



Personalized Medicine Program to Feature Dr. Frank Prendergast, Head of Mayo's New Center for Individualized Medicine, on May 21 in Minneapolis

The LifeScience Alley Crossroads Series will feature an exciting program devoted to Personalized Medicine, with an emphasis on the Midwest as a powerhouse for the "new medicine." Many leading tools and technologies are in place to lead the way. New collaborations, however, are needed to take Personalized Medicine in this region to the next level.

This program will both provide valuable information and will draw together thought leaders, inviting participants into a community dialogue. It is especially suited to physicians, scientific researchers, genomics specialists, venture capitalists and ethicists, as well as leaders in the health care delivery, health insurance, medical device,

biopharmaceutical and informatics fields.

The keynote speaker will be Frank Prendergast, MD, a globally recognized leader, who is heading Mayo Clinic's new Center for Individualized Medicine. He will be joined by Dr. Jorge Leon and Dr. Dawn Caruso of Leomics Associates, a nationally respected consulting company specializing in Personalized Medicine.

In addition, a panel of leaders will represent the broad spectrum of key players in the fields of academic research, health care delivery, venture capital, diagnostics, bioinformatics, insurance and medical devices. Their role will be to take a frank look at what is needed to

make this region successful in the area of predictive, preventive and personalized medicine. They will also discuss how innovative products and processes will play a key role – including imaging, invivo and invitro diagnostics, lab testing, pharmaceuticals, biologics and informatics.

The focus will go beyond pharmacogenomics (what most people think of, when they hear "personalized medicine"), and consider other critical areas of research and product development, such as: Medical Genomics, Molecular Diagnostics, Biomarkers and Chemical Genomics. Most importantly, the program will connect the dots between all the major players in the region and begin framing a vision for how the Upper Midwest can become a center for molecular diagnostics and personalized medicine. That includes answering the question: What does this region need in terms of **tangible new technologies** to create **invest-able opportunities** that result in **successful businesses** in this emerging bioscience field?

The program will be held on Wednesday, May 21, 2008, from 1:00 p.m. – 4:30 p.m. (with a networking reception to follow) at the law

offices of Faegre & Benson in downtown Minneapolis. The cost for the program is \$149 for LifeScience Alley members and \$189 for non-members. To register, visit: http://www.lifesciencealley.org/programs_events/detail.aspx?id=213.

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Request the Member of LifeScience Alley™ Logo

If your organization is a member of LifeScience Alley, we encourage you to request our **Member of LifeScience Alley™** logo for display on your web site or in other appropriate places. Many of our members are already displaying the logo, helping them to raise their profile with potential clients who are also members, or know of the value of LifeScience Alley membership.

If you would like to request the logo for usage, please visit www.lifesciencealley.org/about/logo_usage_guidelines.aspx for more information on how to properly use the logo. Please send any requests for the logo to marketing@lifesciencealley.org.

MEMBER NEWS

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**Fireside Chat with:
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Deputy Director for Engineering and Science Review
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Highlights:

- State of the Public & Private Medical Device Markets
- The Lightning Round: Good, Bad, or Otherwise
- Challenges in Funding Innovation
- Dancing with the Devil: Taking money from strategic investor
- Growth Equity: What does it take to get across the finish line?
- Persevering Through Adversity
- Doing Well by Doing Good: Inspirational case study
- A Look at the Future: Life as a Medical Device Company in 2020
- The Winner's Circle: A look at the most successful exits over the past 6-12 months

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Announcing “Minnesota’s Bioscience Community: Building on the Foundation” – April 30 Event Featuring Centocor’s Fred Bader

If you are interested in learning more about the bioscience industry and how Minnesota is positioning itself, you’ll want to attend an exciting new program that will be held at the Minnesota History Center in St. Paul on the afternoon of April 30. Registration is now open for this free program at www.mnbizbio.org.

Featured presenters will include Don Gerhardt, CEO of LifeScience Alley and Dale Wahlstrom, CEO of the BioBusiness Alliance of Minnesota, in addition to others from industry, academia and government. The keynote address will be presented by Fred Bader, Vice President of Worldwide Operations

at Centocor – a Johnson & Johnson company.

Background

Innovation is the driving force of the bioscience industry. A collective combination of biotechnology, life sciences and biomedical research, bioscience represents a major source of potential economic development, bringing with it high paying jobs and an educated workforce. More and more states, regional partnerships, counties and municipalities are trying to attract and establish bioscience clusters in their respective areas. In order to meet this challenge, key sectors supporting the industry, including government, business, academic

institutions and investment entities must first better understand it.

The Biz/Bio Program was established nationally to build “bridges of understanding” between these key sectors to establish and maintain a healthy environment for building and sustaining local and regional bioscience clusters. Local partners, led by The Public Affairs Company in collaboration with LifeScience Alley and the BioBusiness Alliance of Minnesota, have planned the April 30 event in the Twin Cities to highlight both positive and negative actions that impact the promotion and development of a strong bioscience presence.

