

# South Carolina Inventors Forum



Issue #7

February 2021

**Trade shows have moved online. Pitching using Zoom is the new normal.**

This month's SCIF zoom meeting subject is about **Marketing in 2021**.

Our presenter of the month is **Michele Dugar**.

*Michele Dugar is both a marketing professor and a marketing practitioner. She welcomes the opportunity to help individuals and organizations rock out their brands and increase profits. Her award-winning firm, Vibe Marketing Solutions, provides strategic plans as well as creative execution. Clients include Wachovia Mortgage and Salvation Army. As a design thinking facilitator, she also helps teams collaborate and engage in creative problem-solving.*

*As an educator, Michele Dugar has over 23 years of experience as a professor of marketing at Benedict College and the University of South Carolina. She has shared her insight on Fox News, NPR Radio, The State newspaper, NBC, as well as numerous workshops and public speaking events.*

Our second speaker is **Warren Tuttle**, past president of the UIA and member of the USPTO National Council for Expanding American Innovation.

Board Member: Pro Bono Patent Commission

Board Member: United States Intellectual Property Association

Warren is also the author of his about to be released book, "**Inventor Confidential: The Honest Guide to Profitable Inventing**".

Meeting begins with Motivational Moments from **Brian Pearson**.

Come hear how products are marketed here in SC.

Ask the pros your questions!

Thanks for helping spread the word 😊

See you on Zoom 7pm EST this Wednesday February 10th!

<https://us02web.zoom.us/j/88251334966?pwd=SWVTTmhHNHVKUXISTW9SRkE1UDB3QT09>

**Have an inventive day!**

**Adrian Pelkus**

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**Thank you, Christopher D. Guerrero and Marty Wilson for presenting last month!**

SCIF Topic for January was "Manufacturing".

We were delighted with and thank manufacturing experts Christopher Guerrero and Marty Wilson for being our January guest Presenters! [https://youtu.be/bZPx3Oq\\_EUs](https://youtu.be/bZPx3Oq_EUs)

### **PACE Productivity And Capacity Excellence**

You can find Mr. Guerrero on his weekly podcast "Made in America with Chris Guerrero" where he covers Launching products made 100% in the USA. You can learn more about Chris at [www.chrisguerrera.com](http://www.chrisguerrera.com) and [www.paceimpact.com](http://www.paceimpact.com)



**Offering inventors "Sketch to Scale™"**  
**Flextronics General Manager Marty Wilson**  
<https://flex.com/>



Thanks to Dr. Thaddeus Jones our videographer for the great work getting our videos on our SCIF YouTube page!

<https://www.youtube.com/channel/UCN8kK5cOuL0wTqKjPI8TwKA>



Fanatik Productions, LLC  
<https://www.fanatikproductions.com/>

## **SCIF 2020 2021 Schedule \*\* REVISED for 2021**

**Aug. 13** "Harnessing Creativity" – *Avoid these 17 Mistakes Inventors make*

**Sept. 10** "New Product Development" – *Going from idea to presentation ready*

**Oct. 8** "Patents and IP" – *How to best protect your idea*

**Nov. 12** "Focus groups" – *Be sure you have a consumer desired idea*

**Dec. 10** "3d manufacturing"

– *Additive printing mockups to production items*

### **NOTE SHIFT TO WEDNESDAY**

**Jan. 13** "Manufacturing"

– *How things are produced and what is required*

**Feb. 10** "Marketing"

– *How to commercialize your product/service idea*

**Mar. 10** "Video for Inventors and Startups"

– *How to show off your idea*

**Apr. 7** "Helping Inventors"

– *National networks and trade shows*

**May 12** "Preparing presentations"

– *Making the right first impression*

**June 9** "Networking and Funding"

– *It's all about who you know and how to approach*

**July 7** "Invention Contest"

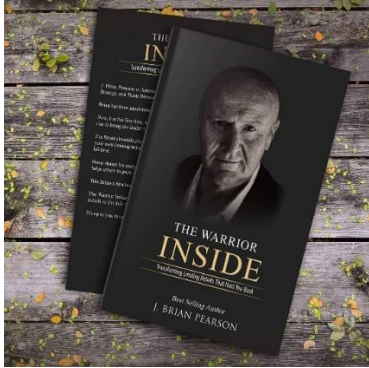
– *Let's see your great new product idea*

*You, the public judges the winner!*

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## We want to motivate you in many ways!

Our friend [Brian Pearson](#), author of **The Warrior Inside: Transforming Limiting Beliefs That Hold You Back**, is a Business Strategist, Executive Coach, Speaker and Trainer.



Brian is an **Executive Director with the John Maxwell Team** and is graciously providing us a **Motivational Moment with Brian** to begin our meetings. Thank you, Brian!

