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Turn ideas into profits

Workshop provides guidance to break into the market

By Kate Pritchard
Staff Reporter

Small businessmen, entrepreneurs and inventors with questions about turning their ideas into profits may find answers at a workshop in the Nebraska Center for Continuing Education Friday and Saturday.

The National Innovation Workshop, sponsored by the U.S. departments of energy and commerce and the Small Business Administration, is to be coordinated locally by the Nebraska Technical Assistance Center.

The workshop, the latest in a series of national workshops, is designed to provide practical guidance and information for individuals who want to

break into a market with new ideas or inventions.

Topics to be covered include protecting invention ideas and patenting them, licensing of patents, financing and marketing and finding sources of technical assistance. Six small-group workshops on these topics will be held during the two days.

Featured speakers include Donald W. Peterson, deputy commissioner of patents and trademarks; Pat Carey, inventor and corporate engineer for the 3M Company; and George Lewett, chief of the Office of Energy-Related Inventions. Gov. Bob Kerrey will welcome guests and speakers on opening day.

The information presented at the Innovation Workshop is much like the

assistance available through the NTAC. The center staff helps individuals and companies find the qualified assistance to design or modify new and existing products, processes and devices. They give non-legal advice about patents and trademarks, and attempt to match Nebraska businesses with appropriate assistance within the state.

NTAC Director, Michael W. Riley said, "The university belongs to the people of Nebraska and we have a service responsibility to uphold and we believe it (the service) will improve the economic development in the state." Riley said free, short-term services are available at NTAC.

The center's staff has experience in industrial engineering, mechanical engineering, electrical engineering, data analyses and public services.

Staff members make referrals to other departments within the university and to such agencies as the Nebraska Business Development Centers, Food Processing Center and the Nebraska Investment Finance Authority.

One NTAC staff member is an ombudsman/liason from the Nebraska Department of Economic Development who hooks up eligible clients with DED programs and grants. NTAC staff travel the state to manufacturing sites and companies to find out where they can be of assistance.

Riley said the center often fills the gap between what a company can do and what it is willing to pay a consultant to provide an answer.

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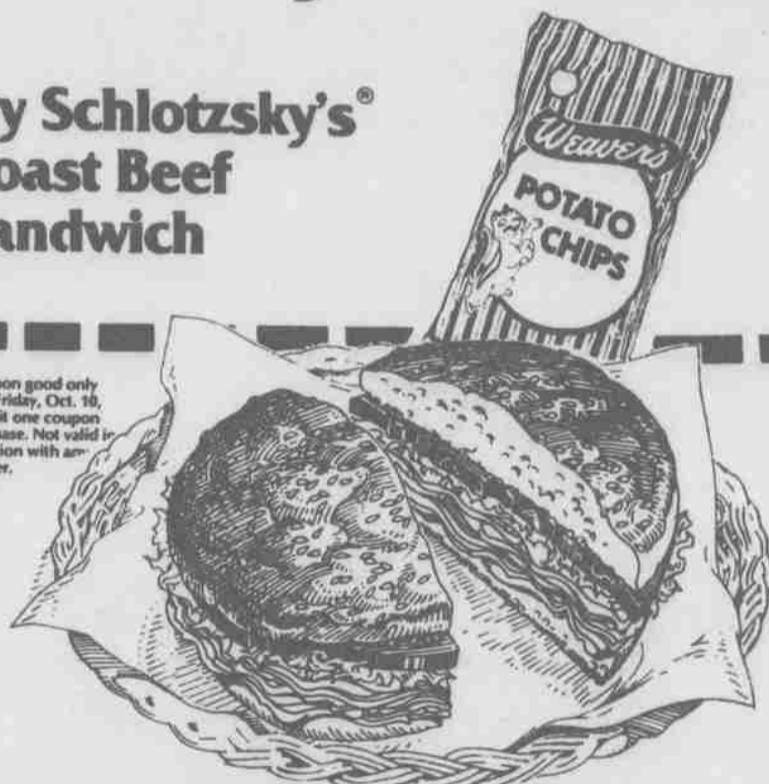
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