

# Great Stuff From Last Meeting

We had a Great meeting this month and there are some Great opportunities I want to make you aware of.

First, **Kevin Kox**, the driving force behind the FAU Adams Center For Entrepreneurship and the Technology Runway gave an exciting presentation regarding all the opportunities for inventors like us available from the University. In particular, a **50% Discount** on their upcoming Business Plan Boot Camp.

Everybody has heard me harp about the importance of putting together a business plan. Even if you don't plan to write out a formal business plan, at the very least, you should know the questions you need to answer and how to get those answers. With this course, you will learn all of that and much more by a very entertaining instructor.

**Full Disclosure:** I have already signed up!

## Here is Kevin's note to the group:

Hello ISSF,

It was my pleasure speaking with you today about the various resources and programs offered by FAU that you may be interested in. For those of you who wanted to sign up for bootcamp at the discounted rate you can simply use the link below. Simply select "FAU Faculty or Staff" then in the "organization" box please type ISSF. That's it!

Also, while I realize everyone would love to save \$100 wherever they can... if you don't really need the discount please keep in mind that all the revenue we do generate goes right back into educating more students, community, and other similar initiatives of the Adams Center for Entrepreneurship at FAU.

<https://fauf.fau.edu/node/257>

## Free Response Magazine

ISSF has been a long time member of the UIA (United Inventors Association) and has benefited by seizing upon a lot of interesting opportunities. Response Magazine is The trade magazine for the DRTV (Direct Response TV) industry and now, here is your chance to get a subscription FREE! Just go to <http://bit.ly/2cLvKTn> and click on free subscription.

I signed on a few months ago and I now read every issue cover to cover. Not only does it give you inside information regarding their industry but also useful information for all retail outlets as well as (Yes) information for your business plan. Did you know a recent study shows an average adult watching TV has an attention span of 6 seconds while a goldfish has an attention span of 7 seconds ? This means commercials will get smaller, 10 to 15 second spots are now common. So that means when you are trying to interest DRTV company you need to have your video in that 10 to 15 second format. Also, learn what product failed and who backed them in the Scimark Report. One of which is in your handout packet.

Thanks to Regina Edwards, our web master, the full handout packet and other handouts are available on our website [www.inventors-society.net](http://www.inventors-society.net) click on past speakers at the bottom of the page then click on the

handouts associated with the meeting of your choice. Some are from the speakers and there is usually one from us.

## **The Most Exciting News Of All**

I don't think I have ever been as excited about the group as I am now. We have an incredible growing board and group of volunteers that are motivated, creative and most of all, moving things forward.

Nancy Gerken made a simple but ground breaking suggestion (which is a perfect example of what makes a great invention) to hold our board meetings in the conference room so the attendees can get into the meeting room early. What a Concept !!!

No more hanging around the hall waiting for the board to get done, a wonderful opportunity to net work in a more comfortable setting and yes, a reason to get there early. Grab a seat and Gab. We are trying to start the meetings on time. I usually keep an eye on the door as people wander in at 1:15, 1:20, No More! Snooze you lose!

This new arrangement made our host Domenic very happy as it solved another issue that use to bother him and the last thing we want to do is make Domenic Unhappy. People use to congregate in the reception area, No More! Now we all can congregate in the meeting room.

Michael Heusler (Nancy's husband and an eager volunteer) made a wonderful sign to that effect that now graces the reception area. So there is no confusion.

Even Bruce, our eternal staple of commitment at the door, exclaimed how much easier it was this month and asked why haven't we done this before? I guess the answer is Nancy wasn't here to recommend it.

Ray Daley ( the man who saved my butt at our first EXPO at the Palm Beach County Convention Center and was there for everyone that followed) has rejoined the Board along with another long time Expo volunteer and successful serial inventor Abraham Wien. They along with John Soto are now the nominating committee for our upcoming elections, more information about this to follow.

All these great people with such great minds, energy and suggestions are motivating me to do all I can for the group or I might just lose my job. As the group improves and all these new opportunities present themselves, this should also motivate You to move forward with your projects and when you do, please, Brag about it at the next meeting.

It an't braggin' if it's true! Any achievement you tell the group, from making a simple Frankenstein prototype or completing the FAU course to doing a survey or preparing a RFQ (Request For Quote) for manufacturing are great things to share.

First, your experiences will motivate someone else to give it a go. It will motivate you to move forward and it is just plain fun to hear about. Don't worry if you feel uncomfortable talking to the group. If you want to be an inventor, you will need to address larger and more unfriendly crowds so why not take advantage of this opportunity to address this issue among friends?

I apologize for being so long winded but I warned you up front that I was Excited!

Leo