

INSIDE THE CORRIDOR

Newsletter of the Kansas City Animal Health Corridor
SUMMER 2009



CORRIDOR LAUNCHES ANIMAL HEALTH INVESTMENT FORUM

The first annual **Animal Health Investment Forum is taking place on September 1, 2009**. Applications are coming in from animal health and nutrition companies that are currently raising capital and would like to present their business opportunity to potential investment partners.

CASH C^{OWS}

KC ANIMAL HEALTH INVESTMENT FORUM 2009

Because of its industry concentration, the KC Animal Health Corridor offers a uniquely supportive environment for early stage entrepreneurs in the animal health and nutrition industry. This first annual **forum offers the only opportunity in the world** for companies exclusively in the animal health sector to present their vision and business plan to potential investors. Additionally, this forum will provide a unique opportunity for venture capital, investment firms and animal health companies to hear from emerging companies with the newest technology.

The forum will showcase animal health and nutrition companies from throughout the world. The selection committee will consider companies that meet the following criteria:

- Seeking \$500,000 to \$20 million in funding
- Revenue projections of \$20 million within 5-7 years



ANIMAL HEALTH
INVESTMENT
FORUM 2009

For more information go to
www.kcanimalhealthforum.com.

For inquires about the application process, email Chris Walsh at cwalsh@stlrcga.org. All other inquires can be sent to Lynn Parman at parman@thinkKC.com.



CORRIDOR CONVERSATIONS

A forum on trends and issues in the animal health industry



Reception and Forum

Thursday, June 18, 2009 | 4:30 - 6:30 p.m.

Stowers Institute for Medical Research | 1000 E. 50th Street, Kansas City, MO 64110

Topic

"Ensuring Excellence in Academic Veterinary Medicine to Meet Current and Future Needs"

Featuring

Dr. Marguerite Pappaioanou

Executive Director of the Association of American Veterinary Medical Colleges

For reservations, please contact

Rochelle Butler at the Greater Kansas City Chamber of Commerce
call: **816-374-5437** or, email: butler@kcchamber.com

KC ANIMAL HEALTH CORRIDOR GETS HIGH MARKS FROM INDUSTRY LEADERS

The KC Animal Health Corridor received rave reviews in a recently completed survey of regional and national animal health executives. Conducted by KC-based **Market Directions** (marketdirections.com), the KC Animal Health Corridor measured brand awareness and market attractiveness to growing animal health companies. Key findings included:



- **69% are familiar** with the KC Animal Health Corridor brand.
- **77% would recommend** the KC Animal Health Corridor as a business location to peers and colleagues that are considering relocating or establishing a new facility.
- **59% are likely to expand** or relocate operations in the next three years.
- **Workforce availability and incentives** ranked highest as factors that influence a company's relocation or expansion decision.
- **Incentive programs and business relocation assistance** were the top two factors important to a company's overall business strategy.
- **Kansas City's unparalleled strengths in transportation and distribution** was the most important factor for a company's overall business.

The results of the survey will be used to:

- Improve event and networking offerings for the local animal health industry.
- Make improvements in KC's competitiveness as a first-choice location for animal health corporate investment.

Contact **Lynn Parman** (parman@thinkkc.com or 816.374.5627) with questions or comments regarding these findings.

BRAKKE CONSULTING OPENS KC OFFICE



Brakke Consulting, the largest consulting firm for the animal health industry, is opening a new office within the Kansas City Animal Health Corridor.

Headquartered in Dallas, Texas, the firm will locate in the Enterprise Center of Johnson County, in Lenexa, Kansas. The firm also has offices in Chicago, St. Louis, Omaha, Indianapolis, and Stuart, Florida.

Brakke Consulting President, Ron Brakke, cited the area's concentration of animal health industry assets as the deciding factor for this new office location.

KCADC and KC Animal Health Corridor were proud to partner with the following organizations to bring Brakke Consulting to KC: Lenexa Economic Development Council; Enterprise Center of Johnson County; and the Kansas Department of Commerce.

