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The University of Dayton

UD AND CREATIVITY 80s
TO OFFER WORKSHOP

News Release

DAYTON, Ohio, January 19, 1984 -- "Idea and Invention Transformation: From Ideas and Inventions to Marketplace Success," a day-long workshop to introduce a system that takes ideas to marketplace success, will be held on Saturday, February 4 at the Engineers Club of Dayton.

The workshop, from 9 a.m. to 4:30 p.m., is sponsored by the special programs unit of the University of Dayton's School of Engineering and Creativity 80s. It will feature Arnold Frey, who teaches a step-by-step problem-solving approach which can lead to a profit-making venture. The workshop will offer instructions on marketing research, manufacturing, advertising at no cost, and how to obtain a patent to protect ideas. It is designed for those who wish to develop and market their ideas and inventions and who may be working with a small budget.

Frey is founder and president of Frey Education Research, Inc., of Cleveland. He is a retired director of education for the Allison Division of General Motors Corporation and a former foundry specialist with Ford Motor Company. In addition, Frey holds degrees in education, industrial engineering, law, and music. He is a private pilot, life-long inventor, and holder of patents in his own name.

Creativity 80s is a recently incorporated, not-for-profit organization that promotes the enhancement of personal creativity and problem solving.

There is a \$50 registration fee covering the workshop, instructional materials, and lunch. To register, or for more information about the workshop or Creativity 80s, contact Anne Hubler at the UD School of Engineering, (513) 229-2736.