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Annual Report 2007-08

Submitted to the 2008 TBI Annual General Meeting
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Toronto, Ontario

President's Report

Year in Review

The time continues to fly by as I finish my second year as President and Chair of The Biotechnology Initiative. With the appointment of Michael Stinson as Executive Director beginning on June 1 and the hiring of a manger for the office this will be an exciting time. Michael's role will be to expand the corporate membership across the province of Ontario to include the many diverse areas of biotechnology including industrial biotech, agri foods, medical devices etc.

In the past year we added several new board members both from a perspective of changes and growing the board. They helped immensely in looking at the long term goals of the organization and the adjustments we needed to make in order to allow for the new secretariat for TBI lead by Michael Stinson. Lorne Meikle led the process with input from many board members and I must thank Allan O'Dette from GlaxoSmithKline for his input and that he also loaned TBI Richard Wiltshire to help put the plan together.

In August we had our highly successful golf tournament and in September our National Biotechnology effort "*From Research to Revenue*" conference got us off to a wonderful start to the year.

In November I was invited to participate in what is now known as the Life Science Coalition. This loosely formed group with the help of Pollara and FMMK are surveying the Ontario Biotechnology Industry and the Provincial Government to determine if there are some common themes of Public Policy across the industry. We are expecting to have focus groups in early June to tackle the issues based on what we have learned.

A number of CEO's that are members of TBI have met with Kyle Rae, Chair of the Economic Development for the City of Toronto and have become advisors. Issues they are tackling include more lab space for company use, access to the U of T databases, and providing feedback on various proposed incentives for life science companies in Toronto. We expect this group will also start looking at public policy issues that can further advance commercialization of technologies in our province.

We will continue to get more involved in advocacy, expanding our reach to many sectors of biotechnology, therapeutic, environment, industrial and biotech including bio-products and bio-fuels. The role of neutraceuticals in health is also growing and we hope to become a better representative of this technology.

Moving forward, we will see more focused networking in addition to our breakfasts and CEO events. On April 22th we hosted our first C Level event in several years. This event was chaired by Chris Adams. Collaboration with other groups is paramount; you will see joint events such as luncheons with our regional partners in the coming months.

February, under the leadership of Greg Hines and Geoff Collett, we had a most successful TBI President's Award Dinner with around 400 attendees. Honoring Alan Bernstien, David Lindsay, Susan Smith and John Goudey with achievement awards capped, we are told, an absolutely wonderful evening.

I need to and want to formally thank our board of directors

- Matt Buist
- Geoff Collett
- Greg Hines
- Darlene Homonko
- John Kelly
- Jason Locklin
- Tim McTiernan
- Anita Nador
- Allan O'Dette
- Dale Patterson
- Stan Shapson
- Adi Treasurywala
- Karen Atkinson, Treasurer
- Jeff Graham, Secretary
- Lorne Meikle, Past President

for their tremendous dedication to our organization.

We have a number of changes to the board for 2008-2009 with Greg and Stan not standing for re-election, and joining an expanded board:

- Denis Ferkany – President, the International Consortium of Anti Virals
- Antony Giovinasso –CEO Cervelo Pharma
- Janet Lambert – ED Ontario Long Term Care Association
- Dr Bonnie Kuehl –ED – Scientific Insights Consulting Group Inc.
- Dr David Young – President & CSO Arius Research

I need also to specially mention Lorne Meikle our Past President for his support. He continues to participate on most committees and lends his experience and guidance to the Gala, The Golf Committee and From Research to Revenue. He even acted as moderator for a session at the recent C Level Event. The Executive Committee which includes, myself along with Lorne, Dale Patterson, John Kelly and Karen Atkinson, must be thanked for their advice, and for their availability for many early morning calls.

Bill Laidlaw, our first executive director, while only with TBI for one year, made a great contribution and adding greatly to the membership. Thank you Bill!