## Inventors common comments and complaints

On-line I recently heard- *I have hundreds of drafts and I've never gotten credit for my inventing work, I'm probably patentable-* and sadly recall many various versions of this common complaint.

To which I reply:

Probably?

Have you searched?

Have you published?

Have you demonstrated POC?

Have you filed your IP?

Have you pitched a MVP?

Entrepreneurship is about monetizing (commercializing) inventions.

Inventing is about creating solutions.

Creating inventions is not selling.

I've met individuals with over 3000 ideas that go nowhere or worse, spending years trying to commercialize an unwanted/unneeded invention.

Try these two free forms to help pick which idea to develop;

- New Product Path - from idea to pitch ready (pdf)

<https://img1.wsimg.com/.../New%20Product%20Path%20...>

New\_Idea\_Evaluation\_Test\_Matrix\_2nd\_Edition\_V02 (pdf)

[https://img1.wsimg.com/.../New\\_Idea\\_Evaluation\\_Test...](https://img1.wsimg.com/.../New_Idea_Evaluation_Test...)

## The U.S. Patent System: An Invitation to Infringe

[USI](#) Fellow [Josh Malone](#), inventor of "Bunch of Balloons" wrote this post recently regarding an PTAB case that cost the inventor everything.

"The McCutchen family represents the American dream. The patriarch David McCutchen invented self-cleaning filter for shop vacuums and built a factory to manufacture his invention in the heartland of the USA. His children joined in the business which named Christy, Inc after his daughter. Since David's passing in 2019 his son Chris has taken over the helm as President and CEO.

<https://lnkd.in/dnqBNid>

When Stanley Black & Decker stole their patented technology, Christy Inc took them to court. That's when the USPTO stepped back into the scene. Rather than affirm and defend the patent they originally granted, administrative judges in the Patent Trial and Appeal Board invalidated the McCutchen patent - claiming his solution was obvious.

The PTAB was created in the 2011 America Invents Act as a division inside the USPTO that invalidates patents. They have invalidated 84% of the 3,000 patents they have reviewed, in most cases declaring them obvious.

If this sounds like betrayal and corruption - it is. Christy is the lead plaintiff in a class action lawsuit on behalf of all inventors, asking the Supreme Court to declare this patent invalidation practice a violation of the Takings prohibition in the 5th Amendment."

<https://www.youtube.com/watch?v=3qXMNJUG5ps>

**Issued** patents are being invalidated, business lost, lives destroyed.

**Stop efficient infringement!**



**US INVENTOR  
STANDING UP FOR THE RIGHTS OF INNOVATORS, INVENTORS, DREAMERS &  
BUILDERS**

<https://usinventor.org/>

## FAQs for the SCIF

Some common inventor and creators concern and questions are:

- How can I get someone to market for me?
- How do I patent something?
- How can I commercialize my idea?
- Who is the customer?
- Which of my ideas are the best?
- Is it really a medical device?
- Is it scientifically/technically possible?
- How can I make a sell sheet?
- How can I get something 3d printed?
- How can I get this thing manufactured?
- What's this going to cost?
- Where can I find funding?
- How do I license this?
- When is my prototype done enough?
- How do I make a video?
- How do I use social media to promote my idea?
- What's my next step?
- Who can help me?

See your question on this list?  
Have another??

Whereas I'm glad to schedule a meeting with y'all to discuss possible answers to your project or idea one on one it really behooves y'all to come aboard the SCIF monthly zoom meetings to ask and learn about the common answers, solutions and resources that are available.

## Interviews about the SCIF

I am delighted to announce I was recently interviewed by Mike Switzer Host/Producer of SC Business Review on SC Public Radio! I was happy to discuss my background, the SCIF and our mission to motivate, educate and network creative folk here in the Midlands to bring new ideas to market.

[https://cpa.ds.npr.org/wltr/audio/2021/01/scbr-01\\_15\\_21-pelkus\\_lufs\\_-16.mp3?fbclid=IwAR1hFLtByd2dBqL6qJhD9uQ0jHUmERhXprpIjgPLCCI3q\\_OW\\_xraB05IXN0](https://cpa.ds.npr.org/wltr/audio/2021/01/scbr-01_15_21-pelkus_lufs_-16.mp3?fbclid=IwAR1hFLtByd2dBqL6qJhD9uQ0jHUmERhXprpIjgPLCCI3q_OW_xraB05IXN0)

and by Alan Beckley "Inventors helping Inventors" podcast.  
[www.alanbeckley.com/listen](http://www.alanbeckley.com/listen)

## SCIF events now listed on Scribble!

We are pleased and honored to announce our friends at Scribble are sharing news of our event!

