

Alamo InventorsSM



From Concept to OVC & More

Alan Beckley

Alan Beckley began his career as an aerospace engineer working on the 747 project in Everett, WA in the early 80s. He was innovative and a natural tinkerer and soon found himself smothered in a bureaucratic large company.

So, he made a **big** change . In 1983 he resigned his position and moved to the Dallas-Ft. Worth area and landed a job in telecom working in a new, innovative technology few had heard of at that time, cellular phones. The entrepreneurial small company environment with chaos and minimal bureaucracy suited him very well and he flourished in the new field.

In 2002 he had an idea for an improved wallet that was half as thick as others and flexed in the back pocket for comfort – the germ for what is today Savvy Caddy wallets. He filed two patents and, working in his spare time, managed to have 500 wallets made, which he sold to family, friends, at festivals and flea markets. Buyers loved the wallets and he knew they would be a hit if he could just get to a larger marketplace. In 2009, he left the telecom company and took Savvy Caddy on the air at QVC and, in 4 appearances, sold 5,000 wallets there. Today, Savvy Caddy wallets have sold over 10,000 worldwide on QVC, his website, at military bases, and now Amazon.

Mr. Beckley has experience in finding and working with Chinese manufacturers, establishing price points for profitability and also with PR including radio, TV, and newspaper promos. For more information, visit his website at www.savvycaddy.com.

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

Wednesday, May 9, 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

Free Pizza in celebration of National Inventors Month - during networking hour



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

