

# Meeting Handout January 2012

## **Close but no cigar!**

At <http://derrickbostrom.com/bostrom/2008/02/12/1975-and-the-changes-to-come/> you can get a glimpse of Arnold B. Barack's book, "1975: And the changes to come" written in 1962. It is interesting to note this was 2 years before the New York's World's Fair which was a huge prediction of the future. Some of those exhibits are still up and running in Disney World in Orlando. Mr. Barack talks of various machines he envisioned that became applications for computers back in 1975 and now for smart phones.

## **Double your income, Double your Funds, Work for both countries instead of just one.**

This reminded me of an old fruit gum company jingle. Here an engineer working on the top secret Stealth Bomber in the US from 1968 to 1986 was able to moonlight for the People's Republic of China helping them develop their own boomer and ways to shoot it down for which he received \$110,000.00 from China and 32 years in prison from the USA. [http://www.edn.com/article/512439-Stealth\\_bomber\\_engineer\\_jailed\\_for\\_spying.php?cid=NL\\_Newsletter+-+Electronic+News+Today](http://www.edn.com/article/512439-Stealth_bomber_engineer_jailed_for_spying.php?cid=NL_Newsletter+-+Electronic+News+Today)

## **This is how it's done.**

In the corporate world of inventing someone comes up with an invention and then a team is giving the job of developing it into a viable product. Here is an inside look at such a team at work. Written by an engineer whose task it was to "Squeeze" a rack full of electronics into a device the size of a book to build a Cancer Detector for around \$200.00. [http://www.edn.com/article/518432-Peering\\_inside\\_a\\_portable\\_200\\_cancer\\_detector\\_part\\_1.php?cid=NL\\_Newsletter+-+Electronic+News+Today](http://www.edn.com/article/518432-Peering_inside_a_portable_200_cancer_detector_part_1.php?cid=NL_Newsletter+-+Electronic+News+Today)

## **Stop The Presses**

Many of us already know that a well written press release can get a product some free publicity on a slow press day. However, did you ever consider writing it in a manner of a news story to drive traffic to your website while adding links to other informative articles.

By the time you have your product on the market you should be an authority on the problem it solves. On this site <http://www.publicityinsider.com/release.asp> the author suggests you parley that knowledge by writing an article about the problem like a reporter rather than doing a sales pitch for your product. He uses the example of teens rejecting Hollywood's Slim Image to drive people to a website selling vitamin weight loss products.

Right after the blue template you will see "Stop right now and click here" Click there! It give some excellent information regarding how and when to approach a reporter.

## **Tradeshaw Booth Dressing**

With the EXPO coming upon us faster than a freight train, you might want to consider how you plan to dress your booth. <http://www.squidoo.com/tradeshawbooth> is a great site to browse around to get some ideas. They have links to used equipment and other money saving ideas.

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