



Colorado BioScience ASSOCIATION



FOCUS

APRIL
2011

Letter from the President



The last few months have been very exciting for CBSA. We have been fortunate to have a terrific board of directors serving the organization this past year. The membership recently voted in another fabulous slate of directors for 2011 with Steve Orndorff, President of Ariel Pharmaceuticals at the helm as your new Chair. Please take time to thank our board for dedicating their time to Colorado's bioscience community.

Although these are farther reaching topics than our organization has tackled in the past, CBSA will continue to bring our members quality educational programming and networking opportunities to help you become more successful in your business. Because funding is a top priority for all our members, CBSA has been planning a Rocky Mountain Life Sciences Investor and Partnering Conference, September 21-23 to attract VC's from across the country to listen to pitches from our companies in Colorado, Montana, New Mexico, Oklahoma, and Utah. We will be holding this conference every other year, alternating with BioWest to provide our members the most comprehensive industry education and funding opportunities.

The Board met this past week for an annual retreat and spent much of our time focusing on developing a consistent branding message for the bioscience industry in Colorado. Developing a brand will assist each of us as ambassadors in representing the industry in the best light possible to investors, companies and the public. Another topic for the retreat and a focus for all of us, is the development of our federal priorities that we can present to our congressional delegation at the BioFly-In in Washington, DC.

This promises to be an exciting year for CBSA, but you only get what you put into your membership. So get involved today!

Holli Baumunk

President and CEO
Colorado BioScience Association

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www.CoBioScience.com

Company Spotlight: Surefire Medical



www.surefiremedical.com

Interventional radiologists are the vanguard of targeted cancer treatment, using microcatheters to deliver therapeutic materials (embolics) directly into tumor blood vessels. The primary challenge is that all available multi-use catheters lack precision for this application. The lack of delivery precision causes damage of surrounding tissue, from mild to severe, in approximately 80% of cases.

Surefire Medical, located in Westminster, CO, was founded in July 2009 by Aravind Arepally, MD and Jim Chomas, PhD. The company is developing a novel infusion system for the interventional radiology market. The Surefire™ Infusion System (FDA Clearance Pending), is designed to precisely deliver embolic agents and reduce damage to healthy tissue. The key aspect is the sophisticated expandable tip portion of the catheter. The expandable tip is designed to collapse in forward flow, maintaining blood flow to the tumor. In reverse flow, the expandable tip is designed to seal to the vessel wall to reduce reflux of the embolic agents and protect surrounding healthy organs.

The initial market focus for Surefire Medical is the treatment of both primary and secondary (metastasized

from another organ) liver cancer. The use of embolics to treat cancer has been growing over 30% annually and is considered the only effective treatment for non-resectable (cannot be surgically removed) liver cancer. In the U.S., 145,000 primary and secondary liver cancer patients will be candidates for embolotherapy, representing an addressable market of \$585 million. The worldwide embolotherapy market is much larger (\$2.4 billion), driven by the high incidence of primary liver cancer (451,000 new patients each year) and secondary liver cancer (742,000 new patients each year).

Surefire Medical is angel funded, with \$1.75 million in seed round convertible debt. The company filed a 510(k) application to the FDA in February 2011, and is planning to apply for CE Mark clearance by July 2011.



Letter from the Chair

New Board Chair Steve A. Orndorff, Ph.D.



Dear Members,

I am excited to be starting my term as Chairman of the CBSA during this time of new developments and growth in the organization. I feel very fortunate to be working with our president, Holli Bau-

munk, her staff and the Board of Directors, and I believe we can continue to build on the momentum and success that they have established.

Over the course of my term I plan to work on several initiatives that I believe will foster growth of our industry and support the entrepreneurial environment that has been so successful in Colorado. These initiatives include expanding investor financing for startup and early stage life science companies; supporting

new initiatives for the commercialization of technology from our state universities; developing productive relationships with our Congressional delegation to secure more federal support for the Colorado bioscience industry; and building a “brand” that raises awareness of our industry as part of the Innovation Economy within our state and nationally.

I feel fortunate to be working with Holli, the Board and our superb committees on these initiatives because I believe they are some of the best minds and energy in our community for tackling these challenges. Also, we have a superb staff at the CBSA headquarters who have shown during the past year considerable initiative and skill in improving the internal operation and the member experience. At the same time they have given our organization a new, more sophisticated external image that has resulted in numerous kudos from our peer organizations, and increased awareness and respect from the media, elected officials and the business community. I look forward to building on this solid foundation

of success.

