

DECEMBER 2019

The Newsletter of the Institute of Inventors and Innovators

III – The home for inventors. A non-profit organization controlled by inventors, supporting inventors.

III – South Africa Business Award Winner – MEA Markets 2018

<https://www.mea-markets.com/2019-the-institute-of-inventors-and-innovators>



For your diary ...

- ❖ **Our next Eureka! Meet** is on **15th January 2020**... so set aside the date because attendance is always worthwhile. Details of interesting speakers are confirmed month by month – and in January we highlight **Protecting your Intellectual Property – PATENTS**. Join us to hear about all from our specialist patent lawyer.
- ❖ **PITP – Pitch it to the Panel** – the next date is **Saturday 29th February 2020**. Do you need confidential advice for your invention? Let our experts share their wisdom with you. Secure your place now, don't wait until the last minute!
- ❖ **See below for our report back on the Annual General Meeting.**
- ❖ **2020!** It's the beginning of the new decade! What do you intend to do?

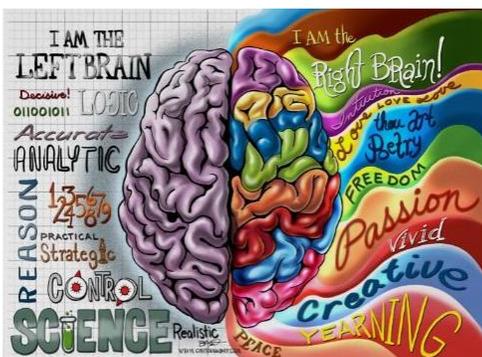
Time Magazine introduces 100 best inventions of 2019

<https://time.com/collection/best-inventions-2019/>

Report back – Eureka!MEET November

LEFT BRAIN and RIGHT BRAIN - HIT or MYTH?

Thank heavens we all have one whole brain each (or at least most people do), and even though much has been researched and written about how the LEFT and RIGHT hemispheres march together, it can be 'interesting' to consider just how this happens in our daily doings.



Your LEFT brain (which controls the right side of your body) is responsible for, inter alia, analysis, logical thinking, facts, sequencing, mathematics, control, accuracy, language and more while your RIGHT brain (which controls the left side of your body) is responsible for creativity, intuition, feelings, imagination, daydreaming, the arts and more. So they say.

And then there are those like Dr Matt Johnson PhD who debunks this theory and says things like “We unavoidably use both hemispheres in every millisecond in which we operate ... and there's a lot of talk about people being right-brained or left-brained... but to a neuroscientist, this is second only to the 'we use only 10% of our brains' myth as the most frustrating colloquial belief about the brain.”

