



ASABE CHICAGO SECTION *April 25, 2007 MEETING*

Entrepreneurship - Presentations by Spectrum Technologies, Inc. and Innoquest Inc.

WHAT: Michael Thurow, Spectrum Technologies, Inc., and William Hughes, Innoquest Inc., will guide us through the founding of their companies and explain how the partnership of their companies works. They will discuss the challenges of growing their respective businesses and developing the strategic alliance between the two companies.

WHEN: Wednesday, April 25, 2007

WHERE: The Oaks Hotel and Conference Center
(Formerly the Ramada Inn)
300 S. Frontage Road
Burr Ridge, Illinois 60527
(630) 325-2900

Attention Professional Engineers: This meeting will count for 2.0 PDH (Professional Development Hours.) A signed receipt from ASABE will be available for you when you pay your admission.

TO REGISTER: Contact Dan Karlak
(630) 887-3083
dan.karlak@cnh.com
Please Register by April 22nd.

This is a firm deadline!

Due to commitments with the food providers, no reservations accepted after April 22nd.

SCHEDULE:

5:00 - 5:30 Social Half-Hour
Cash Bar

5:30 - 6:15 Presentation by Michael Thurow
Spectrum Technologies

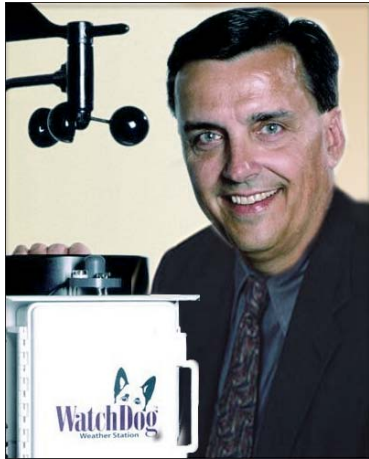
6:15 - 7:00 Presentation by William Hughes
Innoquest Inc.

7:00 Dinner

7:45 ASABE Chicago Section Meeting

MENU: Italian Style Buffet
Entrée: Caesar salad/fresh fruit salad, lasagna, mini pizzas, Italian beef with peppers & onions, Italian vegetables. Fresh baked rolls & butter, iced tea, coffee, tea. Desert: assorted gourmet cookies.

COST: \$25 Members & \$15 Students



Spectrum Technologies Inc. sells and distributes “plant measurement technology” to the agricultural and horticultural industries worldwide. The product line includes weather stations and data loggers, IPM tools, nutrient management tools, plant health meters, and soil moisture and compaction meters. The diverse customer base includes researchers, growers, greenhouses, golf courses, and ag consultants. Major ag chemical and seed companies are also users of the company’s

products. The [measurement] information aids researchers and growers in making more effective decisions on crop management inputs.

Thurow will describe how he makes new product development decisions, as well as strategies for market development of new measurement technology. He will relate how this process has changed for his company as it has grown and how this compares with new product development at large multinationals. Michael has a BS in Agricultural Engineering-Mechanization from Western Illinois University and an MBA from Keller Graduate School of Management.



Innoquest Inc. is an engineering and manufacturing company that designs, engineers, prototypes, and manufactures low volume products for their customers. In 1991, William Hughes designed and started manufacturing humidity sensors for greenhouse control systems after earning a degree in Agricultural Engineering from the University

of Illinois. In 1993 Hughes formally founded Innoquest to design and sell electronic rain gauges in Champaign, IL. In the fall of 1994, the business was moved to Woodstock, IL.

Since 1996 Innoquest has developed and produced over 70 products under contract with other companies. These products are best described as weather and soil diagnostic instruments used by farmers, growers, and agricultural researchers. Innoquest currently focuses on product design, engineering, prototyping, product testing, and short-run manufacturing. Hughes is a licensed PE in the State of Illinois.

Together Spectrum Technologies and Innoquest have won twelve ASABE AE50 Awards for their products.

Directions: Exit I-55 at County Line Road South (Exit 276A). County Line Rd is the first exit west of the intersections of I-55 and I-294. The first stop light will be Frontage Road, turn RIGHT. Follow Frontage road for less than half mile, The Oaks Hotel & Conference Center will be on your left.