Finally, I firmly believe that the success of a volunteer organization such as ours is directly proportional to the interest and involvement of its’ members. The CBSA membership is one of the best in this context as reflected in the grassroots interest in our committees, programs and various initiatives. I hope that we can continue to tap into this wealth of member involvement and I encourage all of you to get involved wherever and whenever possible.

It’s an honor to be Chairman of the CBSA and I appreciate the opportunity you have given me to work with everyone to increase the value of the membership experience and our relevance to the economy of our state.

Respectfully,
Steve A. Orndorff, Ph.D.
Chairman

Welcome New Board Members



Jeff Castleberry, COO EndoShape, Inc.

Mr. Castleberry has over 25 years of leading product development and manufacturing organizations to commercialize complex medical devices: durable equipment, sterile disposables, and implantable products.



Joe Guiles, Ph.D., Executive Director MicroRx, CSU Ventures

Joe Guiles, Ph.D., is currently the Co-director of C2D2 in addition to serving as the COO of MicoRx® since January 2009. Prior to joining CSU Ventures™, Dr. Guiles has worked within the Pharma/Biotech sector for 18 years holding both research and director of research positions. His past employers include Aventis, Johnson & Johnson, Sterling Winthrop and most recently Replidyne Inc.



Scott Hutton, Sr. Director of Global Marketing, Medtronic Navigation

Mr. Hutton was name Head of Global Marketing for Medtronic Navigation in November 2008. He leads the global marketing activities for the Louisville, Colorado-based medical company, which is the leading provider on integrated navigation and intra-operative imaging solutions in the world.



David Mitchell, Executive Director, Plant Manager, Merck & Co., Inc.

Mr. Mitchell has been involved in Colorado bioscience since 1986—from graduate school (CSU), through research at SERI (now NREL) and then 20 years in Boulder biotech. Mr. Mitchell has held positions in research, development, engineering, project management, manufacturing and now site management for Merck. Mr. Mitchell has worked in small biotechnology (Somatogen and Insmed) to large biopharmaceutical companies (Baxter, Lilly, and Merck).

Reappointed Board Members:

John Dunning, Clarimedix Inc.
Rick Jory, Sandhill Scientific, Inc
Ruth Lytle-Barnaby, Poudre Valley Health System
Will Vaughan, Ph.D., Colorado School of Mines
Michael Weiner, Dorsey & Whitney
Jim Wilson, Ernst & Young

2011 - 2012 Board of Directors

Board Officers

Steve Orndorff, Ph.D., Chair*	Ariel Pharmaceuticals
Derek Cole, Vice Chair*	ARCA Biopharma
Norwood Robb, Treasurer*	DSST Public Schools
Linda Pryor, Secretary*	Pfizer Pharmaceutical Company
Dave Allen*	University of Colorado
Larry Blankenship*	ValveXchange
Denise Brown	Denise Brown LLC
Jeff Castleberry	EndoShape, Inc.
Chris Clement	Covidien
Lisa Drake	Monsanto
Richard Duke, Ph.D.	Colorado Institute for Drug, Device and Diagnostic Development (CID4)
John Dunning	Clarimedix Inc.
Joe Guiles, Ph.D.	MicroRx, CSU Ventures
Dick Hinson	Aurora Economic Development Council
Scott Hutton	Medtronic Navigation
Betty Iverson	Johnson & Johnson
Rick Jory*	Sandhill Scientific, Inc
Jim Kasic	Sophonon, Inc.
James Linfield*	Cooley LLP
Mark Lupa	High Country Venture
Ruth Lytle-Barnaby	Poudre Valley Health System
David Mitchell	Merck & Co., Inc.
Sean Moriarty*	TOLMAR Inc.
David Perez	CaridianBCT
Frank Ronchetti	Biodesix, Inc.
Nick Saccamono	SomaLogic Inc
Michael Salem, M.D.	National Jewish Health
Rahmat Shoureshi, Ph.D.	University of Denver
Kevin Smith	Colorado Institute for Drug, Device and Diagnostic Development (CID4)
Chris Smith	Cochlear
Mark Spiecker	Sharklet Technologies
Kiki Traylor, M.D.	Amgen
Will Vaughn, Ph.D.	Colorado School of Mines
Michael Weiner	Dorsey & Whitney
Jim Wilson	Ernst & Young
Dan Wittenberg	Snell & Wilmer LLP
Ed Wood	Consultant