Other regional partners include the Minnesota Department of Employment & Economic Development (DEED), the Minnesota Venture Capital Association, the Twin West Chamber of Commerce, the St. Paul Area Chamber of Commerce and the Midway Chamber of Commerce. National partners include the [U.S. Chamber of Commerce](http://www.uschamber.com), [Association of University Technology Managers \(AUTM\)](http://www.auntm.com), the [Biotechnology Industry Organization \(BIO\)](http://www.bioindustry.org), the [National Venture Capital Association \(NVCA\)](http://www.nvca.com), the [Pharmaceutical Research & Manufacturers of America \(PhRMA\)](http://www.phrma.com) and the [U.S. Chamber of Commerce](http://www.uschamber.com).

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CONFERENCE HIGHLIGHTS

- Four general sessions focused on emerging trends and issues
- Seven concurrent tracks; 21 educational seminars
- Hot Topics seminars, featuring the latest life science issues and developments
- New Technology Showcase presentations
- Innovation & Collaboration Center with meeting rooms
- Exhibit Hall featuring over 150 organizations providing life science industry products and services
- Juried student poster session featuring life science research projects
- Holiday Alley Chats Networking Reception on Exhibit Hall Floor

Call for

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June 12



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CONFERENCE WEBSITE

www.LifeScienceAlleyConference.org

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Join the Minnesota Pavilion at BIO 2008 & Promote Our Culture of Innovation

Key supporters of Minnesota's bioscience industry have joined forces to develop an exciting and very focused story to tell at BIO this year. We hope that you'll consider joining us – and others throughout the state – in promoting Minnesota's vast capabilities, by helping to sponsor the Minnesota pavilion at BIO 2008.

Our theme this year is "Minnesota – Culture of Innovation." The pavilion will spotlight six core bioscience areas in which Minnesota has great depth and talent: BioPharmaceuticals, Medical Devices, Renewables, Functional Foods, Animal

Health. In addition to industry, we'll showcase our top research organizations and our skilled service firms which work hand-in-hand to fuel and support our vibrant life science industry.

Other aspects of this year's new pavilion include a timeline of innovation in Minnesota and a theater within the pavilion, where leaders from industry, academia and government will give brief but exciting updates to convention attendees. Both the overall theme and the specific attributes of the pavilion have been developed to benefit all of our sponsors – whether large scientific

corporations, emerging bioscience companies, academic researchers, service firms or economic development partners in the Twin Cities and Greater Minnesota.

Participating in the Minnesota pavilion allows your organization to have a presence at BIO without the expense and time commitment of having your own exhibit. You also benefit from the shared promotion, which will be especially noteworthy this year.

As background, BIO 2008 is an international convention produced by the Biotechnology Industry Organization (BIO), which is

expected to draw 23,000 this year. It will be held in San Diego, California, from June 17-20. (More information on the international biotechnology convention can be found here: www.bio2008.org.)

Sponsorship packages for the Minnesota pavilion range from \$3,000 for a Supporting Sponsorship to \$10,000 for a Premier Sponsorship and can be obtained from Jo Iverson of the Minnesota Department of Employment and Economic Development (DEED). If you're interested in participating, please contact her at jo.iverson@state.mn.us or 651-259-7165.



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NEWS BYTES

Only five VC-funded startups went public in first quarter

Only five startups funded by U.S. venture capital firms – a technology company and four biotech and medical-device firms – held initial public offerings during the first quarter of the year because of the stock market's decline, according to a report by the National Venture Capital Association. Venture capitalists, however, said they are still willing to make investments despite the market slump, as evidenced by the \$130 million deal secured by Range Fuels, a Broomfield, Colo.-based biofuel startup. [More...](#)

Canadian firm eyes Michigan for manufacturing operations

Monteris Medical, a Winnipeg, Canada-based company, is planning to move to Kalamazoo, Mich., and eventually hire 100 workers. The firm will begin production for its minimally invasive, MRI-guided laser treatment system in its new location once it secures FDA approval. [More...](#)

Electric current spurs biosynthesis of some plant chemicals

U.S. researchers discovered that applying a small electric current to certain plants can activate the biosynthesis of chemicals without causing damage. The mechanism may provide a new way to

produce compounds with antifungal and other properties that can contribute to research and drug and pesticide development. [More...](#)

New molecular imaging technique to help detect tiny tumors

U.S. scientists at Stanford University have devised a new molecular imaging technique that can magnify molecules by more than 1,000 times. Raman spectroscopy could help doctors spot and remove tiny particles of tumors during surgery, one of the study's researchers said. "This is an entirely new way of imaging living subjects, not based on anything previously used," said the lead author. [More...](#)

FDA, EU consider joint inspection program for device makers

The FDA and the European Union are in talks over a pilot program involving a third-party auditor who would conduct quality-system audits on behalf of both bodies. The FDA expects the program to cut expenses for device companies. A similar initiative between the FDA and Health Canada is already under way. [More...](#)

