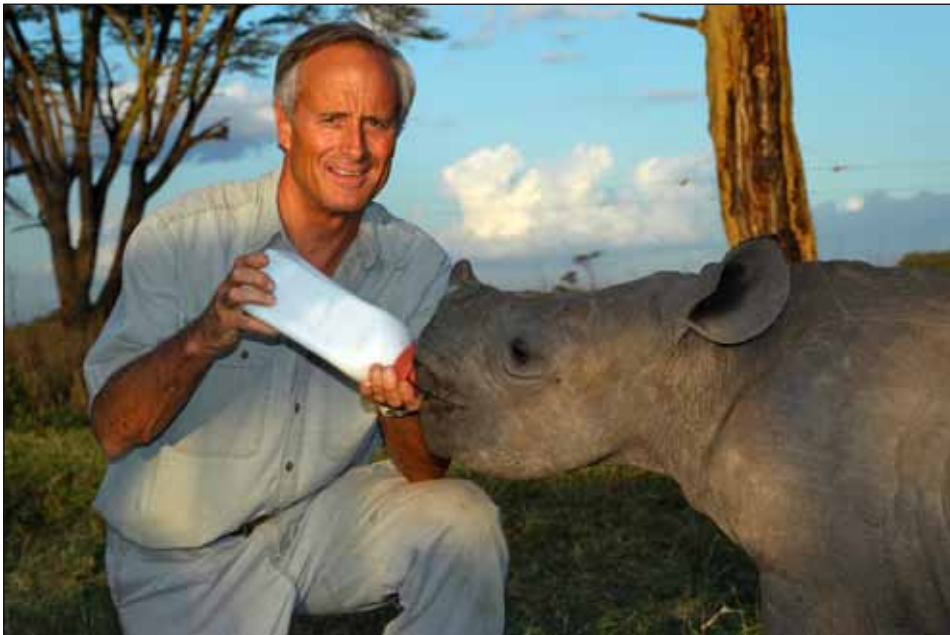


Hanna to appear at Homecoming



Recognized around the country as America's favorite zookeeper, Hanna has appeared on countless television shows since 1983.

The August event will honor Iron Paw winner Bob Wheeler.

Please reserve **Monday, August 30** for the 2010 KC Animal Health Corridor Homecoming event and **Tuesday, August 31** for the second annual Kansas City Animal Health Corridor Investment Forum.

As we celebrate the fifth anniversary of the Homecoming dinner, we are thrilled to announce that Jack Hanna, internationally known conservationist and director emeritus for the Columbus, Ohio Zoo and Aquarium, will make a special appearance in this year's

program. Recognized around the country as America's favorite zookeeper, Jack has made countless television appearances since 1983 on shows such as "Good Morning America", CNN's "Larry King Live", "The Ellen DeGeneres Show", Fox News programs, and "The Late Show with David Letterman." A number of other special surprises are in store for attendees, as well. Registration for this year's event will begin in June.

Homecoming will also honor the recipient of the 2010 Iron Paw Award, Bob Wheeler, retired CEO of Hill's Pet Nutrition, in addition to business recruitment and regional research highlights from the year.

AHI leaders to speak on May 13

Corridor Conversations will be held at Union Station's City Stage.

Alexander S. Mathews is the president and CEO of the Animal Health Institute, a membership organization that works to advocate for animal health companies, provide up-to-date industry information, and encourage development in the animal health sector.



Mathews will speak at a Corridor Conversations event on Thursday, May 13. Joining him are Dr. Richard Carnevale, vice president of regulatory, scientific, and international affairs; Dr. Kent D. McClure, general counsel, and Ronald B. Phillips, vice president of legislative and public affairs.

SEE PAGE 6 FOR MORE.

Join us on LinkedIn

The Kansas City Animal Health Corridor group on LinkedIn is for anyone interested in connecting with the regional animal health industry. Virtually network with more than 130 members as we discuss marketing opportunities, national industry news, and more. Go to linkedin.com and search groups for KC Animal Health Corridor.

KC lands major animal science convention

Around 4,000 animal health professionals will flock to Kansas City.