(*Executive Committee)

Full Board Bios at <http://www.cobioscience.com/about-us/board-of-directors>

Programs Update: Personalized Medicine

Personalized MEDICINE



The Colorado Story on Personalized Medicine

Thur April 28, 2011

7:30-10:00am

Scientific Education Research Institute

9005 Grant Street, #100

Thornton

Free to CBSA Members, Non-Members: \$50

Breakfast Keynote: "Colorado Clinical and Translational Sciences Institute: A Catalyst for Personalized Medicine."

Dr. Ron Sokol, Director, CCTSI

Panelists:

- Larry Gold, Chairman & Chief Science Officer, SomaLogic
- Pauline Gee, Chief Science Officer, BodySync
- David Brunel, Chief Executive Officer, Biodesix
- Fred Mitchell, Chief Executive Officer, Beacon Biotechnology

Personalized Medicine, Done Well

Fri May 13 and Sat May 14, 2011

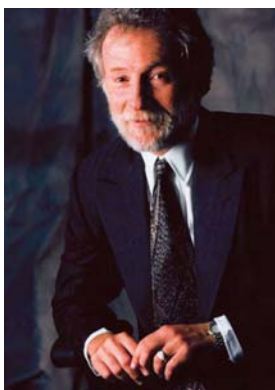
9:00am-5:00pm each day

Muenzinger Auditorium, University of Colorado, Boulder

Registration: No Fee

Complete 2 day schedule at:

<http://www.cobioscience.com/news/GoldLab%20%20Symposium%202011%20-%20Schedule%20and%20Speakers%20-%20FINAL.pdf>



Dr. Larry Gold recently shared a few remarks with us on personalized medicine.

CBSA: What does personalized medicine mean for a patient and treatment?

Gold: The goal of personalized medicine is to do the best possible interventions (or none at all) for individual patients, using all available sources of evidence.

CBSA: Why is personalized medicine important?

Gold: Doctors have always done "personalized medicine" – they looked at their patients with the best available sources of information, and they made an informed decision, with varying degrees of success. Today doctors and clinical scientists have access to better information than ever before, and one hopes that modern (and improved) information will flow into the decision-making process.

CBSA: What is the biggest issue in personalize medicine?

Gold: The hype is way in front of the reality, and money is in short supply. Personalized medicine has already entered the world of politics. The dialogue today, with few exceptions, is about who will garner the most resources (or who will protect those resources already flowing to some component of the medical system) rather than how to make healthcare as good as it can be for everyone, at affordable costs.

Upcoming Events

Scientific Series: Personalized Medicine

April 28

7:30-10:30am

Scientific Education and Research Institute, 9005 Grant Street Suite 100, Thornton

Free to CBSA Members, Non-Members: \$50

Finance Seminar

Ernst & Young: A Life Science Accounting Update

New Date: May 4

4:00-6:00 p.m.

Republic Plaza Concourse Level, 370 17th Street, Denver

Free for CBSA Members, \$50 Non-Members

Innovation After Hours

May 12

4:00-6:00pm

Rocky Mountain Innosphere, 320 East Vine Drive, Suite 101, Fort Collins

Free

Annual GoldLab Symposium 2011

Personalized Medicine, Done Well

May 13 and 14, 2011

9:00am-5:00pm each day

Muenzinger Auditorium, University of Colorado, Boulder

Registration: No Fee

Medical Device Networking Reception

May 18

5:30-7:00pm

Holland & Hart, 1800 Broadway St # 300, Boulder

Free to CBSA Members, \$50 Non Members

Bio Bogey Golf Tournament

June 13

6:30am-1:30pm

\$150 individual; \$550 foursome

Fox Hollow, 13410 Morrison Rd, Lakewood

To register, please log into our database system at <https://netforum.avectra.com/eweb/StartPage.aspx?Site=CBSA>.

CBSA Staff

Holli Baumunk

President and CEO

hbaumunk@cobioscience.com

April Giles

Executive Vice President

agiles@cobioscience.com

Mae Desaire

Director of Marketing

mdesaire@cobioscience.com

Steve Ambriz

Operations Manager

sambriz@cobioscience.com

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