



## Georgia Biomedical Partnership Newsletter

# June 2007 GBP E-Chronicle

## House Speaker Appoints Bioeconomic Development Study Committee

### Four Legislators, Three Industry Experts Named to Panel

House Speaker Glenn Richardson has appointed seven legislative and industry leaders to serve on the House Georgia Bioeconomic Development Study Committee. The committee will explore establishing a master plan for life sciences technology commercialization in Georgia.

House members appointed are Rep. Charlice Byrd, who will chair the committee, and Reps. Karla Drenner, Ph.D.; Larry O'Neal; and Carl Rogers. The industry experts named to the committee are Clifton A. Baile, Ph.D., Georgia Research Alliance Eminent Scholar in Agricultural Biotechnology and Distinguished Professor in Animal Science and Foods & Nutrition at the University of Georgia; Fabrice Egros, Ph.D., MBA, President of UCB, Inc., in Smyrna, Ga.; and Russell M. Medford, M.D., Ph.D., scientific co-founder, President and CEO of AtheroGenics, Inc., an Alpharetta-based pharmaceutical company.

Rep. Byrd authored House Resolution 662, which proposed forming the study committee and was passed during the 2007 legislative session. The committee expects to hold a series of hearings over the next several months. [Here is a link](#) to HR 662.

The resolution states:

“Bioscience technologies form the foundation of a new bioeconomy and are driving innovations in healthcare, agriculture, renewable energy sources, industrial production, environmental management and national security.

“To become a leader in the bioeconomy, Georgia must unite government, industry and universities together in a comprehensive effort, thereby tying the state’s investments in university research, commercialization and economic development to measurable improvements in job growth, increases in tax revenues, and improvements in education, health and the overall quality of life for all Georgia’s citizens.”

The committee also will identify opportunities presented by hosting the Biotechnology Industry Organization’s BIO 2009 International Convention in Atlanta, May 17-20, 2009. This is the largest life sciences technology conference in the world and affords Georgia the opportunity to showcase to the global community the state’s life sciences industry and initiatives in healthcare, agriculture, bioenergy, industrial production, forestry, environmental management and biodefense.

The Georgia Biomedical Partnership applauds Rep. Byrd and the Georgia House for their efforts to move the state into a 21st century bioeconomy and aggressively take advantage of life sciences technology advances in healthcare, agriculture, biofuels, environmental management and industrial production.

## Georgia Life Sciences Summit 2007

### Theme is Growing Georgia's Bioeconomy

The Georgia Biomedical Partnership's (GBP) annual Life Sciences Summit 2007 will feature an expanded program focus, showcasing the state's diverse bioscience industry, and including speakers discussing topics ranging from global healthcare to bioenergy.

The Summit has become the premier life sciences conference in the Southeast. More than 800 bioscience professionals from across the nation, Canada, Europe and Asia-Pacific are expected to attend October 3 at the Georgia World Congress Center.

Online early registration is open. Sponsorships also are available. [Here is a link](#) to register, learn about sponsoring the conference, and see the latest program updates.

Life sciences technologies are driving 21st century progress in many industry sectors in Georgia and across the globe. The Summit is expanding its focus beyond biomedicine to reflect the breadth of this technological revolution as the GBP, Atlanta and Georgia prepare to host the Biotechnology Industry Organization's BIO 2009 International Convention.

Summit keynote speakers and panel sessions will discuss state, national and international trends and issues in biomedicine, medical devices, global healthcare, food nutrition and nutrigenomics, agricultural sciences, bioenergy, and trends in financing and partnering.

In addition, the Summit's exhibit hall will feature displays of the latest technological advances and the scientific poster competition will highlight breakthrough research from companies and universities. The conference will conclude with a gala celebration.

The Summit chair is Harold Shlevin, president and CEO of Tikvah Therapeutics and vice chair of the GBP. Program co-chairs are Tom Callaway of Life Science Partner and Georgia Venture Partners and Phillip Street, partner with Kilpatrick Stockton. The sponsorship chair is Bill Johnston, president of BioBusiness Strategies.

For more information please contact GBP's [Maria Thacker](#), or [Charles Craig](#).

## GBP Forms Education and Workforce Development Committee

### Morehouse Dean, Solvay CEO to Lead Group

The GBP has established collaborations throughout metro-Atlanta in an effort to help K-12 school teachers and administrators with bioscience education and assist university students in understanding the business applications of life sciences technologies.