The two committees that really took off this year are Membership headed by Adi Treasurywala and Communications headed by Bonnie Kuehl.. You will see their reports farther along in the document. I hope you have visited our new WEB site. It is wonderful to have a new website and corporate identity which is really driving traffic. BioScan has turned into a real publication and I want to acknowledge the many hours put in by Bonnie's team in getting the project completed. I must also acknowledge the Biotechnology Focus team headed by Terri Pavelic for their work on delivering the web site and BioScan. Adi has revved up the membership committee with 18 volunteers and the "Member get a Member Campaign"

Our goal is to grow our organization so our Executive Director becomes full time with dedicated staff. TBI's success also comes with the help and strong support of our administrative team at First Stage Enterprises namely Doug Rosser, Sue Munro, Peter Jones and Katrin Wade who work tirelessly on our behalf as do all of our volunteers. Thanks to every one of you.

There are many TBI members who do a considerable amount committee work with little or no thanks but without whom we could not function, my hat's off to all the committee members, thank you.

My role as president of TBI is a great honor and I thank the members for trusting me with this great organization.

Respectfully submitted.

Grant Tipler
President, TBI

May 5, 2008

Committee Reports

Government and Industry Relations

The Mission

The Biotechnology Initiative (TBI) exists to represent and promote the benefits of Ontario's science technologies and encourage their commercial success including related organizations that support this community. We do this through advocacy, facilitation of economic development and promotion of our industry regionally and nationally.

TBI represents and promotes life sciences technologies and encourages their commercial, success in Ontario through government advocacy, stakeholder engagement, mentoring and education and promotion of Ontario's world-class science and industry.

The Value of TBI Membership

The overall value proposition for TBI Members includes government advocacy, stakeholder engagement, communications, networking functions, member mentoring and education, and negotiating supplier discounts.

Government Advocacy

The key areas identified for TBI government advocacy include lobbying, policy development, issues management, healthcare and industrial focus, and best practices guidelines.

TBI Strategic Plan

Under the heading of "increasing the value of services that TBI offers", with Government Relations and Advocacy becoming a significant priority, the TBI Strategic Plan recommends:

- TBI should advocate on issues pertaining to biotechnology
- to increase awareness about biotechnology and improve the industry's positioning in the political sphere, TBI should engage in a range of advocacy activities including pre-budget submissions and industry consultations
- TBI to improve its credibility as a spokesperson for the industry to be an effective advocacy organization. This may be achieved by building brand value through being involved in a wide spectrum of activities relating to biotechnology including conference and other activities with diverse fields of biotechnology

Mobilization of TBI personnel "assets"

In order to deliver on the goals and objectives of the Government Relations Plan, the following significant personnel "assets" will be required to be mobilized, including but not limited to TBI's:

- Board of Directors
- newly formed Advisory Committee
- Committee members
- Volunteer base
- membership at large

TBI Partnerships

TBI partnerships will also be critical to our success, and again these partnerships include, but are not limited to:

- Rx&D member companies, Biotechnology Council of Ontario
- TRRA, MaRS, BIOTECanada, Ontario Chamber of Commerce
- RIN's, Toronto Board of Trade, BioFinance Canada, Trade Associations
- regional Biotechnology Associations
- Canadian Health Industries Partnership (CHIP)/Centre for Advancement for the Advancement of Health Innovations (CAHI)
- Ontario Health Research Alliance (OHRA)

Target Audiences

The primary target audiences for the TBI Government Relations and Advocacy Plan will include:

- the Province of Ontario (Premiers Office, and the Ministry's of Research and Innovation, Economic Development and Trade, Finance, Training, College and Universities, Small Business and Health and Long Term Care, and Agriculture, Food and Rural Affairs
- the City of Toronto (Mayor's Office and the Economic Development Committee
- BIOTECanada GR Committee (on Federal issues)

Annual TBI GR Tactical/Activity Plan

1) Annual Formal Presentations:

