

Corridor Homecoming draws hundreds of industry executives

NBAF, federal Corridor resolution discussed.

The fifth annual KC Animal Health Corridor Homecoming dinner, held August 30, took the familiar KC Paw brand from cowtown to late-night talk show in a matter of two hours.

More than 750 animal health executives, representing more than 130 animal health companies from around the world, attended Homecoming this year. Guests gathered for a cocktail reception, dinner, and entertaining performance by a cast of their peers, culminating in an appearance by America's favorite zookeeper, Jungle Jack Hanna.

In addition to the fun and entertainment, the audience was brought up to speed on

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Corridor Advisory Board Chair George Heidgerken, president and CEO of Boehringer Ingelheim Vetmedica, spoke during the "late-night talk show" style program at Kansas City's Muehlebach Hotel.

Ceva Santé Animale confirms KC region as North American HQ

Announcement brings 20 new jobs to Lenexa, Kan.

Ceva Santé Animale, a global leader in the animal health industry, has selected Lenexa, Kan., to maintain and expand its North American corporate headquarters.

"Ceva's decision to maintain and expand its current Lenexa campus is a testament

to the support we have received from the Animal Health Corridor," said Dr. Arnaud Bourgeois, vice president of Ceva Santé Animale. "We are committed to providing innovative vaccine solutions and quality products to improve the health and well-being of animals.

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Join us on LinkedIn



Connect and virtually network with more than 400 members of the regional and national animal health industry as we discuss topics such as marketing

opportunities and industry news.

Go to linkedin.com and do a group search for KC Animal Health Corridor.

Homecoming: Wheeler of Hill's Honored with Iron Paw Award

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activities including the National Bio and Agro Defense Facility, a proposed Innovation Center for Animal Health and the recently passed federal resolution officially designating the KC Animal Health Corridor.

Bob Wheeler, former CEO of Hill's Pet Nutrition and this year's Iron Paw Award recipient, was honored for a very successful and distinguished career in which he took Hill's from a multi-million dollar company to a multi-billion dollar company. Wheeler was recognized for strategic decisions that led the company to this incredible growth including bringing distribution of the company's products in house. He also is responsible for making Hill's a true global competitor in the market with 50 percent of today's sales coming from outside of the U.S.

Under Wheeler's leadership, Hill's Pet Nutrition introduced more than 40 new products to the market, built or acquired five manufacturing facilities, and attained global specialty channel leadership in market share for Science Diet and Prescription Diet brands, making Hill's the No. 1 pet food endorsed by veterinarians worldwide.

Go to kcanimalhealth.com to view a photo gallery from this year's event.

HQ: Ceva vice president thanks region for support

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resources in the state of Kansas, including the Kansas Bioscience authority, and support from officials in Lenexa, we will continue to invest in breakthrough technologies that support our future growth."

The company will create 20 new corporate level positions in human resources, finance, information technology, legal, and customer service.

"Ceva is a flagship company in our Animal Health Corridor, and we are excited about their continued growth in Kansas," said Pat George, secretary of

the Kansas Department of Commerce. "We appreciate our successful partnership with this global leader and look forward to continued opportunities to work together in expanding the state's bioscience industry."

KCADC and the KC Animal Health Corridor were proud to partner with the following organizations in retaining this important headquarters in the region: Lenexa Economic Development Council; Kansas Department of Commerce; Kansas Bioscience Authority; Karbank Real Estate Company LLP; and KCP&L.

For more information, go to ceva.com.



Missouri and Kansas legislators and business leaders met in Kansas City before the legislative session began. Read more on page 9.

KC continues string of major animal health convention bookings

Pet Food Institute and National Grain and Feed Association plan trips to KC in September.

The Pet Food Institute (PFI) and National Grain and Feed Association (NGFA) have announced that they will bring their Feed and Pet Food Joint Industries Conference to Kansas City in September 2011. This is the second major animal health booking this year for the Kansas City Convention & Visitors Association (KCCVA) as it kicks off an ongoing effort to attract more animal health meetings as part of a larger initiative to position Kansas City as the Animal Health Corridor.

