

The United Inventors Association Of America



The 2011 National Hardware Show Inventor Spotlight Awards

May 10th - Las Vegas, Nevada



2011 National Hardware Show

Award Categories and Criteria



Best New Overall Product

The product presents comprehensive development in Functional Design, Manufacturing Efficiencies, Communicating Value & Distribution Path

Best Market Research

The product presents a well researched understanding of The Market and level of Market Share, while demonstrating an understanding of the importance of market research

Best Product Concept

The product concept presents a clear understanding of the consumer need, and a well designed path to market.



The Judges – Team 1

Inventor Spotlight awards judging is 9 AM May 10th 2011



Head Judge

Bill McHenry

CEO, Envision Sales & Marketing Inc

Bill McHenry has lent his executive talents to corporations such as Nestle, 3M, Philips, and Brach's Confections. While growing business in excess of one hundred million dollars with giants such as Disney, Wal-Mart, Best Buy, and Marriott.

Bill's vast professional expertise has helped launch a number of exciting new products into Retail success.

Jim Chandler

President, Wild West Corvettes

In addition to being a 21 year Air Force veteran, avid stock car builder and pilot. Mr. Chandler is well known for his dedication to the Lions Club International, firearm safety issues and community outreach.



Howard Lim

Founder/President, HOW Studios Inc

Howard Lim is an award winning and world-class Branding Specialist and Creative Director for graphic design. He founded HOW Studios in 1989 at a time when the worlds of technology and graphic design were colliding and transforming the industry. Some of the firsts for this pioneer and his company included creating the first offline editing of motion graphics for ABC networks, designing one of the first interactive websites in 1994 for Zylan,



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The Judges – Team 2

Inventor Spotlight awards judging is 9 AM May 10th 2011



Warren Tuttle
CEO, Monashee Marketing

Product development expert for Lifetime Brands. Lifetime Brands manufactures and markets over 30,000 products under multiple brand names including Kitchen Aid, Farberware, Mikasa, & Cuisinart



Daynin J. Dashefsky
Founder, Inventors World Network

Daynin Dashefsky, president, chief executive officer and founder of The Inventors World Network is an accomplished inventor and entrepreneur who has turned her creative ideas into breakthrough new products. Her product lines have been featured in catalogues and sold at elite boutiques, toy specialty stores, drugstores, membership warehouses and mass merchandise retailers worldwide.



Kenny Durham
CEO, Innovators Warehouse

Mr. Durham is the founder and CEO of Innovators Warehouse in Kansas City. Beginning his career as a sales associate of a multibillion dollar manufacturer. Mr. Durham quickly learned what it takes to sell products. A skill he uses on behalf of the many inventor clients he represents to major manufacturers all over the world.



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The Judges – Team 3

Inventor Spotlight awards judging is 9 AM May 10th 2011



Michael Miller

Director of Product Partnerships, DANCO

Mr. Miller leads a cross-functional effort to identify and work with external partners for DANCO Inc. Mr. Miller's team systemically supplements internal product development efforts by working with inventors at all levels in the commercialization process.



Karen Waksman

Founder, Product for Profit

Karen Waksman started her career as a Manufacturer's Rep for an Accessory Manufacturer in New York. Since then, she has spent years selling millions of units to the world's largest retailer and now dedicates her time to teaching Entrepreneurs how to market and sell their products to Major Retailers, Online Retailers, Catalogs and Small Retailers, too!



Mickey Silverman

President /CEO, More Media Direct

Mickey Silverman is a 20 year media executive and considered a leader within the Direct Response field. Mickey started his career in 1991 and worked for Inter/Media Advertising where he became one of the top producers in the company. Mickey is a founding member of the Direct Marketing Association's Broadcast Council, and CEO of More Media Direct Inc. in Las Angelis California.



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