- a) formal meeting of representatives of the Board with the Premier/Minister of Research and Innovation
- b) to the Ontario Legislative Standing Committees on Finance and Economic Development
- c) to the Ontario Pre-Budget Consultations
- d) formal meeting of representatives of the Board with the Mayor of the City of Toronto and Chair if the Economic Development Committee
- e) to the City of Toronto Economic Development Committee
- f) formal meetings of representatives of the Board with the Mayor of the regional cities within the GTA and the Economic Development Officials

2) Ontario Life Sciences Coalition

- continue to play the lead and catalytic role in the formation of the Ontario Life Sciences Coalition, ensuring that the Coalition continues on it's initial research mandate, develops an industry consensus and continuously ensuring that all industry organizations and affiliates are included in this broad industry Coalition

3) Specific Programs and Activities:

- a) Biotechnology Industry Organization (BIO) Annual Conference

- in concert with all Provincial industry activities in association with representatives of the Province of Ontario, the Government of Canada, BIOTECCanada, and all other private or public industry or related organizations, assist in the design, development, implementation and coordination of the Provincial and national conference strategic plan
 - host the Premier's annual BIO "Send-Off" Reception for the Ontario delegation traveling to the conference
- b) National Biotechnology Week
- in concert with all Provincial industry activities in association with BIOTECCanada and representatives from all private and public industry or related organizations, lead the Ontario program in the design, development, implementation and coordination of the strategic plan
- c) Quarterly TBI GR Industry "Position" Papers
- quarterly papers to be posted on the TBI website, to be authored by industry leaders, addressing key scientific, technological, financial or business topics of the day, that require public awareness, comprise sound public policy
 - representation of these issues in the annual TBI GR advocacy action plan
- d) Press Releases
- in coordination with the TBI Communications Committee, prepare and issue timely and effective TBI press releases, commenting on government announcements or initiatives, congratulating and commenting on significant industry advancements, and/or promoting public policy positions
- e) TBI GR Breakfast Forums
- developing quarterly revenue generating TBI GR Breakfast Forums, that would feature a prominent guest speaker or panel discussion, highlighting a specific public policy issue of interest to the TBI membership and other constituencies, which would be held in a convenient location in different regions of the GTA
- f) TBI Annual Golf Tournament
- ensure that there is a GR Committee-hosted, strategically selected, foursome of key and targeted government officials
- g) Research to Revenue Conference
- ensure strategically selected government officials are included either on the agenda, bringing greetings from the Province or just as attendees
- h) TBI Gala/Public Service Award
- provide ongoing advice and input to the Awards Selection Committee for the annual TBI Public Service Award
- i) BIOTECCanada/BIOAccord
- encourage active participation from TBI GR committee members to participate in the BIOTECCanada Public Affairs Committee, the BIOAccord and in any industry activities that have a government relations component

j) Ontario Public Service Appointments

- develop a system to monitor new senior Ontario Public Service (OPS) appointments/promotions of those directly or indirectly involved in the biotechnology community and insure introductions are made and our public policy priorities are articulated

k) Provincial (Public Policy) Advisory Panels

- encourage TBI members active participation in any Provincial Advisory Panels providing advice on public policy initiatives (such as the Ontario Council in Research and Innovation (OCRI), the Biopharmaceutical Investment Program Marketing Network (BMN), etc.

Communications

2007 saw a renewal of the Communications Committee and completion of two key milestones:

The Committee's first priority was to restructure TBI's website and develop a new corporate look that reflects TBI's mission and goals. After a careful due diligence, TreeFrog was chosen as the website developer. At the same time Promotive Communications Inc. was hired to help TBI develop a new corporate image and to take over writing and distributing TBI's monthly member newsletter, e-Bioscan. TBI's new look was rolled out over the summer in the form of updated brochures. Finally, after many design concepts, iterations and suggestions the new TBI website was launched in October 2007. The new TBI website was designed to house information for TBI members and for the biotechnology sector of Ontario. We designed the website to be a one-stop shop for information on everything from What is TBI? to Where can I find out about Medical Matrix? One of the best features of the website is that it is updated weekly with news, from TBI and our members, and with upcoming events in the GTA, Ontario and beyond. In 2008 the careers portal of the website will be updated and we encourage our members to post jobs with TBI, as TBI offers them a niche market from which to attract staff. If you have an event you would like to publicize please send the information to eventlisting@ontbi.org, and send your news to news@ontbi.org. We encourage all TBI members to visit ontbi.org weekly to find out the latest news and learn about what events are coming up.

