

MICH
BIO

EXPO
2013

EXPO & CONFERENCE

OCTOBER 15-16, 2013
RADISSON PLAZA HOTEL
KALAMAZOO, MI

Onsite Program

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Welcome to the 9th Annual MichBio Expo & Conference! We're glad to be back in Kalamazoo, a home of a thriving bio-industry with a rich legacy of discovery, commercialization and success.

And it is precisely that which also defines our Expo theme – "Bio-Growth through Bio-Innovation" – and the large and diverse growth engine that is bioscience innovation here in Michigan.

This year, the two-day event carries that theme throughout its program - Plenary Luncheon with Mike Carusi; Emerging Biosciences Showcase; CEOs Unplugged; Bio-Industry Town Hall with Senator Debbie Stabenow; Human Health, Bioscience Technologies and Business Growth sessions; and the Keynote Address by veteran biotech entrepreneur, Dr. Stelios Papadopoulos.

An exciting program with dynamite thought leaders is meant to educate you on a variety of topics that may impact your business models and operations. So learn in our sessions and engage with the speakers!

Special thanks go out to our co-host, Western Michigan University, for their generous financial support and help in planning this year's event. We're also grateful for all the backing from our Expo sponsors and Premium Members, without which MichBio could not fulfill its mission.

Enjoy the 2013 Expo! MichBio is proud to host this annual event and provide you with premium value.

A handwritten signature in black ink that reads "Stephen".

Stephen Rapundalo, PhD
President & CEO

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Guest Speakers

TOWN HALL SPEAKER



Michigan's U.S. Senator Debbie Stabenow serves on the key economic committees in the Senate, including as a senior member of the Finance, Budget, and Energy Committees, as Chairwoman of the Agriculture Committee, and as Co-Chair of the Senate Manufacturing Caucus. She has a powerful role to play in shaping our nation's manufacturing, health care, energy and agriculture policies that are so critical to our future.

KEYNOTE SPEAKER



Stelios Papadopoulos, PhD, a long-time bio-industry leader, is co-founder and Chairman of the Board of Exelixis, Inc. He is considered to be one of the "Top 100 Living Contributors to Biotechnology" and one of *BioWorld's* "Biotech's Original Movers and Shakers," with over 30 years' experience as an investment banker, company founder, investor and board member.

PLENARY LUNCHEON SPEAKER



Mike Carusi is a General Partner of Advanced Technology Ventures (ATV) and focuses on investments in the biopharmaceutical and medical device sectors. He is featured on *Forbes* "The Midas List of Top Tech Investors" and is a recognized thought leader.

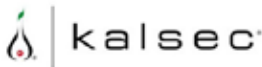
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Kalamazoo Bioscience Facilities Tour



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Instruments



*Tuesday,
October 15*

CO-HOSTS:



*Tuesday,
October 15*

7:00 am – 7:00 pm

REGISTRATION OPEN

Kalamazoo Room Lobby - Lower Level

8:00 am – 12:30 pm

BIOSCIENCE FACILITY TOURS

Meet in the Hotel Lobby

12:30 pm – 2:00 pm

**WELCOME | PLENARY LUNCHEON
& ADDRESS**

Arcadia Ballroom 2

Every day, ground-breaking bioscience innovation is taking place with the goal of not just treating, but curing diseases and conditions, as well as feeding and fueling the world. The U.S. invests more into R&D than any other country, but our leadership edge is slipping partly due to an increasingly cost-constrained marketplace, crippling regulatory and tax policies, and challenges in raising investment capital. Hear from a long-time bio-industry investment expert about how transformational ideas that show efficacy, safety and cost-effectiveness in new, sizable categories are going to drive growth and fuel further innovation.

