



**FOR IMMEDIATE RELEASE**

CONTACT: Brent Case, Executive Director  
MidMichigan Innovation Center  
(989) 631-7910  
[case@midmichiganinnovationcenter.org](mailto:case@midmichiganinnovationcenter.org)

**Inventors' Networking Group to Discuss Marketing Challenges**

**MIDLAND (March 22, 2007)** — The Mid-Michigan Inventors Group will hold its 2nd event at the Valley Plaza Observatory room in Midland on Wednesday, March 28<sup>th</sup> from 6:00 – 8:00 p.m. A panel of experts will discuss how inventors can get their ideas to market, including comments on conducting market research, developing a marketing plan, and marketing tactics and promotional activities.

There will also be a pre-meeting discussion at 5:30 p.m. regarding the future direction and organization of the Mid-Michigan Inventors Group. Inventors interested in developing the organization, direction, and topics of future meetings are encouraged to attend. From the beginning, the group's current organizers had a vision of making the Mid-Michigan Inventors Group a forum for inventors, **by inventors**, to ensure the Group would maximize its value to its members.

The agenda for Thursday's meeting includes valuable insights from experienced panelists Judi Zima, CEO for Solution Integration Services, Alan Sussman, President of Sussman/Sikes Marketing & Advertising, and Gary Penn of Hardcore Racing. All guest presenters have extensive experience in various aspects of marketing and will share their knowledge with the audience. There will also be time for questions and answers following the panel discussion.

This meeting is a follow-up to the successful inaugural event that drew over 150 creative people to Valley Plaza last month. That meeting featured two local inventors, Tom Simon and John Brock, and local intellectual property attorney, Robert McKellar.

Previous attendees and other inventive people from around the region are encouraged to attend to gain insights on the various challenges inventors face when turning an idea into a product, and then getting that product to market. The event is free of charge and all those who are interested are encouraged to attend.

The program is being organized by multiple mid-Michigan organizations that support commercialization efforts to spur economic development in the region. Organizers for the event include Saginaw Valley State University's Center for Business & Economic Development, the Small Business Development & Technology Center, the MidMichigan Innovation Center, and McKellar IP Law. Sponsorship is being provided by the MidMichigan Innovation Team, a 13-county regional effort supported by the U.S. Department of Labor through a WIRED grant.

To register for this free event, or for more information about the Mid-Michigan Inventors Group, please contact Linda Haas at SVSU at 989-964-7015 or [lhaas@svsu.edu](mailto:lhaas@svsu.edu).

# # #