

MONTHLY UPDATE

March 2014

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IowaBio Announcement

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Meet Joe Hrdlicka – IowaBio's New Executive Director

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IowaBio would like to welcome and announce its new Executive Director, Joe Hrdlicka. Joe Hrdlicka, of West Des Moines, brings nearly 20 years of public affairs, management and marketing experience to the Association.

A St. Louis native, Joe attended the University of Missouri School of Journalism and worked in various political campaigns before coming to Iowa in 1992 to work for Representative Jim Lightfoot. After his work with Lightfoot, Joe joined the marketing firm Strategic America as Director of Public Relations. Following his tenure at Strategic America, he served 13 years with the Iowa Lottery. First, he was Public Relations Manager, then was promoted to Vice President of Marketing where he served as a member of the Lottery's senior management team. During his tenure at the Iowa Lottery, Hrdlicka managed a team of eight marketing professionals overseeing advertising, promotions, product development and major procurements.

Most recently, Joe served as Vice President of Public Affairs for the Iowa Communications Alliance, an industry organization of telecommunications providers serving Iowa's rural communities. He says working in the association world has been extremely engaging and he feels privileged to have the opportunity to head up such a vibrant industry organization. "I really enjoy working with members and moving an association to bring value and resources to their businesses," says Joe.

Joe is excited to learn more about the field of biotech. “Telecommunications is a very technical business with many acronyms, so I believe I am up to the challenge of learning this industry,” he said. “This just feels exciting as there is so much happening in the biotech industry currently.”

Joe lives with his wife, Betsy, and two sons, Jay and Matthew, in West Des Moines. Betsy is a teacher in the West Des Moines Community Schools. His sons are both students at Valley High School. When he and his wife aren’t following one of their sons to a baseball game or a show choir competition, he enjoys running, cycling and swimming. Joe regularly competes in endurance athletic events. He also enjoys following the St. Louis Cardinals and University of Missouri athletics.

Joe is the President-elect of the Rotary Club of Des Moines and he was recently appointed to the West Des Moines Parks and Recreation Advisory Commission.

Joe can be reached by email at joe@iowabio.org or by phone at 515-327-9156. Please join us in welcoming him to the Association and the biotech industry!

Participation Opportunities

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4th Annual Golf Outing



IowaBio's 4th Annual Golf Outing

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Iowa Biotech Association will be hosting its Fourth Annual Golf Outing on **Thursday, June 5th**, at The Legacy Golf Club in Norwalk, Iowa. The outing is for IowaBio members/affiliates and guests of our Sponsoring Vendors. The event will offer a great day of fun and prizes, as well as opportunities to network with our generous event sponsors!

Schedule

8:00am Registration & Breakfast

8:15am Putting Contest & Expo

9:20am Welcome & Course Rules

9:30am Shotgun Start

A play-through lunch will be provided and the event will wrap up with contest and raffle prizes. To register for the 4th Annual Golf Outing, please visit www.iowabio.org/golf. Additional information about Sponsorship opportunities is also on this page if you wish to be a sponsor this year.



In the evening following the golf outing, IowaBio will be hosting and celebrating its 20th Anniversary at an I-Cubs game at Principal Park. This event is family-friendly and is open to all biotech industry affiliates. More information is available on [Page 3](#).



IowaBio's 20th Anniversary Celebration

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On the evening of **Thursday, June 5th**, IowaBio will be celebrating its 20th Anniversary with a night of food, drinks, raffle prizes and I-Cubs. This event will take place at [Principal Park](#) and is open to all biotech industry members and their families.

The event will kick off with a 5:30pm tailgate including drinks, giveaways and tasty food. The game begins at 7:05pm and will wrap up with a spectacular firework show.

More details will be forthcoming and made available at www.iowabio.org/anniversary. There are currently 100 tickets reserved for IowaBio guests and we encourage everyone to share this event with co-workers and industry affiliates. To reserve your tickets, please register at www.iowabio.org/anniversary.

If you have any questions, please contact Melissa Moyer at melissa@iowabio.org or 515-327-9156

New Member Spotlight

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Van Beek Natural Science

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About Van Beek Natural Science

There is an increasing trend in the animal health industry toward using natural alternatives in place of synthetic products. This trend has been in response to an increased awareness of issues such as antibiotic resistance, drug residues, and overall environmental impact. Naturally-based products are safe for livestock and companion animals and help improve their health and performance.

