

# TIA Meeting for Saturday, April 18, 2009.

Location - the 2020 Building in the Oak Ridge Industrial Park. Time 10AM till Noon. Visitors are always welcome.

## Program.

Our speaker is **Bill Felknor**, an entrepreneur, who has an outstanding record. He developed the upside-down tomato planter that is advertised everywhere.

Quoting Bill,

“I am still planning to address the TIA group April 18th. Looking forward to it.

The program will be about my new adventure with my Topsy Turvy<sup>(R)</sup> Upside Down Tomato Planter and several other products that have evolved out of this concept (strawberry planter, hot pepper planter, Tomato Tree <sup>(R)</sup>, Patio Gro-Pole <sup>(R)</sup>, etc.

My emphasis will be a fairly new marketing approach (not known to many inventors) that allows an inventor with a hot new idea....to bypass all traditional ways of going into business for themselves. They would not have to put up one penny of investment (other than the original design and patent of product), they will receive solid national advertising and one day, they might walk into Walmart, Home Depot, Lowes, etc., and seeing their product right on end-cap at end of aisle. Talk about a great feeling! It is happening right now to me and I'm glad to share.

Again, I promise this program will set any inventor's blood on fire who has an entrepreneurial spirit. Not an easy road...and AS ALWAYS, the product concept must stand on its own two feet. But if the invention is a GOOD one, it can lead to practically overnight success.”

## Past Meeting

**Van R. Irion** presented a very valuable discussion on Licensing Intellectual Property. There is no sense in coming up with a wonderful invention and giving it away. His area of expertise is **Business Transactions, Contracts and Civil Litigation.**

## Vita

Patent Attorney.

University of Tennessee Research Foundation (UTRF) – The Tech Transfer People.

BS Biochemistry from UC Davis.

Five Years Lab Manager/Staff Researcher.

Medical Device Company Founder.

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## Announcement

**The Minnesota Inventors Congress** presents its 52 Annual Invention & Idea Show. Friday June 12 and Saturday June 13. **Martin Skinner** attended one of these, and said that it was very worthwhile. Contact PO Box 71, Redwood Falls, MN 56283-0071. Phone 507 627-2344. [info@minnesotainventorscongress.org](mailto:info@minnesotainventorscongress.org), [www.minnesotainventorscongress.org](http://www.minnesotainventorscongress.org)

## **Member News**

**Joel Horton** attended the Inventors Workshop in Alabama, and reported that it was very worthwhile. The workshop was advertised in the TIA Newsletter.

**Steve Levy** presented a prototype brochure to advertise TIA. **Feedback from members is requested.**

**Joe Martin** recommended that we have a half-day workshop in July or August. **Input from TIA Members is requested.** (A half-day workshop bypasses the lunch function, which is expensive and difficult to set up.)