

"Inventors Helping Inventors"



THE Tampa Bay INVENTOR NEWSLETTER

The Official Publication of the Tampa Bay Inventor's Council

P.O. BOX 1620 St. Petersburg, Florida 33731-1620

September 2001

UPCOMING PRESENTATIONS

Sept. 12

Charles Blankenship of Exacta Tool, an injection mold making company, will give us a perspective on making molded plastic parts and the molds that are needed to make them. Charles will bring samples and have examples.

If you are working on a project that includes plastic parts you don't want to miss this one.

Sept. 26

A suggestion was made that we have a meeting where we can get acquainted with what each other is working on so that is what we will do in this meeting. Come prepared to discuss your project. Bring something to show if you have it.

Note! This discussion period should be restricted to already applied for or issued patents or disclosures should be in very general terms.

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

CALENDAR

GENERAL MEETINGS

- Sept 12 7:30 pm
- Sept 26 7:30 pm
- Oct 10 7:30 pm
- Oct 24 7:30 pm

The Board of Trustees Meeting

TBA

Largo Library, 6:45 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

- Aug 15 12:00 noon
- Sept 12 12:00 noon

**Santa Madeira
 Resturant**
 Madeira Beach

Letter

Continued from following page

Inventing can get introverting at times. An inventor can feel exhausted after hours at his drawing board or his work bench. If he wants to feel refreshed, he should get out in the fresh air and look around.

That's my message for the month. Labor all you want, but then get some space, get extroverted. Look around at your environment. You'll feel rejuvenated, energized and new ideas will flow.

Chuck Van Breemen
President

Need to Reach TBIC?

Website:

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

Copies of Newsletter to download:

<http://www.inventioneering.org>

Email:

TBIC@patent-faq.com

or call Dave Kiewit, Secretary:

Phone - 727- 866-0669

Submit Articles to our Editor at:

Chuck@inventioneering.org

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Chuck Van Breemen 446-4839
chuck@inventioneering.org

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Editor

Chuck Van Breemen 446-4839

Newsletter

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Founder

Ron E. Smith 507-8558

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

Work, work, work. Work and more work. Sound familiar?

Labor Day has just gone by. Vacation time for most of us is over, so our thoughts return to “work.”

Handling work happily is really a problem of introversion versus extroversion. If you sit in front of a computer all day, then go home and sit in front of the TV all evening, you will end up feeling lifeless and exhausted. You are viewing things at the same distance day in, day out and evening too.

Now what if you went home and worked in your garden? Went for a bike ride? A walk? It doesn't take running a marathon to get extroverted. Walking around the block and actually looking at your environment--the trees, the houses, rocks, cracks in the sidewalk, plugged up drains, whatever--will refresh you after a day's work.

I can't get too upset about the guy who invented television as I'm an inventor, but sometimes I wish he hadn't. Sitting around and looking at pictures that other people created isn't my cup of tea. My boy didn't watch it as we didn't have one in our house. He had to create games to play instead. So did Bill Cosby. As a kid living in the inner city, he was so poor that he didn't even own a ball and bat. He and his friends used rocks and sticks and invented their own games.

When I was a kid, my father moved to Indiana. While our house was being built, we pitched a tent and lived for the summer in Indiana Dunes State Park. It probably was rough on my mother, cooking over a fire every day, but we kids couldn't have been happier. Needless to say, we stayed extroverted.

Continued on preceding page

**TAMPA BAY BOARD OF TRUSTEES
MINUTES OF THE MEETING OF AUGUST 22, 2001**

Members present: J. Goss, D. Kiewit, R. Landreneau, N. Sayce, C. Van Breemen, S. White

Members absent: S. Gates, R. Randall

1) Treasurer's report and discussion of financial condition:

Jack Goss reported little change since the August 8 interim report showing a balance of \$1612.34. A final treasurer's report will be issued after the close of TBIC's fiscal year.

Jack made arrangements to transfer TBIC's account to World Savings Bank. The transfer should save \$12 per month in bank charges. Norm Sayce moved to approve the transfer, Dave Kiewit seconded and the resolution was passed unanimously.

2) Election of officers for FY2002.

Steve Gates proposed, in a letter brought to the meeting by Chuck Van Breemen, that Randy Landreneau replace him as Vice President and that the other three officers continue in their respective positions for another year. Dave Kiewit moved to accept Steve's proposal, Norm Sayce seconded and the resolution was passed unanimously.

TBIC's officers for FY 2002 will be:

President: C. Van Breemen

Vice President: R. Landreneau

Secretary: D. Kiewit

Treasurer: J. Goss

3) There being no other business brought before the Board, the meeting was adjourned.

Respectfully submitted,

David Kiewit, secretary

MINUTES OF THE August 22, 2001 MEETING
TAMPA BAY INVENTORS' COUNCIL

Planning for 2002

Chuck Van Breemen announced the results of the Board of Trustee's election of officers. TBIC's officers for FY 2002 will be:

President: C. Van Breemen

Vice President: R. Landreneau

Secretary: D. Kiewit

Treasurer: J. Goss

That's Grate

Dave Bowman brought in a copy of a patent that his father had received in 1948 for a soap grater. The device used a spring to push a bar of soap into a manually cranked cutter. It was widely used in washrooms on railroad passenger cars (remember, this was an OLD patent!) and was reportedly quite profitable.