A second milestone was the integration of the Communications Committee with other committees. This ensures that the Communications Committee is linked into all of TBI's activities and provides consistent messaging and promotion amongst TBI members and external stakeholders.

Membership and Member Services

This year in recognition of the importance of individual members from the whole diversity of industry sectors that are represented in Biotechnology, the TBI Board has initiated a separate membership committee dedicated to increasing both the numbers and the mix of individual members of TBI. We have set as our goal to double the number of individual members this year and to increase the proportion of individual members actually working in the biotechnology sector in the process. The committee was struck from 18 volunteers who responded to a call at a TBI breakfast for those who had an interest. The size and diversity of the committee reflects the wide spectrum of interests that this organization services.

Our first meeting was on December 3, 2007 and we have met once a month since then. Already there is a strong record of achievements and progress that is a credit to the members of this committee. Here are some of the highlights:

- The committee has started with a focus on what brought each of us to TBI. Barb Lavers of this committee has taken a leadership role in collating and assembling these ideas into a framework. The desire to stay connected with colleagues and friends from ALL of the streams that feed into Biotechnology emerged as a strong common theme. It has also become clear that the needs and expectations of individual members including those employees who are currently employed by some of the larger corporations, are very different from those of our corporate sponsors. Both are important and complementary, and we have devised ways of making them synergistic.
- In an effort to increase the avenues of connection between individual members and provide at the same time added value for our membership, we have initiated a Facebook group which will provide exposure for members and nonmembers of TBI to upcoming events. Membership in the Facebook group is not restricted to TBI members. This will allow us to invite Facebook participants who are not yet TBI members to join. The Facebook group was set up and is run by a committee member Jill Osborne.
- A LinkedIn group has also been set up by Charudutt Shah to provide members with an added source of connectivity to the TBI community through trusted and value-added referrals from other TBI members. This service is restricted to individual TBI members only.
- This year for the first time in the history of TBI, we have initiated the "Member-get-a-Member" program designed to bring to this organization not only increased numbers of individual members but at the same time to expand the connectivity since all of the new members who join under this program will have to have been referred by current members. Membership is increasing at a slow but steady pace in response to this initiative, which was launched in March.
- The individual members are interested in TBI PRIMARILY as a way to network with sectors of this area that they may not otherwise meet (for example, those involved with alternate fuels meet those involved with human health, lawyers meet inventors and academics meet insurance brokers etc). In response to this need, we have undertaken to organize a series of "break-even" informal events to help people simply get together and meet one another so that bonds of trust and friendship may be developed that will help strengthen the fabric of this sector for the long term. The first of these events is a "pub night" organized by two members of the committee - Frank Golden and Liam Brown - and took place on May 8. Others are planned.
- Corporate members provide a source of individual members since they are, almost by definition, supporters and well wishers of TBI. Gail Garland, another member of our committee, is organizing an evening event at Astra Zeneca (one of our corporate sponsors) to help EMPLOYEES of companies in the biotechnology sector in general meet individual members of TBI so that they may be exposed to the benefits of TBI memberships. The evening has several activities planned including a few remarks by the Presidents of TBI and AZ. This event is currently planned for September 17 and will be repeated at other corporate members' sites.
- Students have always been an important part of individual memberships since they represent the future of our industry and our society. Individuals on our committee (Don Stewart in particular) have gone above and beyond the call in participating in student run events at many of the Toronto campuses to promote TBI and to help students cope with the wealth of career alternatives that they have before them today.
- The monthly TBI breakfasts are THE most frequently cited "value" that members declare when asked to define the value proposition of membership. However, as TBI attempts to reach out to a wider audience (both in terms of interests and geographically), there is a need for members who cannot attend as many of the breakfasts as they would like to benefit in some way from these events. Our committee, through the leadership of Pete Bastedo, has been exploring various alternatives for "webcasting" or "podcasting" the contents of the presentations to members after the event has taken place. This would also be an additional value add for members only. Eventually the goal is to have breakfast gatherings in several different centers spread across Ontario, where members and nonmembers would gather (in the same way as