Van Beek Natural Science takes quality seriously beginning with understanding differences in the quality of natural ingredients. Van Beek uses the best available ingredients from around the world when formulating products to be sure that the full benefits desired from the ingredients are realized in the final product.

They are known in the biotechnology and nutraceutical field as innovators in product development and quality assurance. Everything they do is in support of providing effective natural alternatives for animal health needs. Their team is committed to quality and food safety and has taken an industry lead in quality certifications.

History

Mr. Ron Van Beek, President and CEO, has been involved in the science of animal health for over twenty-five years. In 1982 Ron bought an entity known as Fandisco Enterprises, Inc. which was a wholesaler of mineral and vitamin premixes for livestock use. In 1984, he incorporated herbal extracts and micronized vitamins imported from Europe into the product offering.

It was 1991 when he started Van Beek Scientific with sales of natural animal health products manufactured by European companies and distributed by Van Beek Scientific. Sales were targeted primarily in the United States and Europe.

It was 1999 when Van Beek Global, Inc. was developed to bring a line of companion animal products containing a natural patented active compound with superior antibacterial and antifungal properties to market. These all-natural products were, and still are, manufactured in Orange City, Iowa for the United States market and other countries around the globe. The VBG brand of products was marketed exclusively through distributors with primary focus on companion animals. Van Beek Global was also the manufacturer of the VBS Royal brand of products containing the same patented active compound for food producing animals and was marketed through Van Beek Scientific. It was at this time that Van Beek Scientific also began to develop and manufacture its own advanced products for the livestock segment.

In 2007 Van Beek Global merged with Van Beek Scientific to form Van Beek Natural Science, LLC. This is the company name brand being marketed today for livestock and companion animals. The products are manufactured and packaged in Orange City, Iowa and sold in the United States, Japan, France, Thailand, the United Kingdom and other countries around the world.

Learn More About

- [Livestock Products](#), including dairy, calf, beef, poultry & swine
- [Companion Animal Products](#), including cat, dog and horse
- [Certifications](#), including ISO 9001-2008 & HACCP, NASC and OMRI

For more information, please contact Brett Mulder, Director of Operations & Marketing Services, at (712) 737-2958 or bmulder@vanbeeknaturalscience.com.

Upcoming Events

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Midwest Events

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[Iowa Governor's Conference on Public Health](#)

April 1-2, 2014 / Ames, IA

The Iowa Governor's Conference on Public Health is a one-of-a-kind event blending many facets of public health. This unique conference is planned by a group of partners, including: Child Health Specialty Clinics, Iowa Counties Public Health Association, Iowa Department of Public Health, Iowa Environmental Health Association, Iowa Public Health Association, State Hygienic Laboratory at the University of Iowa, and the University of Iowa College of Public Health. Over 500 public and environmental health professionals are expected to attend the 2-day conference.

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[Prometheus Awards](#)

April 9, 2014 / Des Moines, IA

The Prometheus Awards have been established as Iowa's largest and most prestigious distinction dedicated to recognizing and celebrating the innovation and brilliance of Iowa's high-tech industry. This ceremony honors both companies and individuals who have demonstrated outstanding leadership and excellence in technology.

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Global Events

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[PEGS China](#)

*April 1-3, 2014
Shanghai, China*

[Adoptive T Cell Therapy Conference](#)

*May 7-8, 2014
Boston, MA*

[BIO World Congress on Industrial Biotechnology](#)

*May 12-15, 2014
Philadelphia, PA*

[Drug Discovery & Therapy World Congress](#)

*June 16-19, 2014
Boston, MA*

[BIO International Convention](#)

*June 23-26, 2014
San Diego, CA*

All events can be found on our website's [Events Calendar](#)

Innovate Iowa! We Work for Health Seminar

April 15, 2014 / Des Moines, IA

Innovate Iowa! cordially invites you to participate in a policy seminar to discuss national issues affecting the biopharmaceutical industry, employment, and patient access to new medicines. Topics will include the current legislative and political environment and its effects on the life sciences industry.

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Global Food Security Consortium and the Leroy and Barbara Everson Seed and Biosafety Symposium

April 29-30, 2014 / Ames, IA

We are pleased to invite you to the Global Food Security Consortium Spring Symposium scheduled April 29-30, 2014 in Ames, IA. This symposium is entitled "**Closing the Yield Gap**". Three sessions are planned under this broad theme: *Seeds and Crops*, *Animals* and *Sustainable Intensification*. The symposium is sponsored jointly by funding from the ISU Presidential Initiative supporting the Global Food Security Consortium and by a generous contribution from the family of Leroy Everson, former director of the Seed Laboratory to the ISU Seed Science Center.

