



# Animal Health Partnering Forum

August 27–28, 2019  
Kansas City, Missouri





## Welcome to Kansas City!

### AUTM thanks our hosts: Auburn University and Kansas State University

The AUTM Partnering Forum is a great opportunity for technology transfer and licensing specialists from universities and research institutions to connect with their counterparts in business development and intellectual property from the animal health industry.

### About AUTM

AUTM is the nonprofit leader in efforts to educate, promote and inspire professionals, throughout their careers, to support the development of academic research that changes the world. AUTM's community is comprised of more than 3,000 members who work in more than 800 universities, research centers, hospitals, businesses, and government organizations around the globe.

### Partnering and Networking

The Animal Health Partnering Forum features AUTM Connect, our partnering and networking app that enables users to create detailed organizational and personal profiles, search for other attendees, send and receive messages, and easily search for licensing and collaboration opportunities. Get the app!



### AUTM 2019 Animal Health Partnering Forum Program Planning Committee

#### Chairs

Bret Ford, MBA, CLP, *Kansas State University*  
Brian Wright, PhD, CLP, RTTP, *Auburn University*

#### Committee Members

Brenda Bondesen, PhD, PMP,  
*Boehringer Ingelheim Animal Health*  
Nathan Chubb, *Zoetis*  
Steve Foster, MBA, RTTP, *CSU Ventures Inc.*  
Bruce Taillon, PhD, *Elanco Animal Health*

### AUTM 2019 Partnering Forum Committee

#### Chair

Robert Brown, JD, *Louisiana State University & A&M College*

#### Committee Members

Kashif Haque, MS, MD, *University of Toledo*  
James Hoberg, PhD, *EMD Millipore*  
Jeffrey Myers, *Michigan State University*  
Sarah Nolting, *Kansas State University*  
Mark W. Staudt, PhD, *Wisconsin Alumni Research Foundation*

### Registered Technology Transfer Professional (RTTP)

Demonstrate your expertise in the academic technology transfer by becoming a Registered Technology Transfer Professional (RTTP). All AUTM professional development courses and designated educational offerings and meetings are eligible for continuing education (CE) credits, which support your registration application. For more information about the registration process and requirements, visit the Alliance of Technology Transfer Professionals website at [www.attp.info](http://www.attp.info).



# AUTM thanks the following sponsors for their generous support:

## Gold



## Silver



## Bronze



## Meeting Agenda

### Tuesday, August 27

5 – 6 pm

**Registration**

Location:

Starlight Ballroom Foyer, 28th Floor

6 – 7:30 pm

**Networking Reception**

Sponsored by



Location:

Salon D, 28th Floor

Kick off the meeting at the welcome reception for an evening of networking.

### Wednesday, August 28

7 am – 5 pm

**Registration**

Location:

Starlight Ballroom Foyer, 28th Floor

7 – 8 am

**Continental Breakfast**

Sponsored by



Location:

Salon D, 28th Floor

8 – 8:10 am

**Welcome Address and Opening Remarks**

Location:

Starlight Ballroom, 28th Floor

Speakers:

Bret Ford, *Kansas State University*  
Brian Wright, *Auburn University*

8:10 – 8:50 am

**Industry Overview**

Location:

Starlight Ballroom, 28th Floor

Speaker:

George Gunn,  
*Stonehaven Consulting*

In this session you'll get an overview of the animal health market dynamics, including a review of the key companies, and a breakout of the markets by product category, species and geography. We'll also discuss the top selling products.

9 – 10 am

**Partnering Break**

Sponsored by



Location:

Starlight Ballroom, 28th Floor

Meet for informal discussions, stop by the Technology Showcase or take advantage of AUTM Connect to set up your meetings and make the most of your time in Kansas City.

10:10 – 10:50 am

**Panel Discussion:**

**Venture Capital in Animal Health**

Location:

Starlight Ballroom, 28th Floor

Panelists:

Brad Fabbri, *TechAccel*  
Bob Nordgren, *Yield Lab*  
Rob Readnour,  
*Mountain Group Partners*

In this session we'll discuss how venture capital firms and venture capital units within animal health companies deploy capital to externally accelerate technology development and invest in small companies.

11 am – Noon

**Partnering Break**

Sponsored by



Location:

Starlight Ballroom, 28th Floor

Another chance to meet for informal talks, visit the Technology Showcase and take advantage of AUTM Connect to set up your meetings and make the most of your time in Kansas City.

