

## 2018 Partner-Alliance Event Agenda

---

### September 5, 2018 – Alliance Meetings & Dinner

---

**ASSIST, Lighting Energy Alliance, Light and Health Alliance, and Transportation Lighting Alliance meetings will be held during this time and are open to current Alliance members.**

*For more information, contact your Alliance liaison or event coordinator Rebekah Mullaney ([mullar2@rpi.edu](mailto:mullar2@rpi.edu)).*

---

**4:00 Guided Tour of the Lighting Research Center**

Lighting Research  
Center

---

**Partner-Alliance Dinner With Keynote: Paul Schoemaker**  
“Taking Stock of Where We Are To Create the Future”

**5:30**

Dr. Schoemaker will highlight lessons learned from the past as well as emphasize the importance of collective leadership for industry survival. He will share research about when, how and why industries shoot themselves in the foot, drawing on notable examples from oil & gas, pharmaceuticals, accounting and banking. He shall discuss to what extent the underlying risk factors that caused profound systemic damage in these earlier cases apply to the lighting industry and what forms the possible collateral damage might take under a passive approach to profound changes afoot in LED and beyond. Schoemaker will share some insights from his forthcoming book *See Sooner-Act Faster: How Vigilant Leaders Navigate Digital Turbulence* (MIT Press, 2019). He will highlight the traps and biases vulnerable organizations and industries typically fall victim and suggest practical remedies based on best practice from companies who successfully adapted to digital turmoil in the U.S. and beyond.

Franklin Plaza,  
4th & Grand St.  
Troy, New York

---

### September 6, 2018 – LRC Research Conference

---

**8:00 Continental Breakfast**

**8:45 Welcome**

Mariana Figueiro, Director, Lighting Research Center

---

**Future of Lighting - Panel Discussion**

Lori Brock, Head of Innovation Americas, OSRAM  
Mark Lien, Industry Relations, Illuminating Engineering Society  
Randy Reid, Founder and Publisher, EdisonReport  
Priscilla Richards, Team Lead, Codes, NYSERDA  
Paul Schoemaker, decision sciences and business strategy expert  
Moderator: Govi Rao - President & CEO - Noveda Technologies

**8:50**

The lighting industry continues to be in a state of rapid transformation. New technologies and new business models are forcing the industry to rethink what it means to be a lighting company in the 21st century. To understand and address this issue, the LRC is bringing together leaders from the lighting industry, policy makers, and business development experts for a panel discussion on the future of lighting and industry stewardship in this time of change.

Lighting Research  
Center

---

<Continued on Reverse>

---

## September 6, 2018 – LRC Research Conference, Continued

---

**10:15 Break**

---

### **The Future of Horticultural Lighting**

Erik Runkle, Professor, Department of Horticulture, Michigan State University

**10:45**

As the world's population soars, there are increasingly compelling reasons to produce high-value food crops in or near urban areas. From economic and horticultural perspectives, lighting is one of the most important components of controlled-environment horticulture, especially when plants are produced indoors in vertical farms. The light environment regulates crop yield and uniformity, as well as various quality attributes such as leaf size, color, texture, and taste. Lighting can also be used as a non-chemical method to control plant diseases or to increase the nutritional content of leafy crops. Dr. Runkle will provide an overview of the different horticultural lighting applications, then will discuss the challenges and opportunities that lie ahead for the nascent vertical farming industry.

---

### **Opportunities in UV Lighting Science and Technology**

Ziggy Majumdar, Director of Development, Lighting Research Center

**11:15**

The ultraviolet region of the electromagnetic spectrum (UV) is often not considered part of general purpose lighting, yet has long been used in specialty applications such as sterilization, curing and catalysis. In this presentation, Dr. Majumdar will discuss the recent science and opportunities to expand the use of UV in health, agriculture, the food system, and more broadly. He will also discuss performance requirements for UV sources to meet the needs for these applications.

---

**11:45 Lunch with LRC Researchers and Poster Session**

---

### **UL Task Group Project Update**

Joe Musso, Standards Program Manager, Underwriters Laboratories  
 Bryan Stevenson, Program Advisor, U.S. General Services Administration  
 Chris Brown, CEO of Nextgen Lighting and Former CEO of Wiedenbach Brown  
 Mark Rea, Task Group Chair and Professor, Lighting Research Center  
 Moderator: Dan Frering, Director, Grants & Education Programs, Lighting Research Center

**12:30**

This panel will provide an update on the task group working with Underwriters Laboratories (UL) to develop a recommended practice for the specification, measurement, and application of lighting to support circadian entrainment of individuals in daytime work environments.

---

### **LRC Project Updates**

Mariana Figueiro, Center Director, Lighting Research Center  
 Nadarajah Narendran, Director of Research, Lighting Research Center

**1:15**

Drs. Figueiro and Narendran present the major research projects conducted by the LRC over the past year.

---

**2:15 Adjourn; Posters & Tours Available**

---

For more information about the event, contact Rebekah Mullaney at [mullar2@rpi.edu](mailto:mullar2@rpi.edu) or call (518) 687-7100.