

Oregon Bio 2014:

An Industry Inflection Point

Conference Keynotes
Breakout Sessions
and Speaker

GUIDE

2014 CONFERENCE SPEAKERS



Thomas Fogarty, M.D.,
Chair/Dir./Founder, Fogarty
Institute for Innovation



Raymond DuBois, M.D.,
Executive Director,
BioDesign Institute ASU



Jill Hagenkord, M.D., FCAP,
Chief Medical Officer,
23andMe



William Goldstein, Ph.D.,
Director of Lawrence
Livermore National Labs



Jeffrey Trent, Ph.D.,
President and Research
Director, Translational
Genomics Research Inst.



Ted Goldstein, Ph.D.,
Center for Biomolecular
Science and Engineering,
Univ. of CA at Santa Cruz

Conference Platinum Sponsors

Biotronik/MSEI

INTEL

Oregon Health and Science University

Oregon Nanoscience and Microtechnologies Institute

Oregon Translational Research and Development Institute

Printing donated by: BIOTRONIK/MSEI



Oregon Bioscience
Association



Henry M. Kaiser
2014 Annual
Conference
Chairman



Oregon Bio 2014 Annual Conference Schedule

On behalf of the Oregon Bioscience Association (Oregon Bio) Board of Directors, Management, Staff, and Volunteers, it is a pleasure to welcome you to our annual conference—“Oregon Bio 2014: An Industry Inflection Point.” Our goal is to offer keynote and breakout session presentations that capture the significance of the current developments in Oregon’s Life Science Community.

Oregon has long been a strong regional center of life science activity. The momentum and international attention of the \$1 Billion OHSU Knight Cancer Challenge has created a “transformative moment” that will dramatically impact bioscience in the state—potentially enhancing commercialization opportunities, increasing resources available for research activity and elevating the visibility of all stakeholders working to solidify Oregon’s growing reputation as a hub for advanced medical research and commercialization.

Oregon Bio 2014 showcases the efforts of entrepreneurs and researchers responding to this opportunity in ways that reveal a growing statewide capacity and competency that is often invisible to those outside the industry. Conference speakers will profile academic, policy and industry driven initiatives that have successfully supported innovation and job creation. Oregon Bio 2014 celebrates the recent achievements throughout our state, explores opportunities that inspire life sciences professionals and offers potential solutions to the capital formation and professional/workforce training challenges our industry faces.

In fulfilling its mission to deliver the vision outlined in the Oregon Bioscience Strategic Roadmap, Oregon Bio 2014 plays a critical role in fulfilling our mission to strive for greater community involvement, more pro-active industry education and a commitment to strategic leadership. As you take this opportunity to hear local and national thought leaders share their insights, you become a part of that same vision.

Welcome! And enjoy the conference!

Sincerely,

Henry M. Kaiser, Psy.D. and MBA

CONFERENCE DAY ONE

10:15 - 10:45 a.m.	Registration			
11:00 - 11:45 a.m.	Networking and Opening of Exhibitor Pavilion			
11:45 - 1:00 p.m.	Lunch Keynote	William Goldstein, Ph.D., Director, Lawrence Livermore National Laboratories		
		Track I	Track II	Presentations
1:15 - 2:00 p.m.	Breakout Session I	Entrepreneur Education	SBIR Process and Fundamentals	Company Presentations
2:15 - 3:00 p.m.	Breakout Session II	Investment War Stories	Regional Venture Symposium	Company Presentations
3:15 - 4:00 p.m.	Breakout Session III	The Psychology of Philanthropy	Trends in Bio Investing	Company Presentations
4:15 - 5:00 p.m.	Afternoon Keynote	Thomas Fogarty, M.D., Chairman, Director, Founder, Fogarty Institute for Innovation		

CONFERENCE DAY TWO

7:30 - 8:30 a.m.	Registration/Networking/Breakfast			
8:30 - 9:20 a.m.	Morning Keynote	Jill Hagenkord, M.D., FCAP, Chief Medical Officer, 23andMe, Inc.		
9:30 - 10:00 a.m.	Coffee and Exhibitor/Research Pavilion Break			
10:00 - 10:45 a.m.	Late Morning Keynote	Jeffrey Trent, President and Research Director, Translational Genomics Institute		
		Track I	Track II	
11:00 - 11:45 a.m.	Breakout Session I	Cancer Institutes Driving for a Cure	Policies Driving the Innovation Economy	
12:00 - 1:00 p.m.	Lunch Keynote	Raymond DuBois, M.D., Executive Director, BioDesign Institute Arizona State University		
1:15 - 2:00 p.m.	Breakout Session II	Innovation in Redefining Healthcare	SBIR State Matching Fund Program	
2:00 - 2:30 p.m.	Coffee and Exhibitor/Research Pavilion Break			
2:45 - 3:30 p.m.	Breakout Session III	Patient’s Voice	Industry Collaborations	
3:40 - 4:30 p.m.	Afternoon Keynote	Ted Goldstein, Ph.D., Univ. of Cal. at Santa Cruz and former Apple Vice President		