St. Jude Medical expansion may create 350 new jobs

St. Jude Medical's corporate-headquarters expansion may add 350 new jobs, the

Pioneer Press is reporting on Monday. In June, the Minneapolis/St. Paul Business Journal reported that Little Canada-based St. Jude Medical Inc. had announced that it was building a 175,000-square-foot building that would house 600 workers in office jobs, research and development, and manufacturing. At the time, the medical-device maker said it would be hiring to fill a portion of those 600 jobs, but it wasn't clear how many would be new hires. [More...](#)

Medtronic veteran on university's new regulatory-affairs program

In an interview with the Star Tribune, Charles Swanson, formerly of Medtronic, discussed a new St. Cloud State University program on FDA regulation, called the Master of Science in Regulatory Affairs and Services program. Students from the program "would probably go into a regulatory affairs department within a medical device company," he said. [More...](#)

U of M teams up with Xcel Energy in groundbreaking wind-to-battery project

Xcel Energy, in partnership with the University of Minnesota, the National Renewable Energy Laboratory and the Great Plains Institute, will soon begin testing a cutting-edge technology to store wind energy in batter-

ies. The research partners will test a one-megawatt battery storage technology to demonstrate its ability to store wind energy and move it to the electricity grid when needed. Fully charged, the battery could power 500 homes for six and one-half hours. [More...](#)

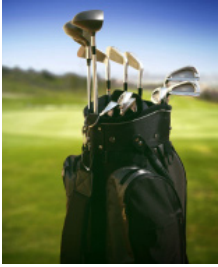
Neuroscientist seeks implantable prosthesis for the blind

A Boston neuroscientist is proposing an implantable device that would directly transmit images to the brain, allowing blind people to possibly identify simple objects and recognize faces. The developer envisions the prosthetic as a pair of eye-glasses equipped with small digital cameras connected to electrodes implanted in the brain. [More...](#)

SBA to give federal research grants a boost

The U.S. Small Business Administration intends to increase the size limits of federal research contracts in the Small Business Innovative Research program. The Biotechnology Industry Organization and the National Venture Capital Association support the proposal, which would also expand eligibility for the SBIR awards to small companies that are majority-owned by venture capital firms. [More...](#)

19th Annual Alley Institute Scholarship Golf Tournament, September 8, 2008



For two decades, the Scholarship Golf Tournament has provided a terrific opportunity for team building, networking, and fund-raising. The Alley Institute Scholarship Golf Tournament is designed to raise money to help students pursue life sciences careers. We use a scramble format so players of all abilities

can participate, and the day concludes with an awards banquet where players can network.

Alley Institute is committed to provide actionable solutions to help increase the awareness of career options in the life sciences, and to help ease the work force shortage in these specialized fields. Raising funds through the Scholarship Golf Tournament is a tangible way to make a difference in this effort.

The 2008 Scholarship Golf Tournament will be held September 8 at the Golden Valley Country Club.

[Register – Download the Player Registration Form](#)

[View sponsorship packages](#)

[Download the sponsorship reservation form](#)

Online Essentials Professional Development Programs

LifeScience Alley offers three Online Essentials webcast programs, designed to give you high level overviews of the topics listed below. These programs offer an insightful introduction for those who are new to the industry or want to cross-train in other areas of the life sciences. These programs are also a good introduction for the full day Life-Science Alley 101 programs. We encourage you to view these programs with a group of your peers or coworkers to facilitate topical discussion.

Pricing:

Individual webcast = \$59 (Members), \$89 (Non-members)

Package – All 3 = \$129 (Members), \$199 (Non-members)

Programs:

Essentials of Regulatory Affairs: Introduction to Device Regulation

Speaker: Bob Klepinski, Officer, Fredrikson & Byron

Clinical Research Essentials: An Overview

Speaker: Sara Moeller, M.S., CEO, The Greenlight Group, LLC

Essentials of Research & Development in the Life Sciences Industry

Speaker: Rod Greder, President, New Productivity Group

Registration:

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“Gracious Professionalism” Wins the Day at Minnesota’s FIRST Regional Robotics Competition

Minnesota – a longtime supporting state of the FIRST program – held its own regional robotics competition for the first time over the last weekend in March. The brain-child of Dean Kamen (known for his inventions of the Segway, the i-Bot and the portable insulin pump) developed this program, which is aimed at recognizing and inspiring students in the fields of science and technology. Dr. Stephen Oesterle, Sr. Vice President for Medicine & Technology at Medtronic, has been one of our region’s strongest supporters from the start. There is also a strong connection to Boston Scientific’s leadership, whose Founder & Chairman Emeritus – John Abele – is Chairman of the FIRST Board of Directors.

