

# BIOZONA 2009 - CONFERENCE PROGRAM

7:30            **Registration & Breakfast**

8:30            **Opening Plenary Session**

*Sponsored by HUB International*

**Welcoming Remarks**

Nina Ossanna  
Program Chair, BIOZONA 2009

**AZBio & Industry Update**

C. Robert Eaton  
President & CEO, AZBio

**Regional Bridges: AZBio Reaching Out Beyond Arizona**

Frank Curci  
Member, Jennings Strouss & Salmon

**AZBio Resource Network**

David Wilson  
Principal, Acorn Technology

**KEYNOTE ADDRESS - "Customers, Creativity and Culture - The Ventana Story"**

**Christopher Gleeson**

President and CEO, Ventana Medical Systems, Inc., and Head, Roche Tissue Diagnostics

Mr. Gleeson became President and Chief Executive Officer in May 1999 for Ventana Medical Systems, Inc. During the past nine years, he has been successful in dramatically growing the business and expanding its diagnostic technologies, one of which was the qualitative detection of hormone receptors and proteins as an aid for the management and prognosis of breast cancer. Currently, Mr. Gleeson is leading efforts with the company's integration to F. Hoffmann-La Roche Ltd., and was appointed Head of Roche Tissue Diagnostics in early 2008. Prior to Ventana, Mr. Gleeson was Senior Vice President of Bayer Diagnostics, and General Manager of the U.S. Commercial Operations for Chiron Diagnostics. He was also the founder, owner, and Managing Director of Australian Diagnostics Corporation, a leading diagnostics distributor in Australia. Mr. Gleeson attended Monash University in Melbourne, Australia.

10:00            **Refreshment Break - Exhibit Hall Opens**

*Sponsored by DPR Construction*

10:30

**Concurrent Sessions**

**BUSINESS TRACK – “Building a Bioscience Company – Various Roads to Success”**

*Sponsored by sanofi-aventis*

Veterans of companies from three different starting points (spinout from an academic institution, stand-alone startup and large company affiliate/incubator) share their experiences in successfully building a bioscience company.

Moderator

Patrick Brundage

Practice Leader, Analytics, marketRx, a Cognizant Company

Panelists

Sabrina Martucci Johnson

Chief Operating Officer, Cypress Bioscience

Kevin D. Weber

Founder, BioMark Partners, LLC

Loretta P. Mayer

Chairman & CSO, SenesTech, Inc.

**SCIENCE TRACK – “Algae, Anti-Venom and Antigens”**

This session focuses on the diversity of the life science enterprise in Arizona. Speakers will discuss the production of micro and macro algae and the variety of products that can be derived from it, a neutralizing antivenom being developed for North American pit viper envenomation, a new immuno-biologic for treatment of coccidioidomycosis and a live attenuated vaccine being developed to protect newborns from pneumonia.

Moderator

Craig Woods

Owner, Animal Health Consulting

Speakers

“Algae: A Unique Green Source of Nutritional and BioFuels”

Andrew Ayers

Chief Executive Officer, Algae Biosciences Corp.

“Comparative Medicine: Rattlesnake Anti-Venom and Valley Fever”

Craig Woods

Owner, Animal Health Consulting

“Pneumonia Vaccine for Newborns: a Vaccine with Global Ramifications”

Katie Brenneman

Biodesign Institute at ASU

## **COMPANY SHOWCASE - Diagnostics, Assays & Services**

*Sponsored by Jennings Strouss & Salmon, PLC*

Moderator

Pete Manspeaker

President, Vision Quest Bioscience, LLC

Presenting Companies

Applied Microarrays, Tempe, AZ

KromaTiD, Inc., Fort Collins, CO

Luceome Biotechnologies, Tucson, AZ

MSDx, Tucson, AZ

Pharmatech Oncology, Denver, CO

TD2, Scottsdale, AZ

## **Luncheon Plenary Session**

*Sponsored by Snell & Wilmer*

**11:45**

### **Welcoming Remarks**

**Michael Mobley**

Chair, AZBio Board of Directors

**11:55**

### **Economic Impact of Bioscience in Arizona**

**Walt Plosila**

Sr. Advisor, Technology Partnership Practice

Batelle

**12:15**

### **Lunch**

**12:45**

### **KEYNOTE ADDRESS - "The Esperion Story: A Biotech Success Between the Coasts"**

**Roger Newton**

Founder, President & CEO, Esperion Therapeutics

Dr. Newton has worked 25 years in the pharmaceutical and life sciences industries. He most recently was senior vice president of Pfizer Global Research and Development and director at Esperion Therapeutics, a Pfizer, Inc. company. He was cofounder, president and chief executive officer of Ann Arbor, Mich.-based Esperion Therapeutics Inc. (NASDAQ:ESPR), a biopharmaceutical company founded in July 1998. Esperion, which was divested from Pfizer in May 2008 and restarted as an independent enterprise, was dedicated to the discovery and development of pharmaceutical products for the treatment of cardiovascular diseases with a new treatment approach called "HDL Therapy." Pfizer purchased Esperion for \$1.3 billion in February 2004. Before founding Esperion, Newton worked for Warner-Lambert/Parke-Davis (now Pfizer). As a distinguished scientist and chairman of the Atherosclerosis Drug Discovery Team, he co-discovered and was the product champion of what is now the most prescribed cholesterol-reducing drug in the world, atorvastatin, now known as **Lipitor**.

