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THE WEEKLY NEWSLETTER OF UCSD CONNECT

Temecula CONNECT Director's Lunch Informs and Entertains

by Andrea Moser

Temecula CONNECT held its first Director's Luncheon last week and their only challenge will be to produce another one as memorable. The setting was a country estate in the rolling hills of the Temecula Valley reached by an unpaved road. The speaker was the dynamic Ginger Graham, president of Guidant's Vascular Intervention Group, one of Temecula's largest employers.

Graham is passionate about the company's commitment to the local area and its loyal workforce. Guidant's Temecula facility manufactures the precision products that accounted for over \$1 billion of Guidant's almost \$2 billion in revenues in 1998. The highly skilled Temecula employees - two thousand strong - work in a modern 650,000 square foot facility.

In a company where 75% of the revenues come from products that are less than a year old, innovation and entrepreneurship are vital. "Our only shot at winning is to attract the best and the brightest minds," said Graham in her remarks to the one hundred guests gathered for the luncheon. Guidant invests twice the industry average in research and development and rigorously protects its intellectual property. The company has designed a reward system for engineers who develop patents and proudly displays a "wall of patents" in its facility.

Guidant's Vascular Intervention Group is a worldwide market leader in vascular intervention products for percutaneous transluminal coronary angioplasty (PTCA) and directional coronary atherectomy (DCA). Guidant has one of the broadest product lines in the industry for PTCA — including perfusion systems, rapid exchange systems and guide wires. These technologies provide less-invasive and less-expensive alternatives to coronary artery bypass graft surgery.

Guidant's vascular intervention products are cost effective and help improve the quality of care for the nearly three-quarters of a million patients who receive interventional procedures each year. Patients treated with angioplasty or atherectomy devices experience the benefits of designs invented

or pioneered by the technical staff of the Vascular Intervention Group. In discussing the importance of innovative products, and the sometimes eccentric people who develop them, Graham told a story about a concerned employee who had documented another employee's odd habits and seeming laziness. When the employee came forward to complain about the person sleeping on the job Graham said ... get the guy a pillow! The oddball was one of Guidant's best technical talents.

Ginger Graham is herself one of Guidant's best talents. A stimulating and articulate speaker, Graham has been at the helm of the Vascular Intervention Group since 1993. Prior to that she held executive positions in strategic planning, financial planning and pharmaceutical sales at Eli Lilly (Guidant is a spin-off of Eli Lilly). She is actively involved with public policy issues that affect health care and serves on the board of the California Healthcare Institute, and the California Institute for Federal Policy Research.

"Our people have tremendous dedication and loyalty," says Graham. "Together, we are saving lives every day."

ABOUT TEMECULA CONNECT

Temecula CONNECT was founded in 1998 in order to harness the entrepreneurial energy and expertise in the Temecula Valley. UCSD CONNECT is working closely with other community organizations, including the EDC, and the University of California, Riverside, to create an environment to attract financial and intellectual capital to the area.

Temecula CONNECT is chaired by Ron Bradley, former Temecula City Manager. For information on membership contact Barbara Sharp, director of programs and membership for Temecula CONNECT at 909-676-6148.

NOTE: The MP3s of the talks at the Evolving Markets in Telecommunications conference are up.

The URL is: <http://connect.electriciti.com>.

The Trip Up

There are few other more relaxing ways to start a vacation in California than a railroad trip on AMTRAK northward from San Diego. First we hug the ocean past San Onofre and through Oceanside, and close our drapes as we bisect the industrial sector of Los Angeles to the station near City Hall. We transfer to the luxurious Coast Starlight with our own stateroom. Returning to the coast below Santa Barbara, we cut through lovely Montecito and past UC Santa Barbara. As Regent Peter Preuss and Peggy are with us on their way to attend a Regent's meeting in the Bay Area, we salute UCSB in passing.

At Vandenberg Air Force Base, we see the lift-off platform and Point Conception, site of the disastrous pre-WW II accident that put an entire destroyer on the beach, as the lead ship lost its way in the fog. (Subsequently, the Navy changed its SOP to include navigators on every ship.)

Between San Luis Obispo and Paso Robles, we gaze on countless fields of golden grain, waving in the sun, and traveling through the 'Lettuce Capital of the World,' the Salinas Valley, we see row after row of just-sprouted legumes preparing themselves for market. We dine in the Diner, with its white tablecloths, as we roll up the East Side of the Bay through the sloughs and arrive at Jack London Square in Oakland as the sun sets.

The Steward has made up our bunks, and we slide in to be lulled to sleep by the rolling motion of the train. Early morning finds us encircling snow covered Mt. Shasta. We climb over the pass separating Oregon from California and are deposited in Klamath Falls. A van takes us through the lovely Siskiyou Range to Ashland.

Shakespeare's New Home

Ashland, Oregon is now the largest Shakespearean theater complex in the country. It plays in repertory six days a week throughout the summer, drawing huge crowds to this formerly sleepy town in Southwest Oregon.