This inaugural event for Minnesota drew a whopping 54 teams of high school students to both compete, while building alliances with their opponents (a FIRST concept that mirrors real life) on the court in Williams Arena, home of the Gopher Men’s & Women’s Basketball and Volleyball teams. Their goal – to build a robot over the span of six weeks, that would win them points by racing around a course and trying alternately to knock large balls off a track and lift them carefully back on.

As a backdrop, the students were judged on their gracious professionalism on and off the field, and the spirit of “Coopetition” (another FIRST concept) prevailed. In a show of this, the Appleton, Wisconsin team – which had

participated in other regional FIRST competitions over the past several years – came fully equipped with a portable garage, complete with tool stands and virtually everything you’d need in a service shop. When it became clear, the day before the competition, that the robot of a northern Minnesota rookie team was severely over its weight limit, the Appleton team jumped in the breach and virtually rebuilt the other team’s robot, to bring it into specifications.

Corporate Support Abounded

The teams – which represented a broad diversity of economic and cultural backgrounds from throughout our region – were strongly supported both financially and with tireless mentoring by dozens of science and technology organizations in the area. The students were the direct benefactors of this assistance, though the companies will surely be looking for their talent as they move out into the workforce.

The winners of Minnesota’s competition will advance to the Nationals, which will be held in Atlanta on April 17-19. Those teams that formed the winning alliance are Team 525 – “Swart-Dogs” from Cedar Falls, Iowa; Team 93 – “New Apple Corp.” from Appleton, Wisconsin; and Team 2518 – “Simley High School” from Inver Grove Heights, Minnesota. These three teams really put the “over” into this year’s FIRST Overdrive, with their well-engineered robots and elegant game-strategy. LifeScience Alley – which helped support the planning of this event – sends hearty congratulations out to all the teams, sponsors, mentors and volunteers. Start think-

ing about how you’ll participate in the 2009 Minnesota FIRST Regionals! For more information about FIRST, visit www.mnfirstregional.org.

JOB BOARD

Featured Job Postings

**Associate Director,
Medical Device**
PPD Medical Device

A Workforce Development Tool

The job board is an excellent tool for recruiting to fill positions in the Twin Cities and surrounding areas. Information on the job board is seen online by members, non-members, and students, and is disseminated in print at many of the events we produce during the year. The online job board receives an average of over 6,500 hits per month and is the second most highly trafficked area of the site.

Details

- All organizations signing up for membership or renewing membership in 2008 and beyond will receive one free posting to be used at any time
- Postings are only \$50 for members and \$75 for non-members
- After creating a web site account, postings are fully editable at any time
- Postings upgraded to Featured status (add'l \$25) will be included as Featured listings in *LifeScience Alley News*

Please take advantage of this opportunity to extend the reach of your organization’s name to our life sciences students and job-seekers.

Visit the job board at www.lifesciencealley.org/careers.

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LEGISLATIVE UPDATE

The four day week following the Easter recess was packed with action on the health care, tax and political fronts. Friday the 28th was the final committee deadline for bills to pass out of committees; however, there are always exceptions to the rule. That seems to be the case for the House Health Reform bill that will be heard in the House Finance Committee on Monday. It was delayed because of problems with the fiscal note.

The Senate Reform bill barely survived an amendment that would have “gutted” the bill. The Governor also announced that he would not support either the House or Senate reform bills in their current forms. It is not clear what kind of health reform he would support.

For a highlight of ongoing issues, please see excerpts below from the March 28 issue of Capitol News. ([Full transcript found here.](#)) More can be found by following the links below. If you are interested in participating in the Government Committee, please [visit us online for more information.](#)

Senate Health Reform Bill Barely Survives Senate Floor Battle

Senators devoted the afternoon portion of the Thurs., Mar. 27, session to debating a major health care reform bill, S.F. 3099. The bill creates a statewide health improvement program, imposes a public health improvement assessment on hospitals and health plans, provides for health care homes, creates a health

insurance exchange, provides for the establishment of Section 125 plans, restructures the health care payment system and establishes a savings recapture assessment. The bill is being sponsored by Senator Linda Berglin who chairs the H&HS Finance Division.

According to the Berglin, if we don't change the way we pay for health care, the state will be paying over \$57 billion by 2015. The bill is also designed to get coverage for most of the people without health care coverage and should cover more than 47,000 Minnesotans through private and public systems. Cost savings from the health care system would be used to expand eligibility. [More...](#)

Senate and House Committees Finish Omnibus Finance Bills

On Tuesday, March 25 the House Health and Human Services Finance Division approved its omnibus bill calling for \$131 million in cuts. The bill rejects the Governor's proposal to delay the cost of living adjustments for long-term care works and eliminating nursing home rebasing which accounted for over \$31 million in cuts. The largest cuts will be to hospitals. The bill delays hospital rebasing, payments and eliminates the disproportionate share payments to hospitals serving higher percentages of MA. These cuts total over \$70 million for FY08-09. The House bill also includes the Governor's proposal to increase the managed care withhold from 5-7%, saving \$31 million in FY08-09. [More...](#)