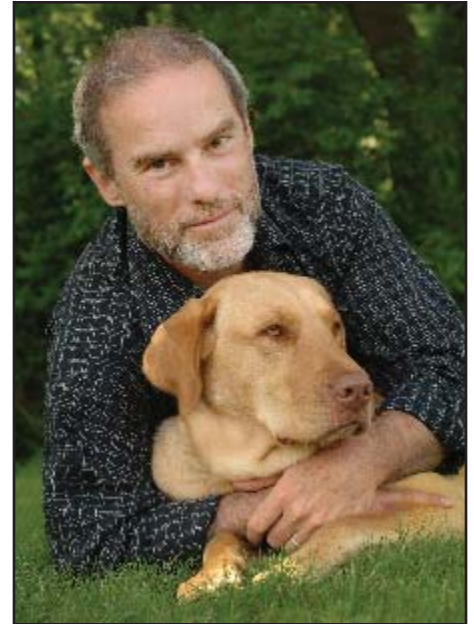
About Brakke Consulting, Inc.

Established in 1986, Brakke Consulting provides a full range of consulting services, including assistance with general business issues, acquisitions and divestitures, intellectual property (IP) transfer, market research, executive search, and veterinary practice management. The firm also markets a variety of syndicated market studies.

2009 HOMECOMING: BOUNDLESS ENERGY, GROWTH AND OPPORTUNITY

The 2009 KC Animal Health Corridor Homecoming event will celebrate the Corridor's Boundless Energy, Growth and Opportunity after three years of success. Program highlights include celebrity keynote speaker John Grogan, author of the *New York Times* Bestseller "Marley and Me," as well as the presentation of this year's Iron Paw Award to Fintan Molloy.

More than 600 animal health industry representatives are expected to attend this third annual Corridor celebration. Held in conjunction with the Central Veterinary Conference, the dinner serves as a capstone event for animal health executives attending the four-day conference.




HOMECOMING 2009
AUGUST 31 | HYATT CROWN CENTER

SAVE THE DATE FOR TWO SEQUENTIAL CONFERENCES JOINTLY SPONSORED BY:

**INTERNATIONAL SOCIETY FOR ANTHROZOOLOGY (ISAZ)
18TH ANNUAL CONFERENCE - OCTOBER 20-23, 2009**

and the

**UNIVERSITY OF MISSOURI
COLLEGE OF VETERINARY MEDICINE
RESEARCH CENTER FOR HUMAN-ANIMAL INTERACTION
1st HUMAN ANIMAL INTERACTION CONFERENCE
OCTOBER 22-25, 2009**



Westin Crown Center Hotel, Kansas City, Missouri

The 18th Annual International Society for Anthrozoology Conference and 1st Human Animal Interaction Conference are events not to be missed! Note the impressive list of invited speakers and cutting-edge topics. Offered in the heart of the Midwest U.S., Kansas City, MO, with its jazz and BBQ is awaiting your arrival. We hope to see you there! Conference registration, hotel accommodations and speakers agenda are available here: http://www.rechai.missouri.edu/isaz_hai09.htm

ANIMAL HEALTH IN THE MISSOURI AND KANSAS LEGISLATURES

The Missouri and Kansas legislatures have adjourned their 2009 sessions after voting on initiatives that will impact the animal health industry in both states.

In Missouri, the Large Animal Veterinary Student Loan Program was fully funded by the General Assembly. This program authorizes loans of up to \$80,000 each for six veterinary students in Missouri and then forgives up to \$20,000 per student of the loan repayment for each year the graduates work in rural communities treating farm animals.

Additionally, the Missouri General Assembly dedicated \$13.3 million of the \$23 billion state budget to fund the Life Sciences Research Trust Fund for FY 2010. The fund is designed to promote Missouri as a center of life sciences research and development by building on the success of existing institutions, creating and attracting new institutions, and transforming research into commercial technology.

The Missouri General Assembly also designated the first week of March as "Math, Engineering, Technology and Science (METS) Week." The General Assembly recommended that observance of the week include activities in public schools designed to increase community awareness and interest in METS programs and careers. The goal is to help advance Missouri's workforce in these fields statewide.

The Kansas legislature capped the Bioscience Authority's 2010 budget at \$35 million, which is the same level that applied in 2009. The authority works to advance Kansas' leadership in the biosciences by expanding research capabilities, promoting innovation, and encouraging company formation.

