

INVENTOR'S UPDATE

July / August 2008

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What Could Juggling Ever Have in Common with the Business of Inventing?
Find Out on The Latest CKIC Inventors Blog: www.ckic.org/inventorblog.html

Links to More Info:

Learn more about the CKIC!
www.ckic.org

How to Become a Member
www.ckic.org/howtojoin.html

Links to Inventors Resources
www.ckic.org/links.html

August 5th: David Murdocca - Successful Product Launches Integrating Tradeshow and Visual Marketing

JOIN US AT THE CENTRAL KENTUCKY INVENTORS COUNCIL ON TUESDAY, JULY 1st at 6:30p.m.:

Ever wonder what it takes to “level the playing field” and make a successful launch of your invention at that important trade show? Then you won't want to miss hearing from David Murdocca, President of Skyline Exhibits Kentucky. You'll learn about important tradeshow and visual marketing techniques such as:



3 Simple, yet Critical Steps to Branding Your Invention

- o Naming Your Invention
- o Developing Your Logo
- o Creating a Memorable Positioning Statement



Planning for Tradeshow Success (Beyond Winning Exhibit Design)

- o Setting Measurable Goals
- o Training Exhibit Staffers
- o Managing Leads
- o Measuring Results



Bringing Your Product to the People

- o Selecting Tradeshows and Visual Marketing Opportunities
- o Creating Your Message with Your Audience in Mind
- o Experiential Marketing vs. “Show and Tell”

David Murdocca has an extensive experience portfolio that includes:

- A background in Design and Marketing from James Madison University
- Sales Background in Print Advertising, Promotional Materials and Traveling Exhibits
- Developed Successful Product Launches at Trade Shows for Hundreds of Clients in Numerous Industries
- Currently President of Skyline Exhibits Kentucky

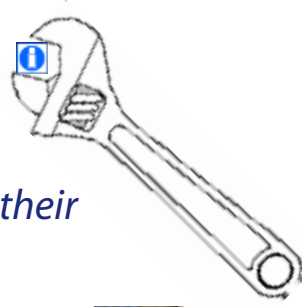
When: Tuesday, August 5th, 2008
Where: Bluegrass Area Development Center, 699 Perimeter Drive, Lexington KY
Time: Doors open for networking at 6:30pm, Meeting begins at 7:00pm



August 12th: 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.



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

August 19th: Entrepreneurs Roundtable at Bob Evans

Network at the CKIC Entrepreneurs Roundtable



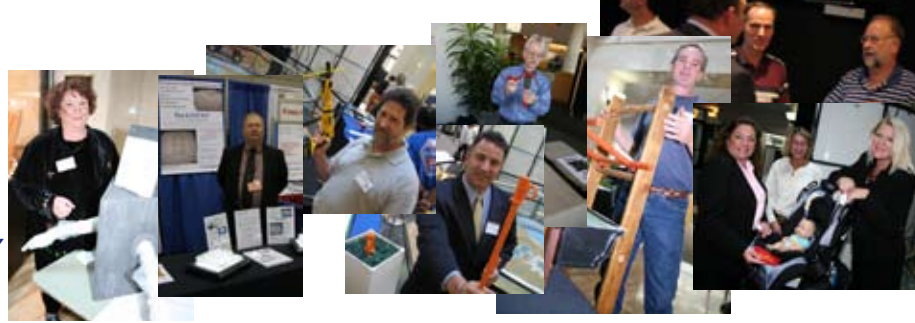
*Is your invention at or nearing the commercialization stage?
Are you now reaching the “business” phase and want to hear from others that have?
Are you an entrepreneur looking for new products to add to your line?
Do you have a valuable product or service that would be beneficial to inventors or entrepreneurs?*



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, August 19th at the Bob Evans on Richmond Rd near New Circle.

Our Next Entrepreneurs Roundtable is -

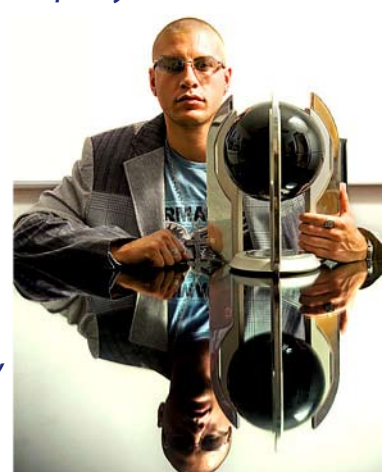
When: Tuesday, August 19th, 2008
Where: Bob Evans Restaurant, 2566 Richmond Rd, Lexington KY
Time: 6:30pm



Idea Success Story - Reinventing the Funeral Industry

Inventive Entrepreneurs Revolutionize the Funeral Industry

Trailblazers come from all sorts of businesses and are unburdened by the conventions of their new industry. They introduce products some consider shocking. Traditionalists scoff at them. But these outsiders are revolutionizing one of the world's oldest professions: the funeral industry. Take Clint Mytych, founder and CEO of Eternal Image (Businessweek, June 2008). He saw an opportunity in idiosyncratic funeral products that would reflect the customer's personal taste. In 2006 his company introduced the country's first licensed urn—a twisted bronze spire topped with a cross, licensed from the Vatican Library Collection. Mytych has since signed licensing agreements with the American Kennel Club, Major League Baseball, and more than a dozen universities. Yet the \$11 billion industry was slow to change. Selling to funeral homes wasn't easy. “In the beginning, one of the major players patted us on the head and said, Good luck, but our caskets and urns are the only ones used in the industry,” says Mytych. Not anymore. Eternal Image, with 10 employees, hit \$600,000 in sales in 2007, and several funeral companies have approached Mytych about partnerships.



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

email - info@ckic.org
phone - (859) 201-1311
web - <http://www.ckic.org>

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