



## Colorado Bioscience Association Membership

**S**o, you are a member of the Colorado BioScience Association (CBSA)...now what? Many people, both members and non-members, aren't aware of what membership in this organization includes. This newsletter will act as your guide to how your membership can work for you.

The CBSA is the single voice for the bioscience industry in Colorado and its main purpose is to provide leadership in the development and growth of bioscience companies in Colorado. CBSA also strives to facilitate partnerships among research institutions, local companies and member service providers in order to further the development of a premier bioscience cluster in Colorado.

As a member of the Association, you can be confident that the CBSA is continuously working to help you succeed. From the individuals to the service

providers to the companies, the CBSA works to ensure that every member remains connected and known.

Through advocacy on the state and federal level, the CBSA keeps track of the different policies sprouting up that might affect the industry and works to ensure that legislation does not harm the bioscience companies in the state. Each year the association works with local representatives and senators to sponsor bills that will positively impact Colorado's bioscience hub, and for the past three years these legislative efforts have been a great success.

Creating meaningful connections is also a benefit that each member of the association gains. Through networking opportunities, educational events and establishing media relationships the CBSA tries to make this large community a small and tight knit group. With more than 60 events offered each year every member has a chance to see old friends and make new connections. This gives everyone a chance to know what Colorado's bioscience community has to offer.

Although you can't guarantee a news article will be published each time a story breaks, the Association tries to ensure that news regarding your business gets into the hands of the media. Sending out press releases, posting stories on the CBSA website and having weekly

updates helps the members of the association remain in the headlines.

Assisting individuals who are seeking employment and connecting them to our member companies who have open positions is a benefit many members appreciate. With resumes and job openings placed on the CBSA website, you can view the most current openings at Colorado's bioscience companies and find qualified candidates that can fill any of these positions.

Members of the association also have the chance to save on goods and services through the CBSA's affiliation with the national Biotechnology Industry Organization (BIO). These goods and services range from company insurance to lab equipment, and more benefits are being added to this program each year.

While this newsletter only provides you with a glimpse inside the exclusive benefits that are offered to CBSA members, the opportunities are endless. Members can actively participate in the association by joining one of the CBSA Committees that provide strategic direction to the Association. Every opinion is also very important to the workings of the Association, so if you have any ideas or comments, the door to the CBSA office is always open.

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# FOCUS ON MEDIA EXPOSURE

## Getting through to the Media

The growth and success of the bioscience industry is a top priority for the Colorado BioScience Association. An important piece to your success is letting the world know what exactly is going on in Colorado, and the CBSA is at the forefront of these efforts.

Getting through to the local and national media is a difficult task, but the CBSA is here to lend a hand. The Association maintains a relationship with the local media as well as national publications, and the media looks to the CBSA on the next industry story.

The Colorado BioScience Association's website is also another outreach effort on behalf of the industry. With more than 1,700 hits to the website each day, visitors are informed of company news and recent industry highlights, keeping them up to date on what is happening in Colorado.

As a member of the CBSA your press releases also become a part of the Association's top news. The CBSA posts every member's press release on its website, and pushes the stories out to the media in order to attract more attention.

The website also displays current stories about the industry and member companies that have been published by the media.

Exposure for the industry remains a top priority at the CBSA and we retain a Public Relations guru, Maggie Chamberlin-Holben. Maggie, along with the CBSA Communications Committee, works on new efforts on behalf of the industry.

Through these efforts, you will find articles in the media on the Association and the bioscience companies in the state, and as the industry grows so do the articles.

## Exclusive Benefits Through BioBusiness Solutions

### CBSA SPONSORS

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Are you curious how your membership in the CBSA can benefit your entire company. If so, look no further than to the BioBusiness Solutions.

Through the Association's affiliation with the national Biotechnology Industry Organization (BIO), the CBSA can provide its members discounts on a variety of products and services that are vital to your organization. Many times these discounts alone can pay for your membership to the Association, and these are exclusive benefits offered only to members.

"Through the benefits MicroPhage receives from the BioBusiness Solutions, our membership fee to the CBSA pretty much pays for itself," explains Jack Wheeler, President of MicroPhage, Inc. and Chairman of the CBSA Board.

The BioBusiness Solutions can save you money on your company's employee benefits, insurance, lab equipment and more and through these savings you could spend more money where you really need it.

