



Translational Research and Innovation: Putting Technology Ideas to Work

ABOUT THE CONFERENCE

This year's fifth annual conference will again bring together the region's research institutions, federal laboratories, industry, investors, and service providers to engage in an important dialogue around innovation and commercialization strategies that create significant economic impact. A nationally known panel of speakers will discuss new industry trends in biotechnology and medical devices, the role of innovation in economic competitiveness, strategies for increasing innovation, and future research and industry trends. Models, ranging from individual entrepreneurship to creation of major institutes of innovation, will be discussed.

The Ohio Valley Affiliates for Life Sciences (OVALS) is a collaborative effort of the University of Cincinnati, University of Kentucky, University of Louisville, Ohio University, Wright State University, and the Air Force Research Laboratory, along with BIO/START, CincyTechUSA, Commerce Lexington, Edison Biotechnology Institute, and Louisville Medical Center Development Corp.

FOR FURTHER INFORMATION

University Conferencing • University of Cincinnati • PO Box 210031 • Cincinnati, OH 45221-0031
 Telephone: 513.558.1810 • Fax: 513.558.0385 • Web: www.OVALSgroup.org • E-mail: univconf@uc.edu

MONDAY, MARCH 5, 2007

- 2:30 – 6:00 PM **Registration**
- 3:00 – 5:00 **Tour of University of Cincinnati Medical Center Cutting-Edge Research Facilities: Center for Surgical Innovation, CSTARS Unit, and MRI Facility**
(Optional — Advanced Registration Required)
- 5:00 – 6:00 **Reception and Exhibits**
NEW! Research Fair and Competition
- 6:00 – 8:00 **Dinner and Keynote: Connect and Develop with the Fortune 500**
Mark A. Collar, President, Global Pharmaceuticals, P&G Pharmaceuticals and Personal Health, The Procter & Gamble Company
The current competitive environment relies on innovation, flexibility, and change. Learn about recent changes in P&G's growth strategy and how P&G is seeking innovative products through acquisitions and strategic partnerships

TUESDAY, MARCH 6, 2007

- 7:30 – 8:30 AM **Registration and Continental Breakfast**
- 8:30 – 8:45 **Welcome Remarks**
Nancy L. Zimpher, PhD, President, University of Cincinnati
- 8:45 – 9:30 **Creating Conditions that Stimulate Public-Private Sector Collaborations and Enhance Tech-Driven Enterprise**
Roger N. Beachy, PhD, President, Donald Danforth Plant Science Center, St. Louis, Missouri
The Donald Danforth Plant Science Center is a not-for-profit research institute with a global vision to improve the human condition. The Center is a collaboration of public and private research institutions, foundations, and industry. It serves as an innovation hub for scientific ideas and technologies that have contributed to the economic growth of the St. Louis region and the State of Missouri. Are there applications for our own region?
- 9:30-11:00 **Models and Strategies for Industry Innovation**
John Fraher, Chief Commercial Officer, Eurand, Vandalia, Ohio
Ken Kozak, VP Research Meridian Biosciences, Cincinnati, Ohio
Paul Marcun, VP Global Business Development, Ethicon Endo-Surgery, Cincinnati, Ohio
Tim Ramsey, CEO/CFO, SureGene, Louisville, Kentucky

WHY YOU SHOULD ATTEND

This conference is a "must" for anyone interested in commercialization of new life sciences technologies, collaboration opportunities, and creating economic impact. This includes university researchers and administrators, technology transfer professionals, corporate scientists, business development professionals, state and local economic development officials, attorneys, investors, incubators, and entrepreneurs. The OVALS Conference is an important forum for exposure to the thinking of national leaders, opening up strategic dialogues, expanding opportunity, and networking.

NEW! RESEARCH FAIR AND CASH AWARDS

Submit your scientific poster and abstract for our first OVALS Research Fair, where winning posters will be eligible for a cash award of up to \$1000. Visit www.ovalsgroup.org/conferences.asp for the application process and information.

