

**INVENTOR'S UPDATE**

**April / May 2008**

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**What Does Patent Reform Have to Do with What Really Killed the Dinosaurs? Find Out at Our New CKIC Inventors Blog: [www.ckic.org/inventorblog.html](http://www.ckic.org/inventorblog.html)**

**Links to More Info:**

Learn more about the CKIC !  
[www.ckic.org](http://www.ckic.org)

How to Become a Member  
[www.ckic.org/howtojoin.html](http://www.ckic.org/howtojoin.html)

Links to Inventors Resources  
[www.ckic.org/links.html](http://www.ckic.org/links.html)

**May 6th: Marketing and Commercialization - Part 2**

**JOIN US AT THE CENTRAL KENTUCKY INVENTORS COUNCIL TUESDAY, MAY 6th at 6:30p.m.:**



Join us as we present “Marketing and Commercialization - Part 2”: A Hands-On Guide to Selling Your Invention,” by our own Mark Miller and Don Skaggs.



A continuation of our “Inventing 101 - Revisited” series presentation in February. Marketing and commercialization is a large and important of the inventing process, and we will be focusing on what an independent inventor needs in order to be successful in this sometimes neglected step. We will be talking about subjects such as the ins and outs of marketing your product, overcoming fears associated with selling, and how to use many of the tools now available for the “small to act big” and leverage your marketing power.

**When:** Tuesday, May 6th, 2008  
**Where:** Bluegrass Area Development Center, 699 Perimeter Drive, Lexington KY  
**Time:** Doors open for networking at 6:30pm, Meeting begins at 7:00pm



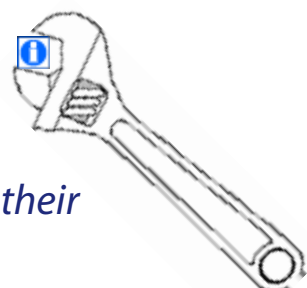
**May 13th: Inventor's Workshop (for CKIC Members Only!)**

**Join Us For Our Monthly, Members-Only - Inventors Workshop**



Hosted by CKIC President Emeritus **DON WEST**

- This workshop is designed to help the inventor move from the idea stage through the invention process, by allowing for inventors to discuss and learn from constructive information concerning their ideas in a free and unencumbered, legally binding format.



***This Meeting is Open to CKIC Members Only***

Not a Member? Come and join us: Membership is only \$40/yr  
Where? Bluegrass Development Center, 699 Perimeter Drive.  
Call 859-201-1311 Or Contact us at [info@ckic.org](mailto:info@ckic.org) .



***Do you have a great idea for an invention? Find out what you can do!***

**May 20th: Entrepreneurs Roundtable at Bob Evans**

**Connect at the CKIC Entrepreneurs Roundtable**

If you missed our last Entrepreneurs Roundtable, you missed a lively discussion that included such hot topics as how big do you want to grow your business vs what you're wanting and/or willing to do, emerging opportunities in the marketplace, how to avoid mistakes in allocating stocks when planning your fundraising strategy, some insights in to some interesting books we have been reading and how a manufacturer of an “old” technology re-invented itself by going “Green”.



The CKIC Entrepreneurs Roundtable is an informal meeting and networking session to provide market-stage inventors, entrepreneurs and others a chance to exchange ideas and benefit from other's experiences. Hosted by Don Skaggs. If you are bringing your invention to this stage, or could provide a valuable service to those who are, please join us at 6:30 on Tuesday, May 20th at the Bob Evans on Richmond Rd near New Circle.

***Our Next Entrepreneurs Roundtable is -***

**When:** Tuesday, May 20th, 2008  
**Where:** Bob Evans Restaurant, 2566 Richmond Rd, Lexington KY  
**Time:** 6:30pm



**The Business of Inventing: Making \$\$\$ from Cow Pies - SBIR Success Story**

***How to Make \$317,525 Out of Cow Pies***

Brothers Ben and Matt Freund, owners of a 250-cow dairy farm in East Canaan, Conn., were looking to find a way to create a revenue stream from one of the oldest of business waste streams: cow dung. The idea emerged 9 years ago when they realized they could make cow pots from the mounds of cow poop at the family's farm. There was, however, a problem: little money for development. “We felt we had a good idea but couldn't afford to get there,” says Matt Freund (Fortune Small Business, April 2008). Then they got a Small Business Innovation Research award through the Department of Agriculture, which had previously given them a rural development grant. “It really allowed us to move forward before someone grabbed it from us,” he adds.



The company now mixes composting bovine waste with other materials and then molds it into earthy-smelling biodegradable planting containers. The product can survive for weeks in a greenhouse and then dissolves when planted into the ground, making it a more environmentally friendly alternative to plastic containers.

The latest SBIR funds will allow them to hire three or four new workers and pay for additional research to refine the manufacturing of the products. “If this thing can take off, it's going to make what comes out of the back of cows as important as what comes out beneath the cows,” Ben Freund explains.

**Experience the Valuable Instruction, Motivation and Power of Connections at the CKIC !**

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