MHTA Spring Conference – Special Offer to LifeScience Alley Members

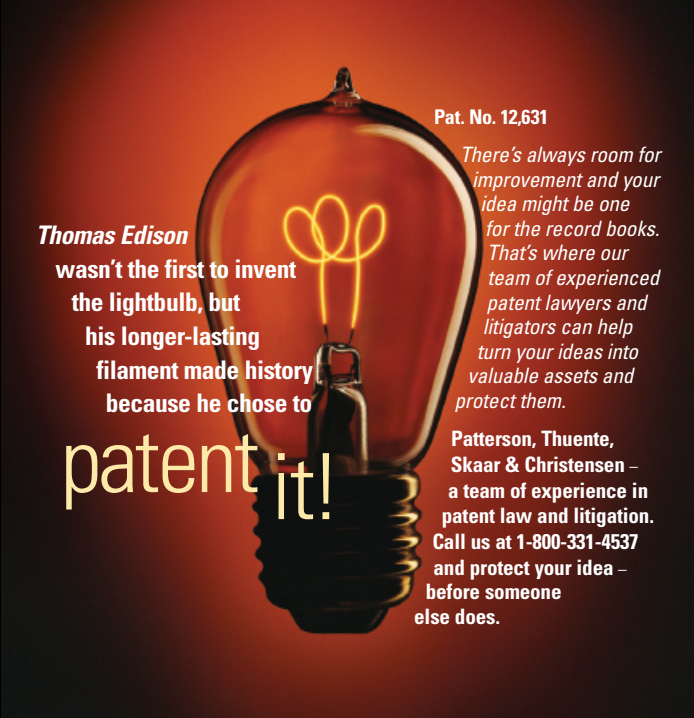
On April 24th, the Minnesota High Tech Association (MHTA) is hosting its annual conference. This year, the theme is, “*Innovation: The New Global Currency.*” The event will focus on key issues facing business: leadership and talent development, emerging technologies and business development in the global landscape. In addition to cutting-edge keynotes and panel sessions, attendees can walk through the expo area and network with participating companies.

MHTA is offering a special rate to LifeScience Alley members for their Spring Conference, **but you must register by April 10th.**

- **Purchase a 5 Ticket package for \$500 OR Individual tickets at \$125 (include promo code Spring_02 on the registration page to receive this special rate)**

After April 10th a 5 Ticket package is \$650 and Individual tickets are \$150.

The conference is being held at the Minneapolis Hyatt Regency from 7:30 am – 4:00 pm. For more information or to register, contact Valeriya Gerber at vgerber@mhta.org or 952-230-4557 <http://mhta.org/itrium/visit>. Be sure to identify yourself as a LifeScience Alley member to get the special rate.



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Tony Ulwick & Innovative Health Care Leaders Recently Featured in the Twin Cities

Tony Ulwick – author of *What the Customers Want*, and Founder and CEO of Strategyn (www.strategyn.com) – addressed over 100 industry professionals at LifeScience Alley’s Crossroads Series program on Innovation on March 12. The half-day program drew enthusiastic responses from many attendees.

Ulwick outlined how innovation can benefit from a lean, linear, predictable and process-driven approach, where customers’ needs are discovered, precisely articulated, screened, tested and launched. While the traditional “solutions-based” approach relies on a time-consuming iterative process that is not guaranteed to produce measurable improvements, the method espoused by Ulwick looks at “constants” and “variables” surrounding a product or process, and predicts success outcomes much as an algebraic equation is solved.

An astute innovation manager, according to Ulwick, is adept at asking the right questions to help their customers – or colleagues – offer the most helpful insights throughout the examination phase. Essentially, the Strategyn process forces customers to break up the many “jobs” that their products and processes are meant to solve, and looks for innovative ways to change crucial elements that may improve speed, stability (e.g., more even quality) and outcome (e.g., price).

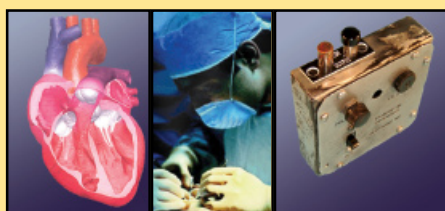
The Crossroads program also featured Joseph Cafazzo, Centre Director of the Healthcare Human Factors Lab (www.healthcarehumanfactors.com) in Toronto. His presentation offered an eye-opening glimpse into how their usability lab works with both technology providers (particularly medical device manufacturers) and patient safety professionals to make products and processes more user-friendly to patients and those delivering health care. It’s their theory that human beings are fallible and that they need to do everything in our power to simplify products and processes, in order to eliminate complications and errors. Their lab draws on the talents – and concentration – of hospitals and health care professionals that are part of Toronto’s University Health Network. After hearing from Dr.