CONFERENCE DAY THREE

7:30 - 8:00 a.m.	Registration & Networking			
8:00 - 8:50 a.m.	Session I	Dan Ledger, Endeavor Partners and Tony Zarola, Analog Devices. <i>Biosensor market and technology trends.</i>		
9:00 - 9:50 a.m.	Session II	Ken Foust, INTEL and Larry Stotts, Biotronik. <i>Biosensor landscape: from watches to implantable devices.</i>		
10:00 - 10:30 a.m.	Coffee Break and Networking Session			
10:30 - 11:20 a.m.	Session III	Brad Wilkins, NIKE and John Scott, Context Aware Computing. <i>Biosensors and “wearables” for the real world.</i>		
11:30 - 12:20 a.m.	Session IV	Gary Ahwah, Kaiser Permanente and Dusty Lieb, Cambia. <i>Can biosensors impact the cost of healthcare?</i>		



Marylhurst University, 17600 Pacific Highway—
(Hwy 43), Lake Oswego, OR 97036-0261

Oregon Bio 2014

PLATINUM SPONSORS

BIOTRONIK/MICRO SYSTEMS ENGINEERING INC.
INTEL
OREGON HEALTH & SCIENCE UNIVERSITY (OHSU)
OREGON NANOSCIENCE AND MICROTECHNOLOGIES
INSTITUTE (ONAMI)
OREGON TRANSLATIONAL RESEARCH AND
DEVELOPMENT INSTITUTE (OTRADI)

TRACK SPONSORS

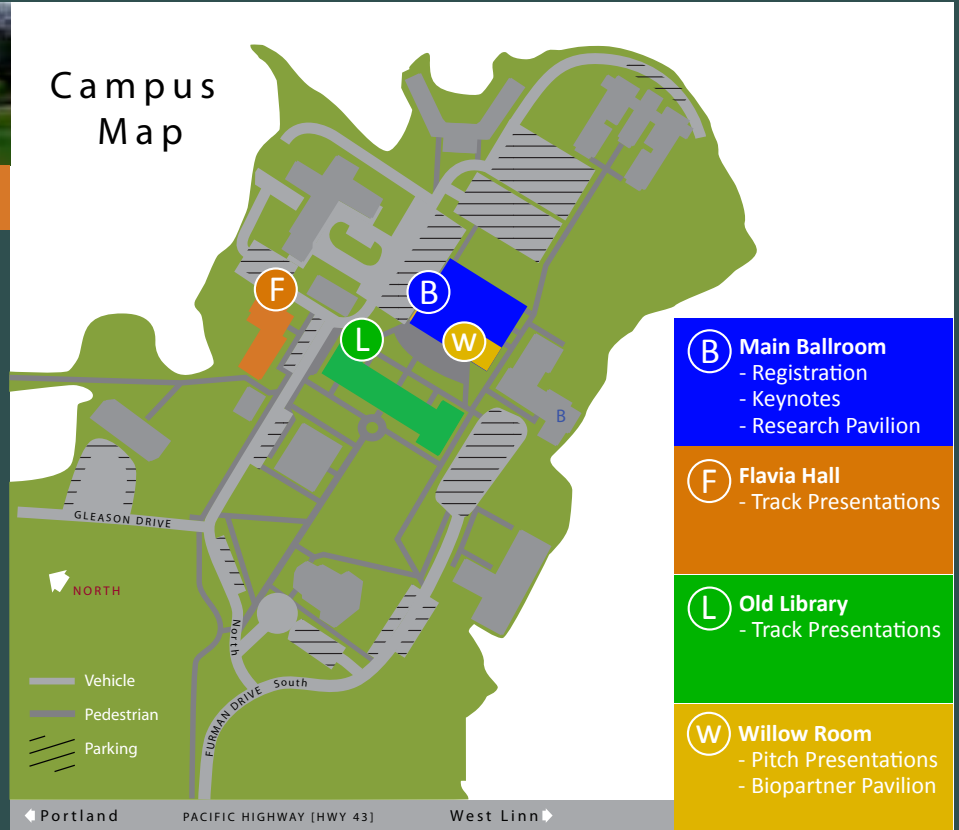
BIOTECHNOLOGY INDUSTRY ORGANIZATION (BIO)
GENENTECH, INC.
HDR/ORANGEWALL
OHSU MEDTECH ALLIANCE

