

# Alamo Inventors<sup>SM</sup>



## Everyday Ideas Bring Millions

### Robert Castaneda

Mr. Robert Castaneda will be our speaker for August, 2012 and will speak on how Everyday Ideas Bring Millions. Mr. Castaneda started his journey as an entrepreneur at the age of 9 when he sold products out of his parent's garage. Between the ages of 16 and 19, he helped his sister develop a thriving home bridal distributorship which marketed in 10 states and had annual revenues of \$2 million. Robert started inventing at 18 and developed a tri-pod luggage caddy but not knowing about intellectual property and marketing another large company was first to market. Robert's first invention break came when he realized compact shopping carts did not exist in supermarkets. He immediately, developed drawings, had prototypes made and applied for a patent which was subsequently issued. At the age of 26 he had made millions in combined sales and royalties from the express shopping cart invention. The shopping cart is found in most HEB PLUS stores and in 11 other supermarket chains throughout the US. With money from the shopping cart invention, Robert developed a novel electronic fishing lure marketed through his company Livingston Lures, [www.livingstonlures.com](http://www.livingstonlures.com). The croaking sound lures are sold throughout the US in major sporting goods chains and at Walmart. Mr. Castaneda is presently developing an infection prevention system scheduled for delivery to hospitals in 2014.

Robert served in the Air Force during Desert Storm and later worked in the Coronary Care Unit at Wilford Hall Medical Center. Also, he has served as an inventor consultant for various companies.

Come hear Mr. Castaneda's story and how he made millions with everyday ideas.

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

## Wednesday, August 8, 2012

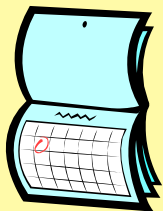
5:30-6:30 Networking 6:30-8:00 PM - Presentation

San Antonio Technology Center

3463 Magic Drive

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

**Public Invited**



**Special Thanks For:**

**Refreshments Provided by Marx Design**

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)**

