



Monthly News

## What is Brightness? The Five Basic Lighting Measures



“Brightness” to the lighting professional can refer to one of five quantities: (1) luminous flux; (2) luminous intensity; (3) luminance; (4) illuminance; or (5) luminous exitance. Many of the Lighting Professionals understand the basic definitions of the terms, but do not really understand what they mean and how to apply them. But for years, one of our members Sri Rahm had been saying

to himself: “One of these days I am going to take the time to really understand these.” On May 7, he will explain to the IES community in Cleveland how he has made sense of these measures.

For our May program, we would like to welcome back Sri Rahm who is a Senior Lighting Specialist at the GE Lighting Institute to present “*The Five Basic Lighting Measures*,” sponsored by GE Lighting. Sri has an M.S. (Physics) and an M.B.A. In 1980, Sri joined GE Lighting as a Physicist in the Metal Halide Engineering Department. Between 1987 and 1999 Sri worked in a number of different capacities in the Lighting Industry including engineering, marketing, training and consulting, and returned to GE in 1999 as a staff member at the Institute. He teaches Physics as a part-time faculty member at Case Western Reserve University. Sri is Lighting Certified (LC) by the NCQLP and is a member of the Illuminating Engineering Society of North America (IESNA) where he has served on the Conference Technical Papers Committee and currently serves on the Lighting Maintenance Committee.

Please join us for this very important and very entertaining and educational program. If you have never attended an IES program, this would be the one to see. Please bring your business card as we will be raffling the IES recommended practice (RP) related to this topic at the end of the presentation.

**When:** Tuesday, May 7, 2013

**Lunch:** 11:30 a.m.

**Program:** 12:00 p.m. to 1:00 p.m.

**Location:** Hilton Garden Inn Cleveland  
1100 Carnegie Avenue  
Cleveland, OH 44115

**Sponsor:** GE Lighting

**Credit:** 1 PDH

**Cost:** \$30

**Student:** \$20 (Must bring student ID)

Please pay by check or cash at the event or [use our PayPal Link](#) on our website. Note: If you pay by Credit Card, you don't need to RSVP Wendy unless you don't receive an e-mail or sign up two days prior to the event.

# RSVP

Contact Wendy Turkuc  
By Friday, May 3  
216-636-5893

[turkuc@att.net](mailto:turkuc@att.net)



# Lumen Press Newsletter

## GE Lighting's Nela Park celebrates 100 year anniversary



April 18, 1918: The move



The founders of Nela Park  
One of the world's first industrial parks



Building 307 under construction



Early Illuminating Engineers



Then...  
and now



100 year anniversary celebration  
April 18, 2013



# Lumen Press Newsletter

## Golf Outing

The IES Cleveland Section Golf Outing will be held on May 31, 2013 at Pineridge Country Club in Wickliffe, OH. Get your groups together now! Support the Education Scholarships and your local IES Section.

**Cost:** \$440 per foursome (Register by May 24, 2013): Includes 18 holes of golf, cart, lunch, catered dinner, beverages, lots of fun!

**Format:** Two-person scramble

Grand Prize: \$750

Double Eagle Sponsor: \$500

Birdie Sponsor: \$250

Tincup Sponsor: \$100

Signs: \$250

Lunch at the Turn: \$500

Golf Balls: \$300

Money Shot: \$250

Pin Shot: \$250 for #4 Hole, and \$250 for #14 Hole

Beverages: \$400

### Shotgun Start Schedule

10:00 AM–11:45 AM: Check-In

11:00 AM–11:45 AM: Lunch

12:00 PM: Shotgun Start

### Tee-Time Start Schedule

10:30 AM–11:45 AM: Check-In

Lunch at the Turn

Dinner at approximately 5:00 PM



**For Registration & Information  
Contact Kristen Mallardi**

216-246-9317 | [kristen.mallardi@eyelighting.com](mailto:kristen.mallardi@eyelighting.com)



# Lumen Press Newsletter

## President's Report

For our May Program we have a special treat for you. We would like to welcome back Sri Rahm who is a Senior Lighting Specialist at the GE Lighting Institute to present *"The Five Basic Lighting Measures,"* sponsored by GE Lighting. "Brightness" to the lighting professional can refer to one of five quantities: (1) luminous flux; (2) luminous intensity; (3) luminance; (4) illuminance; or (5) luminous exitance. Many of the Lighting Professionals understand the basic definitions of the terms, but do not really understand what they mean and how to apply them. But for years, one of our members Sri Rahm had been saying to himself: "One of these days I am going to take the time to really understand these." On May 7, he will explain to the IES community in Cleveland how he has made sense of these measures. Please join us for this very important and very entertaining and educational program. If you have never attended an IES program, this would be the one to see. Please bring your business card as we will be raffling the IES recommended practice (RP) related to this topic at the end of the presentation.

We would like to thank Rick Racey of Beacon Lighting and the crew at Lighting Dynamics for presenting the April IES Program. It was well attended (48 paid attendees) and a well-received program. We would also like to thank the University of Akron for sending three students to attend the event and for many of the Architectural and Engineering community for sending members of their firms that normally do not have the opportunity to attend a program.