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SMART Economic Development Conference

May 1, 2014 / Des Moines, IA

The annual SMART Economic Development Conference is Iowa's largest annual conference devoted to economic development.

The conference, now in its 29th year, is co-sponsored by the investor-owned electric and natural gas companies of the Iowa

Utility Association (IUA) and by the Iowa Economic Development Authority (IEDA). The conference annually attracts approximately 500 economic development professionals, business leaders, chamber of commerce executives, community leaders, elected officials and other board members who influence economic development and public policy issues statewide and within their own communities.

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IowaBio 4th Annual Golf Outing

June 5, 2014 / Norwalk, IA

IowaBio will be hosting its Fourth Annual Golf Outing on Thursday, June 5th, at The Legacy Golf Club in Norwalk, Iowa. The outing is for IowaBio members/affiliates and guests of our sponsoring vendors. The event will offer a great day of fun and prizes, as well as opportunities to network with our generous event sponsors! We kindly encourage attendees to bring a member from their Purchasing/Procurement department so they can learn more about IowaBio's vendors and discounts available through our

BioVantage Program.

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IowaBio 20th Anniversary Celebration

June 5, 2014 / Des Moines, IA

On the evening of Thursday, June 5th, IowaBio will be celebrating its 20th Anniversary with a night of food, drinks, raffle prizes and I-Cubs. This event will take place at Principal Park and is open to all biotech industry members and their families. The event will kick off with a 5:30pm tailgate including drinks, giveaways and tasty food. The game begins at 7:05pm and will wrap up with a spectacular firework show.

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Livestock Biotech Summit

September 16-18, 2014 / Sioux Falls, SD

This unique conference offers a focus on genetic engineering of agricultural animals including benefits, research and development, regulatory system, and challenges to advancing health, food and industrial applications of animal biotechnology.

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Industry News

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News stories containing company logos indicate IowaBio members

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Food & Agriculture



The miracles of science™

- ❖ BIO Announces **DuPont CEO Ellen Kullman** to Receive the 2014 BIO **George Washington Carver Award**



- ❖ **French maize growers, seedmakers to appeal GMO ban** again
- ❖ **Genome sequence of the hot pepper** provides insights into the **evolution of pungency** in Capsicum species
- ❖ **China** says could **approve Syngenta GMO corn** strain in HI 2014
- ❖ **Chinese AG Minister Eats GM Food**
- ❖ **Wine Becomes More Like Whisky** as Alcohol Content Gets High
- ❖ **Oil seed can slash CO2 emissions** in farming by 13%
- ❖ Valley farmers may need **genetic engineering to fight citrus pest**
- ❖ Templeton Rye to sell **pigs fattened on Templeton Rye mash**
- ❖ Scientists Identify **Gene that May Ease Genetic Modification in Plants**
- ❖ **Hawaii GMO registration** gets restraining order
- ❖ U.S. company applies to **sell genetically modified fish in Canada**
- ❖ U.S. still weighing if **genetically altered fish** is safe
- ❖ **Julie Borlaug: Biotech Is Necessary In Fight Against Hunger**
- ❖ 5 young **Iowans** who could be the **next Norman Borlaug**
- ❖ Scientists urge change to **Europe's GMO regulation**
- ❖ Cis-Genetic Engineering Yields **Bio-Friendly Fire-Blight Resistant Apples**
- ❖ Rice Experts Roll Out **New Stress-Tolerant Rice Varieties** for Africa
- ❖ **Top 10 GMO Answers** That Consumers Want
- ❖ **Golden Rice Opponents** Should Be Held Accountable for Health Problems Linked to **Vitamin A Deficiency**



- ❖ **Braasch Biotech** Bolsters Intellectual Property With **Patent Acceptances in Australia and Japan**