Plenary Luncheon Speaker:



Mike Carusi
General Partner
Advanced Technology Partners

2:00 pm – 3:00 pm

**EMERGING BIOSCIENCES
SHOWCASE #1**

Stone Theater

Judges: David Gregorka, Venture Partner, Baird Capital; Dale Grogan, Managing Director, Michigan Accelerator Fund - 1

Preview the next wave of bioscience start-ups in this fast-paced program. Qualified firms will include those evolving out of technology transfer offices or otherwise formed and taking their first steps along the commercialization pathway, entities conducting proof-of-concept research or who've developed a prototype, or perhaps are further along in executing their business and product development plans. Listen to the start-ups make their pitches, hear the critiques by distinguished judges, and learn about exciting new technologies and products.

2:00 pm – 7:00 pm

EXHIBIT HALL OPEN

Kalamazoo Room

3:00 pm – 3:30 pm

BREAK

Kalamazoo Room

continued

*Tuesday,
October 15*

3:30 pm – 4:30 pm

CEOs UNPLUGGED

Arcadia Ballroom 2

Moderator: *Robert DeWit, PhD, President, Southwest Michigan Innovation Center*

Panelists: *Catherine Ehrenberger, PhD, Vice-President, R&D and Quality Assurance, Amway; Gerald Housey, MD, PhD, President & CEO, Housey Pharmaceuticals; David Kempe, CEO, Proteos; Michael Teicher, CEO, Xoran Technologies*

Top executives from Michigan bioscience companies will discuss their observations, outlooks and experiences on a range of state, national and global bio-industry topics. Hear straight from the boardroom what issues are on their minds.

4:30 pm – 4:45 pm

ANNUAL BUSINESS MEETING

Arcadia Ballroom 2

Stephen Rapundalo, PhD, President & CEO, MichBio

4:45 pm – 5:30 pm

TOWN HALL

Arcadia Ballroom 2

Senator Debbie Stabenow



The Town Hall is an informal chat with national bio/medtech industry leaders, elected officials and policy experts on timely issues relevant to the Michigan and U.S. bio-industry, including business and regulatory policies, competitiveness, capital markets, commercialization resources, talent development, economic gardening and cluster development, maximizing opportunities for growth, among others. This is your chance to hear from bio-industry thought leaders.

5:30 pm – 7:00 pm

**OPENING RECEPTION |
LEGISLATIVE AWARD**

Kalamazoo Room

7:00 pm

LEADERSHIP DINNER

(By Invitation Only)

Zazios Italian Restaurant



DETAILS ON THE 2014
MICHBIO EXPO & CONFERENCE
WILL BE SHARED AT
WWW.MICHBIO.ORG/EXPO
AS THEY BECOME AVAILABLE.

*Wednesday,
October 16*

CO-HOSTS:



*Wednesday,
October 16*

7:30 am – 12:00 pm

REGISTRATION OPEN

Kalamazoo Room Lobby - Lower Level

7:30 am – 8:00 am

CONTINENTAL BREAKFAST

Kalamazoo Room

7:30 am – 2:30 pm

EXHIBIT HALL OPEN

Kalamazoo Room

8:00 am – 9:00 am

TRACK SESSIONS

Human Health: Regulatory Pains

Glens I

Moderator: Jamie Austin, Managing Member, Austin Bio Consulting

Panelist: Mark Duval, Partner, Duval & Associates

Regulatory burdens are causing big uncertainties for the bio-industry and it is impacting product commercialization and thwarting promising drugs, therapies and devices from reaching patients who need them. A lack of transparency and consistency, as well as uncertainty in current and contemplated FDA regulations, is playing havoc with company development plans. Similarly, the EU authorities are proposing their own changes. Let the experts update you on the shifting regulatory landscape.

Business Growth: Crowdfunding Bio – For Real?

Glens II

Moderator: *Scott Jordan, Principal, S. Jordan Associates*

Panelists: *Les Funtleyer, Managing Director, Poliwogg; Kristian Werling, Partner, McDermott Will & Emery LLP*

Crowdfunding as a funding mechanism for bioscience ventures still garners skepticism in an industry where one needs to raise multiples of millions for device or drug development. Passage of the JOBS Act jazzed up crowdfunding's potential to revolutionize fundraising for early-stage companies. Several portals and sites are available for such endeavors, but risks and limitations abound. Learn from practitioners and other experts on the pros and cons of crowdfunding for your bioscience enterprise.

