

FEARLESS

1180
WHAM

ROCHESTER'S NEWS LEADER

Bob Lonsberry

Monday - Friday
11am - 2pm

www.wham1180.com

Lumetrics sees potential for growth in product

Henrietta company gets approval for technology for the eye

By **ANDREA DECKERT**

Lumetrics Inc. continues to develop new technologies, this time for a product in the eye-care market.

The Henrietta firm recently received patent approval for technology used in evaluating the internal structure of the human eye.

It is a timely technology, said John Hart, president and CEO, in that by 2030, the population of those over age 65 in the United States is expected to exceed 70 million.

With the increased number of seniors, eye disorders such as diabetic retinopathy, glaucoma, macular degeneration and cataract disease are expected to increase.

Hart said there is a need for tools to treat eye diseases expected in that population. "It's a market that shows great potential," he said.

Lumetrics' technology has better measurement capabilities than what is currently in the market, he said. The initial reaction of those in the eye-care field has been positive.

The patent approval is a significant milestone for Lumetrics because it allows the firm to move into instrumentation for use in the ophthalmic and medical fields. It will be the first instrument in the ophthalmic field for Lumetrics, he said.

Hart expects Lumetrics to develop a product and introduce it in the market-place in roughly two years. The firm is searching for a marketing partner to help

sell the device.

The Lumetrics technology will allow eye surgeons to gather data about a patient's eye with no discomfort to the patient, said Filipp Ignatovich, principal scientist at Lumetrics.

It will permit seamless integration with existing ophthalmic instruments and can be used during cataract surgery to monitor proper placement of the artificial lens in the patient's eye, he said.

The development of the technology was helped by funding from the national Small Business Innovation Research grant program, through the U.S. Small Business Administration's Office of Technology, Hart said.

Lumetrics also has received SBIR funding for the development of a camera that will capture images of the retina. The handheld camera also is intended for the ophthalmic market to enable early detection of eye diseases.

Lumetrics has 20 local workers. It develops and manufactures high-precision thickness measurement and gauging systems for industrial applications.

Started in 2002, Lumetrics licensed thin-film measurement technology from Eastman Kodak Co. and created OptiGauge, an approach to non-contact optical measurement of multilayer materials for the medical, pharmaceutical, food packaging, eye-care products and coatings industries.

Its OptiGauge system measures blown, single or multilayer film used for products such as IV and blood bags.

Another product the firm sells is its Automated X/Y Tissue Scanning System, which can map 3-D thickness.

adeckert@rbj.net / 585-546-8303

If you remember Woodstock, tell a child.



These Kids **Have** Friends Like You.



These Kids **Need** Friends Like You.

Visit RochesterMentors.org/tellachild to see more kids and their friends, and to find an information session you can attend (or call 585.271.4050).

If you're an adult who has experienced school, work, relationships and/or parenting—if you lived through the joy of Woodstock or the emotion of Vietnam, you have what it takes to be an adult friend to a Rochester City School District child. These are kids who (in the words of Carole King) need you to tell them "you've got a friend."

AdCouncil

Space donated to the Ad Council as a public service of this publication. ©2011 All rights reserved.



ROCHESTER MENTORS
YOU HAVE WHAT IT TAKES TO BE A MENTOR.

BAKEWISE

Continued from page 1

quisition, said Robert Drago, Bakewise Brands president.

Bakewise employs some 150 local workers and 250 more at Tom Cat. The business had had an operation in North Carolina since the 2007 acquisition of Bageltime Inc., but that was shut down at the end of 2010. Those operations were moved to the Wayne County headquarters.

Day-to-day operations will not be affected by the name change, Drago said. Tom Cat remains a wholly owned subsidiary, and products will continue to be marketed under the Fleischer's and Tom Cat names.

Bakewise now offers more than 400 private-label and branded bakery products.

"We have a new identity and really a new start as a bigger company with a lot more resources," Drago said.

A long-term change will be how the company presents itself to the market and interacts with customers, now that it has more offerings, he said.

The Fleischer's operation makes fresh, refrigerated and frozen bagels sold to grocery chains and hospitality customers throughout the eastern United States. It manufactures bagels for brands such as Pepperidge Farm Inc. and for grocery chains, including Wegmans Food Markets Inc. The Macedon facility produces more than 150 million bagels annually.

The Tom Cat Bakery was founded in 1987 by a chef with a passion for authentic French, Italian and specialty artisan breads. Its facility in Long Island City, Queens, bakes and delivers fresh, handmade bread

to more than 1,000 accounts daily.

Tom Cat's bread is on the tables at New York City's four-star restaurants and most famous hotels and also can be found at many food retailers and sandwich chains in the New York-New Jersey-Connecticut region, company officials say.

When Fleischer's first acquired Tom Cat, the firm spent the first eight months or so reviewing possibilities for consolidation and shared services. The company now is focused on promoting brands from each location, Drago said.

There is no change in ownership, Drago said. Bakewise remains owned by Ancor Capital Partners LLC, a private-equity company based in Fort Worth, Texas, which bought Fleischer's in 2005.

Bakewise is hiring a handful of workers, including some managers locally, Drago said.

The company has been hiring steadily over the past few years, adding positions including vice presidents of sales and marketing here and at Tom Cat, new salespeople and a plant manager at the Tom Cat site.

The firm also has invested more heavily in research and development at both sites and continues to add to its product line. Drago said product development is important in the bakery business because of the amount of competition.