they have been gathering at Metro Hall for several years) to meet and network locally and to participate in the presentation at Metro Hall through an interactive simulcast. This goal is not expected to become a reality within this next Fiscal Year, but it continues to motivate and guide our efforts in the area of web casting and archiving our presentations in the near term. A stepwise plan has been prepared and will be provided to the Board for discussion within the next few months.

The committee is extremely motivated and we all see a tremendous future for this organization as the nurturing, trusted "home base" from which to launch our professions and our friendships as we all help each other to maximize our individual potentials.

Programs & Events

Monthly Breakfast Meetings

2007 arrived and moved very quickly in the TBI calendar. It was an exceptionally busy year with not only our traditional ten breakfast meetings but a number of other events and activities as well. Looking back over the meeting schedule shows that we were able to bring you a broad selection of issues that are affecting biotechnology today.

The programs ranged from reviewing "Strategies for Clinical Trials – Maximising Value and Return" and "How can Canada Survive in a Globally driven Bio-Pharmaceutical Market" to "Tissue Engineering and Regenerative Medicine" and a review of the "Canadian Health Industries Partnership". Other meetings provided us with a greater understanding of business opportunities in other biotech communities and applications and how best we could make links with key people and take advantage of them for mutual benefit. As usual, networking opportunities at all of TBI's Breakfast Meetings were exceptional.

The popular Members' Marathon breakfast meeting in June and December once again provided an opportunity for twelve of our member companies to tell their business stories. Participation in these events is one of the benefits of membership in TBI and attendance is always high for these breakfast meetings. Learning more about the companies in our community is always one of the reasons why people join TBI. If you would like to be one of the presenters in the 2008 Member Marathon meetings, contact either myself or the TBI office. Already, we are planning for the June, 2008 meeting. Would you like to participate in this event and tell your story...contact either Katrin or me, without delay.

Participation in TBI's breakfast meetings has been consistently high over the year with attendance figures averaging over 80 members and guests for each event, but we want it to be even better ...we want you to commit to participating in each and every meeting that you can. Attending our meetings provides you with not only a hot and nutritious breakfast, and the opportunity to hear two of our business or scientific leaders speak on one of the topical issues facing biotechnology, but the opportunity to participate in some exceptional networking. I do encourage you to set your alarm clock one hour earlier on those Thursdays, and make your membership in the Toronto Biotechnology Initiative work for you by planning to participate actively in our popular breakfast meeting series.

We have an equally exciting line-up for the coming year. Keep a copy of the TBI Breakfast Meeting schedule handy at all times, or check the TBI website for meeting details, and make a resolution not to miss a single meeting next year.

Annual President's Award Gala

On February 26th, 2008 TBI hosted its annual President's Awards Gala, "A Celebration of Success" at the Four Season's hotel in downtown Toronto. This event has become a "must attend" function for all who support biotechnology in Canada. This year the event was a 'sell out' with over 400 people in attendance. Major Corporate sponsorships increased by over 300%, which contributed to an overall increase in revenue of 34%.

John Wilkinson, Minister of Research and Innovation, opened the formal part of the evening. Four outstanding individuals received awards for their commitment and contributions to the development of biotechnology in Ontario.