BIO also accepts new bids for their BioBusiness Partners whenever they arrive, so more benefits and programs are added into this package yearly. Proposals for new services undergo a competitive bid process, which guarantees the best deal for you and your company.

Find out more about the benefits that you receive at <http://www.biobusinessolutions.com/partners.asp>.



# FOCUS ON EDUCATION

## Pilot Externship Program

*The CBSA Has Launched a New Pilot Externship Program, Connecting a High School Science Teacher With a Local Biotechnology Company*

A local high-school biology teacher is learning the ropes at a Boulder biotechnology company this summer, as part of a new six-week paid externship program launched by the CBSA.

Tamra Miaja, a Bear Creek High School (Jefferson County) biology teacher, is the first teacher to take part in the pilot externship program and has spent part of her summer "externing" at Array BioPharma in Boulder.

An externship, a term dating back to 1945, is an opportunity for a student (in this case a full-time high school science teacher) to engage in practice-based learning, by actively participating on-the-job at a local bioscience company. It is very similar to an internship, but is generally of a shorter duration. The term "extern" is also used to refer to a medical professional who is associated with a facility, but is

not considered a full time member of the staff.

Tamra's experience at Array includes working with



the molecular biology and protein chemistry group, crystallizing proteins and determining their structure. She will also played an important role in a cell biology experiment at the company.

The CBSA is committed to finding ways to inform the K-12 science educators about jobs within the bioscience industry. The CBSA has heard from our bioscience company members that they want us to focus on promoting bioscience careers within local schools and we think



this externship program will be an excellent method of doing so.

Funds for the externship program are raised through the CBSA's annual golf tournament, the BioScience Bogie. This year's BioScience Bogie is Monday, September 15, at the Omni Interlocken Resort Golf Club in Broomfield, CO.

The CBSA intends to grow this program in 2009 with additional companies and teachers. **Please contact us if you are interested in sponsoring a science teacher for a six week externship during the summer of 2009.**

*The following members joined the CBSA in the past four months.*

*Check them out on the web site at*

[www.CoBioScience.com/membershipdirectory.php](http://www.CoBioScience.com/membershipdirectory.php)

ASDX Biosystems Corporation  
Biolexica  
BioPharm International  
Boulder Innovation Center  
CGL - Concert Group Logistics  
Covance  
EFL Associates  
Employers Solutions, Inc.  
Eveia Medical  
FDA Compliance Group, LLC  
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MasterControl, Inc.  
miRagen Therapeutics  
N30 Pharmaceuticals, LLC  
nSpire Health, Inc.  
OCAM Solutions, Inc.  
Peak Biosciences, Inc.  
Protiro, Inc.  
Shapiro Solutions  
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### **INDIVIDUAL MEMBERS**

Dr. Alvin Beers  
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# CBSA's PROGRAMS

## Education and Networking

**E**ducation at any age is a valuable asset, and the Colorado BioScience Association strives to help educate its members on industry topics and issues through the more than 60 events offered by the Association each year. The majority of these events are free to members or offered at a discounted rate, and EVERY employee in a member company can enjoy this benefit.

Every other month the CBSA Programs Committee, made up of biotechnology companies, medical device companies and service providers, convenes to strategize on the programs offered by the Association. This committee discusses past events and determines where to go next and what the current hot topics are for the industry. Through this discussion, the committee puts

together about 50 topics to cover and determines who should be the presenter or group of panelists.

While the committee does an excellent job on creating topics, they are always interested in hearing your feedback. Whether you have any suggestion on a program or a topic or if you have an opinion on how to make an event more of a success, the Association and the committee are interested to hear from you. As a member, it is your prerogative to send in these comments to the CBSA in order to ensure that your educational needs are being met.

While education is important, the CBSA also believes networking can benefit everyone in the industry. Business and personal connections are made at each and every CBSA event, and a portion of all CBSA

**Email Alerts**  
Be sure to check you spam filters to ensure your event invitations are reaching you!

events include a networking session to encourage the members and non-members of the association to collaborate.

The connections made between people through the networking receptions and breakfasts guarantee that the bioscience community in Colorado will thrive and continue to grow. So, please enjoy the food and let the connecting and education begin!

**FOCUS** is published by the Colorado BioScience Association, 1625 Broadway, Suite 950, Denver, CO 80202, with additional offices at Fitzimons Bioscience Park and Fort Collins. Denise Brown, executive director.  
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Design and production by Carol Pando at UberInk, llc