This important booking culminated from an April KCCVA sales blitz in Washington,

D.C., but could not have happened without the enthusiastic local support of one PFI board member—Neil Thompson, President and CEO of Hill’s Pet Nutrition, Inc., of Topeka, Kan.

“Neil Thompson’s role exemplifies the importance of local support in attracting more animal health organizations to meet here in the Animal Health Corridor,” said Denise DeJulio, KCCVA executive director of convention sales. “A lot of times, people want to help bring a meeting to Kansas City but don’t know how to go about it, and that is what we are here for. The KCCVA will guide individuals through the process but we need their support and influence within their organizations.”

Kansas City-area companies account for nearly 32 percent of total sales in the \$19 billion global animal health market.

In addition, 44 animal health companies have their U.S. or world headquarters in Kansas City. The KCCVA is working closely with these local animal health companies to bring animal health meetings to Kansas City.

Generating 400 room nights, the pet food and feed safety conference of 250 people will pour more than \$265,000 into the local economy. The joint meeting will focus on business trends, safety developments and operational challenges facing the animal feed and pet food industries.

In addition to this booking, the American Dairy Science Association (ADSA) and the American Society of Animal Science (ASAS) announced in 2009 that they will bring their annual joint convention to Kansas City in the summer of 2014.

About the Organizations

The **National Grain and Feed Association**, established in 1896, is a U.S.-based nonprofit trade association that consists of more than 1,000 grain, feed, processing and grain-related companies comprising more than 6,000 facilities that handle more than 70 percent of U.S. grains and oilseeds. NGFA member companies also include about 350 firms with feed manufacturing operations at commercial feed mills and integrated livestock- and poultry-feeding operations, making the NGFA the nation’s largest trade association representing feed manufacturing interests. Affiliated with the NGFA are 35 state and regional grain and feed trade associations. The NGFA also

has a strategic alliance with the North American Export Grain Association and Pet Food Institute. For more information, go to www.ngfa.org.

Since 1958, the **Pet Food Institute** has been the voice of U.S. pet food manufacturers. PFI is the industry’s representative before the U.S. Congress and state and federal agencies; public education and media relations resource; organizer of seminars and educational programs; and liaison with other organizations. PFI represents the manufacturers of 98 percent of all dog and cat food produced in the United States, and industry with \$17.8 billion in U.S. retail sales in 2009. For more information about the PFI, go to www.petfoodinstitute.org.

Investment Forum offers promise for new technologies

Companies presented to more than 75 venture funds and companies.

2010 marked the second year the KC Animal Health Corridor hosted the Animal Health Investment Forum. The forum offers the only opportunity in the world for companies in the animal health sector to present their business venture to potential corporate and venture investors. Presenting companies were seeking between \$500,000 and \$20 million in funding.

This year's forum attracted 200 attendees who came to hear 19 early stage animal health companies pitch their innovations. More than 25 different venture funds were represented at this year's event, as well as 57 animal health companies looking for partnership opportunities on new technologies.

This year's presenting companies represented a diverse selection of technologies and locations throughout North America, hailing from 13 different U.S. states and Canada. Technologies presented included treatments for cancer and Alzheimer's Disease in pets, treatment for allergies in dogs, various monitoring systems for pets and feed intake in cattle, diagnostic products and treatments for mastitis in dairy cattle, equine joint therapies, antibiotic

replacement drugs in food animals and education media for Veterinarian practices.

Compan Pharmaceuticals, LLC was the only Kansas City area-based company, headquartered in Olathe, Kansas, presenting at this year's Animal Health Investment Forum. Compan Pharma will convert some of the most popular, FDA-approved pain and antibiotic medications into Accu-Break dosage forms which split easily into a range of doses.

"The Animal Health Investment Forum provided a unique and tremendous opportunity for Compan to showcase our technologies. We were able to communicate to a large, sophisticated audience, the progress Compan has made in validating the need for and benefits of our products," said John M. Siebert, PhD, chairman, Compan Pharmaceuticals, LLC.