To oversee these efforts, the GBP Executive Committee and Board of Directors approved the formation of an Education and Workforce Development Committee.

The committee will be co-chaired by Dr. Eve Higginbotham, Dean of Morehouse School of Medicine, and Dr. Laurence Downey, President and CEO of Solvay Pharmaceuticals.

Other members are Dr. Elliott Albers, Director of the Center for Behavioral Neuroscience and Georgia State University Professor; Annie Hunt Burris, State Board of Technical and Adult Education; Steve Dickinson, Merial Vice President of Communications; Judy Gantt, Director of Global Health Odyssey for the U.S. Centers for Disease Control and Prevention; Scott May, Biotechnology Institute; Phil Moise, vice president and general counsel of Immucor, Melissa Bishop-Murphy, director of government relations and public affairs at Pfizer; Dr. Robert Nerem, Director of the Parker H. Petit Institute for Bioengineering and Bioscience at Georgia Institute of Technology; Dr. Paul Ohme, Director of the Center for Education Integrating Science, Mathematics and Computing at Georgia Institute of Technology; and Dr. Flora Tydings, President of Athens Technical College.

Among the programs the GBP has launched are a partnership with DeKalb County School System and the Arlington, Va.-based Biotechnology Institute to improve student achievement in science; and a partnership with the Center for Behavioral Neuroscience's eight member universities to create an undergraduate seminar series on the business of bioscience.

For more information on the GBP's education initiatives, contact GBP's [Cinda Herndon-King](#), or [Charles Craig](#).

## ELN Continues Summer Programs with Biogenics Discussion

### Baxter Executive Examines Impact of Follow-on Biologics

The Georgia Biomedical Partnership's (GBP) Emerging Leaders Network (ELN) will host a fun and informative evening as Michelle Castillo, Director of Competitive Intelligence for Baxter Pharmaceutical Technologies, presents The Future of Biogenics: A Picture of the Current and Near-Term Biogenics Market. This event is the perfect opportunity for GBP and ELN members to learn about the myths and realities of the follow-on biologics markets. The event will be held July 26, 6 pm to 8:30 pm, at the GTRI Conference Center. [Here is a link](#) to more details.

In early June, the ELN Networking Boot Camp featured a program with Frank Hunt, President of BioStrategies. Mr. Hunt discussed useful networking tools and tips for exploring career opportunities. The event at Gordon Biersch was well attended by over 50 participants.

Mr. Hunt's strategy was developed from his own experience and his approach is an organized process based on personal networking to gain introductions that will lead toward job offerings.

A key component of Mr. Hunt's networking approach is the cold-call. Mr. Hunt suggested scripting and practicing cold-calls, making them short and to the point. The ultimate goal of setting up a face-to-face meeting with the contact to seek further help.

Mr. Hunt also provided a guided approach for networking in social situations. He stressed four elements of a good exchange: compress your life story, tell the contact what you would like to do, solve a problem for the contact and close the sale by asking for help not a job.

After Mr. Hunt's presentation Boot Camp participants practiced networking in a social environment by seeking help, in the form of business cards, from other participants in the room. The event concluded with food from Gordon Biersch and a drawing for an iPod shuffle.

## Upcoming Events

### Register Online at [www.gabio.org](http://www.gabio.org)

#### [Nanomedicine: New Opportunities and Challenges](#)

Speaker: Dr. Gang Bao, College of Engineering Distinguished Professor in the Department of Biomedical Engineering, Georgia Tech and Emory University  
July 18, 2007 7:30 am - 9:00 am  
GTRI, 250 14th Street NW

#### [Alternative Financing-Hosted by The GBP Emerging Company Committee](#)

July 19, 2007 6:15 pm - 8:00 pm  
GTRI Conference Rooms A&B, 250 14th Street NW

#### [The Future of Biogenics: A picture of the current and near-term biogenics market](#)

Speaker: Michelle Castillo, Director of Competitive Intelligence for Baxter Pharmaceutical Technologies  
July 26, 2007 6:00 pm - 8:00 pm  
GTRI Room 119, 250 14th Street NW

#### [Georgia Life Sciences Summit 2007](#)

October 3, 2007  
Registration Opens at 7:30 am  
Georgia World Congress Center, 285 International Blvd NW

#### [9th Annual Southeastern BIO Investor Forum \(SEBIO\)](#)

November 7, 2007  
Pinehurst Resort, Pinehurst, North Carolina