Finally, on Friday May 31, 2013 is the IES Cleveland Section Golf Outing. The outing is used to fund the Cleveland Technical Society Student Scholarship each year and your local Cleveland Section. Now is the time to sign up with Kristen and get your reservations in for your foursomes and take advantage of one of the sponsorship opportunities outlined on [page 3](#) of the May Lumen Press. So, dust off the cobwebs and chase the spiders out of your bags and get ready for a fun-filled day at the golf course.

### **Richard Rutledge**

IES Cleveland Section President



# Lumen Press Newsletter

## Calendar of Events

### 2012

**September 25** | Tuesday Lunch

Topic: An All LED Theater—Myth or Reality?  
Location: Hilton Garden Inn Cleveland Downtown  
Sponsor: Bright Focus Sales & Vincent Lighting Systems

**October 16** | Tuesday Evening

Topic: Clambake with Seminar on the Side  
Location: Albion Woods Reservation, Strongsville  
Sponsor: Wolff Brothers

**November 15** | Thursday Lunch

Topic: How to See Better at Night (and in the Daytime)  
Location: Hilton Garden Inn Downtown Cleveland  
Sponsor: Venture Lighting Systems

**December 19** | Evening

Topic: December Light Walk  
Location: University Circle  
Sponsor: Eye Lighting

### 2013

**January 17** | Thursday Lunch

Topic: 2011 NEC Code Update: Lighting  
Location: Hilton Garden Inn Downtown Cleveland  
Sponsor: IES Cleveland Section

**February 21** | Thursday Lunch

Topic: Leveraging the Benefits of Daylighting with Lighting Controls  
Location: Hilton Garden Inn Downtown Cleveland  
Sponsor: Jack Duffy & Associates

**March 21** | Thursday Lunch

Topic: Integration of Wireless Controls with Exterior Lighting Systems  
Location: Hilton Garden Inn Downtown Cleveland  
Sponsor: Myriad Energy Solutions

**April 17** | Wednesday Lunch

Topic: What to look for in Computer Generated Lighting Calculations  
Location: Hilton Garden Inn Downtown Cleveland  
Sponsor: Lighting Dynamics

**May 7** | Lunch

Topic: What is Brightness? The 5 Basic Lighting Measures  
Location: Hilton Garden Inn Downtown Cleveland  
Sponsor: GE Lighting

**May 31** | Friday Event

Topic: IES Golf Outing  
Location: Pine Ridge Golf Course - Willoughby, OH  
Sponsors Welcome  
Sponsor: Everyone



# Lumen Press Newsletter

## Advertisers



Representing Quality Lighting and Control Manufacturers

[www.brightsales.com](http://www.brightsales.com)

Greg Shick  
[gshick@brightsales.com](mailto:gshick@brightsales.com)  
Leslie Patrizi  
[lpatrizi@brightsales.com](mailto:lpatrizi@brightsales.com)  
Gene Schleicher  
[gschleicher@brightsales.com](mailto:gschleicher@brightsales.com)  
2310 Superior Ave.  
Suite 220  
Cleveland, OH 4114  
P: 216-751-8384  
F: 216-937-0299

## LIGHTING & CONTROLS

Derrick Ayala  
Holly Bond  
Jason Bruder  
Fred Jereb  
Mike Malovasic  
Greg Zawadski

4503 Brookpark Rd.  
Parma, OH 44134  
P: 216-741-4545  
F: 216-741-7555



Specializing in Lighting Control Systems for Commercial Applications

Churches, Schools  
Theaters, Studios  
6161 Cochran Rd.  
Suite D  
Solon OH 44139  
P: 216-475-7600  
P: 1-800-922-5356  
[info@vls.com](mailto:info@vls.com)  
[www.vincentlighting.com](http://www.vincentlighting.com)



## Intelligent Illumination

Guy Day, Mike Evert  
Todd Manke, Tom Sonneborn  
Linda Rath, Jan Burney

1511 Brookpark Rd.  
Cleveland, OH 44109  
P: 216-458-2890  
F: 216-458-2892  
[www.intellillum.com](http://www.intellillum.com)



Leading Manufacturer of High Quality HID Lamps, LED and HID Luminaires, Controls, and Lighting Systems

ISO 9001:2000 Certified ISO 14001:2004 Certified OHSAS 18001:1999 Certified ISO 17025:2005 Accredited

9150 Hendricks Rd.  
Mentor, OH 44060  
P: 888-665-2677  
F: 800-811-7395  
P: 440-350-7000  
F: 440-350-7001  
[sales@eyelighting.com](mailto:sales@eyelighting.com)  
[www.eyelighting.com](http://www.eyelighting.com)



Wholesale Distributors  
Electrical, Lighting, Plumbing  
HVAC, Cabinets & Tools

Medina, Wooster,  
Cleveland, Akron,  
Sandusky, Mentor,  
Elyria, Ashland

1200 Kelly Avenue  
Akron, OH 44306-3735  
P: 330-773-0200  
F: 330-773-2153  
P: 1-800-444-1444  
[www.wolffbros.com](http://www.wolffbros.com)