Cafazzo and seeing his presentation, one could quite dramatically understand the importance of using such a facility to increase the level of rigor surrounding quality and consistency in the innovation process.

Program participants were also treated to a comparison of Eastern and Western medical philosophies – under the guise of “innovation” – from one of our region’s leading physicians. Dr. Gregory Plotnikoff has recently returned to the Twin Cities, having spent six years in Japan as an honored member of their medical community. He now heads up Abbott-Northwestern Hospital’s Institute for Health and Healing, as Medical Director of the largest in-patient integrative medicine program in the nation. Dr. Plotnikoff’s exposure to the Japanese

culture and, in particular, their views on health informed his presentation. He made stark comparisons to our divergent approaches to nutrition, maintenance of the body and treatment of diseases, with a goal of helping our region’s life science community broaden its scope in the context of our work.

The event was held at Boston Scientific’s Cardiac Rhythm Management Division headquarters, and attendees were provided with a brief history of Boston Scientific’s culture of innovation, presented by Jim Gilkerson, DVM, Senior Fellow and Clinical Advisor, Cardiac Rhythm Management Division. LifeScience Alley thanks Boston Scientific and our lead sponsor, StoneArch Creative, for helping to support this special program.



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Spotlights to Shine on Entrepreneurs & New Technology Developers

Mike Berman to be Keynote Speaker at TechMatch

LifeScience Alley™ is partnering with the Institute for Electrical and Electronics Engineers – USA to create TechMatch, a new event that will benefit members of both organizations. The program will kick off with a luncheon and keynote address featuring Mike Berman, investor/entrepreneur; co-founder of Velocimed, and former President of Boston Scientific's (Scimed) Cardiology business. **Tech-Match 2008** will take place on May 12, 2008, at the Radisson Plaza Hotel, just prior to the 7th Annual MedTech Investing Conference (May 13-14) in Minneapolis.

LifeScience Alley and the IEEE are pleased to be working together to support Minnesota's

biomedical entrepreneurs. The goal of TechMatch is for selected small and emerging medical device companies to meet with Chief Technology Officers of larger life science/medical device firms, as well as with venture capitalists, corporate investors and angel investors. The afternoon of May 12 will be filled with pre-arranged one-on-one meetings between CTO's and selected entrepreneurs, providing an opportunity to showcase new technologies for the purpose of possible licensing, acquisition, or investment by others. The program will conclude with a joint networking reception of the TechMatch participants as well as incoming guests for the MedTech Investing Conference.

Entrepreneur Application Process

If you are interested in applying as a presenting company or would like to meet with the selected emerging companies, please fill out the [Tech Match Questionnaire/ Application](#). For more information on the entrepreneur application process, contact Dana Boyle at LifeScience Alley, dboyle@lifesciencealley.org or Scott Grayson at IEEE-USA, s.grayson@ieee.org.

Registration Fees

TechMatch registration fees are as follows:

\$500 Chief Technology Officers, Venture Capitalists and Angel/other investors

\$250 All IEEE and LifeScience Alley members

\$250 All registrants of the 7th Annual MedTech Investing Conference hosted by LifeScience Alley and International Business Forum (for more information, visit <http://www.medtechconference.com/>)

\$150 Exhibiting entrepreneurs (application must be approved before registration)

To register, visit [IEEE-USA's web site](#)

Sponsorships Available

LifeScience Alley is seeking sponsors for this new program. These include:

- **Webinar & Luncheon Sponsor – \$5,000 (1 available)**
- **Welcome Reception Sponsor – \$2,000 (3 available)**

For sponsorship details, please visit [LifeScience Alley's web site](#) or call Liz Rammer, Vice President Marketing & Communication at LifeScience Alley at 952-746-3825.

New Technology Showcase Opportunity

Another great opportunity to highlight entrepreneurs and new products and technologies is the New Technology Showcase, part of the 7th Annual LifeScience Alley Conference & Expo. New Technology Showcase companies will receive free exposure to an estimated 1,500+ attendees (1,200+ attended in 2007). They are also listed in the official conference registration brochure, mailed out to thousands of life science professionals leading up to the event, and on the official conference web site, www.lifesciencealleyconference.org.

Companies are selected via an application process, open now until June 12, 2008. Submissions are judged by industry experts based on several criteria, including the level of innovation, market potential, and end-user benefit of the new product or technology. Up to 7 companies are selected to display as part of the Showcase in the Expo Hall at the conference. Up to 3 of these companies are selected to present during the mid-morning General Session to hundreds of conference attendees.

[View the application form here](#)

Don't miss your chance to exhibit/present your company's new technology! Applications will be accepted through June 12, and winning companies will be notified by July 15, 2008. If you have any questions, please contact Ryan Baird at rbaird@lifesciencealley.org, or 952-746-3818.

