

INVENTORS

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DIGEST

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INVENTION HUNTERS

Steve Greenberg &
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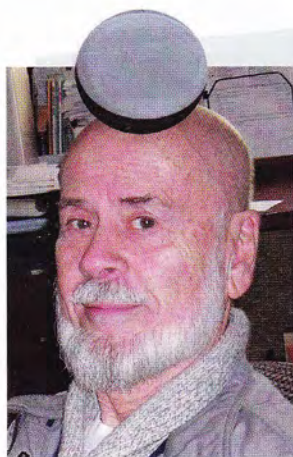
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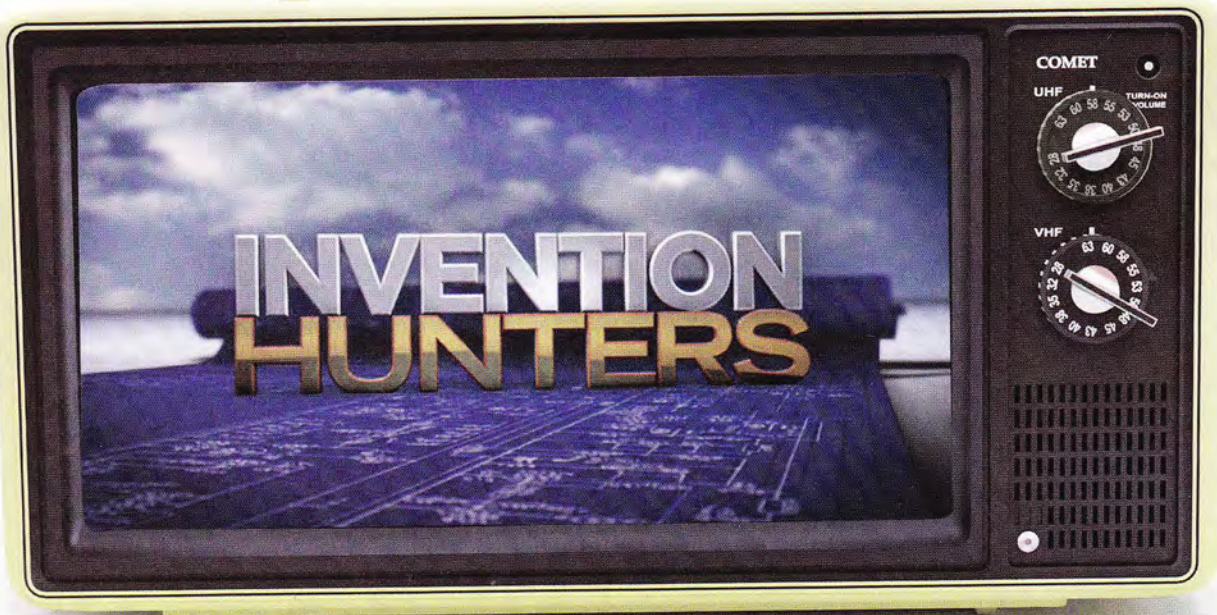


EDIE TOLCHIN, "The Sourcing Lady" (SM), "invented" EGT Global Trading in 1997, with a goal to link U.S. inventors with Asian manufacturers, to provide an exclusive import service for sourcing, quality control, production testing and safety issues, manufacturing, international financing, air/ocean shipping, customs clearance arrangements, and dock-to-door delivery.

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JACK LANDER, our regular columnist on all things prototyping, licensing and inventing, explores the gap between inventor and entrepreneur. Jack, a near-legend in the inventing community, is no stranger to the written word. His latest book is *Marketing Your Invention – A Complete Guide to Licensing, Producing and Selling Your Invention*. You can reach him at jack@karlaandjack.com.



By Edie Tolchin

Invention Hunters premiered Monday, May 14, on the Food Network, co-starring industry veterans Patrick Raymond and Steve Greenberg. This Jewish mother “kvels” with pride to know my colleagues have worked hard to make it to prime time. I was recently able to catch up with Patrick and Steve and find out what it’s like to be the next Food Network (inventor) star.

Patrick Raymond, MBA, former executive director of the United Inventors Association and founder of the Inventors Association of Manhattan, is an inventions expert and mentor who helps inventors develop their unique products.