MedImmune

- ❖ **MD Anderson, MedImmune** join forces to advance **cancer immunotherapy**
- ❖ Camden institute opening a **West Coast biobanking facility** for **stem cell lines**
- ❖ **Google** joins the **Global Alliance for Genomics** and Health
- ❖ **Mutated Gene Protects Against Diabetes**, Even in the Obese and Aged
- ❖ Scientific insights into brain chemistry trigger **drug trials for Down syndrome**
- ❖ Scientists, mystery woman **unlock path to new HIV vaccine**
- ❖ Great Ormond Street doctors aim to **grow ears from fat**
- ❖ **Durable melanoma remission** seen with **Bristol** immunotherapy drug
- ❖ **Autism Speaks** Receives **\$3 Million Gift** from The Gordon and Llura Gund Foundations
- ❖ This Woman Invented a Way to **Run 30 Lab Tests on Only One Drop of Blood**
- ❖ For his next act, genome **wiz Craig Venter** takes on aging
- ❖ **Pathway Genomics** Launches Hereditary **Colorectal Cancer Genetic Test**
- ❖ **Artificial Organs** May Finally Get a **Blood Supply**
- ❖ **Gene Therapy for Controlling HIV** Shows Early Promise
- ❖ Promising **new approach** discovered to **treat leukemia**
- ❖ Researchers Claim **Discovery of THE “Fat Gene”**
- ❖ Early Treatment Is Found to **Clear H.I.V. in a 2nd Baby**
- ❖ **Stool DNA Test** Beats Existing Noninvasive Screen for **Colorectal Cancer**
- ❖ **Stem Cell Study** Sheds First Light on **Bipolar Disorder**
- ❖ US biopharma: **37 new Parkinson's disease medicines** now in R&D
- ❖ **Baxter breaks in two**, creating a \$6B biotech business



- ♥ **Lesaffre** launches spinoff for **value-added fermentation** solutions
- ♥ **Grant Kimberley**: New **biofuels leader** blends many roles
- ♥ Marion City Council invests in **Fiberight's waste-to-biofuel facility**
- ♥ It Pays to Shop for **Ethanol**
- ♥ **Valmet** and **US Zilkha** want to bring to the market **steam exploded black pellets**
- ♥ **Biofuels Without Enzymes** — Cheap **Acid-Based** Approach Developed
- ♥ The race to **capture, use and monetize waste CO2**
- ♥ How **Europe** Could Get **16 Percent Of Its Road Fuel From Garbage** By 2030
- ♥ **New Bioplastic** Even **Encourages Plant Growth** In The Environment
- ♥ Three **cellulosic ethanol plants** are slated to **open this year**
- ♥ State may issue **\$50M in bonds for biofuel effort**
- ♥ **Vilsack** Reveals **Plan for Biofuels**
- ♥ How **Algae** Find Totally Awesome Homes
- ♥ The **Gretsky Imperative** for biofuels and **chemicals**
- ♥ CARB: Give **Ethanol** a Full Opportunity to **Enhance Air Quality**
- ♥ **POET-DSM** joins **Advanced Ethanol Council**
- ♥ **USDA** financially backs **advanced biofuel** production
- ♥ **CEC** gives **Pixley Biogas** final grant approval
- ♥ **Dyson** and **CPI** explore use of **bioplastics** in consumer products
- ♥ Could **bio-plastic** be the answer to bottle woes?
- ♥ Surplus 3.2 million gallons-per-year **biodiesel equipment package** being **auctioned online** Thursday, April 17, 2014
- ♥ **Algae** can be grown as **biofuel**, even in **cold climates**
- ♥ **100% drop-in aviation fuels** are “closer” as Blue Sun demo plant goes 24/7 in Missouri
- ♥ New biotechnology product to make **waterproof paper using natural enzymes**
- ♥ **Optimus Technologies** Launches First-to-Market **Biofuel Conversion System** for Medium- and Heavy-Duty **Fleets**

Subscriber Information

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This message was sent to you as a benefit of membership with IowaBio and/or a subscriber of our monthly newsletter. If you know of a company that would benefit from the Association's advocacy, financial savings and education/workforce focus, please have them contact the Association at 515-327-9156 or email info@iowabio.org. Membership details are also available at www.iowabio.org/membership.

If you would like more information on any topic or no longer wish to receive these messages, please email melissa@iowabio.org or call 515-494-9242.

Speaker Opportunities

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IowaBio staff members are available to give 15-60 minute speeches to interested groups, such as Rotary Clubs, trade associations, or civic groups. A broad range of topics could be discussed, included biotechnology, healthcare, food vs. fuel, legislative policy, investment and more. Contact Melissa Moyer at (515) 327-9156 or melissa@iowabio.org.