

# Alamo Inventors<sup>SM</sup>



## Sneaker Balls: The Life Cycle Of A Multi-Million Dollar Product

**Dennis & Mary Lou Green**

You wonder how you are going to get your big idea off the ground, finance it, protect it and sell it to retailers or license it and collect royalties? Regardless of the path to wealth you choose you'll want to learn more about this journey taken by inventors Dennis and Mary Lou Green to create, finance, license and simultaneously market their Sneaker Balls Sport Shoe Freshener.

Over the past 42 years, the couple have licensed a score of products and also marketed more than 50 of their simple inventions generating \$120 million in retail sales. But they started with almost no money and no contacts. A few of their customers included: Walmart, Target, QVC, Kmart, JC Penney, 7-11, Footlocker, Home Depot, Walgreens, Bed Bath & Beyond, Bloomingdales, Nordstrom, Pep Boys, Auto Zone, Dick's Sporting Goods, Safeway, HEB, Kroger and Whole Foods plus mail order catalogs, e-commerce sellers and thousands of retailers in the USA and 24 countries. Their products have earned 15 patents, dozens of trademarks and hundreds of copyrights.

They will tell the complete story of **Sneaker Balls** including how they protected it, tested it with a ten-dollar prototype, wrote a business plan overnight and used that to raise money to get their product off the ground. You'll hear how they simultaneously licensed the product in the USA and marketed it themselves outside the country. You'll hear how they got knocked of by their biggest customer and fought back to win in U.S. Federal Court. They've created such varied products as greeting cards, novelty products, sports items, air fresheners for home and auto, air filters and games and toys.

Dennis and Mary Lou have been married for 39 years and worked together for 42 years. They retired in 2005. In 2016, they founded Big Idea School.com <http://BigIdeaSchool.com> to deliver online training courses for entrepreneurs and inventors to help them create and market simple consumer products.

Also, please take this opportunity to pay your annual dues (\$25/\$95 Corporate), thanks!

**Wednesday, July 5, 2017**

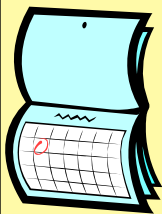
**5:30-6:30 Networking 6:30-8:00 PM - Presentation**

**San Antonio Technology Center**

**3463 Magic Drive**

(North of I-410 Between Callaghan and Fredericksburg Roads)

**Public Invited**



Alamo Inventors, a Special Interest Group (SIG) of Technology Connexus Association, is a non-profit organization made up of local area engineers, business people, professionals, students, faculty and people from all walks of life. Anyone interested in inventing and/or business and product development is welcome to attend and become a member.

For more information visit:

[www.alamoinventors.org](http://www.alamoinventors.org)

