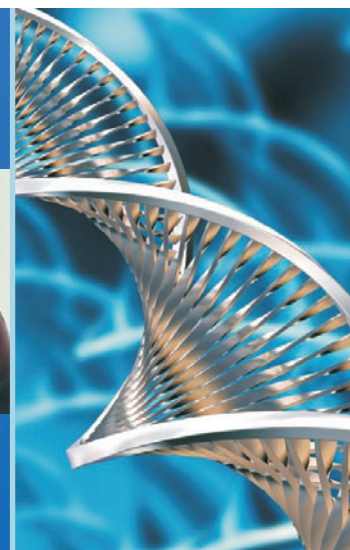


# BioBriefing: Biotech for the Non-Scientist

**Date:** May 8, 2012  
**Time:** 9:00am - 4:30pm  
**Fee:** BIOCOM Members \$500  
Non-Members \$545  
**Location:** BIOCOM Offices  
4510 Executive Drive • Plaza One  
San Diego, CA 92121



## Schedule

### Industry Sectors 9:00 – 9:30

Biotechnology Defined  
Industry Sectors: Healthcare, Agriculture  
Industry & Environment

### Basic Science Drives Biotech 9:30 – 10:45

Biotechnology Goals

The Cell

DNA

Genomes

Genetic Variation

Proteins

*Lab: DNA Isolation & Extraction*

*Activity: Taste Test (Genetic Variation)*

### Break 10:45 – 11:00

### Genetic Engineering 11:00 – 12:00

Plasmids

Recombinant DNA

Genetically Engineered Cells

Recombinant Proteins (Biologics)

Disease Models

### Lunch 12:00 – 1:00

### Antibodies: Key to Biotech 1:00 – 2:00

Antibodies Defined

Antibody Production

Antibodies as Research Tools

Antibodies as Diagnostics

Antibodies as Therapeutics

### Break 2:00 – 2:15

### Drug Discovery & Development 2:15 – 3:30

Rational Drug Discovery

Target Validation

Assay Development

Pharmacogenomics

Regulatory Agencies

Preclinical Trials

Clinical Trials

### Biotech In The News 3:30 – 4:15

Biosimilars

Personalized Medicine

Companion Diagnostics

Emerging Therapeutics

### Q&A / Review 4:15 – 4:30

## Course Description

BioBriefing is a one-day, fast paced brief overview of the biotechnology industry. Participants learn terminology as well as basic biotech concepts.

## Instructor: Karin Lucas, Ph.D.

Dr. Lucas received her Ph.D. from the University of California, San Diego, where she studied inflammatory pain processing. Dr. Lucas began her career in the biotech industry as a scientist and project director at Cardinal Health, where she helped advance the development of over 25 therapeutic products, working with small biotech start-ups as well as large pharmaceutical companies in all stages of development. She subsequently worked as a protein formulation scientist and manager at Biogen Idec where she developed protein pharmaceuticals for the treatment of cancer, multiple sclerosis, chronic pain and hemophilia. A part-time instructor with BioTech Primer since 2004, Dr. Lucas assumed the role of Director of Education & Training in 2011. Through instruction and curriculum development she shares her passion for science and technology with a wide audience of non-scientist professionals who have an interest in the biotech industry.



### Deliverables:

A reference manual containing all of the slides used in the class, all labs and activities, a glossary of biotech terms, and a certificate of completion. Lunch will be served.

### Refunds:

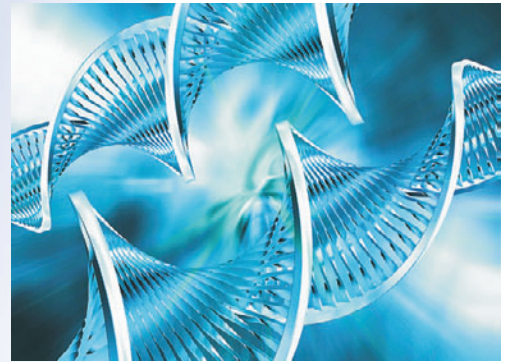
Refunds are not given. Registrants may not switch classes. If a registrant cannot attend, someone from their organization may take their place. Please contact Kerri Muir with substitute name and contact information.

### Questions?

Contact Kerri Muir at 410.377.4429 x22 or [Muir@BiotechPrimerInc.com](mailto:Muir@BiotechPrimerInc.com)

### To Register:

[www.BiotechPrimerInc.com](http://www.BiotechPrimerInc.com) and click on "Class Registration".



## What People are Saying.....

**Michael Horvat**, *Director of Development, Biological Sciences, UCSD*

*"Thanks again for the excellent training yesterday. I feel much better prepared to interact with our UCSD bio scientists and life science industry leaders."*

**Bruce W. Jennet**, *Partner, Co-Chair, Global Life Sector, DLA Piper LLP (US)*

*"It's important that our life sciences lawyers across the globe have an understanding of the fundamental science of biotechnology in order to help our biotech clients handle the unique challenges which they face. BioTech Primer was able to explain clearly and effectively the science and technology behind the creation of biotech products. We learned a lot and had fun learning it."*

**Claudio Ramirez**, *Consul, Consulate of Canada*

*"The Biotech Primer course provided me with a robust scientific understanding of the biotech industry and will greatly enhance my credibility with clients, ie: my ability to grasp their business models."*