## Jack Duffy & Associates

Patrick Duffy - Jason Breckner - Matt Garred - Jerry Falasco  
Bob Nord - Kathy Levine - Stephen Nagy - Jim Parsons  
Eric Sweigert - Andy Ports - John Baranek - Frank Sgro  
Lisa Wallbrown - Jill Varley - Bethany Kulka - Deidre Watt

95 Executive Parkway  
Suite 100  
Hudson, OH 44236  
P: 234-380-1690  
F: 234-380-1699  
[www.duffylighting.com](http://www.duffylighting.com)

## woodmandesign

Chris Woodman • Graphic Designer  
Websites, Logos, Brochures, Fliers, Presentations & More

[cswoodman@mac.com](mailto:cswoodman@mac.com) • [www.woodman-design.com](http://www.woodman-design.com)



# Lumen Press Newsletter

## Officers & Board of Managers

### Officers

**Rich Rutledge** | President  
P: 216-875-4000 x 4088  
F: 216-875-4125  
E: [rlr@hwhaep.com](mailto:rlr@hwhaep.com)

**Kristen Mallardi** | Vice President  
P: 440-954-2587  
F: 440-350-7001  
E: [kristen.mallardi@eyelighting.com](mailto:kristen.mallardi@eyelighting.com)

**Henry Barker** | Secretary  
P: 216-391-3700  
F: 216-391-0108  
E: [hbarker@karpinskieng.com](mailto:hbarker@karpinskieng.com)

**Wendy Turkuc** | Treasurer  
P: 216-636-5893  
F: 216-444-2987  
E: [turkuc@att.net](mailto:turkuc@att.net)

### Board of Managers

**Joe Borzyn**  
P: 216-522-1350  
F: 216-522-1357  
E: [jborzyn@wrldesign.com](mailto:jborzyn@wrldesign.com)

**Jason Brown**  
P: 216-280-9492  
E: [jason.d.brown@ge.com](mailto:jason.d.brown@ge.com)

**Natasa Cekic**  
P: 216-391-3700  
F: 216-391-0108  
E: [ncekcik@karpinskieng.com](mailto:ncekcik@karpinskieng.com)

**Brian David**  
P: 216-391-3700  
F: 216-391-0108  
E: [bdavid@karpinskieng.com](mailto:bdavid@karpinskieng.com)

**Robert Doherty, Jr.**  
P: 330-773-0200  
F: 330-773-2153  
E: [bdoherty@wolffbros.com](mailto:bdoherty@wolffbros.com)

**Bob Martin**  
P: 440-465-1491  
F: 330-425-1884  
E: [bob@myriadenergy.com](mailto:bob@myriadenergy.com)

**Rinara Reh**  
P: 216-266-2406  
F: 216-266-2158  
E: [rinara.reh@ge.com](mailto:rinara.reh@ge.com)

**Dyke Riffle**  
P: 440-543-8257  
F: 440-543-7236  
E: [dyke@riffleassoc.com](mailto:dyke@riffleassoc.com)

**Shelli Sedlak-Mejia**  
P: 216-266-2789  
E: [shelli.sedlak@ge.com](mailto:shelli.sedlak@ge.com)

**Dave Woytek**  
P: 216-391-3700  
F: 216-391-0108  
E: [dwoytek@karpinskieng.com](mailto:dwoytek@karpinskieng.com)

### Cleveland Section Chairs

**Jason Brown** | Education  
P: 216-280-9492  
E: [jason.d.brown@ge.com](mailto:jason.d.brown@ge.com)

**Natasa Cekic** | Historian  
P: 216-391-3700  
F: 216-391-0108  
E: [ncekcik@karpinskieng.com](mailto:ncekcik@karpinskieng.com)

**Jason Brown** | IIDA  
P: 216-280-9492  
E: [jason.d.brown@ge.com](mailto:jason.d.brown@ge.com)

**Chris Woodman** | Newsletter / Website  
P: 216-780-0495  
E: [cswoodman@mac.com](mailto:cswoodman@mac.com)

**Kristen Mallardi** | Programs  
P: 440-954-2587  
F: 440-350-7001  
E: [kristen.mallardi@eyelighting.com](mailto:kristen.mallardi@eyelighting.com)

**Dyke Riffle** | Public Relations / Awards  
P: 440-543-8257  
F: 440-543-7236  
E: [dyke@riffleassoc.com](mailto:dyke@riffleassoc.com)

**Henry Barker** | Membership  
P: 216-391-3700  
F: 216-391-0108  
E: [hbarker@karpinskieng.com](mailto:hbarker@karpinskieng.com)

**Shelli Sedlak-Mejia** | Emerging Professional  
P: 216-266-2789  
E: [shelli.sedlak@ge.com](mailto:shelli.sedlak@ge.com)

**Rinara Reh** | Emerging Professional  
P: 216-266-2406  
F: 216-266-2158  
E: [rinara.reh@ge.com](mailto:rinara.reh@ge.com)