Personalized Medicine
It Will Change Your Life

Thursday, June 5, 2008
8:00 a.m. - 6:00 p.m.
San Francisco State University
Jack Adams Hall
Cesar Chavez Student Center, Terrace Level

http://personalizedmedicine.sfsu.edu
Personalized Medicine – the time is now

Personalized Medicine is a one day conference focused on the perspectives of biotechnology, investment, academic, diagnostic, and nonprofit and corporate research leaders with an emphasis on how the evolving landscape is changing medical care and preventive medicine. The past few years have witnessed a revolution in the understanding of health and disease, engendered by the sequencing of the human genome. Personalized medicine hopes to use genetic variation to develop new diagnostic tests and treatments and to identify the sub-groups of patients for whom they will work best. Personalized medicine can also help determine which groups of patients are more prone to developing some diseases and, ideally, help with the selection of lifestyle changes and/or treatments that can delay onset of a disease or reduce its impact.

Personalized medicine is poised to transform healthcare over the next several decades. New diagnostic and prognostic tools will increase our ability to predict the likely outcomes of drug therapy, while the expanded use of biomarkers—biological molecules that indicate a particular disease state—could result in more focused and targeted drug development. Personalized medicine also offers the possibility of improved health outcomes and has the potential to make healthcare more cost-effective.
8:00 Morning Coffee and Continental Breakfast  
Sponsored by Monogram Biosciences

8:50 Welcome  
Michael A. Goldman, PhD, Professor and Chair, Department of Biology, San Francisco State University  
Sheldon Axler, Dean, College of Science & Engineering, San Francisco State University

9:00 The Path Toward Personalized Medicine:  
Private Research Institute Perspective  
Moderator: Dan Maher, Vice President, BioMarin Pharmaceutical Inc.  
Speaker: James Kovach, MD, JD, President and Chief Operating Officer,  
Buck Institute for Age Research

9:45 Biotechnology and Personalized Medicine:  
Academic Research and Preparing Students for Industry  
Moderator: Michael A. Goldman, PhD, Professor & Chair, Department of Biology, San Francisco State University  
Speaker: Dr. Susan M. Baxter, Executive Director, CSU Program for Education and Research in Biotechnology (CSUPERB)

10:30 Morning Refreshment Break

11:00 Panel Discussion  
Personalized Medicine—Right Treatment, Right Patient:  
Clinical Perspective  
Moderator: Paul Billings, MD, PhD, President and CEO, CellPoint Diagnostics  
Panelists:  
Esteban Gonzalez Burchard, MD, MPH, Departments of Biopharmaceutical Sciences & Medicine, UCSF  
Ryan Phelan, Founder and CEO, DNA Direct

12:00 Attendee and Speaker Luncheon  
Sponsored by Express Employment Professionals

1:00 Panel Discussion  
Personalized Medicine—Opportunities and Challenges  
Moderator: Ken Hitchner, Vice President, Monogram Biosciences  
Panelists:  
William D. Young, Chairman of the Board and CEO, Monogram Biosciences  
John Sninsky, PhD, Vice President, Discovery Research, Celera  
Paul Billings, MD, PhD, President and CEO, CellPoint Diagnostics

2:00 Panel Discussion  
The Emergence of Personalized Medicine: Investor Perspective  
Moderator: Mary Fermi, Independent Consultant, Commercial Development  
Panelists:  
Matthew M. Gardner, President and CEO, BayBio  
Ann Hanham, PhD, Managing Director, Burrill & Company  
Melinda Richter, Executive Director, San Jose BioCenter and Founder and CEO, Prescience International  
Ted Driscoll, Ph.D., Claremont Creek Ventures, Life Science Angels, Sand Hill Angels

3:00 Afternoon Refreshment Break

3:30 Panel Discussion  
Personalized Medicine: Yesterday, Today, and Tomorrow  
Moderator: Michael A. Goldman, PhD, Professor and Chair, Department of Biology, San Francisco State University  
Panelists:  
Sara Kenkare-Mitra, PhD, Vice President, Development Sciences, Genentech  
Linda Avey, Co-Founder, 23andMe  
Anne Wojcicki, Co-Founder, 23andMe

4:30-6:00 Evening Reception and Poster Exhibit  
Sponsored by BioMarin Pharmaceutical Inc.
Speakers

Linda Avey  
Co-Founder, 23andMe

Dr. Susan M. Baxter, Executive Director, CSU Program for Education and Research in Biotechnology (CSUPERB)

Paul Billings, MD, PhD, President and CEO, CellPoint Diagnostics

Esteban Gonzalez Burchard, MD, MPH, Departments of Biopharmaceutical Sciences & Medicine, UCSF

Ted Driscoll, Ph.D., Claremont Creek Ventures, Life Science Angels, Sand Hill Angels

Matthew M. Gardner, President and CEO, BayBio

Ann Hanham, PhD, Managing Director, Burrill & Company

Sara Kenkare-Mitra, PhD, Vice President, Development Sciences, Genentech

James Kovach, MD, JD, President and COO, Buck Institute for Age Research

Ryan Phelan, Founder and CEO, DNA Direct

Melinda Richter, Executive Director, San Jose BioCenter & Founder & CEO, Prescience International

John Sninsky, PhD, Vice President, Discovery Research, Celera

Anne Wojcicki, Co-Founder, 23andMe

William D. Young, Chairman of the Board and CEO, Monogram Biosciences

Event Sponsors

We gratefully acknowledge the following sponsors for their support of this event and the SF State Department of Biology:

[Image of sponsors logos]

Kenneth and Pamela Fong of KENSON Ventures LLC
at San Francisco State University is the largest in the California State University system, ranking second among all comprehensive universities in successfully enrolling graduates in Ph.D. programs.