Advanced Animal Diagnostics returned to the Animal Health Investment Forum for a second year from its home in Durham, North Carolina. AAD creates rapid point-of-care diagnostics for production animals and has the ability to rapidly detect diseases ranging from Porcine Reproductive and Respiratory Syndrome (PRRS) to mastitis.

Joy Parr Drach, president of Advanced Animal Diagnostics, said, "Not only does the Corridor have the largest concentration of animal health

companies, it understands the funding challenges of early-stage companies that can make significant long-term contributions to the industry ... nowhere else in the world could we reach so many investors in one location who are truly interested in animal ag investments."

Aratana Therapeutics Inc. Locates New Company in KC

Aratana Therapeutics, a newly formed company focused on the development of innovative therapies for the animal health industry, recently announced they will locate their company within the KC Animal Health Corridor. Aratana just closed \$20 million in Series A financing led by MPM Capital and Avalon Ventures. The company is focused on taking advancements from the human biopharmaceutical industry and applying them in new ways to treat and care for animals. Aratana will take the products from license through regulatory approval, then sell them to, or partner with, large pharmaceutical companies for commercialization. For more information, go to mpmcapital.com.



Company Spotlight:



Benefit of being in the Corridor: St. Joseph, Mo., is the ideal location for AgriLabs. We are able to partner with manufacturers and service providers that understand the animal business. We have the ability to work closely with manufacturers to develop our pharmaceuticals and biologicals for the food and companion animal market. The ability to work with veterinary schools at the University of Missouri, Kansas State University and Iowa State University allows AgriLabs access to the best researchers and experts in the country.

What's something people might not know about AgriLabs? The first generic animal health drug (ANADA- Abbreviated New Animal Drug Application) marketed in the United States was developed by AgriLabs under the trade name Di Methox[®] Soluble Powder and approved in June 1992.

How does AgriLabs stay on the cutting edge of the industry? Our network of distribution, proven ability to bring products to the market and our flexibility to work with our manufacturing partners allows us to stay on the cutting edge

Headquarters: St. Joseph, Mo.
Number of employees: 46
Mission: To be the most reliable, honest and innovative animal health company by providing more value and service to our customers.

to take advantage of opportunities in the changing marketplace.

How do you recruit and retain talent? Our business model allows us to attract top talent to our company based on the ability to make a difference in a fast changing industry and customer base. Employees have the ability to innovate and help the company be successful because of our private ownership and total commitment to the animal health industry.

What is your greatest workforce need? To recruit top talent for our sales, marketing and technical service teams to enable us to meet our customer service goals for AgriLabs.

Corridor Conversations looks ahead

In 2010, Corridor Conversations brought industry professionals to from engaging speakers about issues related to animal health. In 2011, the series continues to offer engaging programs, starting with the Animal Health Business Outlook panel.

Panelists included Neil Thompson, president and CEO of Hill's Pet Nutrition; George Heidgerken, president and CEO of Boehringer Ingelheim Vetmedica, Inc.; and Paul Casady, vice president, North America, Intervet/Schering-Plough. Dr. Dan Getman, president of the Kansas City Area Life Sciences Institute, moderated a discussion about the industry's increasing consolidation; the evolving interface between industry providers, veterinarians, and customers; and the regulatory environment for animal health companies.

The event drew more than 100 attendees to the Stowers Institute for Medical Research. Many remained after the event for a networking reception.

Look for an invitation to the next Corridor Conversations event in your e-mail inbox soon.



CORRIDOR CONVERSATIONS

SPONSORSHIP OPPORTUNITIES

Sponsor a full year of Corridor Conversations events at one of three levels.

Help drive the KC Animal Health Corridor forward while connecting with the world's largest concentration of animal health companies.

Corridor Conversations is a dynamic lecture series that brings high-level speakers and industry professionals together to discuss trends and issues related to the animal health industry. Past speakers have come from the Animal Health Institute, Kansas Bioscience Authority, the Association of the American Veterinary Medical Colleges, the Food and Drug Administration's Center for Veterinary Medicine, and more.