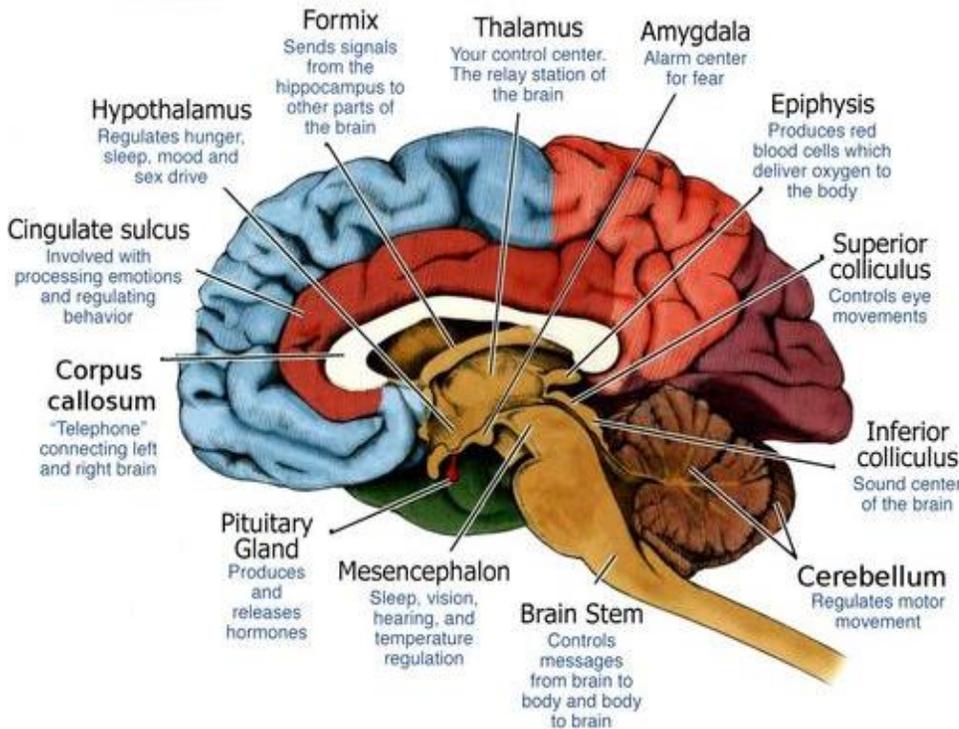
Consider Leonardo da Vinci who was a true Renaissance man with one of the most well developed brains on the planet. He was an accomplished scientist, mathematician, engineer, anatomist, painter, sculptor, inventor, botanist, musician, writer and futurist, certainly an example of **'whole-brain'** thinking.

It reminds me of that joke about the bumble bee. Have you heard it? You know, it's the one about the shape, size and weight of the bumble bee in relation to its wing span is such that aerodynamically the bumble bee can't fly. But the bumble bee doesn't know this so it goes ahead and flies anyway. Like our happy bumble bee, Leonardo just went ahead and 'did it' regardless.

All of us, **inventors or not**, need to use whole brain thinking because while **IdEaTiOn** may be a right-brain action, the **iterations** that follow are left-brain ... they have to be, otherwise nothing would ever get done and everything would just remain 'a good idea'.

What is not a good idea though is not to deal with the negative stress that plagues most if not all people at some time or another; and this was just one aspect of different brain styles that was

covered. Of course stress comes in all shapes and sizes but we need to consider that there is positive stress called Eustress, besides the more familiar negative stress known as Distress.



Eustress has positive impact – it motivates and focuses energy; it's usually short-term; we perceive it as *within* our coping capabilities; it feels exciting and energising and it improves performance.

Distress on the other hand causes anxiety or concern; can be either short-term or long-term, we perceive it as *outside* our coping capabilities; it feels unpleasant and debilitating; it decreases performance or it can lead to physical and/or mental problems.

In today's demanding lifestyles, it seems that for the most part we are in a constant state of '**fight, flight or freeze**' because of negative distress usually or especially because we do not use eustress to compensate. With this in mind (!) **being able to control our stress levels is an imperative**. Much has been written on this subject and from all sorts of points of view too, and now it's apparent that you can use left-right-brain thinking to do the same. Having given some context (the 3-D model of the brain she used explained a lot), Claudina went on to talk about how LB RB thinking might be used to understand yourself and others. The theory not only speaks of the left or right brain being dominant – it also includes left and or right 'managed' eyes, ears, hands and feet.

For instance, a Right-brain-dominant person with a left ear, eye, hand and foot will deal with life and stress in a different way to a Left-brain-dominant person with a right ear, eye, hand and foot.

There are some 96 profile combinations ... and as we go along dealing with our daily activities, the message that came across was that by using RB LB thinking (being just one of many other systems) to know ourselves, our patterns of behaviour and how we react in general, would have a positive outcome. This knowledge would assist in relieving the outcomes of the fight, flight or freeze states we find ourselves in so often (nearly all the time actually!) and it follows then that communication would improve along with work life, family life and social interactions too. The subject was wide ranging and engaging, because, well, don't we all want to know more about how we tick ... whether it's a 'me' or a 'you'?