The American Dairy Science Association (ADSA) and the American Society of Animal Science (ASAS) have announced they will bring their annual joint convention to Kansas City in the summer of 2014.

The Kansas City Convention & Visitors Association (KCCVA) estimates the ADSA/ASAS convention will attract approximately 4,000 people. The convention will draw

animal industry professionals representing universities, extension government agencies and agricultural corporations. Areas of study include nutrition, biotechnology, genetics and pharmacology.

For more than 100 years, the ADSA has provided leadership in scientific and technical support to sustain and grow the global dairy industry through generation, dissemination, and exchange of information and services. The organization publishes

original research, reviews and timely information in the official ADSA publication, the Journal of Dairy Science, the highest ranked general dairy research journal in the world. For more information about the ADSA, go to www.adsa.org.

The American Society of Animal Science fosters the discovery, sharing and application of scientific knowledge concerning the responsible use of animals to enhance human life and well-being. They act as a facilitator of effective interactions among academia, industry, government agencies, and other stakeholders to reach consensus regarding science-based animal issues. For more information about the ASAS, go to www.asas.org.

The KCCVA attracted the ADSA/ASAS convention as part of a larger effort to attract animal health meetings and position Kansas City as The Animal Health Corridor. The KCCVA is working closely with local animal health companies to bring more animal health meetings to Kansas City.

Animal Health Corridor sponsors receptions



The Kansas City Animal Health Corridor sponsored the fourth annual Brakke Consulting Networking Receptions at the North American and Western Veterinary conferences in January and February.

BioTech Luncheon

Friday, April 30
Kauffman Center
Noon to 2 p.m.
Register at www.itckc.org.



Corridor Embraces One Health Commission

Goals align for two committed entities.

As global populations grow and cities encroach on rural farming areas, the health of people, animals, and the environment are increasingly interconnected. And yet health professionals—including physicians, veterinarians, and environmental scientists—often study and practice in isolation.

Enter the One Health Commission, a new global organization formed last year to inform people about the interconnectedness of human, animal, and ecosystem health, and transform the way health science professionals work together to anticipate, detect, diagnose, and address diseases and other health-related issues.

Corridor Projects Speak to Commission's Vision

Since its recent formation, the One Health Commission has been hard at work forming strategic alliances with One Health advocates around the country. But nowhere is support for the Commission, or its vision, stronger than in the Animal Health Corridor, and for good reason. From a philosophical perspective, embracing the One Health approach is consistent with the intent of the Corridor to be a thought leader on national and international issues which advance the health and well being of people and



One Health Commission
World Health Through Collaboration

animals. And from a practical perspective, the One Health approach is alive and well in several Corridor initiatives and projects, including:

- **The University of Missouri College of Veterinary Medicine**, which worked with six other university disciplines to develop Quadramet, a drug which treats the brutal pain of bone cancer, a disease that is more prevalent in dogs than humans.
- **The National Bio and Agro-Defense Facility**, a \$650 million lab being built at Kansas State University by the U.S. Department of Homeland Security to study animal and avian pathogens which pose a threat to both animal and human health.
- **The Arthropod-Borne Animal Disease Research Unit**, a U.S. Department of Agriculture facility being moved from Wyoming to Kansas to study diseases which are transmitted by certain types of insects to animals.
- **The Center of Excellence for Emerging and Zoonotic Animal Diseases**, another U.S. Department of Homeland Security initiative involving

Kansas State University, this one aimed at protecting the nation from potentially catastrophic animal diseases, some of which are transmissible to people.

Commission CEO Supports Partnership with Corridor

Dr. Roger Mahr, the Chief Executive Officer of the Commission, spoke recently on One Health at the One Health Initiative: Animal Health & Biomanufacturing Summit hosted in the Corridor by Kansas Bioscience Organization.

Mahr said health science professionals, and their related disciplines, were at a crossroads, and that greater collaboration was key to improving health outcomes in the future. He pointed to several recent studies which underscore the urgency for this interdisciplinary collaboration:

- According to the Centers for Disease Control, 75% of the diseases which have emerged in the past three decades are zoonotic, meaning they are transmitted from animals to people. Effective detection, diagnosis, prevention and treatment will require greater collaboration across the health science professions.
- In two separate studies, the National Academy of Sciences analyzed the threat of zoonotic diseases and called for greater

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One: Multidisciplinary Partnerships Are Key

communication, coordination, and collaboration among professionals, associations, academia, government agencies, nongovernmental organizations, and industry.



