



IA TIMES

The Association of the United States Army's Newsletter for Sustaining Members

**AUSA: Supporting
the Army-Industry
Partnership**

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Mark Your Calendars for the 2010 AUSA ILW Winter Symposium and Exposition

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*The HON John M. McHugh, newly appointed
Secretary of the Army, is one of the invited speakers at the
2010 AUSA ILW Winter Symposium.*

The Association of the United States Army's Institute of Land Warfare presents an unclassified symposium open to AUSA Sustaining Members, military and Department of Defense guests and industry leaders, 24 – 26 February 2010 at the Greater Fort Lauderdale/Broward County Convention Center in Fort Lauderdale, Florida.

The theme for the 2010 AUSA ILW Winter Symposium is "The Institutional Army: Enterprise Approach to Success" and a central focus of the event will be the Army's progression towards transforming while conducting combat operations. Special emphasis will be devoted to the indispensable role that our industry partners provide to the United States Army. Guest presentations and panel discussions will provide a myriad of information as it relates to the direction and progress of balancing our resources, equipment, personnel, doctrine and training to provide the essential protective umbrella that our nation deserves.

The Army has made a substantial investment of time and resources to focus on how best to do business and accomplish the mission of defending the citizens of the United States and fulfilling our international commitments. The presentations at the 2010 AUSA Winter Symposium will highlight the efforts that AMC, TRADOC and other Army organizations have made towards transforming the Army while using an Enterprise Approach to management.

Support to our Soldiers will be balanced, focused, and technologically superior to any Army in the world. Senior Army, DoD and industry leaders will provide dialog and information on the progress of our efforts to modernize and sustain the force and more importantly, win on any battlefield.

The key objective of the 2010 AUSA ILW Winter Symposium is to provide an open forum for attendees to interact and participate in discussions about the Army modernization efforts and the immediate needs of our Soldiers in harm's way. Participants will be available for challenging questions from the audience.

Our agenda includes the top military leadership from the Active Army and Reserve Components; civilian executives of the Department of the Army and DoD; Joint Force Commanders; and influential captains of industry. Currently our list of presenters includes GEN George W. Casey, Jr., Chief of Staff of the Army, GEN Peter W. Chiarelli, Vice Chief of Staff of the Army, GEN Ann E. Dunwoody, Commanding General, U.S. Army Materiel Command, and GEN Martin E. Dempsey, Commanding General, U.S. Army Training and Doctrine Command.

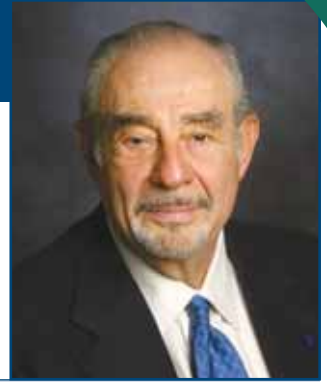
The Winter Symposium and Exposition has consistently been one of AUSA's largest

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Executive Briefing



Joel Spira
Lutron Electronics Co., Inc.
 Chairman and Director of Research



The Executive Briefing is an in-depth look at the leaders from AUSA's Sustaining Membership Program— it focuses on the company and its niche in the defense marketplace. This month, the IA Times staff talks with Joel Spira, Chairman and Director of Research for Lutron Electronics Co., Inc.

1. Please tell us about Lutron (history, background, interesting facts).

Lutron Electronics Co., Inc. designs and manufactures lighting controls, lighting control systems and electronic shading systems. We serve the commercial and residential markets, as well as the healthcare, education, hospitality, government and military markets. Our number-one principle is, "Take Care of the Customer"— we help them save energy and create a safe, pleasant living and working environment while maximizing sustainable efforts. Thanks to constant research and development, we now have proprietary systems that enable control of each individual light fixture and window shade in a building, making Lutron the only company that can control both daylight and electric light.

Lutron is U.S.-based, with sales and service facilities located throughout North America, Mexico, Asia, Europe and the Middle East. Despite our international presence, we pride ourselves on the fact that most of our products are manufactured in the United States.

I launched the company to commercialize my first invention, the solid-state electronic dimmer for incandescent lighting. The idea came while working at an aerospace company in the 1950s where I had to find a reliable trigger for an atomic warhead missile, one which would more effectively sequence the missile's relays and avoid early detonation. A colleague suggested this sequencing method could best be achieved by using a new transistor-like device called a thyristor. It's a silicon controlled rectifier, or SCR, which is a solid-state unit that conducts electricity in

one direction. I saw other potential uses for it, such as controlling the intensity of light and regulating power.

Until then, dimming lights had primarily theatrical applications, and required bulky, inefficient rheostats and transformers that wasted a lot of energy and generated a lot of heat. I thought that if you could harness the thyristor's switching ability, you could create a dimmer that would fit into a standard electrical wall box. Thereafter, you could bring lighting effects into the home and actually save energy. On 15 July 1959, I filed for my first light dimming patent—the first of the 2,685 granted patents and pending patent applications that Lutron currently holds worldwide (I am credited with 211 of those granted patents and pending patent applications in the U.S.).

In 1961, we formed a formal corporation, and my wife Ruth and I founded Lutron Electronics, which is now headquartered in Coopersburg, PA, near Philadelphia. We've grown from a one-room office with two products to a company offering more than 15,000 products worldwide. From single wallbox units to sophisticated systems that control whole buildings, our products can be found in many world-renowned locations, including the White House, the Statue of Liberty, the Guggenheim Museums in New York and Spain, and the New York Times Company headquarters.

