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ESON
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2010 ESON

MEETING DATES:

AUGUST: NO MEETING

September 8th

October 13th

November 10th

December 8th

Problems

For every problem
under the sun

There is a solution
Or there is none.

If there's a solution
Go and find it.

If there isn't
Never mind it.

Inside this Issue:

Page 2:

- Searching the Internet
- Focus On (new column)

Page 3:

- Business Method Patents

Page 4: The Riddle

Page 5: (ads for your business) -ESON Supporters!

Page 6:

Next meeting high-
lights—John Fisher

Entrepreneur

Society of Naples

VOLUME 1 ISSUE 5

JULY 14, 2010



You Are What You Think

Helena J. Sturnick, PhD

Excerpts from the May Speech

<http://executiveleadershipeducation.com/contact.html>

For thousands of years, ancient knowledge has taught that our thoughts do influence the flow and the reality of our lives. Going back at least to the time of the ancient Egyptians, there has been an accepted train of thought that: *You are what you think. Change your mind, change your life. Your mind creates your own reality.* And so on. There is nothing new about these concepts. What is new is the validation of these ideas by the medical, physiological and psychological research of recent decades, and the increasingly interlocking proof that the Brain-Body-Mind-Spirit connection is not only real--it is powerfully impactful on every aspect of our lives. As leaders, business entrepreneurs, financial thinkers, and how to understand and effect forces to your advantage is a potent tool too important to ignore. It is truly not too simplistic to state that how you think can make the difference between whether you succeed or not. Let's just focus on one aspect of "You Are What You Think" for this short essay—the power of Positive Thinking and the equal power of Negative Thinking. Both of these shape our reality, and both of these are within our daily control.



Consider the fact that each of us thinks between 30,000 and 50,000 thoughts a day. A great deal of this is mind chatter, mental static. Unfortunately, many of these thoughts (according to numerous research studies) are negative. We criticize ourselves, we pound ourselves for our imperfect motivations, we are merciless to our dreams and possibilities—and each of these thoughts is damaging to us on deep psychological, emotional, physical, mental levels. We erode our self-esteem and shatter our self confidence because we are so careless with our thoughts.

Negative Thinking. Positive Thinking. What does each kind of thinking do to our total reality and sense of self worth? Plenty.

Continued on page 4: Think

"Every little bit helps. Every little quit hurts"

Searching the Internet – A Primer



Marcus Zillman
Technology Chair

***“Nothing is
achieved before it
be thoroughly
attempted”
Philip Sidney***

Search Engines

Searching the Internet is now as common place as driving the car and most people consider the use of just one search engine to obtain results that they are looking for. This paper is designed to open your eyes to the many excellent resources on the Internet to search for information and/or to discover new knowledge! This paper will explain to you a number of ways to search for information on the Internet and methods to continue your searches and knowledge discovery.

This paper is also designed for the “newbie” to the Internet or for the person who only uses one source to search for information on the Internet.

There are basically four areas to search for information on the Internet: 1) Search Engines, 2) Indexes and Directories, 3) Intuitive Search and 4) Custom Search and Deep Web Search. This paper will give a brief explanation of each area followed by some examples that you may immediately implement! The goal here is to broaden your search horizons so you may make searching the

Internet easier to perform. This paper is not designed for advanced or sophisticated searching techniques as these will be addressed in other of my papers, columns and articles.

Example: Standard: <http://www.Google.com/>

Example: Custom: <http://www.eHealthcareBot.com/>

**“open your eyes
to the many excellent
resources
on the Internet!”**

Indexes and Directories

Most individuals are accustomed to looking for information from directories and indices. This has started with the “telephone” book and then to other similar sources of directory information. The Internet also has a number of directory resources that allow you to

search in a more convenient and simple format to find the information that you are looking for by going from menu to menu to menu until you find the subject and/or topic that you are looking for. Many of these are called subject trees, subject directories and are available freely over the Internet. There are literally tens of thousands of directories and subject trees on the Internet and as with Search Engines I will list some of the larger and more popular directories as well as a listing of a Directory of Directories on the Internet.

