



Bioscience Spends a Day at the Capitol

Colorado's bioscience industry and the state government came together on January 23 to celebrate the bioscience industry at the first annual BioScience Day at the Capitol.

The day began with a BioBreakfast where both Senators and Representatives alike spoke to an overflowing room of industry leaders about their views on the upcoming legislative session and on the bioscience industry in the state. Speaker of the House, Terrance Carroll, expressed that the bioscience is his second favorite industry clusters in the state, a close second to his favorite, micro-breweries. Many of the legislators touted their excitement for the industry and how proud they are to have such a booming bioscience cluster in Colorado.

Following the presentations from Colorado State Legislators, Patrick Kelly, Vice President of State Government Relations

and Alliance Development for the Biotechnology Industry Organization (BIO), flew in from Washington D.C. to present the BIO perspective. Patrick discussed upcoming federal and state legislation that BIO is working on and the potential effect the legislation could have on the biosciences.

To conclude the BioScience Day at the Capitol, Governor Bill Ritter and Colorado Office of Economic Development joined the Colorado BioScience Association to release the *Colorado Bioscience Roadmap 2008* report at a press conference. *The Colorado Bioscience Roadmap* is an updated version of the 2003 report, *Colorado's Place in the Sun: An Action Plan to Grow Colorado's Bioscience Cluster*, which shows impressive gains for Colorado's bioscience sector and provides an updated growth plan for the future.

The report found that Colorado now ranks 11th in the United States for bioscience venture capital investments, with \$1.3 billion invested from 2002 through the second quarter of 2008, and that bioscience employment has increased 5.5 percent since 2003.

"More than 18,000 Coloradans are now involved in this field," Governor Ritter said during the

press conference. "We want to continue this industry growth trend and build upon our successes. Using the updated action plan will allow us to be more targeted and strategic in our planning, as well as to better compete at a national and international level."

The Battelle Technology Partnership Practice worked with key industry leaders in Colorado and conducted research throughout the state to prepare the report. Through this research, the *Colorado Bioscience Roadmap* showcases



the strengths and of the industry and the challenges it faces, providing the industry a five-year plan to grow the bioscience hub in the state.

The updated report shows that Colorado is on the right path to becoming a bioscience hub and pinpoints strategic areas where the industry needs to focus for the next five years. After reviewing how far we have come, it will be exciting to see where we are in another five years.

You can find the *Colorado Bioscience Roadmap* on the CBSA website at www.CoBioScience.com under the resources link.

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FOCUS

ON INVOLVEMENT

Help Shape Colorado BioScience Association, Join a Committee Today

As CBSA begins another year, we are asking you for your assistance to guide our efforts. All CBSA members have the ability to input their ideas and shape the actions of the association.

Whether you are interested in a specific educational programming topic or have a desire to help shape the CBSA's communication with the media, the CBSA has more than seven different committees for members to become involved in. Each committee serves as a guide for the actions of the association, and we rely on committee members' perspective to shape our actions.

The committees that make up the CBSA include

the Membership Committee, Programs Committee, Real Estate & Facilities Committee, Communications Committee, Education Committee, Finance and Audit Committee, Public Affairs & Government Relations Committee, and the Technology Transfer & Research Committee. Here is how each of these committees impact the CBSA:

- **Membership Committee**—Helps ensure that membership in the association is worth while for everyone involved in the bioscience industry and shapes the membership outreach for the CBSA.
- **Programs Committee**—Plans and develops programs that meet specific needs of the industry and programs that inform broader audiences about the importance and value of the biosciences industry.
- **Real Estate & Facilities Committee**—Work on developing information and guidelines for the industry on specific queries regarding real estate and facilities.
- **Communications Committee**—Responsible for promoting the industry by facilitating positive news stories with regional media contacts; publishing the quarterly newsletter and the annual *Bioscience Colorado* magazine

- **Education Committee**—Ensures that the CBSA is actively involved in the K-12 education initiatives involving the biosciences and works to develop programs and educational activities for educators and the state.
- **Finance & Audit Committee**—Oversee the annual audit for the association and monitors the monthly expenditures and revenues.
- **Public Affairs and Government Relations Committee**—Responsible for educating, reaching out to and advocating before Colorado's elected officials, state and federal governmental agencies and the media.
- **Technology Transfer & Research Committee**—Provides an organized point of contact and discussion forum for Colorado's research institutions to coordinate with the bioscience industry.

If you are interested in becoming involved with one or more of these committees, please contact the CBSA at (303) 592-4073.

