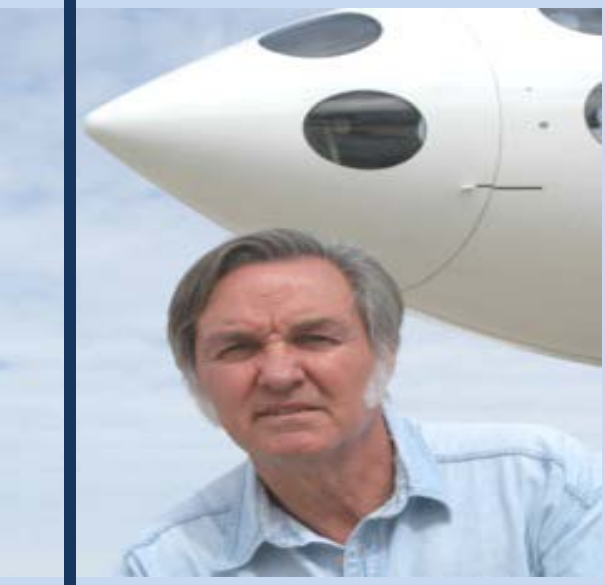

You are invited to

hear one of the legendary innovators and entrepreneurs in history,

Mr. Burt Rutan

at the Inventors Association of Idaho meeting on

Tuesday, May 1 at 2:00 p.m.

Location: Bird Aviation Museum and Invention Center

Burt Rutan was named “Entrepreneur of the Year” by *Inc.* magazine and described by *Newsweek* as “the man responsible for more innovations in modern aviation than any living engineer,” Burt Rutan is a bold entrepreneur and designer with the vision and passion for the advancement of technology.

In 2004 Rutan made international headlines as the designer of *SpaceShipOne,* the world’s first privately-built manned spacecraft to reach space, and as winner of the $10 million X prize, the competition created to spur the development of affordable space tourism. “Manned space flight is not only for governments to do,” says Rutan. “We proved it can be

done by a small company operating with limited resources and a few dozen dedicated employees. The next 25 years will be a wild ride; one that history will note was done for everyone's benefit." He is currently working to develop and produce commercial spaceships for flying the public. In 20 years, Rutan predicts, "space tourism will be a multibillion-dollar business."

The exciting development and launch of *SpaceShipOne,* financed by Microsoft co-founder Paul Allen, was featured in two Peabody award-winning Discovery Channel documentaries, including "Black Sky: The Race for Space." A 60 Minutes profile, "Burt Rutan: An American Original," aired in November 2004 and has been re-aired twice by CBS.

Rutan designed the legendary *Voyager,* the first aircraft to circle the world non-stop, without refueling. He also developed the *Ultralite,* an all-composite 100mpg show car for GM, and the Proteus "affordable U-2" aircraft. His latest projects include the Virgin *GlobalFlyer,* which broke the *Voyager's* record time becoming the first non-stop, solo flight around the world.

The success of Scaled Composites owes itself to Rutan's philosophy that the best ideas come from the collaborative efforts of small, closely-knit project teams and an environment unlimited by adversity to risk. According to *Aviation Week,* Rutan is "a capable manager who has been able to attract technicians, pilots and workers who revel in the entrepreneurial and creative spirit existing at Scaled Composites."

Winner of the Presidential Citizen's Medal, the Charles A. Lindbergh Award, two Collier Trophies and included on Time magazine's "100 most influential people in the world", Rutan is the founder and CEO of Scaled Composites, the most aggressive aerospace research company in the world. Based in Mojave, CA, his company has developed and tested a variety of groundbreaking projects, from military aircraft to executive jets, showcasing some of the most innovative and energy-efficient designs ever flown.

Thought to have retired in April of 2011, Rutan now lives in North Idaho and remains as engaged as ever in innovative aerospace technology, including a flying car and the Stratolaunch mother ship designed to launch a reusable rocket-powered spacecraft to supply the international space station and to land back on Earth.

Additional information can be found in a new Biography by Dan Alef (http://titansoffortune.com/)

Also, I thought you may be interested in the following:

US Commerce Department Releases New Report Showing Intellectual Property-Intensive Industries Contribute $5 Trillion, 40 Million Jobs to US Economy

WASHINGTON – The U.S. Commerce Department today released a comprehensive report, entitled "Intellectual Property and the U.S. Economy: Industries in Focus," which finds that intellectual property (IP)-intensive industries support at least 40 million jobs and contribute more than $5 trillion dollars to, or 34.8 percent of, U.S. gross domestic product (GDP).

