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## Lee Eilers 2010

April 21, 2010 - Green Buildings

Name: Lee Eilers

Title: President

Company: TwistHDM, LLC

Location: Holland, Michigan

Place of Birth: Winner, SD

Family: Precious wife of 25 years, 3 fantastic kids

College: University of Iowa,

University of Saint Thomas

First job unrelated to your current field: NCR selling computer systems to the banking industry.

First job in current field: My first entrepreneurial venture was a start-up equipment leasing firm in Florida in the late 1980's.

What your firm does now and its plans for the future: TwistHDM is the designer and manufacturer of LimeLight, the parking industry's first wireless lighting control system. By leveraging wireless technology, LimeLight provides a "brilliant" parking garage, while saving 60-70% in energy costs. As such, the system has a full payback in the 3-4 year range, with an overall life 12-15 years. Plans for the future include the integration of security cameras and stall identification technology through the wireless mesh.

Hobbies: Running marathons, singing, and involvement in select charities.

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