Sponsorships are available for a full year of Corridor Conversations events. For details, **contact Catherine Dobson at (816) 374-5464 or dobson@kcchamber.com.**

\$2,500 Platinum Level

- Priority seating at events
- Verbal recognition during programs
- Recognition on invitations
- Signage at events where possible
- Recognition on Corridor and Chamber websites

\$1,000 Gold Level

- Verbal recognition during the programs
- Recognition on invitations
- Signage at events where possible
- Recognition on Corridor and Chamber websites

\$500 Silver Level

- Recognition on invitations
- Signage at events where possible
- Recognition on Corridor and Chamber websites





University of Missouri

Meeting the need for veterinary biomedical technology — online

College of Veterinary Medicine to offer courses, degree program in veterinary biomedical technology.

Veterinary technology is forecasted by the U.S. Department of Labor to be among the fastest growing occupations in the next 10 years. However, there is a national shortage of credentialed veterinary technicians and technologists. One of the areas of greatest developing need for veterinary technicians is the KC Animal Health Corridor's concentration of companies.

Although there has been rapid growth in the number of U.S. associate degree programs in veterinary technology, few programs offer a baccalaureate degree in veterinary technology. Currently no AVMA-accredited baccalaureate program for veterinary technicians exists in Missouri, Kansas, Iowa,

Nebraska, Oklahoma, Arkansas, or Illinois. The increase in veterinary technicians with associate degrees has created a new necessity for advanced veterinary technology education, particularly for veterinary technicians in the animal health industry, research, academia, and newly recognized medical and surgical specialties within veterinary technology.

Beginning in summer of 2011, the University of Missouri College of Veterinary Medicine (MU-CVM) will offer new online courses in biomedical technology and a certificate program in veterinary biomedical technology for graduate veterinary technicians.

Courses in veterinary biomedical technology will also contribute a portion of the requirements necessary to receive a baccalaureate in general studies from the University of Missouri. Moreover, university approval for a new bachelor of science degree program in veterinary biomedical technology will be sought in 2011. To formulate courses/

modules particularly pertinent to the KC Animal Health Corridor, the MU-CVM encourages input from Corridor companies.

The Mizzou Center in Blue Springs will provide on-site seminars on introduction to online learning, hands-on laboratories, and proctored examinations. Articulation agreements between the University of Missouri and Maple Woods Veterinary Technology program, among other regional veterinary technician programs, will be negotiated. The online delivery of career-enhancing courses will permit veterinary technicians to advance their education while allowing them to remain in the workforce and eliminate the expense of relocating their residence.

For more information or to offer your feedback, please contact Dr. C.B. Chastain, director of undergraduate biomedical science education at the University of Missouri-Columbia's College of Veterinary Medicine at ChastainC@missouri.edu.



KC Animal Health Corridor: Leadership and Growth Strategy

The KC Animal Health Corridor established five strategic priorities at the beginning of 2010, which were re-affirmed at the recent Corridor Advisory Board meeting in November. These strategies will be the focus of the Corridor's regional leadership and growth through 2012.

"The Corridor has matured to the point where we can bring added value to the companies, universities and service providers currently doing business here," said Lynn Parman, vice president of bioscience development, Kansas City Area Development Council. "These priorities also lay important groundwork for future success of the Corridor to support the companies we are working to recruit to the area."

Progress on the strategic priorities is detailed below.

National Bio and Agro Defense Facility (NBAF) Interaction Plan:

The Corridor will be an active participant in a partnership to create a plan to leverage and engage NBAF with Corridor companies and resources.

UPDATE – Corridor leadership will establish an Industry Research Task Force made up of R&D heads from Corridor companies and universities to work toward developing research partnerships with NBAF in 2011. A Corridor representative also sits on the NBAF team at Kansas State University

which has regular contact with the U.S. Department of Homeland Defense planning NBAF's Kansas facility.

Establishment of the Animal Health Innovation Center:

Working with identified partners and stakeholders; secure funding for the establishment of the Animal Health Innovation Center. Following funding approval, assist the center in formation strategies and the execution of its strategic plan and operations.

