

# Growing That Keeps Going

INVENTORS DIGEST COVERS REFLECT A CONTINUOUS COMMITMENT TO WOMEN IN IP

BY REID CREAGER

**T**HE NATIONAL TV ad campaign launched in 1968, seemingly progressive at the time, lingers in fuzzy obscurity in internet video archives.

The jingle—accompanied by a beautiful, professionally dressed woman in tight curls and smoking a long, thin cigarette—celebrated its ground-breaking product but seemed a little tone-deaf even then:

*You've come a long way, baby  
To get where you've got to [sic] today  
You've got your own cigarette now, baby  
You've come a long, long way.*



Baby? Claiming women's sole ownership of a product that can kill you, four years after the surgeon general's historic warning? Grammar that wouldn't get past a fourth-grader? We've come a long way since. An increasing number of women occupy major positions of title, influence and opportunity in the past 57 years, but there's still a long way to go.

## Rising with the tide

One such area of deficit, frequently reported

in *Inventors Digest*, is the comparative lack of women patentholders around the world. A March 2024 report by the World Economic Forum listed that ratio at 17 percent of all patentees in 2022.

Reasons for this ongoing lag are often attributed to the gender gap in STEM. It's more like a gape: Women make up only 28 percent of the STEM (Science, Technology, Engineering and Mathematics) workforce as of 2023, according to MIT Professional Education.

During her 20-year tenure as editor and then publisher of *Inventors Digest*, Joanne Hayes-Rines was the face of powerful women in intellectual property. We remain committed to encouraging and inspiring women to make an impact in IP and inventing in the most public way—our magazine covers.

Among our past 103 covers, 44 have pictured or featured a girl or woman on the cover, usually prominently. (The September 2020 issue featured women and patenting as the cover package.) That's almost 44 percent of our covers.

## Optimism and gratitude

Comments by some of those cover women serve as gratitude for our commitment, and encouragement for others.

*Melissa Barker (January 2024), founder and CEO, Women Entrepreneurs Inc.:* "Supporting women inventors is not just about equity; it's about unleashing untapped potential that drives innovation and economic growth. Women bring unique perspectives and solutions to the table, often addressing challenges that are overlooked.

"Our feature in *Inventors Digest* shines a spotlight on the creativity and resilience of

THE INVENTOR OF THE WIND-CHILL FACTOR HAS DIED.  
SHE WAS 86 BUT SAID SHE FELT LIKE 77.

women entrepreneurs, showcasing our role in supporting women through the power of community. By amplifying our voices and providing platforms for recognition, we pave the way for a more inclusive and dynamic future of invention and entrepreneurship.

“We are deeply grateful to Reid and his team for their unwavering commitment to celebrating and empowering female inventors. Their work inspires more women to pursue their creative visions and reminds us all of the transformative power of inclusive storytelling.

“Together, we can continue to break barriers and support a generation of women who are redefining the landscape of invention.”

*Lily Winnail (June 2016, May 2023), inventor of the Padalily: “Inventors Digest has been an invaluable resource on my journey as an inventor, offering practical guidance and a sense of community. Through its insightful articles and shared stories, the magazine brings to light the often-unseen struggles and victories inventors face. It has provided a place for me to share the highs and lows of my creative process.*

*“The magazine’s mission of educating and supporting inventors through real-world stories, expert advice and shared knowledge has been crucial in helping me navigate challenges and celebrate milestones. I hope that by sharing my journey, I have been able to help and inspire fellow inventors, just as *Inventors Digest* has done for me.”*



## Women

### BY THE NUMBERS

17% Inventors holding international patents in 2022

28% Ratio in STEM workforce

43% *Inventors Digest* covers with girls or women since June 2016



Cara Brzezicki (July 2024), serial inventor and author: “I know that for a long time, women were not recognized as inventors. But magazines like *Inventors Digest* have highlighted so many women throughout the years.

“I love meeting like-minded people, and I cannot even tell you how many connections I have met because of *Inventors Digest*. From fellow inventors to coaching clients, this magazine has really moved my career forward.

“I look forward every month

to read about the new highlighted inventor and the many stories, which are truly golden nuggets.”

Elizabeth Higbe Crouch (March 2019), inventor of *The Cupcake Rack*: “I love *Inventors Digest*!

“Inventors with ideas at all stages, from conception to sales, can all profit from the endless expertise shared by the skillful specialists who contribute their knowledge to this fantastic magazine. Where else can so much information be found?

“Louis Foreman’s generosity and mentorship are priceless, and I cannot say enough about him.” 🍪

## PROGRESS SPOTLIGHT

Edith G. Tolchin—who has written for *Inventors Digest* for a quarter-century, worked with inventors for 30 years and held a U.S. Customs broker license since 2002—is one of the foremost experts on female inventors in America. Her latest book, “Secrets of Successful Women Inventors,” was released in 2023.

Edie does a monthly Inventor Spotlight Q&A in *ID*. Many of the subjects are women. Selected comments:

*Inventors Digest* works tirelessly to recognize and support women in the field of invention by providing them with a platform to showcase their groundbreaking ideas and accomplishments. Through in-depth features, resources and advocacy, the magazine plays an important role in empowering women inventors.”

**JOELLE FLYNN**, co-CEO, *Funkkoff!*

*Inventors Digest* has consistently championed the voices of women inventors by showcasing our groundbreaking contributions and giving visibility to stories that often go untold. Seeing the stories of women like myself has been both inspiring and empowering, reinforcing the importance of diversity in innovation.”

**KENYA ADAMS**, CEO, *PartyyBuddy*

Congratulations to *Inventors Digest* on 40 incredible years of championing innovation and creativity! As a woman inventor in a male-dominated field, I’m honored to be associated with a publication that works tirelessly to amplify the voices of women in inventing.”

**LISA LANE**, inventor of *Rinseroo*

*Inventors Digest* has served as a platform to amplify the stories of women in IP. Because of the many features and articles over the decades, including my own February 2024 cover story by Edith G. Tolchin, readers get to know the women behind their inventions and what inspired them.”

**MEGAN WOLFGRAM**, founder and CEO, *SwiftPaws*

Over the years, *Inventors Digest* has been a strong advocate for women in the fields of innovation and intellectual property. The magazine has consistently featured inspiring stories and interviews with female inventors, highlighting their groundbreaking work and contributions to various industries. *Inventors Digest* not only celebrates the achievements of women but fosters a supportive community that encourages more women to pursue innovation and protect their intellectual property.”

**KELLEY HIGNEY**, founder and CEO, *Bug Bite Thing*

When I first had the idea [for my invention], I started actively reading *Inventors Digest*. It was truly inspiring to me and motivation for the ups and downs that being an inventor and entrepreneur can throw your way.”

**LINDSEY VALIULIS FLEISCHHAUER**, cofounder, *Totes Babies*

*Inventors Digest* highlights women-helping-women moments that provide the recognition female entrepreneurs so richly deserve. By sharing scores of female-centered motivational stories, the magazine encourages women to form viable businesses that improve the national economy.”

**CAROLYN FAVORITO**, intellectual property attorney

# Inventors

DIGEST

# COVER STORY

## 40 YEARS OF INVENTORS DIGEST

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