

# 9<sup>th</sup> Annual Northern Plains Inventors Congress

January 13, 2009 (Tuesday)

Bismarck Civic Center

Bismarck, North Dakota

[www.ndinventors.com](http://www.ndinventors.com)

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## *Schedule of Events*

**I. REGISTRATION** (1:00 p.m. – 1:30 p.m.) – Registration is free.

**II. KEYNOTE SPEAKER** (1:30 p.m. – 2:20 p.m.)

1:30 p.m. – 2:20 p.m. *The Economy and the Independent Inventor*, **John Calvert**, USPTO Representative for Independent Inventors. Mr. Calvert will discuss the importance of independent inventors to the growth of our nation along with discussing the economic value of important inventions that have been used to build major corporations.

**III. SEMINARS** (2:30 p.m. – 4:55 p.m.)

2:30 p.m. – 2:55 p.m. *Determining the Marketability of Your Invention* - **Paul Brown**, SBI Director ([Paul.Brown@ndsu.edu](mailto:Paul.Brown@ndsu.edu))

3:00 p.m. – 3:25 p.m. *Mapping Your Marketing Strategy to Your Business Plan* - **Eric Piela**, Flint Communications ([www.flintcom.com](http://www.flintcom.com)).

3:30 p.m. – 3:55 p.m. *Patents – What Inventors Need to Know* - **Michael S. Neustel**, Neustel Law Offices, LTD ([www.neustel.com](http://www.neustel.com)).

4:00 p.m. – 4:25 p.m. *Funding the Invention Process* - **Bruce Gjovig**, Center for Innovation ([www.innovators.net](http://www.innovators.net)).

4:30 p.m. – 4:45 p.m. *How Product Publicity Equals Product Prosperity* - **Todd Brabender**, Spread The News Public Relations, Inc. ([www.spreadthenewspr.com](http://www.spreadthenewspr.com)).

**IV. PANEL OF SUCCESSFUL INVENTORS AND PROFESSIONALS** (5:00 p.m. – 5:30 p.m.) - A question and answer session with a panel of the NPIC speakers, successful inventors and other selected professionals

**V. MARKETPLACE OF IDEAS RECEPTION** (5:45 p.m. – 6:45 p.m.)

**VI. MARKETPLACE OF IDEAS TALENT SHOW** (7 p.m. – 9 p.m.)