GENERAL INFORMATION

Accommodations • The conference will be held at the Kingsgate Marriott Conference Hotel, 151 Goodman Drive, in Cincinnati, Ohio. A block of rooms has been reserved at Kingsgate at a special rate of \$129 plus tax, single or double. Please make your reservation by calling 888.720.1299 or 513.487.3800 by February 11 and identifying yourself as a participant of the OVALS Conference. After February 11, rooms may be reserved on a space and rate available basis only.

Fees • The conference registration fees (\$150 regular registration, \$95 academic, and \$50 student) include conference materials, dinner on Monday, continental breakfast and lunch on Tuesday, and refreshment breaks.

Refunds • If you register and find you are not able to attend, you will receive a full refund by calling 513.558.1810 or e-mailing univconf@uc.edu by March 1, 2007. No refunds will be processed after this date. Substitutions may be made at any time.

Exhibits • The fee for an exhibit table is \$250 per table and includes one conference registration. Please mark the appropriate box on the registration form.

This high level panel will present current industry strategies for expanding and exploiting innovation as a growth strategy in the areas of biotechnology and medical devices. The panel will discuss what this means to new product creation, collaborative opportunities, and future directions.

- 11:15 – 12:15 **Advancing Innovation: Foundation Opportunities**
Bo Fishback, Director, Advancing Innovation, Kauffman Foundation, Kansas City, Missouri
The focus of this presentation is on the Kauffman Foundation's efforts in working with universities to help understand the complexities of commercialization of research innovations through entrepreneurship, the iBridge program, and other related Kauffman initiatives. Learn how to access these resources and expand your opportunities.
- 12:15 – 1:15 **Lunch and Announcement of Research Fair Award Winners**
- 1:15 – 3:00 **Innovation on Command**
Drew Boyd, Director, Marketing Mastery, Ethicon Endo-Surgery, Cincinnati, Ohio
Innovation in industry is a critical driver of growth, change, and market success. Can individuals "innovate on command"? This highly interactive session outlines specific strategies capable of bringing innovation to the forefront with actionable plans.
- 3:15 – 4:00 **Grant Writing for Translational Research: It's More than the Science**
Robert Yuan, PhD, National Academy of Sciences, National Research Council, Washington, DC
OVALS research institutions and industry collaborators compete for translational research and commercialization funding at both the state and national levels. The National Academy of Sciences will share its approach in evaluating the commercial potential of life science technologies to assist faculty and partners prepare stronger proposals.
- 4:00 – 4:45 **New Translational Research Program**
Patrick Twomey, PhD, Senior Technology Transfer Specialist, Technology Transfer Branch, National Cancer Institute, National Institutes of Health, Bethesda, Maryland
As a major source of support for research critical to the nation's health, the NCI will share information on its funding for translational research, current NCI priorities, and future funding directions.

2007 OVALS CONFERENCE REGISTRATION FORM Please print; duplicate as necessary.

Dr./Mr./Mrs./Ms. _____
First Last

Title _____

Department _____

Organization _____

Mailing Address _____

City _____ State _____ Zip _____

Day Phone _____ Fax _____

E-mail _____

FEES

- \$150 Conference Registration \$95 Academic \$50 Student
- \$250 Exhibit Registration (includes conference registration)

PAYMENT

_____ Total amount due

Enclosed is my check or money order made payable to University of Cincinnati

Purchase Order # _____
 Contact name _____ phone _____

Please charge my VISA MasterCard American Express Discover

Card Number _____ Exp. Date _____

Signature _____

Return form and payment to University Conferencing

mail: University of Cincinnati, PO Box 210031, Cincinnati, OH 45221-0031
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Received _____	Entered _____	Confirmed _____
Paid _____	Receipt # _____	Sundry _____

- I will attend the UC research facilities tour on Monday, March 5. Yes No
- I will submit a poster for the Research Fair and Competition. Yes No
- I have special dietary needs. _____
- If you have special needs to accommodate a disability, please call 513.558.1810 by 3/1/07.

5th Annual Conference



*Sponsored by Ohio Valley
Affiliates for Life Sciences (OVALS)*

ORGANIZERS

*University of Cincinnati
University of Kentucky
University of Louisville
Ohio University
Wright State University
Air Force Research Laboratory
BIO/START
CincyTechUSA
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UNIVERSITY of LOUISVILLE



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