Bioscience Technologies: Dealing with Big Data

Glens III

Moderator: *Ivo Dinov, Associate Professor, University of Michigan*

Panelists: *Andrew DiStefano, Senior Consultant, IBM Software & Information Management; Dan Rhodes, PhD, Vice President, Life Technologies; Steve Rothenberg, JD, Consultant, Numerof & Associates*

The amount of data in our world has been exploding, and analyzing large data sets—so-called big data—will become a key basis of competition with implications for R&D

continued

*Wednesday,
October 16*

strategies. Learn how pharma, biotech and device companies are experimenting with big data to ascertain its potential value in clinical trials and personalized medicine.

9:00 am – 10:00 am

**EMERGING BIOSCIENCES
SHOWCASE #2**

Stone Theater

9:00 am – 12:30 pm

COLLEGE PROGRAM

The Fields

Panelists: *Tim Derrington, COO, Forensic Fluids; Brian Eklov, PhD, Associate Director, Kalexsyn; Greg Gonzalez, Vice President, Business Development, Grand River Aseptic Manufacturing; Lindsey Gottler, PhD, Director/ Team Leader, Proteos; Kinnari Saraiya, District Manager, Kelly Scientific; Laura Van Popering, Director, Talent Acquisition, MPI Research*

10:00 am – 10:30 am

BREAK

Kalamazoo Room

10:30 am – 11:30 am TRACK SESSIONS

Human Health: Biologics, Biosimilars & Biobetters – A New Era in Pharma

Glens I

Moderator: *Fritz Bittenbender, Vice President, Alliance Development & Government Relations, Biotechnology Industry Organization*

Panelists: *Brian Dorn, PhD, Counsel, Barnes & Thornburg LLP; Gino Grampp, PhD, Director, Regulatory Affairs, Amgen*

As biopharma development gains momentum in a burgeoning global market for biological therapies, a host of challenges await. Industry representatives and other experts will discuss the latest in scientific, technology and regulatory issues including R&D and process manufacturing, specific requirements for approval, pricing, interchangeability and substitution, pharmacovigilance and the impact of government tendering.

Business Growth: Playing with BRICKS

Glens II

Moderator: *Al Hoffman, Director, International Sales, GraMedica*

Panelists: *Jeff Jorge, Executive Partner, Global Development Partners; Richard Smith, Head, Corporate Finance, Tractus Asia*

The BRICKS (Brazil, Russia, India, China and South Korea) represent the most significant growing influence in the global economy and R&D landscape. However, emerging markets are not created equal –

continued

*Wednesday,
October 16*

opportunities, strategies and tactics need to be customized by segment and adapted for local considerations, especially considering differing reimbursement dynamics. Get a BRICKS overview from those with experience in these markets.

Bioscience Technologies: The Promise of Molecular Diagnostics

Glens III

Moderator: Peter Lenehan, MD, PhD, Chief Medical Officer, Everist Genomics

Panelists: Jeffrey Buis, PhD, Scientist, Progenity; George Maliekal, Senior Director, Business Development and Licensing, Abbott Molecular; Jim Pelot, COO, Arctic Dx

Molecular diagnostics, the science that drives personalized medicine, is growing rapidly; however, the industry first needs to turn scientific breakthroughs into viable business models. Personalized medicine slices the one-size-fits-all consumers approach into niche patient markets that mean lower revenue. A host of other issues like economic factors, clinical implementation and integration, affordability, and regulation burdens all help determine whether the promise of molecular medicine will become reality.