Dave described his current project. He's selling a cooler monitoring system that can be retrofitted into a supermarket without having to run wires to all the sensors. The system has up to 32 sensors, each of which radios its data to a data collection PC which then generates a variety of reports. One goal of the system is to detect food spoilage before the spoiled food is sold and has to be recalled.

Positioning a New Company

Gracia Bennish described an approach to establishing a company's perceived position in a market. She works with clients on developing a business name, a logo, and a brief slogan that characterizes the business. All of these attributes are selected to be consistent and to reinforce each other so as to increase the company's visibility. The result of this exercise is something that can be used in ads, business cards, letterheads, and any other medium by which the company faces the world.

An important part of the positioning process is to use surveys to learn how the elements of the positioning exercise are perceived by potential customers. Many times a name chosen by the company's founder doesn't really convey the right message to the market. Gracia cited, as an example, an air conditioning service firm that came to her with a name that the founder liked, but that 85% of the potential customers thought had something to do with airplanes, rather than with air conditioning.

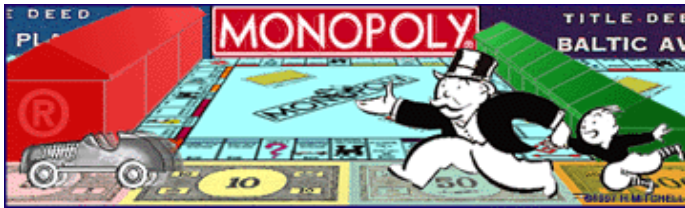
Dave Kiewit, Secretary, TBIC

INVENTIONS AND INVENTOR'S

(From: Lemnison-MIT Invention Dimension)

CHARLES DARROW

The board game Monopoly(TM) was itself the winner in a field of real estate games. The first, called "The Landlord's Game," was invented by Lizzie Magie of Virginia (patented 1904). In it, players rented properties, paid utilities and avoided "Jail" as they moved through the board. The game was intended to teach the iniquities of current realty and tax systems. But despite Magie's intentions, people enjoyed its fierce financial competition, and they began creating versions customized to reflect their own neighborhoods.



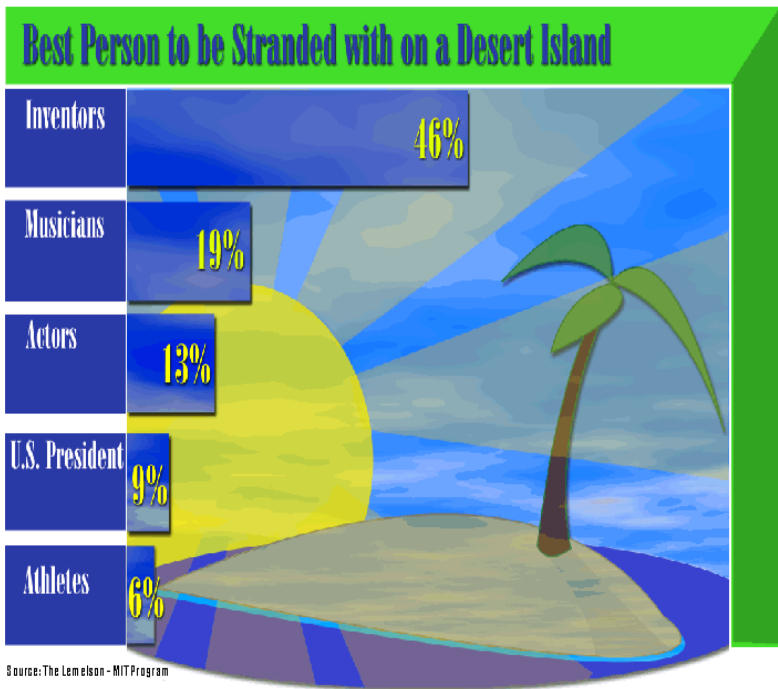
In the early 1930s, Charles Darrow of Germantown, Pennsylvania played such a game at a friend's house. Unemployed amidst the Great Depression, he understood the dream of financial success. He set about creating his own version, modeled on his favorite resort, Atlantic City. Darrow made numerous innovations for his game, which had a circular, cloth board. He color-coded the properties and deeds for them, allowing them to be bought, not just rented. He modeled the playing pieces on items from around his house. Darrow's "Monopoly" (1933) was a perfect combination of the cutthroat and the cute.

Soon not only friends but stores in nearby Philadelphia were clamoring for copies of Darrow's game, which he had begun to make at home and sell for \$4 each. By 1934, Darrow could no longer handle the demand himself. He wrote to Parker Brothers to ask if they would like to handle Monopoly(TM). They rejected it, citing fifty-two fundamental flaws. However, after hearing about the massive Monopoly(TM) orders for the 1934 Christmas season, Parker Brothers changed their mind. They bought the rights in return for royalties. Charles Darrow retired a millionaire a year later.