WTN MEDIA

Digital Healthcare Conference 2008

May 7-8 Madison, Wis. DHC2008.com

The Digital Healthcare Conference is an exclusive gathering of healthcare leaders to network, learn and innovate. You benefit from a combination of executive-level networking and interactive presentations and discussions.

The conference is now in its sixth year and sells out regularly. In last year's survey of attendees 94% gave it an overall rating of "excellent" or "very good." Attendees consistently remark on the value of the content and how the conference has managed to steer clear of sales pitches and allow for peer interaction.

Executive speakers include Dr. Martin Harris (Cleveland Clinic), Dr. John Glaser (Partners HealthCare), and Dr. Donald Holmquest (CalRHIO). For more speakers and agenda, see DHC2008.com.

Space at this executive event is very limited, and seats are selling quickly. Please register today to reserve your place and participate in this strategic event.

DHC2008.com

Register Now

Save Your Organization \$\$\$ via Our Group Purchasing Discount Program

The Biotechnology Industry Organization (BIO) has partnered with companies that provide goods and services critical to the success of life science organizations to create its BIO Business SolutionsSM Program. By being a member of LifeScience Alley (the Minnesota state affiliate of BIO), you can participate in any of these valuable group purchasing discount programs and save your organization money. There is no cost to participate beyond membership. The BIO Business SolutionsSM Program offers the following goods and services:

Airgas, Inc.	Packaged gases, Bulk gases and Dry ice
BioSurplus	Buy and Sell used lab equipment
Business Wire	News/press release distribution services
ChoicePoint	Employee background screening
Chubb Group	General property & casualty, clinical trial liability, and Products liability insurance
Corning	Glassware and Plasticware Products
Humboldt / United Van Lines	Moving, storage and relocation services
Monitor Liability Managers	Director's & Officers' liability insurance, Employment Practices liability insurance
Office Depot	Office supplies, furniture and equipment
Tech Depot	Computer/Technology products
VWR International	Laboratory supplies and equipment
Wachovia & ABD	Employee Benefits Insurance & Solutions

In addition, LifeScience Alley offers the following insurance benefits via two member organizations, RJ Ahmann and Principal Life Insurance:

- RJ Ahmann Company provides local expertise in insurance and risk solutions for the life science/medical device industry. Working in tandem with the leading carriers who focus on the Life Science and Medical Device Industry, RJ Ahmann provides a comprehensive competitive worldwide insurance program, including unique coverage enhancements for LifeScience Alley members. For more information, contact Jane Hinderscheid, CPCU at jhinderscheid@rja.com or 952.947.9747.
- Principal Life Insurance Company, one of the nation's 401(k) leaders will provide retirement plan solutions, 401(k) tools, education and enrollment resources to the members of LifeScience Alley. The plan application fee will be waived for any LifeScience Alley member (\$500 -\$1,000 savings). For more information, contact Peter Hyjek at hyjek.peter@principal.com or 952-277-4260.

- Discount subscriptions to Medical Device Daily, BioWorld Today, and other industry publications published by AHD Media LLC. Contact Steve Roberts at 404-262-5442 or steve.roberts@ahcmedia.com
- A 25% discount from Nimlok Minnesota/ABF Display Co. on trade show display graphic design and production. For more information call 651-647-0598 or email abfinfo@display.com.
- For information about how to sign up for the BIO Business SolutionsSM program, contact Frank Jaskulke, LifeScience Alley Member Services Assistant at fjaskulke@lifesciencealley.org or 952-746-3814. Or, visit www.biobusinesssolutions.com.

ANNOUNCEMENT – MAY 2008:

LifeScience Alley Executive Roundtable Begins

Sponsored in collaboration with Leadership Solutions, Inc.

Given the many challenges of running a business, imagine having a close network of other executives in the industry who you know well enough to pick up the phone and ask about their experiences and ideas – leaders who share your passion for the life sciences and your drive to make a difference. Our community is blessed with many talented leaders. This is your opportunity to plug in and expand your go-to network!

LifeScience Alley's Executive Roundtables are for business leaders who want to form relationships with other executives in the life science industry: medical devices, pharmaceutical, biotechnology, health care and service firms that provide critical support to the industry.

It is an opportunity to:

Connect with a peer group on a regular basis to:

- Share ideas
- Discuss workplace challenges
- Explore industry trends and influences
- Develop solutions with others who share your experiences
- Focus on your own leadership development

Our commitment:

- Confidentiality in a non-competitive setting
- Facilitated and focused discussions each month

Your commitment:

- Meet once each month for 3 hours with your roundtable group
- For an entire year – \$5,000

Your results:

- A network of peers invested in your success

If interested, please contact Dana Boyle, Vice President of Business Development at dboyle@lifesciencealley.org or 952-746-3820.