Apparently too you are born thus, your pattern is genetic, it's your innate style and can't be wrong or right ... it's what you do with it that makes the difference. Anyone from age 3 upwards will benefit from finding out their styles and this is useful for school, university (or any type of study), sports, work and careers, families, play and life in general.

Of course the Eureka!MEET didn't allow for any of the members present to find out what their personal combination of left and right was, but there were a few quick actions Claudina took to establish an idea of which side brain was dominant for those present. She did emphasise that these could only be around a 60% accurate, but still, it was interesting to see that both left and right brains were represented in the audience of inventors ... left ears, eyes, feet and hands too.

Thank you **Claudina 'have and share' Hafenscher** for an interesting and thought-provoking talk, it certainly got people thinking about how to make the most of being left-handed or 'right-brained' or 'left-eared' when it comes to approaching life, solving problems, communicating, team work and dealing with stress. Thank you too for the free personal consultation given to one lucky winner. We'll have to find out what he thinks the next time we see him!



Perhaps Robert H. Shmerling, MD and Faculty Editor for Harvard Health Publishing has the last word... "So, is the idea of 'left brain-right brain' a myth? Maybe. But the lack of proof does not prove the opposite. For people living thousands of years ago, an inability to prove the earth was round did not prove that the earth was flat!"

EUREKA! MEET Wednesday 15th January 2020 19h30 - 21h15-ish

gunterattorneys
patents | trade marks | copyright | designs

Protecting your Intellectual Property - PATENTS

What is a patent? Do I have to patent my idea to protect it? Can I get a patent myself or do I have to go through a lawyer?

What is the difference between a 'provisional patent' and 'patent pending'? What are the costs? How long does a patent last? Is a patent the strongest form of IP? Is a patent worthwhile? Who awards a patent? Is a patent the only way of protecting an idea? Can everything be patented? Is a South African patent valid overseas?

Join us for an engaging and useful presentation

when Rina Gunter of GUNTER ATTORNEYS introduces us to the Patent process – come and find out about it and get your questions answered.

The venue is 'MADE IN WORKSHOP'

65 Maria Street, Fontainebleau –Tel: 083 269 2195 – speak to Henry.
Park in front of the building. Take Republic Road towards Randburg, Maria Street crosses Republic Road just south of the Rabie Road junction or click [Google maps](#)

Members and visitors are welcome!

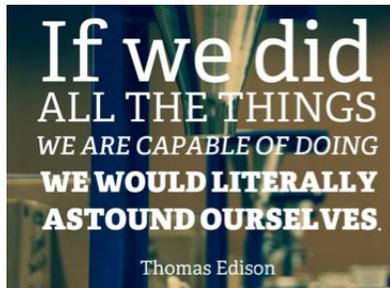
We look forward to seeing you at our meetings, feel free to bring a guest.

Please book as space is limited. There is no charge.

"You can. You should, and if you're brave enough to start, you will." Stephen King

It's the Beginning of Goal-setting Season!

If you're an inventor or interested in thinking about things in positive and problem-solving ways, then many have advised that by reading the biographies of famous inventors to see what they invented, how they did it and how they overcame challenges is helpful. They say further that you will also be encouraged to carry-on-carrying-on with your ideas, for besides all, these are the stories which will continue to inspire you when the going gets tough on your personal inventor's journey.



So much has been written on American inventor **Thomas Alva Edison** (1837-1931). Not only is his biography interesting (a tale you might not expect), the information and stories about some of his 1093 American-patented ideas are also fascinating. Though he changed technology forever, a lot of his work was built on the work of others ('diffusion' plus) and not all of his inventions were successful ... a concrete piano?

Regardless, how did he do it? What kind of imagination fuelled his creativity, ideas and inventions?

To consider this statement let's just switch lanes for a moment. Many people, when setting goals or coming up with New Year's Resolutions, have been taught to use numbers and be clear such as 'go to gym 3 times a week' or 'write for 4 hours a day' or 'only eat 1200 calories a day'. This probably works for many but **Sarah Miller Caldicott** (great grandniece of Thomas Edison), when researching her famous relative, learned about some thought-provoking information about his attitude to setting goals.

