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**Updates coming soon on the world of inventing and business at the 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)

**Open Meeting on November 4th: Patent Attorney Buzz Sanderson**

**JOIN US AT THE CENTRAL KENTUCKY INVENTORS COUNCIL ON TUESDAY, November 4th at 6:30p.m.:**

*Ever Wonder How You'll Figure Out How to Recoup the Time and Money Spent on Patenting Your Invention?*

Then You'll Want to Hear from Patent Attorney Buzz Sanderson of King & Schickli Next Week as He Talks to Us About:



**Undertaking the Patent Process: Weighing the Pros and Cons from a Business Perspective**

Prosecuting patent applications before the US Patent Office, **BUZZ SANDERSON** has provided counsel to inventors and entrepreneurs ranging from the solo inventor to leaders in business and industry. Buzz's career includes product clearance, or freedom-to-practice, as he has been involved in every in-house and private practice phase of opinion work and patent litigation.

His information should be most helpful to inventors who need to weigh the real risks and costs as they prepare to enter the patent process.

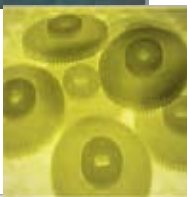
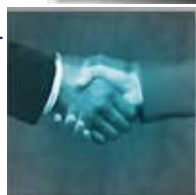
**When:** Tuesday, November 4th, 2008  
**Where:** Bluegrass Area Development Center, 699 Perimeter Drive, Lexington KY  
**Time:** Doors open for networking at 6:30pm, Meeting begins at 7:00pm

**KING & SCHICKLI, PLLC**  
Patent, Trademark, Copyright & Unfair Competition Law



**Buzz Sanderson's Experience Includes:**

- Patent Attorney for King & Schickli, PLLC, providing counsel to inventors and entrepreneurs ranging from the solo inventor to industry leaders such as Microsoft, Micron, 3-Com, Novell and Lexmark, to name a few
- Engineered software and hardware for McDonnell Douglas
- Served as a naval flight officer in the USMC
- A counselor for the Research Foundation at UK
- Served as a senior attorney for Lexmark



**November 11th: Inventor's Workshop (for CKIC Members Only!)**

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

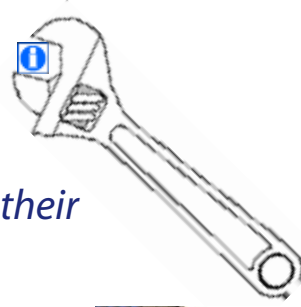


Hosted by CKIC President Emeritus **DON WEST**

- 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!*

**November 18th: 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, Nov. 18th at the Bob Evans on Richmond Rd near New Circle.*

**Our Next Entrepreneurs Roundtable is -**

**When:** Tuesday, November 18th, 2008  
**Where:** Bob Evans Restaurant, 2566 Richmond Rd, Lexington KY  
**Time:** 6:30pm



**The Business of Inventing: The Elevator Pitch in Action**

**At Our Annual Inventors Conference Last Month**, we featured a very informative, educational and now popular segment entitled, "The Elevator Pitch". It consisted of a panel of experts reviewing several inventors giving a pitch for their invention and business model. As it turns out, the subject of how to give a successful elevator pitch is not confined to just our conference. On Inc.com's Start-up blog (September 22, 2008), Howard Greenstein talks about a hallway "elevator pitch" he received from Ellen Marden of Zoom Album, a small photo album sold as a kit using a computer and inkjet printer. Here's how Ellen hit the points in her demo:

1. **Show, Don't Tell** - Ellen actually showed, while she was talking, how to make a zoom album. This made for so much more of a "sticky" idea.
2. **Show Your Product in the First 60 Seconds** - Ellen had one hanging on her neck: a photo album of a trip to Maine. She immediately showed its value.
3. **Leave People Wanting More** - Afterward everyone wanted to know how.
4. **Talk About What You've Done, Not What You're Going to Do** - She let immediately let him know that they're now being sold somewhere.
5. **Short Answers Are Best** - She gave quick answers, not diving into huge details.



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

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

**CKIC Officers:**  
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Vice-President - Don Skaggs  
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