

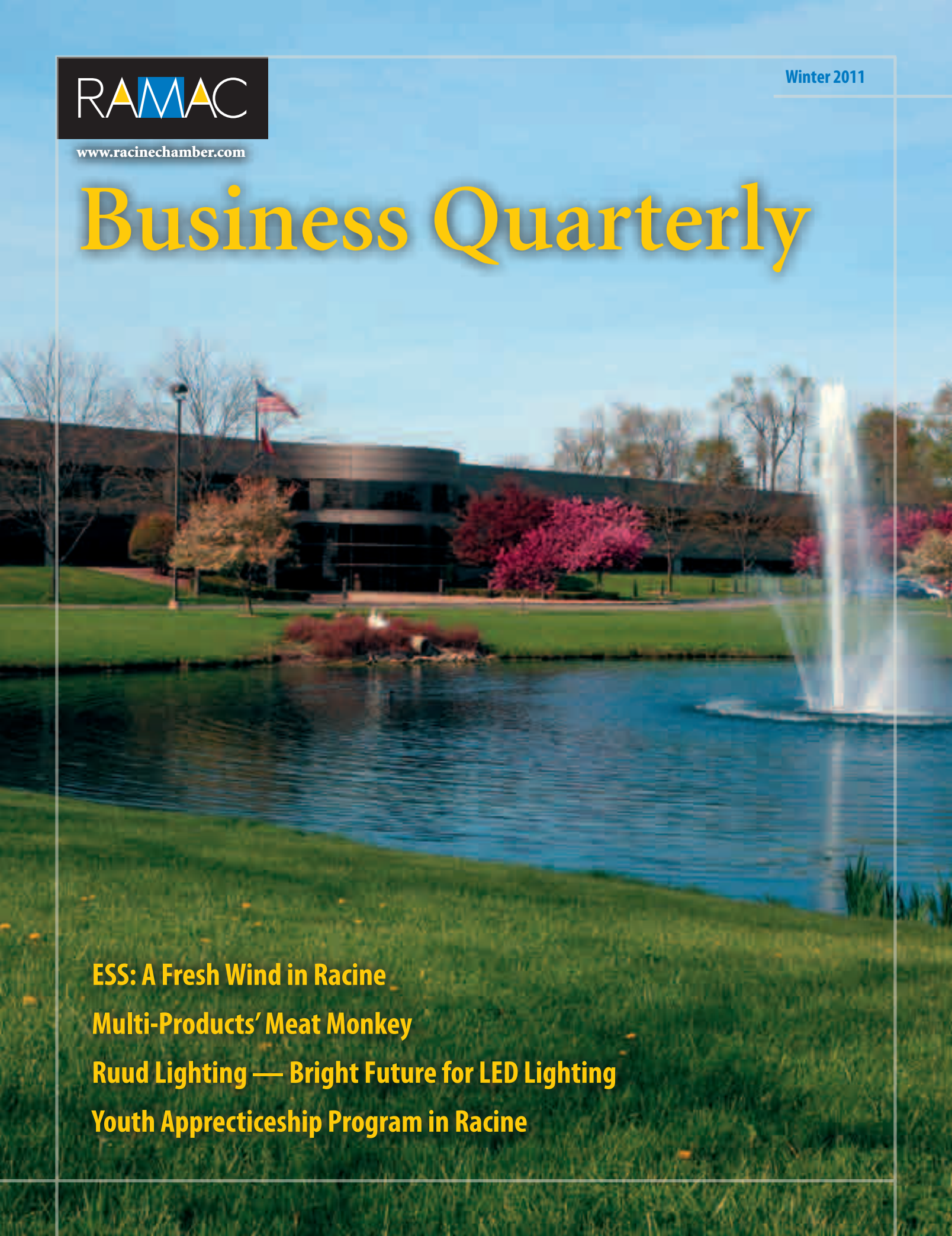
The logo for RAMAC, with the letters 'R', 'A', 'M', and 'A' in white and 'C' in blue, set against a black background.

RAMAC

www.racinechamber.com

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A scenic photograph of a modern, curved building with large windows, situated behind a green lawn and a pond. A tall, thin fountain jet is visible on the right side of the pond. The sky is clear and blue.

ESS: A Fresh Wind in Racine
Multi-Products' Meat Monkey
Ruud Lighting — Bright Future for LED Lighting
Youth Apprenticeship Program in Racine

Bright Future for LED Lighting

Innovation in our backyard

Ruud Lighting Inc., an industry-leading lighting manufacturer for 30 years – the company’s anniversary is just around the corner in 2012 – has played a tremendous role in transforming the lighting industry. It all started when local resident and founder Alan Ruud and partner Don Wandler built prototype lighting products in the garage of Ruud’s Racine home. Ruud, an engineer and lighting designer, created a successful new business model by selling direct to electrical contractors. Offering traditional lighting products for residential, commercial, industrial and municipal applications throughout the world, Ruud Lighting quickly grew in the lighting industry.

To give you an idea of what has changed since the early years of Ruud Lighting, and what its new generation of LED-based lighting can mean, think back to what life was like in 1999. That was a dozen years ago. Cellphones, if you had one, were big and heavy, carrying it probably qualified as an exercise program.



Christopher Ruud

Portable media players, video game systems and social media platforms were mere concepts of bright innovators yet to be refined to change the way we think and live.

