

- 7:45 - 8:30 A.M. **Registration and Breakfast**
- 8:30 - 8:45 A.M. **Opening Remarks**
 Steve A. Mandell, Partner, Pepper Hamilton LLP and Chairman BIO IT Coalition **(Bio)**
- 8:45 - 9:10 A.M. **Welcome**
 Jeff Libson, Partner, Pepper Hamilton LLP **(Bio)**
- Introduction of Benjamin H. Wu**
 Alan G. Merten, Ph.D., President, George Mason University **(Bio)**
- 9:10 - 9:45 A.M. **Policy and Partnerships to Accelerate Innovations in the Converging Technologies**
 Benjamin H. Wu, Deputy Under Secretary for Technology, U.S. Department of Commerce
 (President Bush has announced his intention to nominate Ben Wu for the position of Assistant Secretary of Commerce for Technology Policy) **(Bio)**
- 9:45 - 10:00 A.M. **Break**
- 10:00 - 11:30 A.M. **Panel A or B (concurrent)**
- Panel A — Funding Strategies**
 Steve A. Mandell, Partner, Pepper Hamilton LLP, *Moderator* **(Bio)**
 Richard C. Altus, CFO, ImpactRx, Inc. **(Bio)**
 William G. Hearl, Ph.D., Founder and Chief Scientific Officer of Capital Genomix, Inc.
 and President, Artemis Biotech Fund **(Bio)**
 Rebel Holiday, President, Artemis Vision Fund, Inc. **(Bio)**
 Monika Vnuk, M.D., Associate, Oxford Bioscience Partners **(Bio)**
- Panel B — BIO IT Success Stories: Marketing Life Science Products**
 Monika Blaumueller, Managing Director, Blue-Mill, *Moderator* **(Bio)**
 Shannon Jameson, Senior Business Development Associate, Zarca Interactive
 (Bio) (Presentation)
 Larry Kessner, President and CEO, Celadon Laboratories, Inc. **(Bio) (Presentation)**
 Josh Weinstein, President, jwEinstein Strategic Messaging, Inc. **(Bio) (Presentation)**
- 11:30 - 11:45 A.M. **Break**
- 11:45 - 12:15 P.M. **Networking Lunch**
- 12:15 - 12:30 P.M. **Opportunities Session: Description**
 David Frankil, Managing Director, Gates and Company **(Bio)**
- Information Based Medicine**
 Brett Davis, World Wide Marketing Manager, Information Based Medicine, IBM
 Healthcare and Life Sciences **(Bio) (Presentation)**
- 12:30 - 1:30 P.M. **State of the Industry**
 Peter Mueller, Ph.D., CSO, and Senior VP Drug Discovery and Innovation, Vertex
 Pharmaceuticals **(Bio)**

- 1:30 - 1:45 P.M. **Break**
- 1:45 - 4:45 P.M. **Opportunities in Bio-IT — Private Venture, One on One Partnering Meetings – Small Companies with Big Pharma, BIO and Investors**
Participating Companies:
The Advisory Board Company; Centocor, Inc.; Cephalon, Inc.; First Consulting Group; IBM; Oxford Bioscience Partners; and Sanofi-Synthelabo Inc.; led by Gates and Company
- 1:45 - 3:15 P.M. **Panel C or D (concurrent)**
- Panel C — Science and Innovations in BIO IT: Database Mining to Facilitate Communications Among Scientists to Improve Drug Discovery**
John Holaday, Ph.D., Chairman, HarVest Bank of Maryland, *Moderator (Bio)*
Larry Hendry, Ph.D., President and CSO, Accelerated Pharmaceuticals **(Bio) (Presentation)**
Craig Liddell, Ph.D., Scientist, Entrepreneur **(Bio) (Presentation)**
- Panel D — Bioscience Management: How Not To Fail in a BIO IT Business**
Intoduction of Dr. Fortino - Michael P. Weiner, Partner, Pepper Hamilton LLP **(Bio)**
Professor Andres Fortino, Ph.D., Associate Dean for Academic Development, George Mason University, *Moderator (Bio) (Presentation)*
Walt Mardis, Mardis and Gibel **(Bio) (Presentation)**
Andre Pellet, CEO, M2 **(Bio) (Presentation)**
- 3:15 - 3:30 P.M. **Break**
- 3:30 - 4:45 P.M. **Panel E or F (concurrent)**
- Panel E — BIO IT Success Stories: Product Development**
Brian Mudge, Partner, Kenyon & Kenyon, *Moderator (Bio)*
Raymond Peterson, P.h.D., Chairman and Chief Scientific Officer, Celadon Laboratories, Inc. **(Bio) (Presentation)**
Yossie Riemer, Ph.D., V.P., Director of Research and Development, Spherix, Inc., BioSpherix Division **(Bio) (Presentation)**
- Panel F — Partnering Issues Panel**
Dave Luvison, General Manager, Alliance Vista, *Moderator (Bio)*
Jerald P. Coughter, Director of Business Development for Life Sciences, College of Arts and Sciences, George Mason University **(Bio)**
Jay Doniger, Ph.D., CEO, American Medical Records Network, Inc. **(Bio)**
- 4:45 - 5:30 P.M. **The Future World Around Bio IT**
Daniele Struppa, Ph.D., Dean, School of Arts and Sciences, George Mason University **(Bio)**
Clement Bezold, Ph.D., President, Institute for Alternative Futures **(Bio)**
- 5:30 - 5:40 P.M. **Closing Remarks**
Steve A. Mandell, Partner, Pepper Hamilton LLP and Chairman, BIO IT Coalition **(Bio)**
- 5:45 - 6:30 P.M. **Networking Cocktail Party**
Visit University Programs Showcase
- 7:00 - 9:00 P.M. **Dinner In Hotel (Optional)**

- 8:30 - 9:00 A.M. **Registration and Breakfast**
- 9:00 - 9:15 A.M. **Welcome and Describe the Day**
Steve A. Mandell, Partner, Pepper Hamilton LLP and Chairman, BIO IT Coalition **(Bio)**
- 9:15 - 10:00 A.M. **Dirty Little Tricks People Play in Licensing**
Robert MacWright, Ph.D., J.D., Executive Director, Patent Foundation, University of Virginia **(Bio) (Presentation)**
- 10:00 - 10:15 A.M. **Break**
- 10:15 - 11:45 A.M. **Panel — Challenges and Trends in Technology Transfer: Perspectives from Industry and Academia**
David A. Wormser, Esquire, Partner, Pepper Hamilton LLP, *Moderator* **(Bio)**
John P. McGroarty, Esquire, Partner, Kenyon & Kenyon **(Bio) (Presentation)**
Joseph Montemarano, Director for Industrial Liaison, Princeton University **(Bio) (Presentation)**
James Poulos, III, Executive Director, Office of Technology Commercialization, University of Maryland **(Bio) (Presentation)**
Jim Singer, Partner, Pepper Hamilton LLP **(Bio) (Presentation)**
- 11:45 - 12:55 P.M. **Networking Lunch At the Hotel**
- 12:55 - 1:00 P.M. **Closing Remarks — Program Adjourned — Travel Home Safely!**
Steve Mandell, Partner, Pepper Hamilton LLP and Chairman, BIO IT Coalition **(Bio)**