Essentially, Edison noted that people who set goals by *only* using numbers "... lop off a big part of the internal mechanism the brain uses to keep them on track: emotions." He put this theory to work in his own life and his approach has since been backed up by extensive research in neuroscience. In a nutshell "linking goals to positive emotions holds the key to goal achievement."

Aligning goals and passions is fundamental. It has been shown without doubt that 'passionate goal directedness helps individuals generate great amounts of energy to invest intensely in their work.' The goals the researchers talk about are typically long term (suits inventors), associated with a big vision (suits inventors) and require perseverance and self-control to realise (suits inventors).

In summary, "success is a function of perseverance driven by aligning passions with big, long-term goals." And this is what Edison did – and his success speaks for itself. When working, he connected the emotional component with its rational component which in turn enabled his brain to remember to reorganise his behaviour, align it with his goals and thereby achieve what he intended. In simple terms he said a person has to think AND feel about what they wish to attain.

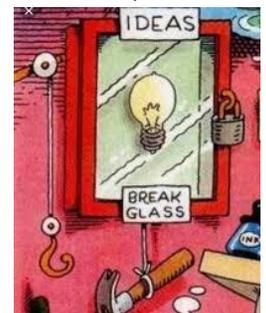
'Innovation literacy is a practical understanding of defining and aligning goals'.

Now there's a mouthful but actually having woolly thoughts about 'I wish', or 'If only', or 'Okay, later' will ensure failure as will locking your thoughts away and putting up obstacles for yourself.

Understanding how to set goals has been covered in countless pages of information readily available on the internet and books ... and even your friendly barman or hairdresser can tell you what you should do - so much so that there is information overload on the subject.

Still, making sure your goals are **S M A R T** – Specific; Measureable; Achievable/Attainable; Realistic/Relevant and Time bound - is a good start, because this will make sure they are clear. But then heed Edison's advice and don't ignore the emotional aspects of setting your goals.

Watch this video explanation of SMART goals ... hopefully the bug will bite and you will set out your plans to get your invention closer to completion! <https://www.youtube.com/watch?v=PCRSVRD2EAK>



Sarah Caldicott used her great granduncle's surname to come up with an acronym which covers what she called: **The EDISON Goal Creation Formula**. Granted, these are her thoughts and interpretation, but hopefully you will find them useful.

E – Emotional: Express your goal/s in words that energise and excite you. Feel the passion associated with the fulfilment of your goal/s. Don't hold back.

D – Decisive: Make a committed decision to give the full force of your own intention to realising your goal, even if you don't yet see the path to its realisation.

I – Integrated: Link your goal to a higher purpose, such as solving a human/public problem; lifelong health; vibrant creativity; peace in your relationships; your faith or something you believe in. This connects the achievement of your goal to the benefit of others besides yourself.

S – Sensory: Use all your senses to imagine vividly the manifestation of your goal. Visualise it. Draw it, speak it, dance it, taste it!

O – Optimistic: Engage the most positive image you can conjure around your goal. Mind map this positive image into your thoughts (or in your inventor's journal) so that, like the force of gravity, it just 'shows up' all the time, easily and without effort.

N – Now: Envision and express your goal in present-time terms. Begin your actions now!

Perhaps this brief introduction and simple formula will be something you can apply to your own successful goal creation. Remember, according to this research you can only meet a goal if you really want to do what you set out to do! If you don't really want to do it then don't waste your time. Sounds like right-brain left-brain whole-brain thinking to be sure!

Wouldn't it be interesting to have Edison come to dinner?

Are business cards still relevant today?

Many say yes! Despite techno-advances they are irreplaceable!