Example: <http://www.DirectoryResources.info/>

Example: <http://www.hw.ac.uk/libWWW/irn/pinakes/pinakes.html>

Intuitive Searching

Intuitive searching on the Internet is a fun way to look for information that could be available. By entering a name ... any name into the search engine it will return potentially relevant results. This is also an excellent way to check out an individual by typing in their complete name and observing the results brought back by the search engine. Sometimes

Continue on page 4: Internet

FOCUS ON: ESON Entrepreneurs and their Businesses

NEW COLUMN

Tell us about
your
memorable
experiences as
an
Entrepreneur

Email:
focuson@eson.me

By Kathryn Williams, M.B.A. Our September newsletter will debut a new column focusing on our members and their products and services. Your experiences as an entrepreneur are invaluable and communicating with other members those challenges, insights and triumphs you have faced in bringing your idea to market would be beneficial to others on the same path. Just like Thomas A. Edison you have probably “... found 10,000 ways that won’t work.” The success of an entrepreneur is frequently more a matter of tim-

ing and awareness by offering the right product or service at the right time in the right market. (Think of today’s recession.) Peter F. Drucker, known as the creator of modern management said, “The entrepreneur always searches for change, responds to it, and exploits it as an opportunity.” Tell us about your “opportunity.” It doesn’t matter if you are still in the development stage, waiting for funding or already in the marketplace – your experiences can make a significant differ-

ence to a fellow entrepreneur. We also want to learn about ESON’s impact on you and your organization. What have you learned from a guest speaker or during a networking session that you have implemented? Has any presentation reinforced your experiences or given you a new perspective? If you are interested in sharing your experiences in a future column, email Kathryn Williams at focuson@eson.me to arrange an interview.

The U.S. Supreme Court Rules on Business Method Patents

By: The Livingston Firm

The U.S. Supreme Court has finally released its long awaited decision in *Bilski v Kappos*, a decision that could have invalidated many software and business method patents. Although the Supreme Court upheld a lower court's decision that the business method covered by the Bilski patent application was not patentable, the Supreme Court did not go so far as to rule that all business methods are unpatentable.

Section 101 of the Patent Act (Title 35 United States Code) specifies four categories of inventions or discoveries that are eligible for patent protection: processes, machines, manufacture, and composition of matter. Section 101(b) further defines processes as including a "method." Thus, in reviewing *Bilski*, the Supreme Court had to consider what type of business methods qualify as patentable processes.

The Bilski patent application, which was filed in 1997, covered a business method for hedging risk in the field of commodities trading and more specifically a method that manages how weather impacts energy prices. Upon examination before the U.S. Patent and Trademark Office ("USPTO"), the assigned Patent Examiner rejected the application alleging that the claims, which reduced the method to a mathematical formula, covered an abstract idea and as such was not eligible for patent protection under Section §101 of the Patent

Act. The Patent Examiner's rejection was then upheld by the Board of Patent Appeals and Interferences.

That decision was appealed to the Federal Circuit Court of Appeals resulting in a decision that set forth the "machine or transformation test" as the exclusive test for determining if a business method claim is patentable subject matter. Under this test, a business method claim is patentable subject matter if it is (1) tied to a particular machine or apparatus, or (2) transforms a particular article into a different state or thing. Thus, the Circuit Court again rejected Bilski's patent application for covering an abstract idea and also rejected it under the new "machine or transformation test."

Bilski successfully petitioned the Supreme Court to hear the case. Bilski argued that there should be no rigid test, such as the "machine or transformation test," for determining the patentability of business methods. In its decision, the Supreme Court affirmed the Federal Circuit's holding that Bilski's method simply explained the basic concept of hedging reduced to a mathematical formula and thus, was an unpatentable abstract idea. Because the Supreme Court has held in prior decisions that abstract ideas are not patentable, it rejected Bilski's method on those grounds.

