



BIOAGENDA

ADDRESSING CRITICAL ISSUES IN BIOTECH

“The themes of this new style conference are fresh and unlike those of the many biotech meetings we all attend. This gathering brings out intellectual debate among leading scientists, entrepreneurs, legislators, ethicists, and investors on the huge issues of innovation and responsibility that go with the biotechnology revolution.”

– Brook Byers • Partner,
Kleiner Perkins
Caufield & Byers

An independent, nonprofit think-tank program of events, roundtables, and educational initiatives addressing critical issues and policy in biotech and cutting-edge life sciences.

2006

Directed by
Award-Winning
Writer and
Commentator
David Ewing Duncan

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Cynthia Kenyon

THE CONCEPT

IN AN ERA OF PROFOUND
NEW DISCOVERIES AND
POSSIBILITIES IN BIOTECH
AND LIFE SCIENCES...

As innovations and discoveries in life sciences continue at a breathless pace, the emerging bio-age faces challenges ranging from political debates over stem cells and privacy to what it means to be human and how to pay for a new generation of drugs.

Created to foster an autonomous and spirited dialogue, analysis, and study of crucial life science issues and policy, BioAgenda engages all points of view from scientists, entrepreneurs, thinkers, policy-makers, activists, investors, executives, artists, ethicists, journalists, and others.

Each year, BioAgenda holds roundtables, events, and discussions – regional, national, and international – and produces ongoing publications and educational initiatives.

BioAgenda content is prepared by independent journalists and critical thinkers, and the BioAgenda editorial staff, which strives to uphold journalistic principles of independence and balance of facts and viewpoints.



Fireside Chat with Paul Berg



BioAgenda 2004 Summit – a 2 1/2 day event held at the La Quinta Resort & Club in Palm Springs, CA, December 5–7, 2004. 150 scientists, business executives, journalists, thinkers, policy-makers, activists and others participated with 50 leading speakers in panels, presentations, challenges, fireside chats, an arts program – and more.

“The 2004 Summit’s unique blend of science, policy, ethics and the arts created an environment which stimulated a one-of-a-kind dialogue, unlike any I have ever experienced in two decades of attending biotechnology conferences...”

– **Steven H. Holtzman** • President & CEO,
Infinity Pharmaceuticals, Inc.

Regional Issues Roundtables – full house evening events:

- Boston, April 27, 2004 – “The Great Experiment in Biotech: Has the Collaboration Between Academia and Commerce Worked?”
- San Diego, July 19, 2004 – “Is Redesigning Life a Good Idea? Bioengineering in the Age of Genetics.”
- San Francisco, October 27, 2004 - “Scientific Breakthroughs in Extending Lifespan”

“BioAgenda is a compelling mix of science reality and science possibility driven by dialogue among those at the heart of the emerging breakthroughs reshaping the life sciences and the world ahead. When a group as distinguished as this spends several days together, it is hard to leave without new ideas, insights and plans.”

– **Gregory Stock**, PhD • Author of *Redesigning Humans*
Director, Program of Medicine, UCLA School of Medicine

PROGRAM HIGHLIGHTS

Some Issues We Are Exploring:

The BioAgenda events and programs will examine some of the most crucial issues and policies that will define the industry and our way of life in the coming years. Here is a sample:

- Do the economics of biotech and life sciences discovery make sense?
- The role of scientists in politics and policy, and politics in science.
- Big Pharma: Are they dinosaurs or are they evolving?
- How can we improve the public debate about stem cells and other hot-button issues?
- How do we protect privacy in the genetic age?
- Can science and religion co-exist?
- Can we extend lifespan? What will it mean to live until 150?
- Do we need a new FDA?
- What's next with cloning embryos for stem cell research?
- Is the human race about to self-evolve? Do we want this?
- Drug Pricing: How to pay for the coming miracles generation of drugs?
- What is the role of the arts in interpreting science?
- Personalized Medicine: when and how is this coming?
- Globalization: What is happening beyond America in terms of science, industrialization, and ethics?
- The biotech divide: the haves and have-nots of who gets new treatments.
- Bio-terrorism: science and reality, fiction and fear.
- Is bioethics missing the point? Is it up to the task ahead?

"I believe this is the greatest story of our time, perhaps of all time. A species is developing the tools to redesign itself, to self-evolve in a way Charles Darwin never imagined."



- **David Ewing Duncan**
Author, *The Geneticist Who Played Hoops With My DNA*
Founder, BioAgenda and Summit Host

BIOAGENDA CHALLENGES*

Leading figures issued *Challenges* to the life sciences community at the BioAgenda 2004 Summit...

- Challenging the medical establishment to better train physicians and scientists for the Genomics Age
 - presented by Leroy Hood, MD, PhD, Co-founder & President, Institute for Systems Biology
- Challenging the life sciences industry to reform the financing, development and sale of drugs and other treatments
 - presented by William A. Haseltine, PhD, former CEO, Human Genome Sciences

* BioAgenda offers this forum where leading figures can present their challenges to biotech and life sciences.

BIOAGENDA 2006 SUMMIT



Francis Collins at 2004 Summit

MARCH 8-10, 2006
LA QUINTA RESORT & CLUB
PALM SPRINGS, CA, USA

The **BioAgenda 2006 Summit** gathers a group of invited leaders from biotech and related fields, and writers, critics and artists to attend a two and one half day forum to interact and discuss crucial issues for the coming year in biotech and life sciences, shaped around special panels, chats, presentations, challenges, and discussions. BioAgenda will cover economics, law, science, politics, ethics, society, communication and culture, discussed peer-to-peer in an informal environment. The summit will also feature plays, art exhibits, film excerpts, and much more – you will be amazed and surprised!