SILVER SPONSORS

ADVAMED
CANON
ELI LILLY
GALENA BIOPHARMA
GENENTECH
HDR/ORANGEWALL
MEDINTELLIBASE
MEDMARC
SHELDON MANUFACTURING
TE CONNECTIVITY

BREAKFAST, LUNCH, DINNER SPONSORS

GENENTECH, INC.
HARDER MECHANICAL
HDR/ORANGEWALL
JE DUNN CONSTRUCTION
OREGON HEALTH & SCIENCE UNIVERSITY
THERMO FISHER
WELCH ALLYN



LANYARD SPONSORS

GENENTECH
HDR/ORANGEWALL

BIOPARTNERING PAVILION

HDR/ORANGEWALL

COFFEE SPONSORS

COLD FUSION LABORATORIES
EMD MILLIPORE-AMNIS
PUBLIX NORTHWEST

EXHIBITORS

ADVAMED
BIOTRONIK/MICRO SYSTEMS ENGINEERING INC.
CANON
COMMISSIONING AGENTS, INC.
ELI LILLY

EMD MILLIPORE-AMNIS
GALENA BIOPHARMA, INC.
GENENTECH, INC.
HARDER MECHANICAL
HDR/ORANGEWALL
INTEL
MEDINTELLIBASE
MEDMARC
OFFICE DEPOT
OHSU
ONAMI
OTRADI
SHAREVAULT
SHELDON MANUFACTURING
TCI AMERICA
TE CONNECTIVITY
VRW INTERNATIONAL

We are here to help

Oregon Bio was formally established in 1989 by a consortium of universities, public officials, educators and bioscience executives to cultivate a regionally synergistic climate in which to build a bioscience community. Today, Oregon Bio supports the regional bioscience community through networking, workforce development, educational programs, enterprise support, advocacy, and the promotion of research collaborations.

As the collective voice for our bioscience community, Oregon Bio is responsible for communicating the industry's economic impact, issues and challenges to the public sector, educators and the general public.

Oregon Bio continually seeks opportunities to support the sustainability and growth in the life science, bioscience, biotechnology and device manufacturing industries. Oregon Bio offers a host of member services to lower operational costs and promote partnering, so members can achieve their scientific, economic and social potential. Oregon Bio is a nonprofit association and an affiliate of the Biotechnology Industry Organization.

The association's 2010 Economic Impact Study showed that Oregon has 631 bioscience establishments and 13 life science research institutions generating a cumulative \$7.1 billion in economic activity, 36,800 jobs, \$1.9 billion in personal income and \$273.9 million in local and state tax revenues.



Speaker Alumni, Oregon Bio 2012

PLATINUM SPONSORS



Special Thanks to our Team

In special recognition for the countless hours our volunteers and committee members spent helping plan and coordinate the 2014 Annual Conference, the staff of Oregon Bio would like to thank the individuals listed below. Their spirit of volunteerism ensures Oregon Bio will always remain a vibrant organization.

Annual Conference Committee

Joseph Carroll
Bernie Fox
Jennifer Fox
Henry Kaiser
Colleen Lay
Louis McGinnis
Janina Malone
Jeff Mooney
Dorota Shortell
Kayla Victor

Key Volunteers

Jane Boutwell
Anne Carlson
Chris Fronsoe
Brad Hathaway
Dan Hurwitz
Milaina McNannay
Don Megrath
Keith Robinson
Michael Silvey
Steve Thompson
... and countless others

Special thanks to our hosts
Marylhurst University and
Bon Appetite catering

TRACK SPONSORS



CONTACT INFORMATION:

Website: www.oregonbio.org
News/PR Alerts: news@oregonbio.org
Twitter handle: @OregonBio
Hashtag for conference: #OregonBio2013
Facebook and LinkedIn: Oregon Bioscience Association

Dennis McNannay, Executive Director,
dennis@oregonbio.org

Julie Black, Director of Member Services and
Business Development, julie@oregonbio.org

Cindy Lum, Office Manager,
cindy@oregonbio.org

Jody McNannay, Conference Director,
jody@oregonbio.org

SILVER SPONSORS