In doing so, the Supreme Court confirmed that abstract ideas, laws of nature, and physical phenomena are not patentable. However, the Supreme Court declined to conclude that software or business methods are inherently unpatentable abstract ideas or that abstract medical diagnostics involve only unpatentable

physical phenomena or laws of nature.

Further, the Supreme Court also ruled that the Federal Circuit's "machine or transformation test" is not the exclusive test to be applied in determining what is patentable subject matter, and that it is merely a useful clue or investigative tool. The

Court stated that it did not need to define further what would constitute a patentable method, and encouraged the Federal Circuit to develop other limiting criteria to the extent needed to restrict business method patents consistently with the purposes and text of the Patent Act. As a result, the Supreme Court's decision should provide a more favorable examination of business methods within the USPTO and signal a return to the days prior to the implementation of the Federal Circuit's overly rigid machine-or-transformation test.

The Livingston Firm specializes in all areas of intellectual property law including patents, trademarks, copyrights, trade secrets, franchising, litigation and business law. As the largest full-service intellectual property law firm in Southwest Florida with over forty years of combined experience, The Livingston Firm can be there to assist you with growing your business as well as protecting your ideas and inventions and getting those ideas and inventions to market. For more information, please visit our website www.thelivingstonfirm.com.

"four categories of inventions or discoveries that are eligible for patent protection."

Continue from page 1: Think

When we think a Positive Thought, *within 20 seconds* (yes, that quickly and that completely) we are barraged with a total physiological/emotional reaction. The brain is flooded with serotonin, dopamine and other chemicals which evoke an immediate feeling of optimism. In turn, the optimism expands our perceptions of possibilities, options available to us, creative thinking abounds, and the quality of our decision-making deepens. At the same time, chemicals sweeping through our body literally expand our muscle capacity and strength while also increasing our immune system's capacity to fight off disease. Every organ and as-

"we think 30,000 to 50,000 thoughts a day"

pect of our body and

brain are affected positively, and our physical, mental, emotional capacities are enhanced within 20 seconds!

In contrast, as we would expect, Negative Thinking works just as quickly to produce the opposite effect. The brain is flooded with chemicals and hormones that produce pessimistic and depressive thinking. Our sense of the spectrum of options shrinks, and so does our creative problem solving. Our muscles contract, as does our entire body, and we become physically weaker. Our immune system becomes less resistant to disease. And so on.

Remember, again, that we think 30,000 to 50,000 thoughts a day. Think of the number of times our entire system, on all levels, responds to either a positive or negative thought. You and your mind create this self-fulfilling prophecy. It is not realistic to think that we can control all 50,000 thoughts. But we can begin to reprogram ourselves to stop Negative Thinking and to consciously replace it with Positive Thinking. The differences that this conscious choice can make for you thousands of times a day, magnified by hundreds of days a year, can truly change your mind, your reality and your life. Think about it!

A Riddle

I am your constant companion. I am your greatest helper or heaviest burden. I will push you onward or drag you down to failure. I am completely at your command. Half the things you do might just as well be turned over to me and I will be able to do them quickly and correctly.

I am easily managed—you must merely be firm with me. Show me exactly how you want something done and after a few lessons I will do it automatically. Those who are great, I have made great. Those who are failures, I have made failures.

I am not a machine, though I work with all the precision of a machine plus the intelligence of a person. You may run me for profit or run me for ruin—it makes no difference to me.