- ▶▶ They can make a quick and favourable first impression
- ▶▶ They enhance credibility by creating a sense of professionalism and legitimacy for your business
- ▶▶ They deliver contact information with ease in a neat and useful way
- ▶▶ You usually exchange a business card with a handshake and that means a lot
- ▶▶ You expose your brand or your brand is readily recognised
- ▶▶ In some countries business cards exchanged are part of the 'doing business ritual'
- ▶▶ A modern well-designed and quality-printed business card is an effective marketing tool and holds its own against SEO, email marketing or social media
- ▶▶ They help with referrals especially if you note down services you offer or skills available on your card
- ▶▶ They help build trust and the idea of personal service
- ▶▶ They are excellent for networking and spreading the word
- ▶▶ They can be used to 'meet' someone or start a business conversation at tradeshows and other events
- ▶▶ They are a lasting reminder too, remember the door swings both ways ... you want to keep the useful cards you collect
- ▶▶ In today's virtual world the business card has retained its significance because it can do things for you that technology can't. **Print some soon.**

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MAKE LIFE EASIER

Join or Renew Your Membership



Everyone **needs to renew** their membership for one more time and on doing so, will be awarded a LIFETIME membership of the Ill. What this means is that **on renewal, there would be no future fees due** on an annual basis (as has been the practice in the past). The membership fee for all is R350. There is no fee due for people below age 25 and above age 63 For **ALL** categories, members and prospective members can **UPDATE DETAILS** on the website. Soon there will be various **MEMBERS ONLY** services offered by Ill including extra member benefits for events and similar. The entry code for you to access these will be your unique membership number.



It was a dark and stormy night ... and after the talk on 'using both the left and right sides of your brain whenever you need to', all those present promptly did so as **Chairman of the Ill Ken Hawksworth** gave the report back on the Institute for the year under review 2018–2019.

Gordon Johnstone, Matt Moolman and **Hennie van Niekerk** were the other Directors present as well as those who attended the Eureka!MEET held before this AGM.

The format of the AGM was not formal as the Ill is a registered NPC (non-profit company) but the report covered all that was necessary and while the atmosphere was relaxed, serious business was noted and discussed as required.

The Institute was started by Don Pilkington in 1974 and when he died things went quiet for a while but then, thanks to Ken, Matt and others, all was rekindled and after a lot of hard work today the Institute is in a healthy financial position with an exciting future – there are several goals that have been identified for 2020.

The premium offering for members still remains the **Pitch it to the Panel** service (PITTP) where inventors get to pitch their invention ideas and innovations to a carefully chosen panel of experts. PITTP has been going since 1976 and has gathered a following that fills the 'seats'. During the year to Feb 2019 there were 33 inventors who were given a chance to pitch their ideas and get top class professional and expert advice. Gordon thanked the expert Panelists who had served the Institute so well and generously.

Other services offered to members included **the monthly meetings** at which interesting presenters and inventors spoke of products and inventions and gave advice to those who attended whenever possible. These were enjoyed by a steady group of interested and interesting people, guests and members alike. Besides this there was also **the monthly newsletter Eureka!** published and sent out to a subscription list of some 1550.

Director/Treasurer Gordon Johnstone (who also manages PITTP) reported on the finances of the Institute and invited any member to scrutinize the audited financial reports which were available at the meeting. He noted that the auditor's fee was R3500 annually and that the audit firm Leslie Snoyman & Associates would be reappointed for the 2019/2020 financial year ending on February 29 2020.

He opened the floor for any comments and questions on the year under review and when all seemed satisfied, his section of the meeting was closed

Most people forget what happened 'last' year because life is so busy and full of demands, but what's happening now and what's imminent is always interesting! There have been some changes since

March 2019 (the beginning of the new financial year) which will be reported on at the next AGM, but because they are notable, **Ken spoke of them at this meeting** as they have bearing on what's happening with the Institute right now. These included THAT:

▶ Hennie van Niekerk joined the Board and was welcomed as a new Trustee. Further, he was thanked for his input and support given to the Ill these past months. In May, Celeste Mulholland was appointed as a consultant Liaison and Marketing Officer. She was congratulated on her fresh ideas, hard work and positive impact on the Ill.