UPDATE – Select R&D heads from Corridor companies and universities have met and developed a straw model for operation of the Innovation Center. A proposal will be submitted to the Kansas Bioscience Authority Board in early 2011. Once funding for the Innovation Center is approved, work will begin to hire an Executive Director to lead the Center and set up the Board of Directors.

Workforce Development:

Develop workforce strategies that leverage training resources to produce a workforce skilled in key competencies meeting the needs of Corridor companies and entities.

UPDATE – An Animal Health Industry Workforce Development Task Force was established in 2010 comprised of HR leaders of the major animal health companies. The Task Force will meet

twice each year and serve as a conduit to educational institutions for Corridor workforce needs.

Engagement of Animal Health Industry with the Corridor:

The Corridor will be a conduit for interaction and innovation within the animal health industry and the Corridor's assets, initiatives and successes will be known worldwide as the center of and to the animal health industry.

UPDATE – The Corridor hosted more than 750 animal health industry executives at this year's Homecoming dinner, more than 225 attendees at the CVC Research Symposium and nearly 200 industry professionals at the second annual Animal Health Investment Forum. Additionally, the Corridor hosted two Corridor Conversations events in 2010. Receptions were held at the North American Veterinary Conference and Western Veterinary Conference. The Corridor's LinkedIn page now has more than 450 members and growing.

Public Policy Development Efforts:

The Corridor will pursue federal and state legislation that will advance and promote the Corridor assets and resources.

UPDATE – The Corridor continues to monitor and proactively support state and federal legislation that impacts the animal health industry.



Freshman legislators talk animal health during weekend in KC

Civic organizations spotlight Corridor for newly elected legislators

The 2010 elections brought a bevy of newly-elected legislators to the Missouri General Assembly and the Kansas Legislature. Many of them came to Kansas City for a few days to get to know each other and our bistate region during the Freshman Legislators Weekend hosted by the Greater Kansas City Chamber of Commerce, the Civic Council of Greater Kansas City, the Kansas City Area Development Council (KCADC), and the Kansas City Area Life Sciences Institute, Inc. (KCALSI), brought them to town for a weekend packed with information and networking opportunities.

In the midst of a two-day program packed with receptions, bus tours, and discussions, legislators convened at the University of Kansas' Hemenway Life Sciences Center for a crash course in what the animal health industry means to KC.

Chamber Past Chair Anne St. Peter and Dr. Ralph Richardson, dean of the College of Veterinary Medicine at Kansas State University, provided

an overview of the KC Animal Health Corridor. From Columbia, Mo., to Manhattan, Kan., sits the world's largest concentration of animal health companies, they explained. The Corridor helps them leverage their position in the region by providing them with resources and networking opportunities, encouraging workforce development, and working for them in the legislative environment.

Tom Thornton, president and CEO of the Kansas Bioscience Authority (KBA) explained the organization's selective approach to investment. It focuses on research, commercialization, expansion and attraction to create jobs, foster the growth of startups, attract venture capital, and increase research and business investment in the state.

Jason Hall, executive director of the Missouri Technology Corporation (MTC), explained MTC's role as a public-private partnership that creates, recruits and expands businesses in, to and within Missouri. He urged legislators to pass the Missouri Science and Reinvestment Act (MOSIRA), which would reinvest a small percentage of annual growth in tax revenue generate by existing science and technology companies to commercialize research and technology.

2011 Legislative Priorities

The Corridor is working for you in Washington, D.C.; Jefferson City, Mo.; and Topeka, Kan. Here are some of our priorities.

Kansas

- Advancement of the National Bio-Agro Defense Facility (NBAF)
- Establishment and funding of a biocontainment licensing program at Kansas State University
- Expansion of the veterinary student loan forgiveness program to include veterinary research

Missouri

- Support for Missouri Science and Innovation Reinvestment Act (MOSIRA) and Missouri Jobs for the Future (MO-JFF).
- Appropriation of 25 percent of tobacco settlement funds to the Life Sciences Trust Fund in Fiscal Year 2012
- Implementation and full funding of Missouri's Large Animal Student Loan Program

For a complete list, go to www.kcchamber.com.