Noon – 12:50 pm

**Lunch**

Sponsored by



Location:

Salon D, 28th Floor

Join us for a relaxed lunch including informal discussions about the challenges in commercialization and product development in the animal health and nutrition industries.

1 – 1:50 pm

**Panel Discussion: Translational Medicine in Animal Health**

Location:

Starlight Ballroom, 28th Floor

Panelists:

Nathan Chubb, *Zoetis*  
Natalie Hawryluk, *Celgene*  
Aaron Massecar,  
*Colorado State University*  
Casey Wegner, *Zomedica*  
Valentine Williams, *KindredBio*

This interactive session, composed of both industry and academic representatives, will cover how innovations initially destined for human medicine found a home in animal health, and how lessons learned from human medical research and animal health research can be leveraged to benefit one another.

2 – 3 pm

**Partnering Break**

Sponsored by



Location:

Starlight Ballroom, 28th Floor

If you haven't yet, now's your chance for one-on-one meetings, and stop by the Technology Showcase.





## Meeting Agenda

### Wednesday, August 28 (continued)

3:10 – 4:10 pm

#### Panel Discussion: Academia-Industry Interaction in Animal Health

Location: Starlight Ballroom, 28th Floor

Panelists: Anthony Boccanfuso,  
*University Industry Demonstration  
Partnership*  
Brenda Bondesen,  
*Boehringer Ingelheim Animal Health*  
Bret Ford, *Kansas State University*  
Bruce Taillon, *Elanco Animal Health*

This interactive session, composed of both industry and academic representatives, will focus on the challenges, pitfalls, roadblocks, solutions and best practices of working together in the animal health space. We'll cover technology marketing, licensing, sponsored research and interacting with start-up companies. Learn from those with first-hand experience about meeting and overcoming challenges. Audience questions are welcome.

4:20 – 5 pm

Location: Starlight Ballroom, 28th Floor

Did you meet for informal discussions or stop by the Technology Showcase? Now's the time to finish networking using AUTM Connect.

5 pm

Partnering Break  
Sponsored by **zoetis**

Formal Meeting Adjourns

5:30 pm

Departure – Oakland Athletics @  
KC Royals  
(First Pitch at 7:15 pm)

A limited number of tickets are available to conference participants. Transportation is included. Please visit the Registration Desk for more information.



## New Can't-Miss Training

### Corporate Engagement Intensive Course New Orleans BioInnovation Center Dec. 9, 2019

The new Corporate Engagement Intensive Course uses a mix of instruction and panel discussions to maximize your learning and networking opportunities. The course provides the fundamental background, skills and tools needed to incorporate a holistic corporate engagement mindset into your daily activities and office culture.

The full day agenda will include:

- Corporate Engagement Overview and Life Cycle
- How to Do Your Homework
- Partnering On and Off Campus
- How to Do Follow-up
- Alliance Management
- Metrics and Communicating Your Success

The Corporate Engagement Intensive Course directly precedes *Bio in the Bayou*, which is scheduled for Dec. 10. Make the most of your ROI by attending both events.

Learn more about this course at [www.autm.net/CorpEngagement19](http://www.autm.net/CorpEngagement19).





# Technology Transfer Training from Your Desktop

## All-Access Webinar Pass

### Take Advantage of the All-Access Webinar Pass for University Staff Training

You can now access the latest AUTM recorded webinar training for your entire campus staff — for an entire year — at one low cost.

#### Who benefits:

- Technology transfer office staff
- Administrators
- Licensing professionals
- Research and development staff
- New hires
- Faculty and primary investigators
- Deans and Provosts
- Government relations
- Students and others

Don't miss this opportunity to access convenient, affordable training and stay up-to-date on the latest trends. With campus-wide access, you can increase awareness of your technology transfer office and its vital role while educating university departments on commercialization and sponsored research.

#### You Will Receive:

- A dedicated webpage portal that is branded with your university logo
- Unlimited access to more than 75 recorded webinars
- Access to Annual Meeting recordings
- Topics tailored for those new to technology transfer as well as seasoned veterans

#### Webinar Topics Include:

- Anatomy of a License
- Effective Communication in Technology Marketing
- Effective Operation Strategies for Small TT Offices
- Insights into Plant Variety Protection
- Intro to IIAs, MTAs & CDAs
- Leveraging Your Innovation Ecosystem
- Metrics for Tech Transfer
- Patenting 101
- Valuation: Measuring Value

Get started today by contacting Barb Gunderson, AUTM Professional Development Manager, [bgunderson@autm.net](mailto:bgunderson@autm.net) or call +1-847-686-2386.