▶ An executive decision was taken on membership. Now there are three categories, Youth (below 25 years – no charge) Lifetime (25-62 years) and Senior (63 and above – no charge); membership must be renewed as from March 2019 but only once again at a joining fee of R350 for LIFETIME membership. Finally, it was noted that fees are not going up for this year 2019/2020.

▶ The on-going project for revamping and continuous upgrade of the Ill website was in hand. After all, this is our window to the world and a leading marketing opportunity.

▶ Eureka!NEWS and Eureka!MEET monthly were other means of communicating with our members.

▶ **Henry Levine** was thanked for his hosting of the meeting at his offices in Randburg – 2nd Wednesday monthly.

▶ The MEAM (Middle East and African Marketing) award was given to the Ill for excellence in service in the category of Innovation and Invention.

▶ PITTP activity was steady, thanks to Gordon who manages the process and Celeste for admin.

▶ A call for nominations for position of Trustee was made, and a note that the Institute is seeking suitable applications from people who would be active and able to devote time to serving the Ill on a voluntary basis.

▶ The Trustees were busy finalising an IP registration service aimed at lower charges for local inventors and attracting the international market taking advantage of SA costs and exchange rates.

In the **Q&A session** it was noted, after some discussion, that it would be useful if members who had inventions could be introduced or linked to manufacturers and funders via the Ill and also that the Institute could become a market place where those in need of innovation can be linked to those who can provide solutions. (Innovation/Invention on demand).

There being no further business, the AGM was closed at 21h40.



As Designers, Innovators and Entrepreneurs it's our job not to just notice the little things but to go one step further – and to try to fix them. The TED talk of the month is about **noticing the little things**.

The talk was given in 2010 but it is an evergreen subject.

https://www.ted.com/talks/tony_fadell_the_first_secret_of_design_is_noticing?language=en#t-279941

As human beings we get used to things really quickly and in this talk Tony Fadell asks why?

It's a process called habituation and it's one of the most basic ways humans learn. As with most aspects of life there are good sides and bad sides to everything ... including habituation. What's good, for instance, can be when we habituate actions for example in learning to drive. When we first get onto the roads, it is with concentration and attention to everything, but then when the actions become habituated, driving becomes automatic and fun.

But if habituation stops us from noticing the little things around us or stops us from noticing problems and fixing them, then this is bad. This TED talk offers examples and just the right kind of advice.

Invention, Innovation and Solving problems all come from noticing the little things.

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Bill and Bambi were arguing. Again. He about generalities, she about specifics. Each approached anything from opposite points of view and as life would have it, sometimes Bill would win and at others Bambi. Today they were arguing about the weather. 'It's going to rain,' said she, 'Nah, it'll snow,' said he, 'Nah-ah, it's going to rain,' said she, 'look at the sky, those are rain clouds.' 'Nah-ah,' said he, they're snow clouds, look at how grey they are.'

'Let's ask Rudolph,' said she. 'Don't be silly,' said he, but listened to the answer anyway. This time Bambi smiled. 'See, I told you it'll rain because as we hear all the time dearest, Rudolph the Red knows rain dear!'



**THE NEXT Eureka!NEWS will be out by 5 January ... look out for it.
Season's Greetings to you all.**

We will continue to be at your service in 2020

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The Institute of Inventors and Innovators

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Inventors working on behalf of Inventors



As you know, the III are members of IFIA - the International Federation of Inventors Associations.

The international community is vibrant and very active when it comes to events and expos with the twin themes of INVENTION and INNOVATION.

If you go to <https://www.ifia.com/ifia-event-schedule/#> you will be able to see what events are scheduled for 2020 ... maybe you will find yourself travelling for some reason?

If you do get to attend any of these shows please tell us about it, we would love to hear about your experiences and impressions.

Got something on your mind? Let us know.

Send an email to email@ii.org.za