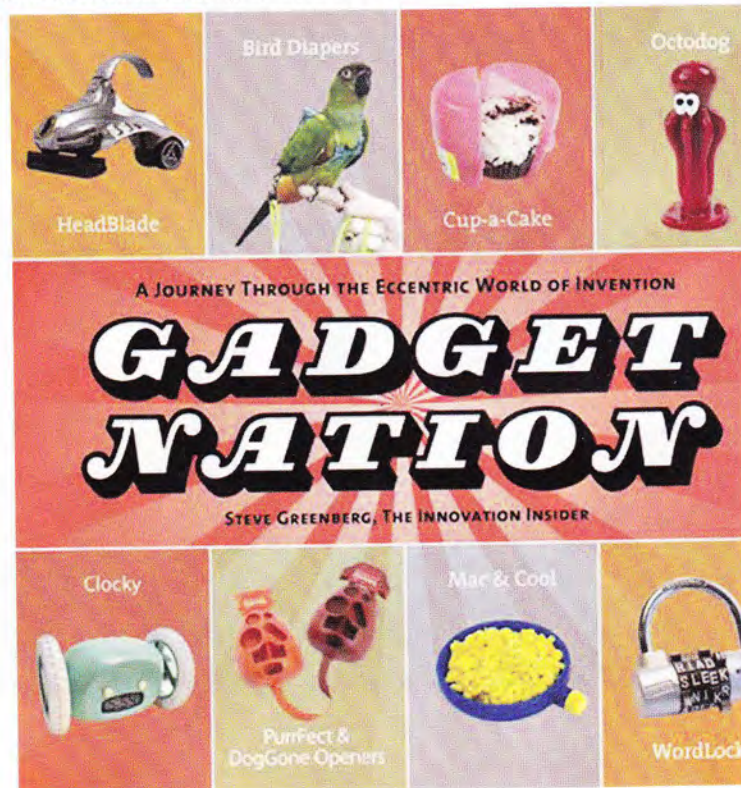
In 2005, when a particularly clingy shower curtain turned him into an accidental inventor, Patrick left his 10-year career as ad-man on Madison Avenue to begin his journey as an independent inventor, with his product sold in national retail stores and DRTV. Patrick also created InventionScore,® an online evaluation tool to help inventors get better deals, and is a regular contributor to Inventors Digest.

Steve Greenberg, author of *GADGET NATION: A Journey Through The Eccentric World of Invention*, has long been drawn to ingenuity. A long-time TV journalist, Steve was a full-time news reporter for CBS in Miami before getting into the invention industry. Steve has been honored with 12 Emmy Awards, among numerous other journalism awards and endorsements. He routinely appears on NBC’s Today Show and The Dr. Oz Show. Each month, Steve can be seen demonstrating innovative products in America’s top TV markets. He was an officer on the Board of Directors of the United Inventors Association for three years. For more information, visit www.gadgetnation.net.

Here is our recent, fun interview with these very accomplished gentlemen...

Edie Goldstein Tolchin (EGT): When did you two first meet?

Steve Greenberg (SG): We first met when I was a speaker at Patrick’s Inventors Association of Manhattan (IAM). After that meeting, Patrick told me about the UIA and suggested I run for the Board. Once I was on the Board, I really wanted to create a video that gave inventors valuable information to help them through the journey of invention. Patrick also embraced this idea—and together we put together a 10-part series. The video has some of the big names in invention giving advice to new inventors. Edie, you were terrific!





Patrick Raymond (PR): Yes, in fact, we met in June 2008. Steve had just published his book *Gadget Nation* and I thought he would be a great guest speaker for my local inventor club in Manhattan. Steve did not disappoint. His talk was both informative and entertaining. I also saw that Steve had a great instinct for products and an inherent compassion for inventors. This is a rare quality, as many players in the invention community are just focused on selling their service. Steve was different. That's why I was so happy he agreed to work with me at the UIA and on this show.

SG: Patrick is being too kind. There's no question that Patrick and I are very different types, but I think those differences are our strengths.

EGT: How were you both selected to be co-hosts of *Invention Hunters*?

SG: It's my understanding the production company, Lucky Dog Films approached the UIA, at which time Patrick was executive director. He suggested me.

PR: Are you kidding, Steve? I insisted! Nobody has TV skills and compassion for inventors like you. And I was relieved that the producers agreed. This was in spring 2010. When I was still at the helm of the UIA, I had received many calls from TV producers, some of whom just wanted to make exploitative inventor shows. So I did a lot of diligence on Lucky Dog Films before agreeing to help them - Kip Prestholdt and Rich Confalone. I peppered them with questions. They turned out to be very nice guys with sincerely good intentions: to show the true reality of inventing today. They asked me for a list of invention community leaders who could be good TV hosts. So I gave them a list. I did not include my name, because I never imagined they'd pick me - I had given them such a hard time at first - and also, I'm actually quite camera-shy. I can do public speaking, but I was quite fearful of cameras. But they came back after the round of auditions and picked me. I was terrified! They reassured me that Steve would be my co-host, so I accepted. We knew it would be very hard work, and for the rest of 2010 and much of 2011, we just worked on shooting a good pilot and getting it picked up by a reputable network.