Meanwhile, the Kansas Technology Enterprise Corporation (KTEC), a private/public partnership that promotes technology based economic development in Kansas, remains a freestanding agency, but a redefinition of this agency's role is likely to take place this summer. Currently, KTEC supports strategic research and development at Centers of Excellence, assists businesses at incubators, and provides direct equity investments in early-stage companies.

MARS PETCARE SELECTS KC FOR NEW R&D OPERATION

Mars Petcare US, one of the nation's leading providers of pet care products, will develop a new R&D facility at its existing Kansas City operation. Mars will create up to 157 new positions and invest up to \$18 million in the metro with the new facility.



Sourced at the 2008 Animal Health Homecoming Event, the Kansas City region competed with several other U.S. locations for the project. The strength of the current Kansas City location's workforce and the availability of employees specialized in the animal health field in the KC Animal Health Corridor contributed to the company's final decision.

KCADC and the KC Animal Health Corridor were proud to partner with the following organizations to expand Mars Petcare's presence in the KC region: Economic Development Corporation of Kansas City, Missouri; The Missouri Partnership; Missouri Department of Economic Development; KCP&L; and CB Richard Ellis

About Mars Petcare US, Mars Incorporated's Petcare Division

Mars Petcare US is the U.S. pet care operations of Mars, Incorporated, one of the world's leading food manufacturers. Headquartered in Franklin, Tenn., Mars Petcare US employs more than 3,000 associates in the United States, with 22 facilities nationwide and owns some of the world's favorite pet care brands, including PEDIGREE® Brand Food for Dogs, CESAR® Canine Cuisine, WHISKAS® Brand Food for Cats, SHEBA® Brand Food for Cats and THE GOODLIFE RECIPE® Brand.

More than 30 congressional chiefs of staff, legislative directors, and other staffers from the Hill visited Greater Kansas City this spring to learn about priority initiatives in the region, including the Animal Health Corridor. Congressional offices represented included those of U.S. Senators Sam Brownback and Pat Roberts of Kansas and Kit Bond and Claire McCaskill of Missouri; and U.S. Representatives Lynn Jenkins, Dennis Moore, Jerry Moran and Todd Tiahart of Kansas, and Emanuel Cleaver and Sam Graves of Missouri. Staff members for Kansas Governor Mark Parkinson were also on hand.



CONGRESSIONAL STAFFERS BRIEFED ON ANIMAL HEALTH CORRIDOR, INTRODUCE RESOLUTIONS TO OFFICIALLY DESIGNATE CORRIDOR

On Tuesday, June 9, 2009, U.S. Senators Kit Bond (MO), Claire McCaskill (MO), Sam Brownback (KS), and Pat Roberts (KS) introduced a resolution in the Senate to officially designate the region from Manhattan, Kansas, to Columbia, Missouri, as the Kansas City Animal Health Corridor. The partnership on this resolution was cultivated by senate staffers who participated in The Chamber's biennial Spotlight Greater Kansas City program this spring. A similar resolution was introduced in the U.S. House earlier this year by Representatives Dennis Moore (KS-3), Lynn Jenkins (KS-2), Jerry Moran (KS-1), Emanuel Cleaver (MO-5), Sam Graves (MO-6), and Ike Skelton (MO-4).

Through Spotlight Greater Kansas City, more than 30 Washington-based congressional staff members visited Greater Kansas City for an intensive firsthand learning experience about priority issues in the community. Included was a briefing on the Animal Health Corridor with George Heidgerken, President of Boehringer Ingelheim Vetmedica, Ralph Richardson of the Kansas State University-College of Veterinary Medicine, and Joerg Ohle, President of Bayer Health Care, Animal Health. The congressional staffers learned about the importance of a quality workforce going into veterinary health and research fields, in order to grow existing companies, draw new companies, and enhance research capacity. Also discussed was the importance of the National Bio and Agro-Defense Facility, slated for Manhattan, Kansas, and the \$700 million investment it brings to the Animal Health Corridor through its state of the art facility and generation of new scientific jobs.