1:30

**Concurrent Sessions**

**BUSINESS TRACK- “Alternate Funding & Growth Strategies for Today’s Economy”**

*Sponsored by sanofi-aventis*

This session will explore alternative strategies to support company objectives when capital is in short supply. Topics will include private funding options, company-to-company collaboration, and alternative paths to commercialization, government assistance programs and possible early exits.

Moderator

Jon W. McGarity  
President & CEO, Ethix Associates

Speakers

Frank Curci  
Member, Jennings, Strouss & Salmon

Jack Suggs  
Financial Advisor, Merrill Lynch

Dan O’Neill  
CEO, DJT Enterprises

**SCIENCE TRACK – “To Market, To Market”**

Speakers in this session will discuss several products in or approaching the commercial marketplace. They will include a blood test designed to work in conjunction with existing tools for diagnosis of Alzheimer’s Disease, a non-invasive system using ultrasound to perform cosmetic procedures and robotic therapy devices designed to return function to the weak or paralyzed limbs of a stroke survivor.

Moderator

Ed Koeneman  
Chief Operating Officer, Kinetic Muscles, Inc.

Speakers

“Diagnosing Alzheimer’s Disease”  
William J. Gartner  
President & CEO, Provista Life Sciences, LLC

“Non-Surgical Cosmetics”  
Randall Miller  
Ulthera, Inc.

“Rehabilitation Medical Devices”  
Ed Koeneman  
Chief Operating Officer, Kinetic Muscles, Inc.

## **COMPANY SHOWCASE - Therapeutics and Vaccines**

*Sponsored by Jennings Strouss & Salmon*

Moderator: David S. Thorpe

Principal Research Investigator, Biology, sanofi-aventis Pharmaceuticals

### Presenting Companies

Amplimed Corp., Tucson, AZ

ApopLogic Pharmaceuticals, Aurora, CO

C-Virion Corporation, Scottsdale, AZ

HumaGene Inc., Scottsdale, AZ

Transmed Oncology, Inc., Cave Creek, AZ

Vaxx, Inc., Tucson, AZ

### **2:45 Refreshment Break**

*Sponsored by Quarles & Brady*

### **3:15 Concurrent Sessions**

#### **BUSINESS TRACK – “A New Washington – The Impact on the Bioscience Industry”**

*Sponsored by sanofi-aventis*

Speakers in this session will explore the potential impact of the Obama administration on the bioscience industry. Topics will include regulatory trends at the state and federal levels, recent and pending FDA changes and the role of lobbying by industry advocates.

#### Moderator

John Lopez

Associate, Jennings, Strouss & Salmon

#### Speakers

Suzanne Parisian

President & Founder, MD Assist, Inc.

Joseph Panetta

President & CEO, BIOCOM, San Diego

Shelby D. Fletcher

Director, Government Relations, Pfizer, Inc.

Michael Wolf

Director of Worldwide Public Affairs and Policy, Pfizer, Inc.

## **SCIENCE TRACK – “Personalized Medicine – Oncology and Asthma Advancements”**

This session focuses on recent research advances leading to personalized medicine approaches for better treatment of disease. Speakers will discuss the development of markers to identify specific airway inflammation mechanisms in asthma, the potential to target anti-neutrophilic therapy to patients with specific genetic backgrounds and new approaches to treatment of advanced malignancies.

### Moderator

Craig Woods  
Owner, Animal Health Consulting

### Speakers

“Functional Genomics: Trends in Asthma Research”  
Donata Vercelli  
Assistant Director, Arizona Respiratory Center

“Personalized Medicine: Future Directions for Asthma”  
Fernando Martinez  
Director, Arizona Respiratory Center

“Personalizing Cancer Therapy: The Initial Steps”  
Glen Weiss  
Cell Biology Division, Translational Genomics Research Institute

## **COMPANY SHOWCASE - Devices & Drug Delivery Systems**

*Sponsored by Jennings Strouss & Salmon*

### Presenting Companies

Intrinsic Bioprobes, Inc., Tempe, AZ  
LiPoint Incorporated, Tucson, AZ  
MedApps, Inc., Scottsdale, AZ  
NeuroQuest Therapeutics, Grand Junction, CO  
Quest Product Development Corp., Wheat Ridge, CO  
TR BioSurgical, Chandler, AZ

**4:30**

### **Closing Reception**

*Sponsored by Pfizer*

**6:45**

### **Arizona Diamondbacks vs. Colorado Rockies (Chase Field)**

(Optional event - half-price tickets available to BIOZONA 2009 attendees)