11:30 am – 12:30 pm **EMERGING BIOSCIENCES
SHOWCASE #3**

Stone Theater

12:30 pm – 1:30 pm **LUNCH | AWARDS**

Kalamazoo Room

1:30 pm – 2:30 pm **TRACK SESSIONS**

**Human Health: Modernizing Clinical Trial
Paradigms & Tools**

Glens I

**Moderator: Elizabeth Wood, Director,
Clinical Operations, SRI International**

**Panelists: Curtis A. Bagne, PhD, Founder
and CSO, DataSpeaks Health Solutions;
Ann Dodson, Director, Clinical Services
Division, Clinical RM, Inc.; Richard Erwin,
Principal, Winborn Consulting**

Great strides forward have been made with clinical trial paradigms and tools in an effort to make product development more efficient, predictive and cost-effective, while mitigating risk. This session will highlight the latest in regulatory science and innovative clinical development tools, managing the regulatory qualification process, challenges and opportunities for modernization, and public-private partnerships engaged in this field.

continued

*Wednesday,
October 16*

**Business Growth: Innovation & IP – Trolls
and a Myriad More**

Glens II

**Moderator: James Kamp, Partner, Rader,
Fishman and Grauer**

**Panelists: Brian Dorn, Counsel, Barnes &
Thornburg LLP; Slava Vasilyev, Corporate
Counsel, Patents, Zoetis**

The bio/med-tech community is now faced with a whole new world of patentability given recent legislative, judicial and regulatory developments. The panel will discuss the implications of the SCOTUS cases questioning eligibility and patent trolling, and the many new and proposed USPTO rule changes on protecting IP properly to ensure sustained innovation and commercial value.

**Bioscience Technologies: Innovative
Medical Design & Prototyping**

Glens III

**Moderator: Gene Parunak, Managing
Director, In2Being, LLC**

**Panelists: Dawn Bardot, PhD, Senior
Manager, Medical Device Innovation
Consortium; Christie Copen, CEO, Versicor;
Scott Hollister, PhD, Associate Professor,
Surgery and Professor Biomedical
Engineering, University of Michigan**

Once considered science fiction, new disruptive technologies are revolutionizing

medtech product development and the potential for customized devices. Hear about some of the cutting-edge technologies being advanced with specific examples of 3D printing and virtual prototyping.

2:30 pm – 3:30 pm

**SHOWCASE AWARDS |
KEYNOTE ADDRESS**

Arcadia Ballroom 2

Keynote Speaker:



Stelios Papadopoulos, PhD
Co-founder and Chairman
of the Board
Exelixis, Inc.

Exhibitors

Booth #22



Booth #24



Booth #5



Booth #19



Booth #23



Booth #20



Booth #26



Booth #10



Booth #7



Booth #3



EICHER

Booth #6



Booth #13



Booth #27



Booth #9



Booth #11



Booth #4



Booth #14



Booth #12



Booth #28

MARSH'S INC.
Office, Factory, Laboratory Solutions

Booth #18



Booth #16



Booth #17



Booth #15



Booth #2



Booth #8

SRI Biosciences

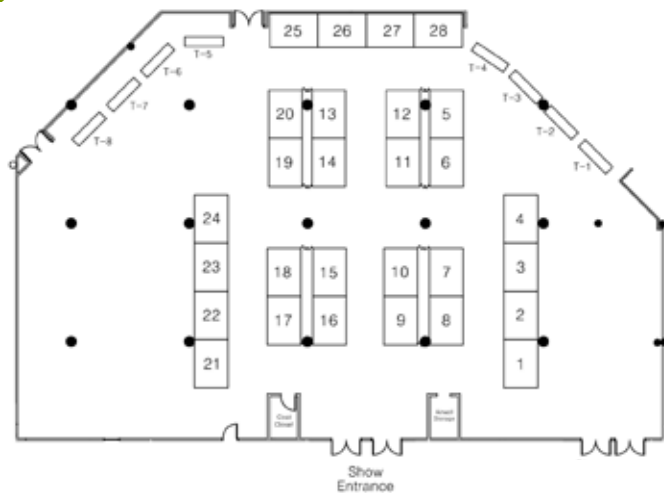
Booth #21



Booth #1



Exhibit Hall



Emerging Biosciences Showcase Presenting Companies

TUESDAY, OCTOBER 15 — 2:00 pm – 3:00 pm



WEDNESDAY, OCTOBER 16 — 9:00 am – 10:00 am



WEDNESDAY, OCTOBER 16 — 11:30 am – 12:30 pm



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