"This first of its kind report shows that IP- intensive industries have a direct and significant impact on our nation's economy and the creation of American jobs," said Commerce Secretary John Bryson. "When Americans know that their ideas will be protected, they have greater incentive to pursue advances and technologies that help keep us competitive, and our businesses have the confidence they need to hire more workers. That is why this Administration's efforts to protect intellectual property, and modernize the patent and trademark system are so crucial to a 21st century economy that is built to last."

While IP is used in virtually every segment of the U.S. economy, the report identifies the 75 industries that use patent, copyright, or trademark protections most extensively. These "IP-intensive industries" are the source – directly or indirectly – of 40 million jobs. That's more than a quarter of all the jobs in this country. Some of the most IP-intensive industries include: Computer and peripheral equipment, audio and video equipment manufacturing, newspaper and book publishers, Pharmaceutical and medicines, Semiconductor and other electronic components, and the Medical equipment space.

"Strong intellectual property protections encourage our businesses to pursue the next great idea, which is vital to maintaining America's competitive edge and driving our overall prosperity," said Deputy Commerce Secretary Rebecca Blank. "The report released today shows that wages for jobs in IP-intensive industries are higher than average and continue to increase, meaning that these jobs aren't just important for businesses and entrepreneurs – they are important for working families. The IP protections we put in place today are helping support economic security for America's middle class now and in the years to come."

The report has several important findings, including:

• IP-intensive industries contributed $5.06 trillion to the U.S. economy or 34.8 percent of GDP in 2010.

• 40 million jobs, or 27.7 percent of all jobs, were directly or indirectly attributable to the most IP-intensive industries in 2010.

• Between 2010 and 2011, the economic recovery led to a 1.6 percent increase in direct employment in IP-intensive industries, faster than the 1.0 percent growth in non-IP-intensive industries.

• Merchandise exports of IP-intensive industries totaled $775 billion in 2010, accounting for 60.7 percent of total U.S. merchandise exports.

“Every job in some way, produces, supplies, consumes, or relies on innovation, creativity, and commercial distinctiveness,” said Under Secretary of Commerce for Intellectual Property and USPTO Director David Kappos. “America needs to continue investing in a high quality and appropriately balanced intellectual property system that will promote innovative, open, and competitive markets while helping to ensure that the U.S. private sector remains America’s innovation engine.”

The report is a joint product of the U.S. Commerce Department’s Economics and Statistics Administration (ESA) and the U.S. Patent and Trademark Office (USPTO). Secretary Bryson was joined today by Deputy Secretary Rebecca Blank, Under Secretary for Intellectual Property and USPTO Director David Kappos, U.S. Chamber of Commerce President and CEO Tom Donohue, and American Federation of Labor-Congress of Industrial Organizations (AFL-CIO) President Richard Trumka at a White House event, to unveil the report.

The Department of Commerce and USPTO are unleashing new innovations and new industries by advancing a robust framework of intellectual property protections for a global economy. The USPTO has already implemented eight provisions of the recently passed America Invents Act, which are enhancing the speed and quality of patent processing, connecting businesses with the tools they need to develop their technologies, and speeding up patent applications. The backlog has been reduced by nearly 15%, from about 750,000 to just under 641,000 today. That reduction has come despite the acceleration of American ingenuity, and patent filings in the U.S. grew 5% in FY 2011. By re-engineering the IP system from the ground up, the USPTO is creating a 21st century innovation architecture that’s built to last and will help America remain a global leader going forward.

Patents, trademarks, and copyrights are the principal means for establishing ownership rights to inventions and ideas, and provide a legal foundation by which intangible ideas and creations generate tangible benefits to businesses and employees. IP protection affects commerce throughout the economy, including by: providing incentives to invent and create; protecting innovators from unauthorized copying; facilitating vertical specialization in technology markets; creating a platform for financial investments in innovation; supporting startup liquidity and growth through mergers, acquisitions, and IPOs; making licensing-based technology business models possible; and, enabling a more efficient market for technology transfer and trading in technology and ideas.

The full report can be found online at
http://www.uspto.gov/news/publications/IP_Report_March_2012.pdf.

To learn more about the Department of Commerce’s efforts to spur innovation and protect IP, visit www.uspto.gov.

Do YOU know about other Idaho Inventors?

Gregory C. Carr (1959-) founded the first technology company to sell voice mail to telephone companies. He and Scott Jones founded Boston Technology in 1986. He also served as the chair of Prodigy, an early global Internet service provider. In the late 1990s, Carr dedicated himself to humanitarian efforts. He formed the Carr Center for Human Rights Policy at Harvard University, and is heavily involved in philanthropic efforts in Africa, most notably the restoration of Mozambique's Gorongosa National Park. He was born in Idaho Falls.