Dr. Roger Mahr

- According to the National Institute of Environmental Health Sciences, almost every human disease can be caused, modified, or altered by environmental agents. This includes tuberculosis, HIV, West Nile Virus, monkey pox, avian influenza, H1N1, and many more. It concludes that greater collaboration between environmental scientists and other health science professionals would help prevent diseases and improve human health.

“One Health is the collaborative effort of multiple disciplines—working locally, nationally, and globally—to attain optimal health for people, animals, and our environment,” said Mahr. “I see that kind of collaboration happening in so many areas of the Animal Health Corridor. You can find human oncologists talking with veterinarians about sharing cancer data, or environmental scientists talking with public health officials about the health benefits of green

space. These are the kinds of conversations we need to be having in today’s complex health environment.”

Mahr said the need for a One Health approach plays out in farmyards, backyards, and playgrounds around the world on a daily basis. He further emphasizes

that One Health is not a new concept, but the call for a new professional imperative has emerged.

“When flooding and warm temperatures favor the breeding of mosquitoes, which in turn transmit diseases to livestock and people, a One Health approach is needed,” said Mahr. “When pathogens in animal waste taint water absorbed by spinach plants, which in turn sicken salad eaters, a One Health approach is needed. And when an influenza strain found in animals mutates into a strain that infects humans, a One Health approach is needed.”

Commission Has History of Collaboration

Mahr unveiled his vision for a One Health initiative in 2006, when he was installed as president of the American Veterinary Medical Association (AVMA). That vision was embraced and shared by the late Ronald M. Davis, MD, then president-elect of the American Medical Association (AMA).

This collaborative leadership of the AVMA and AMA resulted in the establishment of the One Health Initiative Task Force. Subsequently, a multidisciplinary One Health Joint Steering Committee, supported by an operational grant from the Rockefeller Foundation, facilitated a transitioning process from the efforts of the Task Force to the formation of the One Health Commission.

The Commission was officially chartered on June 29, 2009, in Washington, D.C., with eight institutional members: AVMA, AMA, American Public Health Association, American Society for Microbiology, Association of American Medical Colleges, Association of American Veterinary Medical Colleges, Association of Academic Health Centers, and Association of Fish and Wildlife Agencies. Currently, the Commission has a temporary administrative office in Kansas City, thanks to support from the Kansas City Area Life Sciences Institute and the Greater Kansas City Community Foundation.

Late last year, the Commission held a national One Health Summit in partnership with the National Academies in Washington, D.C. In addition to setting the stage for the work of the Commission, the summit served as a forerunner to a proposed

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One: KC Will Play Leading Role

Institute of Medicine study on One Health, which was announced at the summit and is expected to commence this spring.

A Promising Future

By implementing its strategic plan, the Commission expects to work closely with a number of public and private sector leaders within the Corridor, including bioscience clusters, research and education institutions, industry associations, and government agencies. Chief among its priorities is the identification of interdisciplinary research projects which demonstrate tangible benefits of a One Health approach.

Through its efforts, the Commission envisions an increase in the number of interdisciplinary education, training, and research programs; more information sharing related to the detection, diagnosis, and prevention of diseases, both infectious and chronic; and more acceleration in the development of new therapies and approaches for unmet health needs.

“The Kansas City region has significant assets in animal health, human health, and clinical research,” said Mahr, chief executive officer of the commission. “With the interest and committed support I’ve seen so far, I’m confident that the region will play a leading role in the advancement of the One Health movement.”

K-State Wins \$12 Million to Defend Against Animal Borne Diseases

The university won center of excellence designation in a three-step process.

The U.S. Department of Homeland Security has awarded Kansas State University \$12 million for The Center of Excellence for Emerging and Zoonotic Animal Diseases (CEEZAD).