*"Scribble is South Carolina's content toolkit for your pursuit of innovation. Launch into inspirational sessions with innovators across the state & beyond."*

# SCRIBBLE

South Carolina Innovation Hub

<https://scribble.sc.com/about>

## SCIF involves you! Have questions, here is where to get answers!

Thinking of any new products or services that may help in some way, shape or form make life easier? We share new ideas and motivating concepts almost daily on Facebook.

<https://www.facebook.com/groups/448388996120060/>

Help for inventors and innovators, creators all!

Tell your creative friends and invite them to join our group!

We discuss the most important things needed to bring ideas to life and create wealth.

Join our group and come to our meetings to learn about inventing, innovating and the process of bringing new products to market. Meet with others and find friends, mentors and advisors.

Prepare your questions about inventing and ask local experts at Wednesday's Zoom meeting. Prepare for launching your venture.

Mark your calendar for South Carolina Inventors Forum monthly meetings!

Monthly meeting format allows interactions and Q & A:

- Network
- Welcome & Thanks
- Motivational Moment with Brian Pearson
- What's new? Stories and new products shared by inventors
- Subject of the Month Presenter / Speaker
- Resources and New Opportunities
- Q&A
- Who Needs Who?
- Thanks & network

See you on Zoom next Wednesday February 10th. Hellos start 6:30. Meeting begins 7pm.

<https://us02web.zoom.us/j/88251334966?pwd=SWVTTmhHNHZZKUXISTW9SRkE1UDB3QT09>

## Web Admin assistant, Sponsors & Inventor Stories welcome

**Help!! We need a back up admin for the website.**

### **SCIF Sponsors invited.**

*Supporting our vision to help people make new things, provide new services, build new businesses and create new jobs!*

**Platinum Sponsors** - \$2500-On banner and introduced at contest, Speaker of the Month, post in newsletter, website, and on monthly Agenda

**Gold** - \$1000- Speaker of the Month, post in newsletter, website and monthly agenda

**Silver** -\$500 - post in newsletter, website and monthly Agenda

**Bronze** -\$100 - post in newsletter & website

**SCIF welcomes stories about and by local inventors! We are calling for volunteers to help gather and write stories or folks to send theirs. Contact Adrian if you're interested.**

Send us yours or Become an "Inventor of the Month"!

Time onstage (~10 minutes) to pitch your product and get feedback.

Help motivate other inventors, come tell your story!

[Contact Adrian if you're interested.](#)

We thank you for your support!

## Some other great inventor clubs to check out

[Virginia Innovators Network](#)

[Vegas Inventors: Product Developers Group](#)

[Inventors Network KY](#)

[Inventor's Council of Central Florida](#)

[Inventors Association of South Central Kansas](#)

[San Diego Inventors Forum](#)

## Quick Links

### Quick Links

[South Carolina Inventors Forum Website...](#)

(Information on our meetings and directions)

[Past SCIF Presentations and Videos...](#)



[Join us on Facebook...](#)

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## Non Profit Resources for Inventors

**United Inventors Association** is an Inventor Industry national membership foundation dedicated to inventor education and support.

[Learn more...](#)

**SCORE** can help you start a new business or improve your present business. For more information about the SCORE South Carolina free small business counseling and the low-cost workshop series, call 803-765-5131 or visit their [website](#).

[USPTO.gov](http://USPTO.gov)

<https://scribblesc.com/about>

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## South Carolina Inventors Forum Major Supporters



### **Adrian Pelkus**

Inventing with Adrian, LLC

760 473 2696

[adrian@inventingwithadrian.com](mailto:adrian@inventingwithadrian.com)



### **Tom Ledbetter**

Midlands Technical College

803 822 3448

[ledbetter@midlandstech.edu](mailto:ledbetter@midlandstech.edu)



**Dr. Thaddeus Jones**

Fanatik Productions

803 942 0515

[Fanatikproductions@gmail.com](mailto:Fanatikproductions@gmail.com)



**Kiri Rawson**

CoCreate Lexington

803 785 2113

[Kiri@CoCreateLexington.com](mailto:Kiri@CoCreateLexington.com)



**Daniel Andrews**

Network in Action

803 361 6825

[DanielAndrews@NetworkinAction.com](mailto:DanielAndrews@NetworkinAction.com)



**Charles A Prescott - Counsel**

The Prescott Law Firm, LLC

803 836 8301

<https://theprescottlawfirm.com/>



**Tim "TK" Bradford**

Phone: (888) 710-2534

<https://thebradfordgroupfinancialservice.com/>

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Tim Kehoe, Owner/Licensed  
Kehoe Constructors, LLC  
office: 803-951-0494  
mobile: 408-504-8800  
[timkehoebuilds@gmail.com](mailto:timkehoebuilds@gmail.com)  
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**David Waller**  
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This newsletter was written by Adrian Pelkus  
[admin@southcarolinainventorsforum.org](mailto:admin@southcarolinainventorsforum.org)  
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