



# **KANSASBIO**

**KANSAS BIOSCIENCE ORGANIZATION**

## **INDUSTRY ADVISORY PANEL (IAP) WELCOME BREAKFAST**

**Enterprise Center of Johnson County  
Thursday, July 24, 2008  
7:45am – 9:00am**

### **1. Industry Advisory Panel Introductions**

Twenty-one (21) IAP members attended the IAP breakfast meeting on July 24th. All members introduced themselves and explained their role(s) at their respective companies as well as the subject matters in which they are considered experts.

The KansasBio Public Policy and Education Committee initially invited 33 members to form the IAP. Ideally, the KansasBio IAP will broadly represent the bioscience industry, across all sectors and throughout the various regions of the state. The IAP will be comprised mainly of private sector industry members along with representative leadership from the diverse academic and public sectors as well. The IAP is not intended to be exclusive, but inclusive of as many subject matter experts among our bioscience community who wish to be involved. IAP members are nominated (or self-nominated) to participate from within our organization's membership of more than 110 companies.

The KansasBio IAP will be tapped to provide subject expertise where and when needed (i.e. legislative hearings, community speaking engagements, educational seminars, etc.). An open invite was relayed by Angela Kreps to those who may know someone else who would like to become involved in the IAP, and Kreps also solicited everyone's thoughts as to how the IAP can be best leveraged in the future. Dr Wayne Carter's suggestion is that the IAP serve as a spokes/wheel model for the industry to leverage depth within our member organizations, to more fully engage expertise within our industry to address the needs of the bioscience community as a whole.

There are no time requirements of an IAP member. Some may choose to be more involved than others.

### **2. Leveraging the IAP**

We discussed multiple ways the IAP may choose to become engaged outside the bioscience community. Specifically, we discussed three areas where KansasBio has been approached to provide industry feedback:

1. **Workforce and Talent Development**  
Help create strategic/operational plans to nurture and grow bioscience industry talent, specifically by engaging in discussion and providing feedback to our local and regional partners who provide such services
2. **Community Outreach**  
Help educate communities and policy makers about the bioscience industry and how it can benefit the community at large, specifically by speaking at community events, meetings, and forums
3. **Public Policy**  
Work closely with KansasBio's Public Policy & Education Committee to craft legislative agenda reflective of bioscience industry needs

### **3. Discussion on Individual IAP Member Priorities**

Individual members took the opportunity to relay to the others in the room what their individual concerns and priorities were regarding the IAP and what they think it can do in the future. Priorities mentioned included:

- Academic outreach; auditing success of existing academic programs
- Fostering of new talent recruitment programs; look at possibility for shared workforce symposiums
- Craft legislative agenda (make sure voices of all bioscience sectors are involved); play defense on legislative attacks to bioscience appropriated funding
- Community outreach - get the word out to others who do not know about biosciences; encourage rural participation in bioscience areas in which rural communities excel (agriculture; biomass); how can the IAP dilute the Urban vs Rural argument found in many state policy matters?
- The two action items the IAP wants to see happen next are:
  1. Formation of a Communications working group to engage in an across the state editorial board tour
  2. Formation of a Public Policy working group to begin discussion of priorities for legislative agenda

### **4. IAP Bios/Resumes**

Jennifer Brandt and Kelsi Thornton will collect bios from all IAP members. A booklet will be created with IAP member credentials to distribute to press, community groups, and legislators.

### **5. Introduction of Ron Seeber, KansasBio Lobbyist**

Angela Kreps introduced Ron Seeber, who took Duane Simpson's place as the primary lobbyist for KansasBio this year.

**The next IAP meeting will be scheduled once the interest in working groups is established, sometime in the fall.**