Lutron was early to integrate microprocessor technology into its products, and was also one of the first 20 companies in the U.S. to earn the ISO 9001 international quality certification. We pioneered the concept of *mass customization* in which customized dimmers

could be produced at mass production costs; the concept has been featured in *Harvard Business Review*, the *MIT Sloan Management Review* and several books.

Today, we are the only lighting control manufacturer with 24/7 technical support, and the only company to test 100% of all products before shipping. Our focus on product innovation, technology, and quality service has made us a leader in our field.

2. What is your role and how long have you been with Lutron?

I founded the company in 1961, and since then, have continued to be very hands-on, to drive innovation in total light control.

Some of my inventions include the first electronic dimming ballast capable of dimming fluorescent lights down to 1%, the first massproduceable 1% fluorescent dimming ballast, the first self-contained pre-set lighting control system, and the development of the first linear-slide dimmers, including the industry standard Nova. I've also led innovations in window shading technology and Radio Frequency driven systems. Many of our technologies are sought-after, and we now license certain patents for wireless, dimming and control to a select number of companies.

Outside of Lutron, I stay engaged with the industry, and serve on the boards of the American Association for the Advancement of Science, the National Academy of Engineering, and many others. I also sit on engineering advisory committees, including Purdue, MIT, Cornell, Carnegie Mellon, and the Pennsylvania State University.

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Executive Briefing

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3. What work is your company doing specifically with the Army?

The U.S. Army is one of our most important and growing customers. Since 2000, Lutron has completed more than 60 high profile projects involving Army facilities worldwide—major bases, medical buildings and hospitals, along with staff housing, training, educational, athletic and entertainment facilities.

How does light apply to the military? It's an omnipresent tool for personnel to complete their tasks. Research indicates that workers can be 5-10% more productive working at their preferred light level. In forward-deployed regions, energy-savvy buildings and systems can help reduce both the logistics burden and the number of fuel convoys, and ultimately help improve personnel safety.

4. What role has the current world events played with your company recently?

Rising energy costs, stringent energy code requirements, and mandates for LEED®-certified buildings have created demand for energy-efficient solutions for both civilian and military applications. The Army needs to reduce dependence on foreign oil and reduce energy just like the civilian consumer.

As the world searches for smarter ways to conserve resources, lighting controls will be an essential component in energy conservation. Lighting accounts for 39% of a commercial building's annual electricity consumption, and 20% of a residential building's.

Most of Lutron's innovations contribute to the nation's environment by conserving energy. Dimmed lights use less electricity. In a commercial building, the newest systems can conserve up to 70% of the electrical energy normally used for lighting—the aforementioned New York Times building is an excellent example of that type of

savings. Each year, our installed products save the nation approximately \$1 billion on lighting electricity, approximately 9.2 billion kilowatt-hours of electricity, and increase productivity by around \$6.7 billion.

5. What kind of role does AUSA serve with Lutron?

Both AUSA and Lutron share the goal of supporting the men and women of the U.S. Army. On a personal note, I am a veteran, and appreciate the learning opportunities that my military training presented. To that end, Lutron hires many Army veterans, and values their "real world" experience and input. Whether through events or chapter activities, AUSA provides a platform for real dialogue, and also provides us with valuable information on the ever-changing needs of the Army. We learned early on that business has the ability to be a driver of change, and we are well-positioned to meet the Army's growing demand for enhancing energy efficiency.

AUSA Adds New Event to the International Program for 2010!

AUSA would like to thank all of our exhibitors for another successful international tradeshow year. The USA Pavilion was a major success at both IDEX in Abu Dhabi, UAE and DSEi in London, UK. We were in a sold out situation at IDEX and look forward to growing in 2011 to welcome those companies we could not support this year. Although we were unable to grow our space at DSEi this year, we were able to accommodate more exhibitors and we look forward to exceeding both benchmarks in 2011.

In May 2010, AUSA will welcome exhibitors to the USA Pavilion at the Special Operations Forces Exposition (SOFEX) in Amman, Jordan. This tradeshow is highly regarded as the premiere show highlighting and promoting special operations in the Middle East. The USA Pavilion will be located in Hall 1 at the King Abdullah 1 Airbase near Amman, Jordan. The USA Pavilion is selling out quickly. AUSA is

excited about this addition to our calendar of international events and we look forward to seeing you there.

AUSA is also organizing the USA Pavilion in June 2010 at Eurosatory in Paris, France. Though the USA Pavilion increased in size this year we are concerned that we will be in a sell out situation, because space is selling rapidly. In 2008, there were 1,210 exhibitors, 52,414 visitors and 117 official delegations from 131 countries. GICAT and COGES, the show organizers, expect to exceed these figures in 2010.

Five value added benefits for participating in the USA Pavilion:

- Earn Order of Merit points
- Receive a full company listing in the USA Pavilion show guide that is distributed to attendees visiting the pavilion
- Hear presentations by top U.S.

military and U.S. Department of Commerce officials that are held each day in the exhibitor's lounge, drawing people to the pavilion

- Receive daily bulletins on scheduled pavilion events
- Gain maximum visibility and exposure to foreign military delegations and buyers

Marketing International Corporation (MIC) handles all exhibit space sales for the USA Pavilion. Please contact Carolyn Warnes at MIC if you are interested in exhibiting in the USA Pavilion at SOFEX or Eurosatory. She can be reached at 703-527-8000 or emailed at carolyn@micexpos.com.

For more information on SOFEX please contact Amy Frankenstein at 703-907-2413 or afrankenstein@ausa.org. For Eurosatory you may contact LexaLynn Hooper at 703-907-2666 or lhooper@ausa.org.