SG: It's a team effort. We all have input. Keep in mind the three inventions must be geographically near each other.

PR: Yes, it's a mix of opinions, as well as a mix of criteria. Our "secret sauce!"

EGT: How many episodes have you filmed so far, and how many can we expect for this first season?

SG: We've finished the first season. We shot a pilot plus six episodes. We've travelled from Northern California to Kansas City, Chicago, Minneapolis, Boston, New York, Jacksonville and Miami. We've put on a lot of miles!

PR: That's for sure! Filming a reality show on the road is actually like having six room-mates in two cars. We all work very long hours. But we got to meet 18 inventors in their homes, as well as various experts who can help improve on their ideas. It's been a wonderful journey and I can't wait to get back out on the road!

EGT: Sounds like a Willie Nelson song! Has the format changed in any way from the pilot?

SG: Not really.

PR: With the possible exception that I was ordered to get a more professional haircut (laughter)! My friends tease me about this, so I'll let you in on it: I used to buzz-cut my own hair into a "faux-hawk" shape. Result: the two sides were never really the same. This is apparently noticeable in the pilot. So when we went to series, I had to sit in a salon chair and be quiet. Difficult for me on both counts (laughter)! I'd like to give a big shout-out to Rodney Cutler in SoHo, who had the patience and kindness to work with my mop.

SG: I've kept my haircut about the same.

EGT: I think you're both adorable! In your opinions, what types of inventions stand the best chance of success on your show? What would be the "wow!" factor, do you feel?

SG: For our needs, the products not only have to be terrific, but also visual. It's television and if a product has a fun demo, that really moves it to the front of the line.



EGT: For those who do not have access to the Food Network, can you give us a brief synopsis of the show?

SG: Each week, Patrick and I check out three food-related inventions. We road test at least two of them, then pick one to take for a licensing deal. We attempt to improve the product, packaging and/or the pitch and bring it to a major manufacturer. In the last act, we find out if the deal is going to happen. It's very real. None of us knows if we are going to get a deal until the audience finds out. It's really exciting!

EGT: Who chooses which three inventions appear on each show? What makes for the winner?

PR: Yes, Steve's experience with TV and products is second to none. I trust his instincts 100%. As for me, I'm more of a business analyst. So I run each invention through my InventionScore system to determine how deal-ready each inventor really is.

SG: We're a strong team!

EGT: Now that you've finished taping season one, do you have any vision for future seasons? What direction would you like to see the show go in?

SG: I think more of the same—it's really about the inventors and inventions. I truly enjoy seeing what's out there. Though doing a few episodes in Hawaii and Alaska might be fun.

PR: Yes, and Paris. Oui, oui! But seriously, it took us a long time to get the show format right. And we are delighted with our partnership with the Food Network.

EGT: On a personal note, since I'm sure readers would love to know, do you have any unique hobbies or interests beyond the invention industry?



SG: I'm a foodie. I'm crazy about exploring new restaurants. It seems almost ironic that I would end up working on the Food Network. I also enjoy kayaking, biking, travel and the movies.

PR: I play semi-professional pool, 8-ball and 9-ball. I also enjoy quiet time in Woodstock, N.Y. still home to some of the best studio musicians who do open jam sessions.

EGT: Thanks, boys. Glad we had this time to chat, Patrick, next time you're up in Woodstock, give me a holler – it's only about an hour away from me! Any final pearls of wisdom for our readers?

SG: Patrick? Any wisdom?

PR: Yes. Just as I was wrong to think I could cut my own hair, I advise inventors not to do everything themselves. The invention development process requires specialists at various stages. So join your local inventors club, find people you trust and feel comfortable working with, and let them help you.

SG: Well said!

Invention Hunters

Series Premiere: Monday, May 14th at 9pm ET/PT

Steve Greenberg and Patrick Raymond are two "invention scouts," scouring America in search of the next great kitchen invention. In each episode, they come across three home inventors who each believe they have a million-dollar kitchen gadget. Steve and Patrick put the inventions to the test ensuring they work as promised and determine whether there is a market for the idea. They will then choose one invention to bring to buyers in the retail-manufacturing world to convince them to buy it and make the inventor's dreams a reality.

<http://www.foodnetwork.com/invention-hunters>