Hoovers Inc. estimates there are roughly 2,500 commercial bakeries in the United States, with combined annual revenue of \$25 billion.

What helps Bakewise is its ability to develop a product and bring it to the market faster than larger competitors, Drago said. While it can take some competitors a year

Continued on page 12

Area speaking with one voice on priorities for state funding

Last week I traveled to Albany with other members of the Rochester Community Coalition. Our purpose was to meet with state leaders and Rochester-area state legislators to discuss four projects we'd like to see funded in the 2011 state budget.

Regular readers of this column might wonder: How can I, as the leader of the Rochester Business Alliance and a co-founder of Unshackle Upstate, be on one hand calling for cuts in state spending and then turn around and ask for state money?

The answer is simple: Cutting spending will get our economy only so far. Even Gov. Andrew Cuomo said it two weeks ago when he was at Nazareth College to drum up support for his budget proposal: We have to grow our way out of these economic doldrums. And in my mind, the best way to do that is to invest in projects that will create good jobs.

As we presented our four-project list, we made it clear that we fully recognize that New York state is in financial crisis and that any state spending must hold up to intensive scrutiny. But we said we also know that our elected officials recognize that strategic investment in economic development is essential to revitalizing our state. So we think this list, which identifies projects we believe have the greatest potential for job creation, will help our leaders set priorities for making the necessary investments to get New York back in business.

The Rochester Community Coalition, now in its fourth year, includes representatives from business, labor, education, city and county government and non-profits. What makes this group unique is that despite our very different viewpoints and constituencies, we can come together and develop a project agenda that we can wholeheartedly and unanimously support.

Among those on the Albany trip with me were Jennifer Leonard, president of the Rochester Area Community Foundation; Joel Seligman, president of the University of Rochester; William Destler; president of Rochester Institute of Technology; Ken Warner, executive director of Unions and Businesses United in Construction; and Dave Young, president of the Rochester Building & Construction Trades Council. It was a day packed with meetings, including time with Lt. Gov. Robert Duffy, Assembly Speaker Sheldon Silver, Senate Majority Leader Dean Skelos, members of the governor's economic development team and our local representatives.

What's on the list? Two projects that would develop job-creating centers at our major universities, one that would overhaul infrastructure to facilitate economic growth and one that would expand a youth development program.

Topping the list is \$25 million for the Institute for Sustainability at Rochester Institute of Technology, an investment essential to completing a total public-private partnership fundraising goal of \$107 million.

This institute will be essential in establishing our region as a global hub for the green-technology economy, which Destler said would have "a catalytic effect on the region as well as the state." As an added, essential benefit, it is expected to create 100 professional and technical positions at RIT, produce 160 construction jobs over two years and have \$650 million in re-



ON BUSINESS
Sandra Parker

gional earning potential.

Also on the list is \$33 million to create the Health Sciences Center for Computational Innovation at the University of Rochester. This investment would go toward a potential public-private partnership that could reshape the delivery of health care by combining IBM's high-performance computing resources and the University of Rochester's biomedical research enterprise. The center would create the nation's largest and most powerful computer systems dedicated to health research, positioning Upstate New York as a hub of health innovation and technology development, Seligman said. It also has a significant economic development component—creating more than 180 scientific and research jobs and potentially generating more than \$200 million in total research growth over 10 years.

Third is \$5 million over four years to expand a Rochester After-School Initiative, a collaboration among the city of Rochester, the Rochester City School District, the United Way and the Community Foundation to help young people find safe and constructive options, develop social skills, establish mentor relationships and provide access to academic enrichment. The investment will be used to bolster this program and develop a long-term implementation strategy, as well as to enable the program to serve an additional 625 youths annually, to reduce youth crime and improve graduation rates.

The fourth item is state support for a project that will overhaul the expressway corridor from the Genesee River to the I-390/I-590 interchange. The state has already committed \$22 million to what is estimated to be a \$100 million project. We're asking the state to keep the project on its list of priorities for federal transportation funding. This road work is needed to support and accommodate increased traffic from planned growth of UR, RIT and Monroe Community College, as well as from projects along Mt. Hope Avenue and East Henrietta Road.

The Center for Governmental Research estimated recently that this infrastructure growth and business development that could add more than 20,000 jobs (both direct and indirect) to the region over the next 20 years. Construction of this project will create more than 850 jobs (both direct and indirect) and \$42 million in labor income.

Despite the state's budget difficulties, our list was well received by government officials who said they were happy to see a united community agenda. Stay tuned, as we will keep pushing ahead and will encourage you to join. The next step is inviting members of the public to contact their legislators to express support for the coalition's agenda.

Sandy Parker is president and CEO of the Rochester Business Alliance. She can be reached at (585) 244-1800 or SandyP@RBalliance.com.

When a marriage splits up, business becomes personal

Protecting your interests in divorce situations through both litigation and collaborative law.

Attorney Advertising



Lori J. Parker
Attorney at Law

(585) 244-2425

lori@parker-law-office.com | www.parker-law-office.com

2425 Clover Street | Rochester, New York 14618 | f. (585) 244-2425 | f. (585) 271-0847

Read tomorrow's business news this afternoon!

The **Daily Report** is sent via e-mail each weekday afternoon.

Get the business news you need now to stay ahead.

Take advantage of this free service.

Go to www.rbj.net/dailyreport.asp

and sign up today.



CHANGE STARTS HERE. CAN WE COUNT YOU IN?

SUPPORT UNITED WAY'S COMMUNITY FUND TODAY



LIVE UNITED.