The CEEZAD will use K-State's expertise and state-of-the-art infrastructure to conduct research, develop technology, and train a specialized workforce to successfully defend our nation's agriculture economy against agro-terrorism and emerging animal pathogens. The center will develop and validate vaccines; create innovative devices to detect and diagnose threatening diseases; and help implement systems to curtail human and animal disease threats. Dr. Juergen Richt, Kansas Bioscience Authority

Eminent Scholar and Regents Distinguished Professor at K-State, will direct the center.

Kansas State University competed for the center of excellence designation through a three-step process that involved external peer review, internal subject matter expert review, and site visits. Reviewers considered a range

of factors, including the quality and relevance of the research programs,

management plans, and application plans.

The Department of Homeland Security's Centers of Excellence bring together leading experts and researchers to conduct multidisciplinary research and education for homeland security solutions. Each center is led by a university in collaboration with partners from other institutions, agencies, laboratories, think tanks, and the private sector.



International Symposium on Beef Cattle Welfare

Wednesday, May 19, through Friday, May 21
Kansas State University in Manhattan, Kansas
Register at www.isbcw.beefcattleinstitute.org.

The second annual event of its kind, sponsored by the Beef Cattle Institute at Kansas State University, the symposium is a must for industry professionals.



\$1.65 Million Approved for Expansions, Scholar

Ceva Biomune, SAFC Biosciences, and KU to receive investment.

Two companies undertaking multimillion dollar expansions in Kansas received a thumbs-up from the Kansas Bioscience Authority on March 9, as did the University of Kansas in its effort to attract a rising star scholar to expand the state's cancer research enterprise.

Investments approved today by the KBA board of directors included the following:

- **Ceva Biomune** will receive \$700,000 to expand its manufacturing facility in Lenexa for the production of vaccines for the global poultry market. The company intends to create 81 new bioscience jobs and invest approximately \$15 million in the expansion.
- **SAFC Biosciences** of Lenexa

was awarded \$250,000 to support the expansion of its manufacturing facility, which will allow increased production of cell culture media used to make biopharmaceuticals and other products. The company is expected to make an additional capital investment of

approximately \$6 million in the expansion and hire an estimated 27 new employees.

- **The University of Kansas** will receive \$700,000 over three years upon the successful attraction of a rising star scholar who would provide the KU Cancer Center with additional expertise in cancer biomarker analysis and characterization. The scholar would bring external funding of \$2.85 million and a substantial record of publication

and invited lectures at the national and international level.

Tom Thornton, president of the KBA, said the significant expansion of two manufacturing facilities in Kansas was another example of bioscience contributing to the state's economic recovery — and long-

term financial vitality.

"These companies ship products from Kansas to researchers and companies worldwide in the human and animal health bioscience sectors," Thornton said. "We applaud their success and look forward to their continued growth here."

"We also congratulate KU on its progress in building upon its already outstanding cancer fighting capabilities."



More Workforce Development Funding Flows to Corridor

Missouri Governor Jay Nixon announces grant.

The [Kansas City Metropolitan Community College](#) received \$2.2 million to develop programs to prepare the region's workforce for in-demand careers, including new and expanded animal health curriculum. Missouri Governor Jay Nixon announced the grant as part of his new [Training for Tomorrow](#) initiative.

With funds from Training for

Tomorrow, Metropolitan Community College will

be able to expand its animal health program to include new degrees and certificates in pet care and animal research, and to develop online veterinary front office staff and veterinary assistant programs.

The college's existing two-year degree program in veterinary technology prepares students



to assist veterinarians with animal nursing care,

lab diagnostics, anesthesia, surgery, dentistry, radiology and more.

Planning and development for the new programs will start this spring. Students in non-degree programs could be enrolling in courses as early as this summer; enrollment in degree programs is expected to begin in January 2011.

AHI introduces educational initiative on link between animal health and public wellness

Managing animal health can prevent the transmission of diseases to humans.

From avian flu to H1N1, issues surrounding animals and public health have received

increased attention over the last few years, highlighting the nexus between human health and animal health. The link between human and animal health creates unprecedented challenges in the way we diagnose, prevent, and treat both people and animals.