[www.autm.net/allaccess](http://www.autm.net/allaccess)

### Annual Pricing

University System  
\$10,000

Individual University  
\$3,000

You don't need to be a member of AUTM to take advantage of the special annual pricing rates, but there must be at least one current AUTM member on your campus to qualify. Pricing is for recorded webinars only; live webinars must be purchased.

*Live webinars are recorded and available to you within 2 weeks*

*Since 2011, the AUTM All-Access Webinar Pass has been an excellent resource for SUNY's technology transfer, commercialization, and business development professionals. We are always looking for ways to provide effective and efficient training opportunities for our staff. AUTM makes that easy with the wealth of online resources available in this program. The diversity of content keeps us coming back year after year.*

— Matthew Mroz, Director,  
Enterprise Technology  
Transfer

# Join Learn Connect Collaborate

## Why Join AUTM? It's the benefits.

### Network

Connect with the world's largest community of technology transfer professionals and share insights, best practices and mentorship.

- ▶ **In-Person Networking** – exchange ideas with nearly 2,000 colleagues at our Annual and Region Meetings
- ▶ **Online Communities** – connect anytime with peers and mentors focused solely on technology transfer
- ▶ **Member Directory** – quickly and easily locate colleagues and contacts around the world
- ▶ **Special Interest Groups** – network with those who share your passion in specific areas

### Advance Your Career

Whether you're new to the profession or a seasoned professional, you'll find education tailored to your specific career needs.

- ▶ **Professional Development Courses** – from beginning to advanced, offered year-round
- ▶ **Webinars** – stay up-to-date with access to more than 90 courses
- ▶ **Technology Transfer Practice Manual** – discover a vast library of best practices and sample policies and agreements
- ▶ **AUTM Learning Center** – manage your professional development, continuing education and certificate programs online
- ▶ **Professional Certification** – demonstrate your qualifications and experience by earning credentials

### Measure Your Impact

AUTM is the leader in gathering and reporting key metrics about technology transfer's impact.

- ▶ **Licensing Activity Survey** – the industry's most comprehensive benchmark report on licensing income, start-ups and more
- ▶ **Salary Survey** – valuable insights on compensation and tools to map successful careers within the technology transfer profession
- ▶ **STATT** – an online, searchable database with more 25 years of licensing statistics
- ▶ **TransACT** – a comprehensive database of terms and conditions, and fair market values to help improve your negotiations

Learn more at [www.autm.net/join](http://www.autm.net/join)



# AUTM'S Antitrust Policy – What You Need to Know

AUTM has a policy of strict compliance with federal and state antitrust laws. The antitrust laws prohibit competitors from engaging in actions that could result in an unreasonable restraint of trade. Consequently, AUTM members must avoid discussing certain topics when they are together – both at formal association membership, Board, Cabinet, committee and other meetings and in informal contacts with other industry members. Please review AUTM's policy, [www.autm.net/antitrust](http://www.autm.net/antitrust) and adhere to the following:

- **DON'T** discuss prices or fees for service, costs, discounts, terms of sale or credit, warranties, profit margins, individual companies' marketing or bidding plans, pricing policies, controlling sales, allocating markets, complaints related to specific customers, or refusals to deal.
- **DON'T** joke about antitrust compliance.
- **DON'T** speak or act on behalf of AUTM or any committees unless specifically authorized to do so.
- **DON'T** participate if you think something is improper.
- **DO** alert the AUTM Chair, CEO, or legal counsel to any concerns about competitively sensitive information.

## Save the Date

### Annual Meetings

#### 2020

March 8 – 11  
Manchester Grand Hyatt  
San Diego  
San Diego, California

#### 2021

March 14 – 17  
Washington State  
Convention Center  
Seattle, Washington

### Region Meetings

#### Western Region

September 19 – 20  
Motif Seattle  
Seattle, Washington

#### Eastern Region

October 3 – 4  
Raleigh Marriott City  
Center  
Raleigh, North Carolina

### Professional Development Courses

#### Agreement Course

October 28 – 30  
Hyatt Regency Bethesda  
Bethesda, Maryland

#### Compliance Course

October 28 – 30  
Hyatt Regency Bethesda  
Bethesda, Maryland

#### IP Portfolio Course

October 28 – 30  
Hyatt Regency Bethesda  
Bethesda, Maryland

#### Corporate Engagement Intensive Course

December 9  
The Jung Hotel  
New Orleans, Louisiana