Back then, state-of-the-art in exterior lighting was high intensity discharge (HID). This lighting technology often required the so-called 20,000 hour bulbs, in a standard exterior lighting scenario, to be replaced as early as just two years after installation. Poor lighting, safety issues, and high maintenance costs were all part of reality.

With the emergence of LED technology, a lot has changed in a few short years enabling businesses to operate more efficiently and cost-effectively. After the turn-of-the-century (that is the 21st century) the lighting industry took another turn when the need for increasingly energy and cost efficient lighting became the driving force. Energy reduction and environmental sustainability became prominent concerns. Enter, Ruud Lighting.

Ruud Lighting took a leap and became one of the first lighting companies to invent and manufacture revolutionary LED lighting products for a multitude of interior and exterior applications. The company’s BetaLED® brand of energy-efficient LED luminaires paved the way for the adoption of the new technology.

Breaking Down the Shoebox

Ruud earned the reputation of “breaking down the shoebox” by taking standard lighting technology – light fixtures that resemble a clunky, square shoebox – and completely reinventing the technology from scratch. While others were trying to make LEDs function inside the same traditional lighting fixtures, Ruud was busy with the development and introduction of BetaLED® luminaires. The company introduced LEDway® streetlights to the marketplace in 2007 and took the lead in



Al Ruud

transforming lighting to an entirely new platform. Architects, lighting engineers and specifiers welcomed BetaLED® luminaires for high-performing, advanced technology lighting solutions that allowed for the potential of vastly reduced energy use, virtually no maintenance and high payback for their lighting projects.

The Only Thing Constant is Change

Today, Ruud Lighting continues to evolve and grow. Acquired by Cree, Inc. in August 2011, the company is poised to take LED lighting further and faster than ever before. Cree, based in Durham, NC, is a market-leading innovator and manufacturer of LED chips, LED components, lighting products, power-switching and wireless communication devices. In recent years, Cree has led the charge of the LED lighting revolution and making energy-wasting traditional lighting technologies obsolete through the use of energy-efficient, mercury-free LED lighting. The combination of companies with a

RUUD continues on page 13

shared vision to rapidly increase the adoption of LED lighting into every home and business is a boon to the industry and the Racine-area community.

The Rise in LED Lighting: Not Just a Trend

The need for better value from lighting solutions is driving the market toward installing quality products that last longer. LED lighting has made great advancements in a short period of time, and the upward swing is expected to continue at a rapid pace. With the common desire of communities and industries to lower energy and improve light quality, end users are looking to retrofit and upgrade traditional lighting technologies with LED technology. For businesses and governments looking to make smart infrastructure investments, LED lighting systems offer more reliability, a choice of optics to fit the application needs, and worry-free performance. It can be one of the smartest fiscal moves they can make.

Delivering the Future of Lighting – Now

Watch for more industry-changing product innovations from Ruud Lighting – A Cree Company very soon. Ready to launch its most exciting development yet, a new BetaLED® luminaire will change the perspective of lighting. The newest innovation “reshapes” how luminaires can combine form and function in a comprehensive solution. Once again, Ruud is moving the industry light years ahead.

State of Ingenuity



Linking Entrepreneurs to Direct Assistance

Entrepreneurs in southeastern Wisconsin and northern Illinois are now able to seamlessly engage business service providers across county and state lines. The State of Ingenuity—where the convergence of ideas, intellect, investigation, and investment fosters economic opportunity—connects businesses and entrepreneurs to direct assistance in Kenosha, Racine, Rock, and Walworth counties in Wisconsin and Boone and Winnebago counties in Illinois.

Through the State of Ingenuity project, businesses and entrepreneurs can access a wide range of free and heavily-subsidized services designed to address entrepreneurial needs at every level from idea inception to successful business operation and growth. Service areas include, but are not limited to:

- Biotech entrepreneurship
- Business analysis, planning, and training
- Business incubators and incubation services
- Business preparedness
- Economic development
- Financing
- GIS mapping and services
- Government procurement
- Green manufacturing and sustainability
- Import/export
- Leadership development
- Legal
- Market analysis
- Product diversification
- Mentoring
- Networking
- Nonprofit business assistance
- Patenting and research commercialization
- Permits and regulations
- Prototyping
- Research
- University/industry partnerships

The State of Ingenuity collaboration, supported by funding from the United States Department of Commerce Economic Development Administration, was formed to address the collective devastation created by the recent economic downturn. The economic

distress had a tremendous impact on the service support provided to regional small- to mid-size businesses. State of Ingenuity partners have recognized the value in unifying resources, services, and funding in the impacted region.

The State of Ingenuity was founded by a network of universities and colleges, economic development groups, and business incubators to develop new industry, grow and strengthen businesses, create jobs and increase private investment in the region; build a robust entrepreneurial system to encourage a diverse regional economy; lead efforts to transition the region's economy from an industrial base to a knowledge base; and build a sustainable model for economic development strategies and approaches that can be replicated in similarly-impacted regions. State of Ingenuity founding partners include:

- Blackhawk Technical College
- Gateway Technical College
- Northern Illinois University
- Rock Valley College EIGERlab
- University of Wisconsin-Whitwater
- Growth Dimensions for Belvidere-Boone County
- Kenosha Area Business Alliance
- Racine County Economic Development Council
- Rock County Economic Development Alliance
- Walworth County Economic Development Alliance
- Wisconsin Business Incubation Association

Visit www.edu/soi or contact Racine Area Manufacturers and Commerce, your local economic development group, or any State of Ingenuity partner organization to learn more about the initiative and how to begin receiving assistance now.

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