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We Work for Health

FOCUS ON HEALTH **Discover the Amazing, Incredible You in Expedition Health at the Denver Museum of Nature & Science**



Prepare to discover the amazing, incredible you in *Expedition Health*, the new health science exhibition opening to the public on Saturday, April 4, 2009, at the Denver Museum of Nature & Science. *Expedition Health* is made possible by Kaiser Permanente Colorado as part of its mission to help improve the health of the community.

Expedition Health is a 10,000-square-foot exhibition that will offer visitors a remarkable journey inside their own bodies through a virtual expedition up a Colorado peak. By seeing and measuring how their bodies work, visitors will learn how their bodies adapt not only to the Colorado environment but also the personal environment that they create through lifestyle choices.

Expedition Health goes beyond presenting the human body as a collection of organ systems, getting down to the cellular level of biology where many of the most important discoveries in science are being made today. *Expedition Health* shows visitors what science is all about by asking them to participate in the scientific process rather than just giving them the results. The exhibition also stands apart by presenting more than 20 authentic human anatomical specimens, providing

visitors profound opportunities to understand the intricacies of the human body.

The *Expedition Health* gallery is organized into five major components. Visitors start by picking up a Peak Pass, and choosing an expedition buddy who serves as a virtual learning companion throughout the exhibit. Next, visitors step inside *Expedition Health* and encounter a wide array of interactive components and authentic anatomical specimens. These core exhibition activities offer insights into human biology and health in delightful and entertaining ways that involve the entire body. Visitors have many opportunities to record personal data on their Peak Passes, and learn health information from their expedition buddy.

In the BodyTrek Theater, visitors get an engaging look at how the body reacts during a trek up Mount Evans in a 130-degree panoramic theater setting that immerses the audience in dramatic imagery, light, and sound. Visitors actively participate in the theater experience through pulse-oximeters located at every seat, an infrared camera, and other interactive elements.

In the Biology Base Camp, visitors to *Expedition Health* test their own hypotheses using the same equipment and microscopes

found in research laboratories. Visitors can test antimicrobial soaps on live bacteria, extract DNA, test the sugar content of breakfast cereal, and more.

The Summit Science Stage is designed to give visitors opportunities to participate in health demonstrations and programs, and to discuss science and health topics with Museum educators. Shows and activities throughout the day change constantly, and range from a sheep heart dissection to a clever show in which cartoon characters star as SuperFood Heroes.

Tykes Peak is an area expressly designed for young learners ages one to five. It provides a mix of full body activity, dramatic play, and multisensory experiences, along with information for parents and caregivers about the biological basis of children's behaviors.

Email Alerts

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CBSA NEWS

As I enter into my fourth month here at the Colorado BioScience Association, I can honestly say that I am more excited than ever. The CBSA began the year by releasing our updated *Colorado Bioscience Roadmap*, which will act as a guide on how to grow the bioscience industry over the next five years.

This position, along with my background in large and small businesses in pharmaceuticals, biotech and medical devices, provides a very unique opportunity for both me and the Association. As we move forward through these challenging times, we will continue to work diligently to expand the bioscience industry in Colorado through a broad

John Collar - The New Guy on the Block



The growth that this industry has undergone in the last five years is truly outstanding, and as we navigate through the action items on the roadmap the industry in Colorado will grow even brighter over the next five years. Colorado is a great place to call home, and I am happy to be a part of the bioscience industry as the President of the CBSA.

spectrum of existing and new programs. Some objectives that we will implement this year include expanding the state's Sales & Use Tax refund to include the medical device industry, add incentives for Angel Investments made in Colorado through an investment tax credit, to enhance our Science Teacher Externship program and offer it to more Colorado science teachers, and to engage the investor community for the first Rocky Mountain Region LifeScience Investor Conference that we are planning here in Denver. While these are only a few key highlights for the year, the CBSA will continue to actively support the bioscience community in the state.

Operating on a limited budget can be tough for biotech companies. BIO Business Solutions can help. The **BIO Business Solutions** cost-savings program partners with leading providers to offer discounted prices on essential products and services.

To learn more visit www.biobusinessolutions.com.



will find the CBSA pulling out our argyles socks and cleaning off our golf clubs at the Fox Hollow Golf Course in Lakewood.

The tournament isn't undergoing a complete overhaul, we will still begin the day bright and early and end with a celebratory luncheon to showcase the best golfers on the green. We hope to see each and every one of you out on the course for the 2009 Bioscience Bogie Golf Tournament!

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PROGRAMS

With the 2008 program calendar reaching beyond 60 events with over 5,000 attendees, we are looking forward to an exciting and full year of programming for 2009. While many of our programs will continue in their usual format, the Bioscience Bogie Golf Tournament is making a change for the better.

The 2009 Bioscience Bogie Golf Tournament will undergo two different changes this year, we have found a new location and a new date to hold our annual tournament. On June 22nd, you

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