“I don’t really like going to conferences, but BioAgenda is a huge exception – invigorating, smart, newsy, controversial and consequential. I left full of info I couldn’t have gotten anywhere else.”

– **Stephen Petranek** • Editor-in-Chief, *Discover Magazine*

REGIONAL ISSUES ROUNDTABLES AND SPECIAL EVENTS

BioAgenda is programming a series of regional events in Boston, San Francisco, Washington, San Diego, New York and other locations, featuring panels with leading figures in diverse groups, and programs on science and the arts, innovation, exhibits, and presentations of papers and discoveries.

“... the expertise of the speakers, and the interaction of such a knowledgeable audience it was an invaluable few days... Also, there was an excursion of exploration of cutting-edge technologies and ideas that was fascinating. A richly rewarding summit. Bravo.”

– **Frederick Frank** • Vice Chairman, Lehman Brothers

Content from all BioAgenda events and programs is disseminated publicly as editorial materials through webcasts, the BioAgenda web site, and other media.

BOARD OF ADVISORS

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- **Kari Stefansson**, MD, CEO and Co-Founder, deCODE Genetics
- **Gregory Stock, PhD**, Author and Director, Program on Medicine, Technology and Society, UCLA

COUNCIL OF JOURNALISTS

The Council of Journalists contributes content and helps formulate policies to assure objectivity and journalistic integrity.

- **Chris Anderson**, Editor-in-Chief, *WIRED* Magazine
- **Jonathan Leake**, Science Editor, *Times of London*
- **Stephen Petranek**, Editor-in-Chief, *Discover* Magazine
- **Peter Petre**, Senior Editor-at-Large, *Fortune* Magazine
- **Jason Pontin**, Editor-in-Chief, *MIT Technology Review*

BIOAGENDA PRINCIPALS

David Ewing Duncan

Founder and Editorial Director

David Duncan is an award-winning, best-selling author of six books and numerous essays, articles and short stories, and a television and film producer and correspondent. Duncan's book *Calendar: Humanity's Epic Struggle to Determine a True and Accurate Year* (Harper-Collins/Avon) was an international bestseller, published in 21 languages. His current book about the leaders of biotech, *The Geneticist Who Played Hoops With My DNA: and Other Masterminds from the Frontiers of Biotech* (Harper-Collins), was released in May 2005. He is a Contributing Editor to *WIRED* and *Discover*, writing on biotech. Duncan has been a special correspondent and producer for ABC's *Nightline* and *20/20*, and a producer for Discovery Television. He is a correspondent for *NOVA* on PBS. Duncan has written for *WIRED*, *Discover*, *Harper's*, *Atlantic Monthly*, and *Life*, among others. He is a commentator on NPR's *Morning Edition*. Duncan won the coveted AAAS Magazine Journalism Award for 2003.

Ron Nicodemus

Executive Director, Business and Operations

Ron Nicodemus has extensive experience in creating provocative issue oriented conferences, recently creating an 18 conference series for the Disney Institute. These include highly successful symposia created for the *New Yorker*, *Discover* Magazine, Cleveland Clinic, U.S. Department of Education, U.S. Institute of Peace, and others. Nicodemus is an award-winning television producer and director for PBS, Time Warner, *New York Times* Television, CBS Cable, and *BusinessWeek*. Prior to seven years as a leader of the innovative Disney Institute, he headed two corporate communications companies in the New York City area, creating strategic communications products for top Fortune 100 companies such as AT&T, American Express, IBM, GE, and Pfizer, including major corporate events such as the NFL Marketing Event at the Super Bowl.

2004 INSTITUTIONAL CO-ORGANIZERS

Georgetown University Life Sciences
and Society Initiative

Stanford University School of Medicine,
Center for Biomedical Ethics

UCLA School of Medicine

University of California Berkeley

University of Pennsylvania Center for Bioethics

UNDERWRITING OPPORTUNITIES

BioAgenda welcomes underwriters, grantors and donors that support the BioAgenda mission to provide independent educational programs, analysis, and events centering on policy and issues in biotech and life sciences.

The BioAgenda Institute is a California Nonprofit Corporation [501(c)(3) status is pending] and welcomes funding from nonprofit foundations, government grants, businesses, and individuals.

Underwriter and Donor Global Benefits

- Support a dynamic new venture with an independent voice to help discuss and define the future of the industry
- Participate in events involving leading thinkers, influencers, activists, and decision makers in biotech and cutting-edge life sciences, and related fields
- Special placement in program literature, events, and publications, reports, and web pages
- Chance to support specific educational activities, programming and events

Underwriting and donor support for BioAgenda can be made at a variety of levels and commitments. Call for details.

Opportunities also exist for activities and arts sponsorships, media sponsors and Institutional Alliances.

“If the 21st century is to be the century of biology, we desperately need more interdisciplinary conversations that bring together leading thinkers and practitioners in science, business, policy and ethics. BioAgenda is playing a key role in building this community.”

- **Tom Kalil** • Assistant to Chancellor, Science & Technology, UC Berkeley • Former science advisor to President Bill Clinton

UNDERWRITERS OF BIOAGENDA AND THE BIOAGENDA SUMMIT

Past and Current Underwriters, Donors and Supporters include

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Sequenom

Solomon-Page Life Sciences Division

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Discover Magazine

WIRED Magazine



“I have a clear distinction about where society’s responsibility is and where that of the scientist is. And I can’t abide by society saying, ‘We’re afraid of what it might open the door to.’ On the other hand, once discoveries are made, their practical application does affect everybody and that is a legitimate place where society has a role in deciding.”

- **Paul Berg**, PhD, speaking at the BioAgenda 2004 Summit
Professor Emeritus, Stanford University • Nobel Laureate

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