Senate Resolution 174 to officially designate the region from Manhattan, Kansas, to Columbia, Missouri, as the Animal Health Corridor has been referred to the Committee on Agriculture, Nutrition, and Forestry. The House version, House Resolution 317, is in the Subcommittee on Horticulture and Organic Agriculture within the Committee on Agriculture.



YOUR INPUT NEEDED!

In order to best serve the needs of the Animal Health Corridor, the members of the Animal Health Corridor working group would like to assess your organization's current and future workforce needs. The working group will use the results for 2010 strategic planning, so your input is vital! The survey should take less than ten minutes to complete. Click here to view and complete this important survey: http://www.surveymonkey.com/s.aspx?sm=lj48jPpy3gur9Zs4ffAKPA_3d_3d



ANIMAL HEALTH MEMBER SPOTLIGHT

Boehringer Ingelheim Vetmedica, Inc. (BVI)

Mission Statement: The mission of Boehringer Ingelheim's Animal Health business is to foster the health and well-being of mankind by contributing to an adequate supply of safe, nutritious food and promoting the emotional and physical benefits arising from the huma-animal bond.

World HQ's: Ingelheim, Germany
US HQ's: St. Joseph, MO
950 Employees



Produces:

- INGELVAC® Circo FLEX™: Treatment against circovirus in swine
- Interisol® Ileitis: aids in the prevention and control of porcine proliferative enteropathy (Ileitis)
- INGELVAC® PRRS: Treatment of viral disease in swine
- Metacam® : NSAID used primarily for the management of inflammation, pain and swelling associated with acute and chronic inflammatory disorders in companion animals
- Vetmedin®: Treatment in dogs suffering from congestive heart failure
- Ventipulmin®: Treatment for airway diseases in horses

What's something people wouldn't inherently know about BI that you're proud of?

Since Boehringer Ingelheim commenced its activities in the animal health area in 1954, the company has grown by introducing new products and product concepts for the treatment and prevention of food animal and companion animal diseases with therapeutic specialities, anti-infectives and biologicals.

How does BI stay on the cutting edge of the industry?

The ability of BVI to focus our resources on our key initiatives is our primary success factor. Our ability to focus and finish remains our key strategic message.

What is your greatest workforce need?

BVI's greatest workforce need continues to be acquiring and retaining the highest quality individuals possible. Whether on a local, national or global level, BVI's ability to recruit and retain diverse candidates, whose qualifications meet and exceed our requirements, will dictate our success.

ATTEND THE THIRD ANNUAL CVC SYMPOSIUM IN AUGUST

Plan to attend the third Annual CVC symposium held in conjunction with CVC Central on Monday, August 31 at the Kansas City Convention Center.



In conjunction with the Central Veterinary Conference (CVC) in August, KCALSI will again join forces with the veterinary schools of the University of Missouri and Kansas State University to offer a free research symposium. The event starts at 8:30 and concludes with a luncheon and keynote speaker. The theme is focused on **Comparative Medicine** and real world diseases that impact both humans and people. A full program will be provided on the www.kclifesciences.org website. Confirmed speakers include:

Neurodegenerative Disorders

Joan R. Coates, DVM, MS, Dip. ACVIM
Associate Professor, Veterinary Medicine & Surgery
University of Missouri

Kenneth R Harkin, DVM, DACVIM
Associate Professor
Kansas State University

Dennis O'Brien, DVM, MS, PhD
Professor Veterinary Medicine & Surgery
University of Missouri

Oncology

Kevin A. Hahn, DVM, PhD, Dipl. ACVIM
Chief Medical Officer & Director, Clinical Research
Hill's Pet Nutrition, Inc.

Mary Lynn Higginbotham, DVM, MS, DACVIM
Assistant Professor
Kansas State University

Kimberly A. Selting, DVM, MS, Dip. ACVIM
Assistant Professor Oncology, Veterinary Medicine & Surgery
University of Missouri

Lunch and Keynote Speaker

Stephen J. Withrow, DVM DACVS DACVIM
Director, Animal Cancer Center
Stuart Chair in Oncology
University Distinguished Professor
Colorado State University

Once again, authorization will be submitted for 3.00 hours of continuing education credit in jurisdictions which recognize AAVSB's RACE approval. The symposium is free; however registration is required at www.kclifesciences.org.