We take seriously our role in producing the next generation of prize-winning academicians and physicians, as well as in expanding the workforce in biology. Many of our graduates have gone on to successful careers at Genentech, Amgen, Pfizer, Merck, and a host of biotechnology companies in the Bay Area and beyond.

The Department of Biology aims to educate tomorrow’s scientists, health professionals and citizens in order to realize the revolutionary potential of personalized medicine and to preserve the diversity and beauty of the biosphere.

Proceeds of this event support the SF State Department of Biology.

For more information about ways you can get involved or support the Department of Biology, please contact Jennifer Javernick, the College Relations Officer at:

415.405.2636
jjav@sfsu.edu

Conference Executive Committee

Dan Maher
Vice President, BioMarin Pharmaceutical Inc.
(BA Biology, SF State)

Ken Hitchner
Vice President, Monogram Biosciences
(MA Biology, SF State)

Mary Fermi
Independent Consultant, Commercial Development
(BA Biology, SF State)

Michael Goldman, PhD
Michael A. Goldman, PhD, Professor and Chair,
Department of Biology, San Francisco State University
Registration:

On or before May 15: $249 per person
After May 15: $299 per person
Online: http://personalizedmedicine.sfsu.edu

Phone:
Jennifer Javernick, College Relations Officer
415.405.2636
jjav@sfsu.edu

Mail:
Send in self addressed envelope with your check or credit card payment to:

Personalized Medicine Conference
Biology Department
San Francisco State University
1600 Holloway Avenue, Hensill Hall 534
San Francisco, CA 94132-1722

Yes! I’d like to attend.
Name: ____________________________________________
Address: __________________________________________
City, State, Zip: ______________________________________
Phone number: ______________________________________
E-mail: ____________________________________________
Employer: __________________________________________
Are you an SF State Alumnus/Alumna? ______Yes ______No

I regret I cannot attend, but wish to support the SF State Department of Biology with a gift of $ _______.

Donations are tax-deductible. For more information, please call the College Relations Officer at 415.405.2636.

Payment
Number of seats reserved: ______  
Amount enclosed: $ ______

Please make checks payable to The University Corporation, SF State.

Visa  Mastercard  Name on card___________________________
Account Number: ______________________________
Expiration Date: /  Signature: ____________________________

Mail: Send in self addressed envelope with your check or credit card payment to:

Personalized Medicine Conference
Biology Department
San Francisco State University
1600 Holloway Avenue, Hensill Hall 534
San Francisco, CA 94132-1722

Visa  Mastercard  Name on card___________________________
Account Number: ______________________________
Expiration Date: /  Signature: ____________________________

Personalized Medicine Conference
Biology Department
San Francisco State University
1600 Holloway Avenue, Hensill Hall 534
San Francisco, CA 94132-1722

Visa  Mastercard  Name on card___________________________
Account Number: ______________________________
Expiration Date: /  Signature: ____________________________
DIRECTIONS TO SF STATE

From the North: Take Highway 101 South, cross the Golden Gate Bridge. Take 19th Avenue/Highway 1 exit. Follow 19th Avenue to campus at Holloway Avenue.

To get to the parking garage, turn right onto Holloway Ave and continue to Font Blvd. Turn right onto Font Blvd. and continue to Lake Merced Blvd. Turn right onto Lake Merced Blvd. then take an immediate right onto State Drive which is the entrance to the parking garage.

From the South: Take I-280 North, exit at 19th Avenue. Take Junipero Serra Boulevard to Holloway Avenue, turn left on Holloway Avenue to campus at 19th Avenue.

To get to the parking garage, continue on Holloway Ave to Font Blvd. Turn right onto Font Blvd. and continue to Lake Merced Blvd. Turn right onto Lake Merced Blvd. then take an immediate right onto State Drive which is the entrance to the parking garage.

From the East: Take I-80 West across the Bay Bridge to Highway 101 South. Take 101 South to I-280 toward Daly City. Take the San Jose Avenue/Mission St. exit (immediately after the Ocean Avenue exit), bearing right onto Sagamore Street to Brotherhood Way to Junipero Serra Boulevard North. Take Junipero Serra Boulevard to Holloway Avenue, turn left on Holloway Avenue to campus at 19th Avenue.

To get directly to the parking garage stay on Brotherhood Way and turn right onto Lake Merced Blvd. Turn right onto State Drive which is the third light after turning onto Lake Merced Blvd. and immediately after Font Blvd.