Alan Bernstein

Lifetime Achievement Award

Susan Smith

Community Service Award

David Lindsay

Public Service Award

John Goudey

Volunteer Recognition Award

Biotechnology Canada also participated in the evening and presented the National Biogen-Idec Teaching Excellence Award to Dr. Danielle Gauchi of Northern Secondary School in Toronto.

Plans for the 2009 Gala event are underway with the intent of duplicating the success of 2008.

Thanks to all the gala committee members.

Annual Golf Classic

The Event

The Copper Creek Golf Club was the site of our Seventh Annual TBI Golf Classic. Copper Creek is widely recognized as one of the top 18 courses to play in the GTA. The conditions were near perfect for a spectacular day of golf and networking for the biotechnology community. Stunning weather, great course conditions, dramatic play and good times marked this year's event. The best ball tournament sold out early and over 25 TBI members supported this year's tournament both financially and with in kind contributions. Proceeds from the tournament help support TBI's operations, including our educational scholarship fund.

2007 Highlights

In 2007, we introduced a few new contests during the tournament. For example, players had the opportunity to win a trip to The Masters, drive a SMART car or best of all – to test your putting skills against our very own President, Grant Tipler! Grant had such a great time meeting the members and their guests; he is coming back for an encore performance! Also, for the first time, we offered our guests a hot breakfast while they watched the sunrise! This was well received and will be offered again in 2008.

Traditionally, TBI provides a corporate gift to each golfer. Last year's gift reflected TBI's concern for the environment and sustainable development. Specifically, each golfer received a golf shirt made entirely from corn. Despite the hot sun, there were no reports of any shirts "popping"!

The Team

No TBI event is successful without the hard work and dedication of a great team. The TBI Annual Golf Classic is no exception. I am very grateful for the support I received from my organizing committee consisting of Lorne Meikle, Grant Tipler, Matt Buist, Bill Laidlaw, Jeff Patterson, Jeff Graham, Darlene Homonko, Angela Jensen, members of our First Stage team, Doug, Sue, Katrin and Peter and the volunteers who assisted with the various "on course" activities Brian Craig, Tanya Shvedova, Faridah Saadat, Tiffany Mah, Isabelle Henderson and Larry Kurmis. Another big thank you goes out to Andrew Hough and his team first class team Copper Creek Golf Club who helped the make truly memorable.

What's Next?

Planning for this year's tournament on August 12th at Copper Creek has already begun. The Committee has lots of new ideas to make this year's tournament more entertaining! So, please book now @ www.ontbi.org to avoid disappointment as this tournament sells out early.

C-Level Forum – Christopher Adams

The C-Level Committee, comprised of a diverse and hard-working group of individuals, organized the "Building a Biotechnology Company –How to Leverage Partnership and Collaborations?" C-Level Forum held on April 22, 2008, at The Estates of Sunnybrook. With fifty attendees, the day was a fantastic opportunity for biotech leaders to hear from high quality C-Suite executives and industry professionals on some of the key issues for early stage companies in driving valuation and navigating a course for growth. This highly successful forum was profitable for TBI, with sponsorship and registration fees exceeding total event costs.

Special thanks to our event sponsors: BioDiscovery Toronto; Cassels Brock; INO (National Optics Institute); PharmEng Innovations; and PricewaterhouseCoopers. The committee also benefitted from the guidance of YC Lee, as well as the support of Lorne Meikle and Grant Tipler, all of who were instrumental in initiating this event last December. And thanks to Doug Rosser, Sue Munro and Katrin Wade from First Stage Enterprises, who did an excellent job coordinating the logistics.

The committee will be getting together in mid-May, 2008, to debrief the April 22nd event and formulate a strategy to leverage this initial success for future C-Level Forums. The objective will be to take this winning model – internationally renowned biotechnology executives sharing their experiences and lessons learned – and building upon it to provide a unique and exciting experience for attendees.

Committee Members: Chris Adams, Matt Buist, Nora Cutcliffe, Stephanie De Grandis, Nika Ketis, YC Lee, Michael May, Terri Pavelic, David Shindler, Robert Varga.