Take me, train me, be firm with me, and I will place the world at your feet. Be easy with me and I will destroy you. Who am I? (answer on page six)

(Con't from page 2): Searching the Internet – A Primer

this could be very interesting. As an example with Google™ you may search for results from the Web, results from Images, results from Groups, results from Directories and results from News. All these results are available from the labeled tabs at the top of each of Google's pages. Also you may take the intuitive name and add one of the basic seven domain name suffixes to it to obtain potentially relevant results:

IntuitiveName.biz
IntuitiveName.com
IntuitiveName.info
IntuitiveName.net
IntuitiveName.org
IntuitiveName.us
IntuitiveName.ws

Replace the IntuitiveName with the name that you are searching for i.e. Research or ResearchResources, etc. and add one of the suffixes above and then enter it in the URL line of your browser to see if that site exists today on the Internet. Also remember that if you have more than one word that all the words must run together to become a potential domain name (Research.com, ResearchResources.info, etc.). This could be a very interesting and valuable resource to finding information on the Internet and must be done periodically as new domain names are being created daily! If you do not find anything today it could very well be created tomorrow!!

Custom Search and Deep Web Research

Searching the Internet with your own SearchBot or developing a resource list of areas of deep web search will aid you in the discovery of new information as

"Intuitive searching on the Internet is a fun way to look for information that could be available. !"

well as going where no search engines have traveled or fear to go! You do not need to be a Geek, Nerd or BotMaster to travel these search areas and I will list some of the highly viewed sites and resources. As the creator of BotSpot.com in 1996 I have used and visited literally hundreds of these resources on an ongoing and continuing basis or I have created these resources to aid the Internet community in discovering information and knowledge in the deep and invisible web.

Example: <http://www.BotResearch.info/>
Example: <http://DeepWeb.us/>

Using the above examples and learning the four basic ways to search will definitely keep you focused and on the road to a positive conclusion in your knowledge discovery on the Internet!

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Next Meeting (September 8th)
Guest Speaker: Mr. John A. Fisher

www.ESON.me

NEW Meeting Location, Dates & Time:

- * Hodges University (Naples Campus)
- 2647 Professional Circle Naples, FL 34119
- Science & Technology Building Rm 150
- * 6:30—8:30 pm (see website for map)
- * 2nd Wednesday every month (except August)

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ESON Mission:

*Creativity, Mentoring & Success
Outcomes for Entrepreneurs*

John A. Fisher, President of the First American Bank Florida Market, is responsible for the profitability, growth and management of the bank's operations in Florida. Mr. Fisher guides the Florida Team to engage bank clients with advisory services and prudent financial tools through various business and individual lifecycles. His extensive banking career spans two decades and includes significant experience in Commercial Banking, Private Banking, Trust Services and Wealth Management. Mr. Fisher has a BA degree from Central College in Pella, Iowa and earned an MBA from the University of Iowa in Iowa City. Additionally, he attended Graduate Commercial Lending School at Southern Methodist University in Dallas, Texas and the Stonier Graduate School of Banking at Georgetown University in Washington DC. Prior to his banking career, Mr. Fisher served in the United States Marine Corps and is a veteran of Operation Desert Shield/Desert Storm.

Judgment

Judgement can be acquired only by acute observation; by actual experience in the school of life; by ceaseless alertness to learn from others; by study of the activities of men who have made notable marks; by striving to analyze the everyday play of causes and effects; by constant study of human nature; by the cultivation of a spirit of fairness, even generosity, to all. B.C. Forbes

Where there is hatred in judgment, judgment is blind. Erasmus

Next to good Judgment, diamonds and pearls are the rarest things in the world. Jean De La Bruyere

The very last thing that men think they've got the most of, they've got the least of, and that is judgment. Josh Billings

A Riddle

Answer: I am habit!

Show-n-Tell

Guidelines

1. Only members in good standing will be allowed to request a Show-n-Tell presentation at a general meeting.
2. A written request must be made at least 60 days in advance of the requested general meeting date.
3. A short paragraph about the product must be presented along with the written request. (Will be featured in newsletter if approved.)
4. Any handouts or material to be distributed during the presentation at the general meeting must be submitted with the written request.
5. Only written (email) requests will be accepted for Show-n-Tell presentations. Please no phone calls.
6. Please submit all Show-n-Tell requests to helena.sturnick@eson.me

Success, as I see it,
is a result, not a goal.
Gustave Flaubert

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