However, many people are unaware of the health issues they share with farm animals and pets. Disease prevention is a continuum that starts with keeping animals healthy and results in improved human health. Proper animal health management and veterinary care, including the use of vaccines, flea and tick products, and pharmaceuticals, can help keep animals healthy and prevent disease transmission to humans, improving the way we live.

The Animal Health Institute has developed an education

initiative – Healthy People. Healthy Animals. Healthy Planet. – to underscore the

importance of animal health on public health and wellness and highlight the role of veterinarians and the animal health community

in preventing disease transmission from pets and food animals. This program is similar in its goals to the One Health Initiative, a joint initiative between the American Veterinary Medical Association and the American Medical Association, and we have engaged a number of agriculture organizations,

animal health and consumer groups who support the notion that animal health is essential to human health.

We have launched a Web site and have developed a series of educational materials to highlight the relationship between pets and public health, educate about zoonotic diseases, and showcase the animal health community's role in ensuring food safety. We encourage you to visit www.healthyanimals.org to learn more about the campaign and view and download fact sheets on these important issues in animal health.



CORRIDOR

CONVERSATIONS

A forum on trends and issues in the animal health industry



Alex Mathews



For reservations, contact Rochelle Butler of the Greater Kansas City Chamber of Commerce at 816-374-5437 or butler@kcchamber.com.

Forum and Reception

Thursday, May 13 | 4:30 - 6 p.m.

Union Station - City Stage | 30 W. Pershing Road, Kansas City, Missouri

Featuring

Alexander S. Mathews

President and CEO
Animal Health Institute

With

Dr. Richard Carnevale

Vice President of Regulatory, Scientific & International Affairs

Dr. Kent D. McClure

General Counsel

Ronald B. Phillips

Vice President of Legislative & Public Affairs

Join us for a comprehensive presentation covering industry, legislative, regulatory, and international animal health challenges and opportunities.

Animal Health Corridor Company Spotlight

Quality workforce and networking opportunities make Kansas City a perfect fit for Synbiotics.

Synbiotics Corporation is a leading developer, manufacturer, and marketer of veterinary diagnostics and services for veterinary practices, reference laboratories, and animal breeders worldwide. Our core competencies include immunology, immunodiagnosics, and reproduction. Key products include DiroCHEK® for heartworm testing, Witness® brand of rapid in-clinic tests, FluDetect® for rapid detection of influenza virus, Tuberculin tests, ProFLOK® tests for pathogens of poultry, and SERLISA® test for pathogens of livestock.

Locations:

- Kansas City, Missouri
- San Diego, California — Manufacturing
- Lyon, France — Manufacturing and Sales

Number of employees: 101

Vision: To be a global leader in providing innovative quality products and services for the health and well-being of animals.

Mission: To be the preferred diagnostic resource for professionals dedicated to the health and well-being of animals. We provide value by being customer-centric and



operating with integrity in the pursuit of scientific excellence and continually improving quality.

How do you benefit by your location in the Kansas City Animal Health Corridor?

- Networking and business development with other animal health companies, especially companies involved in vaccines
- Being close to a large percentage of our customers
- The presence of sufficient workforce trained in animal and life sciences
- The efficiency of doing business here in terms of strong work ethic and competitive costs

What is something people might not know about Synbiotics?

We are the world's largest supplier of diagnostics for zoonotic pathogens such as tuberculin, influenza, and brucella, among others.

How does Synbiotics stay on the cutting edge of the animal health industry?

By maintaining strategic alliances with leading universities, even locating some employees at key universities and through our long-standing relationships with key opinion

leaders in the industry.

How do you recruit and retain talent?

We recruit and retain talent by providing people an entrepreneurial environment where they have the ability to gain experience by touching many facets of our business across multiple functions and countries.

What is your greatest workforce need?

It has not been a problem since relocating to the Kansas City Animal Health Corridor. We have found the caliber of attitudes, education, and skills of the area's workforce to be ideal for our business and our goals.

KCALSI Annual Dinner

Wednesday, April 21
Hyatt Regency Crown Center
5:30 p.m - 8:30 p.m.
To register, go to www.kcanimalhealth.com.

Celebrate progress in Kansas City's regional life sciences and learn about translational medicine. It's the critical link between fundamental discoveries and patient care.

