

february 2015  
review

# initiatives

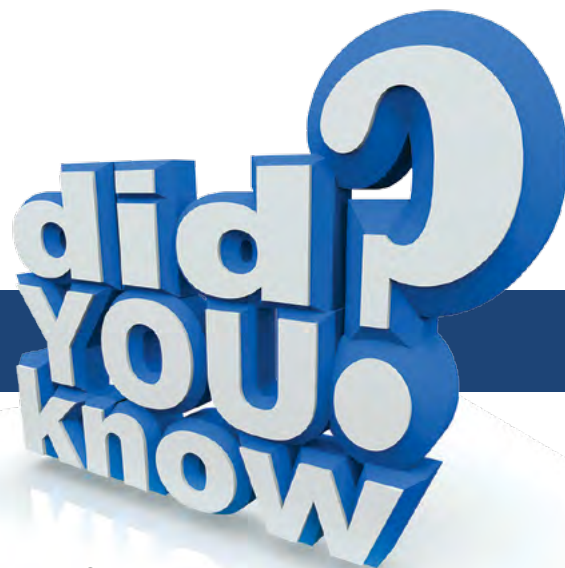
chamber of commerce  
of huntsville/madison county



Huntsville welcomes  
Polaris with its 2,000 jobs  
and innovative vehicles for

the way out

## Local Stories of Success



### CDS-John Blue Company

Agricultural roots run deep through the soil of Madison County, and so do the roots of CDS-John Blue Company. In 1886, John Blue established a business to repair cotton gins and develop efficient methods of distributing fertilizer and cottonseed. John's goal was to revolutionize farming and make it dependent on machinery rather than manpower. In 1945, he moved the company from North Carolina to Huntsville, Alabama, in order to be close to sources of steel and coal. More than half a century later, CDS-John Blue Company remains a top pioneer of new agricultural equipment. In addition to manufacturing liquid fertilizer agricultural pumps and other products for both fertilizer application and irrigation use, the company's newest invention is linking the iPad to tractors everywhere.

CDS-John Blue's patented Electronic Liquid Blockage Monitor System (LBMS), which allows farmers to monitor fertilizer application from the cab of their tractors, won the company an American Society of Agricultural and Biological Engineering Outstanding Innovation Award in 2014. The LBMS uses sensors to track magnetic balls that float inside flow monitor tubes that feed fertilizer hoses. It alerts farmers to specific hoses that are not flowing properly by sending a visual display and an audio alarm to an iPad located in a tractor cab.

"We do not send anything to the moon, but we do help feed and clothe the population," says Chief Operations Officer Michael Poland. "Our products help increase the yield of crops, one of which is used to make ethanol and help fuel the current fleet of automobiles."

This past year, CDS-John Blue Company relocated its facility in Huntsville to Electronics Boulevard near the Port of Huntsville and the Huntsville International Airport. The new facility will provide additional space for continued expansion of CDS-John Blue products. From its new and expanded Huntsville plant, CDS-John Blue will continue to develop innovative solutions to revolutionize farming and help farmers around the world improve their crops and profits. For more information, visit [www.cds-johnblue.com](http://www.cds-johnblue.com).



Electronic Liquid Blockage Monitor System (LBMS)

### LSINC | iCubate

Alicia Ryan, CEO of LSINC, launched her company from her home in 2008. Alicia and her then five employees worked with business leaders to develop future-oriented company strategies. Four years later, LSINC acquired Inergi, becoming one of the few companies in the U.S. to offer both strategic consulting and concept-to-completion product development. From ideation to launch, LSINC provides support at every step along the product development life cycle, including strategy and intelligence, product development, engineering and analysis and strategic communications.

During my visit to LSINC, I met with Amanda Conger, Mechanical Design Engineer at LSINC who spoke with me about products that the company has helped to develop. One proj-

ect with a company based at the HudsonAlpha Institute for Biotechnology, iCubate, Inc., illustrates the incredible synergy between the biotech, engineering, and prototyping sectors in Huntsville. iCubate is a molecular diagnostic company with applications in human health and agriculture.

A team lead by Jian Han, M.D., Ph.D., faculty investigator at HudsonAlpha and founder and Chief Scientific Officer of iCubate, worked with the LSINC engineering team to develop and launch iCubate's flagship product, the iC-System, a revolutionary molecular diagnostic platform that allows for faster, more accurate diagnoses for improved, personalized treatments.

In a typical lab, diagnoses of diseases are done in three steps: 1) extraction of DNA from cells, 2) amplification of disease-