Today, Monopoly(TM) has been played by almost a half billion people worldwide. There are international championships, clubs, and ongoing games on the Internet. Both the history and the play of Charles Darrow's game testify to the power of the entrepreneurial spirit.

YOUNG AMERICANS SEE INVENTORS AS VITAL BUT UNEXCITING; FUTURE OF AMERICAN INVENTING MURKY—

Cambridge, MA, January 10, 2001 -- Often stereotyped as brainy geeks with coke-bottle glasses, inventors seldom win any teen popularity contests. Their status, however, is rising among teens. According to the latest Lemelson-MIT Invention Index™, an annual survey of Americans' perceptions about inventing and innovating, teens do recognize the value and importance of inventors when survival is at stake. Using the hypothetical and popular example of being stranded on a desert island, the study finds that almost half of all teens (46%) surveyed would choose the company of an inventor over a famous musician, athlete or actor—the prevailing teen role models. This indicates that inventors, although not revered as celebrities, hold a vital place in the minds of many American teens.



In 1958 My Dad, Bert Van Breemen, worked for Honeywell and proposed a project to develop an integrated circuit chip. It was rejected as impractical. I guess Jack St. Clair Kilby was more persuasive.



Although he has over 60 patents to his credit, Jack Kilby would justly be considered one of the greatest electrical engineers of all time for one invention: the monolithic integrated circuit, or microchip (patent #3,138,743). The microchip made microprocessors possible, and therefore allowed high-speed computing and communications systems to become efficient, convenient, affordable, and ubiquitous.

Some time after earning a BSEE at the University of Illinois (1947) and an MSEE at the University of Wisconsin (1950), Kilby took a research position with Texas Instruments, Inc., in Dallas, Texas (1958). Within a year, Kilby had conceived and created what no engineer had thought possible: a small, self-contained, "monolithic" integrated circuit, in a single piece of semiconductor material about the size of a fingernail. At the first professional presentation of his invention, the IRE (Institute of Radio Engineers) Show of 1959, Kilby's colleagues were both astonished and overjoyed---and the "fourth generation" of computers was born.

Kilby went on to develop the first industrial, commercial, and military applications for his integrated circuits---including the first pocket calculator (the "Pocketronic") and computer that used them. By the mid-1970s, the computing industry was inconceivable without the microchip, which forms the basis of modern microelectronics: without it, no personal computer, fax machine, cellular phone, satellite television, or indeed any other computer or mass communication system as we know it would exist.

An independent inventor and consultant since 1970, Kilby has used his own success to promote other engineers and inventors---most notably by establishing the Kilby Awards Foundation--- which annually honors individuals outstanding in science, technology, and education. Jack Kilby is admired as much for his generosity as he is for his genius.

SILLY PUTTY

Silly Putty® A combination of history, engineering, accident and entrepreneurship produced one of the most successful toys of the twentieth century---Silly Putty®.

Early in World War II, James Wright was working in General Electric's New Haven, Connecticut labs, under a government contract to create an inexpensive substitute for synthetic rubber. One day in 1943, Wright happened to drop boric acid into silicone oil, and was astonished to find that the resultant goo would stretch and bounce further than rubber, even at extreme temperatures. In addition, the substance would copy any newspaper or comic-book print that it touched.

[Putty head] By 1945, General Electric had shared this "nutty putty" with scientists around the world, only to find that none of them, including those at the US War Production Board, found it more practical than the synthetic rubber already then being produced.

The putty seemed doomed to remain a local curiosity; but in 1949, an unemployed ad man named Peter Hodgson attended a party at



Continued



WEB SITES OF INTEREST

MIT Invention Dimension	http://web.mit.edu/invent/
US Patent & Trademarks Office:	www.uspto.gov
Delphion (IBM)	www.delphion.com
Optipat	www.optipat.com
Interesting inventor' site	www.patentcafe.com
Nat. inventors' hall of fame	www.invent.org
Nat assoc. of product development	www.napd.org
Trade show guide	www.expoguide.com
Inventor's Digest	www.inventorsdigest.com

which "nutty putty" was the main entertainment. Seeing its marketing potential as a children's toy, Hodgson borrowed \$147, bought the production rights from GE, and began producing the goo. He renamed it Silly Putty®, and packaged it in plastic eggs because Easter was on the way. Soon, Silly Putty® was a sensational, multi-million-dollar seller.

[Putty Man] Ironically, it was only after its success as a toy that practical uses were found for Silly Putty®. It picks up dirt, lint and pet hair, and can stabilize wobbly furniture; but it has also been used in stress-reduction and physical therapy, and in medical and scientific simulations. The crew of Apollo 8 even used it to secure tools in zero-gravity.

Peter Hodgson's product left him an estate of \$140 million at his death in 1976. Silly Putty®, still a recognized name in over 95% of American households, remains one of the classic novelty products of modern times.



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MEMBERSHIP APPLICATION
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Attn: Treasurer

Membership Application
Dues \$ 45 per year

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TAMPA BAY INVENTORS COUNCIL

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