age of 7.

They say he was "home schooled." Is that the reason for his incredible success?

Elyse Van Breemen

The Thomas Edison Papers Project, based at Rutgers University has a downloadable collection of 1,093 Thomas Edison patents.

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WHEN THINGS GO “SOUR”

Historians say that thousands of years ago, a barrel of wine was left standing too long and went sour. The french word “vin,” for wine and “aigre” for sour combined create the word “vinegar.”

Vinegar hasn’t been used just for salad dressings or preserving pickles. Hippocrates, around 400 B.C. used it as medicine for skin disorders, lung ailments, sprains, fever and hemorrhages. Roman soldiers used it to purify their water. Today it is used as a weed killer, household cleaner and there are “vinegar books” with hundreds of uses for this sour wine.

I wonder what uses we all could make from our “sour inventions?”

Reference: *Accidents May Happen, Fifty Inventions Discovered by Mistake* by Charlotte Foltz Jones

Elyse Van Breemen

MATCHES--A mistake that turned the world “on fire.”

Jon Walker in 1826 was trying to produce a new explosive in his laboratory in England. When he stirred together a mixture of potash and antimony, a glob remained on the end of his stirring stick. He tried to scrape the glob off and the stick burst into flame. Unfortunately, John Walker never patented his invention.

In 1836, Alonzo D. Philips of Massachusetts, patented friction matches which he called “locofocos.”

Reference: *Accidents May Happen, Fifty Inventions Discovered by Mistake* by Charlotte Foltz Jones

Elyse Van Breemen

WEB SITES OF INTEREST

US Patent & Trademarks Office:	www.uspto.gov
Delphion (IBM)	www.delphion.com
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Interesting inventor’ site	www.patentcafe.com
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