CALENDAR

APRIL
2008**Cost-Effectiveness Analysis of Health Care Interventions****April 18 7:30 – 11:30 a.m.**

PRESENTED BY: LifeScience Alley

SPEAKER: John A. Nyman, PhD, Professor, University of Minnesota – Twin Cities

Research & Development 101**April 22 7:30 a.m. – 12:30 p.m. (includes luncheon)**

PRESENTED BY: R&D SIG

SPEAKERS: Jim Gilkerson, DVM, Senior Fellow & Clinical Advisor, CRM Division, Boston Scientific Corporation, CRM; Gary Jader, President, Ideas on the Wall; Scott Nintzel, Medtronic, Inc.; Chris Rozewski, P.E., Director of Customer Development, Plexus Corporation

Product Portfolio Management for Small/Emerging Companies**April 24 7:30 – 9:30 a.m.**

PRESENTED BY:

Marketing/Communications SIG

SPEAKERS: TBA

Care and Feeding of FDA Inspectors**April 30 7:30 – 9:30 a.m.**

PRESENTED BY:

Regulatory Affairs SIG

SPEAKERS: TBA

LOCATION:

Risda Marketing Group, LLC

**All Programs will be located at the DoubleTree Park Place Hotel in St. Louis Park unless otherwise noted.*MAY
2008**Creating a Successful SOP Training Program****May 1 7:30 – 9:30 a.m.**

PRESENTED BY:

Manufacturing/Quality SIG

SPEAKERS:

Rebecca M. Marrs-Eide, Instructional Designer, Mortenson Construction

LOCATION:

University Enterprise Laboratories (UEL)

Reimbursement 101: Full-Day OR Half-Day Session**May 6 7:30 a.m. – 4:30 p.m. (includes luncheon)**

PRESENTED BY:

Reimbursement SIG

SPEAKERS: TBA

TechMatch**May 12 11:00 a.m. – 7:00 p.m. (includes luncheon)**

PRESENTED BY:

LifeScience Alley and IEEE-USA
Format: Small/emerging companies will present to an audience of CTOs and investors, including pre-arranged meetings between parties

LOCATION:

Radisson Plaza Hotel

MedTech Investing Conference**May 13 8:00 a.m. – 5:00 p.m. (includes luncheon)**

PRESENTED BY:

LifeScience Alley & International Business Forum (IBF)

SPEAKERS: [Visit IBF's web site](#)

LOCATION: Radisson Plaza Hotel

Regulatory Affairs SIG**May 14 7:30 – 9:30 a.m.**

PRESENTED BY:

Regulatory Affairs SIG

SPEAKERS: TBA

Research & Development SIGy**May 20 7:30 – 9:30 a.m.**

PRESENTED BY: R & D SIG

SPEAKERS: TBA

LOCATION:

The Reserve, Plymouth, MN

A Midwest Framework for the Advancement of Molecular Diagnostics & Personalized Medicine**May 21 12:30 – 4:30 p.m.**

PRESENTED BY: LifeScience Alley Crossroads Series

SPEAKERS: Frank Prendergast, MD, PhD, Director, Center for Individualized Medicine, Mayo Clinic; Jorge Leon, PhD, Principal, Leomics Associates; Dawn Caruso, PhD, Principal, Leomics Associates; Brian Van Ness, PhD, Professor and Department Head, University of Minnesota – Department of Genetics, Cell Biology and Development

LOCATION: Faegre & Benson LLP

Clinical Studies SIG**May 21 7:30 – 9:30 a.m.**

PRESENTED BY:

Clinical Studies SIG

SPEAKERS: TBA

LOCATION:

The Reserve, Plymouth, MN

Marketing/Communications 101**May 22 12:30 – 4:30 p.m.**

PRESENTED BY:

Marketing/Communications SIG

SPEAKERS: TBA

LOCATION:

The Reserve, Plymouth, MN

Alley Chats Enpath Medical**May 22 4:30 – 6:30 p.m. (Registration starts at 4:00)**

SPONSORED BY:

Minnesota Rubber and Plastics & RJ Ahmann Company

LOCATION:

Enpath Medical, Plymouth, MN

Research & Development SIG**May 27 7:30 – 9:30 a.m.**

PRESENTED BY: R&D SIG

SPEAKERS: TBA

SPECIAL PROGRAMS

TechMatch**May 12 11:00 a.m. – 7:00 p.m.**

PRESENTED BY:

LifeScience Alley and IEEE-USA
The goal of this program is for selected small and emerging medical device companies to meet with Chief Technology Officers of larger life science/medical device firms, as well as with venture capitalists, corporate investors and angel investors.**MedTech Investing Conference****May 13-14 Radisson Plaza Hotel**

PRESENTED BY: LifeScience Alley and International Business Forum (IBF)

This conference is designed to bring together the most active investors to discuss their investing strategies, the niches they are targeting, and to share their views of present and emerging areas of opportunities.

19th Annual Scholarship Golf Tournament**September 8 Golden Valley Country Club**

PRESENTED BY: Alley Institute

The Alley Institute Scholarship Golf Tournament is designed to raise money to help students pursue life sciences careers.