



Green County Area Entrepreneurs & Inventors Club

Monthly newsletter

March 2009

Inside this issue:

March 2 Meeting
WEN Offers Options
GCDC Annual Meeting
2009 Meeting Schedule

WEN Offers Options

Wisconsin Entrepreneur Network is a state depository for information about Wisconsin entrepreneurs and inventors and resources for them. Through their website—www.wenportal.org—there is information on funding opportunities, classes and events to help our state entrepreneurs and inventors. We will hand out copies of their 2008 Annual Report at our March meeting, but do check out the website also.

2009 Meeting Schedule

April 6—Janet Tyler Johnson, JATAJ Wealth Management—Mind-Mapping for Your Business Future

May 4—Ron Schaaf, First Banking Center—Lines of Credit

Zach Brandon, entrepreneur and Executive Assistant to the WI Secretary of Commerce, will speak in August. The flyer with more information will be available at March 2.

Welcome to the Green County Area Entrepreneurs & Inventors newsletter. We want to highlight this month's meeting and share resources that you might be interested in looking into. Our goal at Green County Development Corporation is to open a dialogue with the entrepreneur and inventor—so that we can learn from each other and grow our businesses in Green County. If you have any suggestions for meeting topics or other resource opportunities, please let us know by emailing us at enews@greencountyedc.com.

Myths & Realities of Patents Subject for March 2

MONROE, Wis. – Intellectual Property Attorney Chuck Sara, Madison, will speak on the “Myths & Realities of Patents, Trademarks & Copyrights” at the Monday, March 2, 2009



Green County Area Entrepreneurs & Inventors Club meeting, 6:30 to 8:30 PM in the Monroe Clinic hospital's New Glarus Room, 515 22nd Avenue, Monroe, Wisconsin. The event is free to the public and refreshments are served. Green County Development Corporation (GCDC) hosts these monthly meetings, held the first Monday of each month.

How does an inventor, designer or writer pro-

tect his intellectual property? What is the best way to protect my “creation”? Sara will begin his part of the evening with an introduction describing the various phases of intellectual property, including patents, trademarks, copyrights and trade secrets. He will do a more in depth analysis of each of these topics and finish with myths relating to patents, especially, and other forms of intellectual property protection. There will be time for questions and answers during the program.

Sara is a registered patent attorney and the chair of the DeWitt Ross & Stevens Intellectual Property practice group. He focuses his practice on U.S. and foreign patents and trademarks, copyright matters, design patents, litigation, client counseling, and licensing and technology transfer issues. He has

(Continued on page 2)

Ian to Speak at GCDC Annual Meeting

MONROE, WI – Nationally known motivational speaker Robert Ian will be the keynote speaker at the Green County Development Corporation (GCDC) 2008 Annual Meeting on Thursday, March

5, 2009, at the Monroe Country Club, 2205 21st Street, Monroe. Reception begins at 5:30 PM, dinner begins at 6:15 PM. Because of limited seating, reservations need to be made by

February 27.

Ian, New Glarus resident, is the author of *How to Identify, Master and Conquer*

(Continued on page 2)

About GCDC

GCDC, a multi-jurisdictional economic development corporation, was formed to bring professional economic development expertise to its member communities to create a competitive advantage to spur job creation and new investments. The organization leverages the resources of the county and its municipalities to ensure economic health and success of Green County communities and businesses. Visit the GCDC web site at

www.GreenCountyEDC.com

“Too many of us are not living our dreams because we are living our fears.”

Les Brown

Please join us on March 2 at 6:30 PM in the New Glarus meeting room at the Monroe Clinic hospital for a great time of learning and encouragement. If you need directions or other information, please don't hesitate to call us at 608.328.9452.

See you in March!

Sincerely,

Susan Wetherington
Green County
Development Corporation
Monroe, WI 53566

Ian *Continued from Page 1*

(Continued from page 1)

Change and his business and economic analysis is heard each week on Gold-Seek Radio. He has served as the keynote speaker at the Subway Sandwich's 40th Anniversary Convention in Hawaii, the Annual Sales Conference for Blue Cross Blue Shield, GE Healthcare and as a performer at the MGM Grand Hotel in Las Vegas, to name a few. His presentation will include entertainment, education and motivation. According to Ian, “Change is neither good nor bad. It simply is. You make it one or the other by your choices and actions.”

Ian will discuss key questions that need to be asked, six leadership skills that need to be possessed, and 12 conclusions about change that will impact our

lives in the next 24 months. His goal is to help people identify hidden opportunities, solve problems and relax while moving forward with confidence in an ever-changing world.



In addition, the GCDC 2008 Annual Meeting will recognize key people and businesses that have added to the strength of the county and its economic growth during the 2008 calendar year. GCDC will also be revealing their new plans for 2009 and the opportunities that businesses and others can join to continue to drive our local economy and keep Green County on the cutting edge.

Myths & Realities of Patents *Continued from Page*

(Continued from page 1)

handled a wide variety of patents covering medical products, agriculture, monoclonal antibodies, food products, dog cages, fishing lures, hunting equipment, and trees to name a few. He also helps protect names (trademarks), and books, music and software (copyrights).

Networking among attendees will be encouraged in the evening's program. “When we created this club in April 2007, our goal was for the attendees—club members—to gain a better awareness of what is available in the county for resources and support and to create an opportunity for sharing among our members. If they encourage each other, the peer network built not only strengthens their businesses but the community and county business structure as well,” said Anna

Schramke, CEcD, executive director of GCDC.

February's program featured Randy Call from the National Association for the Self-Employed. Randy outlined health insurance options that NASE offers and highlighted some of the advantages to membership in NASE, including business grants.

On April 6, Janet Tyler Johnson, JATAJ Wealth Management in New Glarus, will introduce members to “Mind-mapping for your Business.” Johnson will lead a thought-provoking exercise to help entrepreneurs and inventors map the future that they want for themselves and their businesses. For more information about the Green County Area E&I Club or about the meetings, please contact GCDC's office by calling 608.328.9452 or email gcdc@tds.net.

Check out information for inventors and entrepreneurs on the Green County Development Corporation's website at www.GreenCountyEDC.com.