



HIGHLIGHTS OF JULY 2004 MEETING

August 13, 2004

CONDENSED COPY CALL FOR FULL VERSION

A QUESTION OF TIME

The question of “what time is it?” might be easily answered if you are busy playing pool or billiards and given that you have a Charles Sullenberger “POOL TIME CLOCK” near your pool table. As most everyone knows, pool balls are distinctly numbered and colored for quick recognition

Other times such as when you might be in a favorite venue offering pool table games and tournaments keeping track of passing time might be fun just watching the minutes go by indicated by the motion of changing pool balls. A certain fascination must prevail and one might wonder-just what makes the clock “tick”.

The device in its self is a mechanical wonder when you consider the need to establish an accurate method of pacing the progression of pool balls to show the time.

. TIMING ALONE DOESN'T DO THE TRICK.

In explaining his apparatus our speaker, Charles Sullenberger, told of the progression of invention that finally brought to life his interesting timepiece.

The idea being unique had to inspire the inventor to put the wheels into motion. Everyone else would have stopped and run for cover. But according to Charles taking one step at a time helped to organize what had to be done.

Among the steps taken were the tasks of designing, testing and manufacturing the components, that moved the balls correctly to deposit them in such a fashion as to tell the time. That was no easy job. Finding the right material and facility to finally make the product also presented a job not quickly accomplished. Off shore production was considered and abandoned. For one thing, very large quantities were required making it impractical for such a start up venture. Charles needed, according to his presentation, time to test market, and also improve or refine his product. Limited funding also proved to be a factor.

He told then of setting out to produce the first one hundred units on his own. He purchased enough material and supplies and set up an assembly line in his basement. What followed represents a portion of activity a lot of inventors need to think about

Just gathering the necessary material doesn't get an invention to market. One needs to **KNOW** that market, determine that a buyer base exists and study the flow of goods from inception to sale. This presentation was a good example of the many things needing attention to keep the ball rolling.

Various avenues of marketing including magazine ads, attending and exhibiting at a trade show were used to sell and expose the interesting apparatus.

Charles was pretty sure of those needs and when the call came to appear on the Jimmy Kimmel TV program he recognized one of those rare opportunities that garner some free publicity. He accepted!

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Sullenberger went on to tell us that Kimmel's staff arranged for transportation to California met him at the airport and provided limousine service to the hotel that was also provided by the show's producers.

What followed according to our speaker was a round of interviews, rehearsals and activity prior to his actual appearance. He showed us pictures of the special set that represented an inventor's workshop complete with benches, cabinets and tools.

The video from the show, while brief, proved interesting and was about the only encounter Sullenberger had with Kimmel himself. The exposure alone was well worth the effort and as mentioned earlier being free might well represent a large amount of publicity beyond the means of most inventors. How many sales this sort of activity will provide is yet to be determined.

When all is said and done, the experience gained by our speaker and the telling of it surely must be of benefit to all those hearing Charles Sullenberger's talk. It might be observed that inventing alone should not be ones final concern.

NEXT MEETING---AUGUST 21, 2004

Jeffery N. Cutler, of Pitts and Brittan will be providing a presentation about responding to office actions from the USPTO.

Cutler is a well-qualified, registered Patent Attorney who primarily concentrates his practice to the preparation and prosecution of patent applications and training of new associates. His expertise in mechanical, electrical and structural fields also prepares him well to analyze patentability and perform searches involving infringements and right to use situations.

If you have ever had to deal with office actions from the patent office or experienced rejection notices this speaker will certainly bring to light information you wont want to miss.

COMING OCTOBER 16, 2004

2020 TECHNOLOGY BUILDING

We will be privileged to make use of this fine facility on October 16, 2004 for our upcoming Marketing Seminar. As announced earlier several speakers are slated to present ideas and methods of bringing to market the ideas of inventors.

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Send material for the newsletter to Virgil W. Davis 865-981-2927
TIA telephone number: 865-981-2927

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