Idaho Inventor and Sculptor Gutzon Borglum (1867 - 1941) was a sculptor who created the monumental presidents' heads at Mount Rushmore.

photo by Einar Einarsson Kvaran {{GFDL}} Gutzon Borglum

Philo T. Farnsworth (1906-1971) was born in Utah and moved to Rigby as a young boy. When he was in high school, Farnsworth developed the image dissector, which was the invention that led to the creation of the television. Due to a patent dispute, Farnsworth didn't receive credit for his invention for many years. He has since been nationally recognized as "The Father of Television" and a statue stands in the U.S. Capitol depicting him with a television tube. Rigby is also home to a museum that houses many items significant to Farnsworth and his early invention. For an interesting article about Farnsworth, please click here.

John Richard "Jack" Simplot (1909-2008) By World War II, the J. R. Simplot Company had become the largest shipper of fresh potatoes in the nation.

In 1945, Simplot's Soilbuilder/Grower Solutions organization was formed, and Simplot established a canning and dehydrating quick-freeze plant in which employees tested frozen potato products. The Simplot Company is credited with pioneering the first commercial frozen French fry in the late 1940s. In 1953, Simplot patented the frozen French-fried potato, an invention of his scientists that would later make him billions.

In 1967, Simplot and McDonald's founder Ray Kroc agreed by hand shake that the Simplot Company would provide frozen French fries to the restaurant chain. Previously, restaurants had cut potatoes at each location for fresh French fries, but the favored Russet potato was not available for three months in the summer, leading to a quality

control problem. Simplot was able to supply frozen Russet potatoes all year long. By 1972, all fries were frozen.[5] The frozen fry deal led to expansion of Simplot potato processing plants and construction in 1977 of a new plant at Hermiston, Oregon. By 2005, Simplot supplied more than half of all French fries for the fast food chain. Simplot also produces fertilizers for agriculture.[6]

Simplot retired as president of his company in 1973, but remained as chairman until 1994. He held the title of Chairman Emeritus until his death in 2008. Simplot received an honorary degree from Utah State University in Logan in 2001,[7] honoring him for his many contributions to the agricultural industry of America, particularly the Intermountain West.

Simplot was involved in the potato bust of 1976.[8]

Further enhancing his enormous wealth, the J.R. Simplot Company provided startup capital in the early 1980s for the fledgling Micron Technology, a Boise-based manufacturer of computer memory chips. Additionally, he invested heavily in Remington Oil.

In 1961, Simplot financed the Brundage Mountain ski area near McCall, two hours north of Boise. The Simplot Company sold its 50% interest in Brundage in April 2006 to the longtime co-owner, the DeBoer family. In the early 1950s, Simplot was the benefactor to the fledgling Bogus Basin ski area near Boise when it had financial difficulties; the base area lodge is named in his honor.

Simplot's first marriage was to Ruby Rosevear of Glenns Ferry, whom he had met on a blind date; he proposed to her in his Model A Ford in 1931. After 29 years and four children, the marriage ended in divorce in 1960, when she suddenly left Simplot for another man. Years later, Simplot admitted that while he was growing his business empire in the 1950s, he had not spent enough time with his family.

He and his second wife, Esther Becker, a former opera singer, met in the mid 1960s in New York. He was on a business trip and she was working as a receptionist for the Henry Phipps Foundation; they were married in 1972.[9]

Before his death, Simplot and his wife Esther resided in the Grove Hotel building in downtown Boise, a few blocks from the company's headquarters. The couple donated their signature hilltop home, in Boise's north end, to the state of Idaho in 2005 for use as a governor's mansion. Now known as "The Idaho House", the residence remains unoccupied.

IMPORTANT:

Inventors, entrepreneurs and guests, if you are not already a member of the Inventors Association of Idaho, we encourage you to become a member. The dues are only $50 per year. This money helps to offset some of the costs associated with the meetings—such as hors d'oeuvres, computer costs, business supplies, mailings, etc. Checks are to be made payable to the Inventors Association of Idaho and mailed to: Bird Aviation Museum and Invention Center, Post Office Box 817, Sandpoint, ID 83864.

Per the Board that you have elected for the inventors organization, as of May 1, 2012, there will be a $5 meeting fee for those attending the meetings who are not members. We appreciate your constant support.

If you are planning to attend, **please** RSVP to events@birdaviationmuseum.com. This will help give us a number for food count for hors d'oeuvres. Feel free to come and bring a guest. You are invited to the social time immediately following the meeting. Take the time to meet with inventors and entrepreneurs. *This social time is for you.* We look forward to seeing you! If you have any questions, do not hesitate to call me at 208-265-5938 X 125. Also, take this opportunity to visit our website at www.inventorsassociationofidaho.com.

Sincerely,

Pamela Bird, Ph.D.

President

Inventors Association of Idaho