We are on a tour headed by Bishop's School English Professor, Dr. Gideon Rappaport. Dr. Rappaport adds greatly to our enjoyment by reviewing the plays before we see them. Then he brings the 13 Bishop's students together, and we all comment on what we've seen. It's almost a "total emersion" in Shakespeare, and this "Bardofile" couldn't be happier.

As he explained, "Much Ado About Nothing" contains three subplots. First, the well known verbal fencing duels between Beatrice and Benedick, then the almost-thwarted love match between Claudio and Hero, and finally the inanities of the village constables who stumble hilariously into exposing the villain Don John's nefarious plot.

King Henry IV is much more about Prince Hal, who will become King Henry V than about his father, the sitting king. But, it is Shakespeare's most loveable comic, Sir John Falstaff, who draws the attention. Our review of this play was held in Lithia Park in Ashland, a true jewel, again with pines, firs and broadleaf trees. Dr. Rappaport argues that Prince Hal is not a wanton child, but a carefully planning successor to his beloved father and that the true hero of the play is the Commonwealth of England.

Our final Shakespeare play was Othello, the highly successful general of the Venetian forces. We all know that Iago is the scheming Lt. who causes the chaste Desdemona's handkerchief to be dropped in Cassio's room, setting the stage for Othello's suspicions about his wife. Iago is a real villain, but then, so is Othello. Throughout the play we hear him talk about himself as the key player. It is this self-conceit, according to Dr. Rappaport, that causes him to commit suicide after he kills Desdemona, rather than submit to the will of the state in determining his rightful penalty.

Also on our playbill was Alexander Dumas's swash-buckling classic, "The Three Musketeers." True to the title, the heroes go swashing and buckling, protecting the King against evils, both real and imagined. A fitting end for our revel!

Crater Lake

"All ingenuity of nature seems to have been exerted to the fullest capacity to build a grand awe-inspiring temple the likes of which the world has never seen before," said William G. Steel, the father of Crater Lake National Park, upon getting the park established in 1902.

Today, it is the unusual visitor who does not launch into superlatives on first seeing this opal blue lake - at 1,932 feet, the deepest lake in the U.S. - from the promontory of the visitor center, some 1000-1,500 feet above the 6,176 surface elevation of the lake.

Crater Lake National Park, www.nps.gov/crla, is a "must see." The lake was formed after the collapse of an ancient volcano, which violently erupted approximately 7,700 years ago. The basin or caldera was formed after the top 5000 feet of the volcano collapsed. Subsequent lava flows sealed the bottom, allowing the caldera to fill with approximately 4.6 trillion gallons of water from rainfall and snow melt. The winter brings some of the heaviest snowfall in the country, averaging 44 feet per year, which keeps the lake fed with fresh water. Although the Rogue River wends its way around the base of the fallen volcano, there is no direct outlet from the lake.

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HEALTHCARE NEWS

Ligand Pharmaceuticals announced that the Health Protection Branch of Canada has granted a Notice of Compliance for Panretin(R) Gel 0.1% for the treatment of cutaneous lesions in patients with AIDS-related Kaposi's sarcoma. Panretin Gel will be marketed and sold through Ligand's wholly-owned Canadian subsidiary once Ligand has finalized labeling and gained appropriate pricing and formulary approvals in Canada.

Genetronics announced the closing of a private placement of 4,187,500 special warrants at a price of (U.S.) \$3.00 per special warrant for gross proceeds of (U.S.) \$12,562,500. Canaccord International Corp. acted as Agent. Each special warrant entitles the holder to acquire one common share in the capital of the company at no additional cost, upon exercise.

Aurora Biosciences announced that it has entered into an expansive five-year services, systems and technology access agreement for pharmaceutical discovery with Pfizer. Aurora will provide a team of scientists to pursue new biologics based on targets selected by Pfizer for drug discovery, compound profiling and genomics. Aurora also announced the issuance of a patent relating to Aurora's plastics technology for low and high density assay plates. NanoWell(TM) Assay Plates will provide Aurora with the ability to capture the improvements in speed and cost savings associated with microfluidic high throughput screening.

Laser Diagnostic Technologies has been issued its second patent for the Gdx(TM) Nerve Fiber Analyzer, an advanced technology designed to detect glaucoma at an earlier stage than any other existing technologies by measuring the nerve fiber layer. The newly issued patent covers the Gdx technology including the corneal compensator, an innovative development that neutralizes the birefringence effects of the cornea and allows the retardation of the laser rays, which pass through the nerve fibers, to be measured.

HIGH-TECH NEWS

QUALCOMM's pdq Smartphone was chosen by 724 Solutions as one of the key platforms for its new wireless financial services solution, now in market trial by the Bank of Montreal and Bell Mobility. 724 Solutions created a version of its software for the pdq Smartphone using the pdq software developers kit from QUALCOMM.

WaveWare Communications announced that it is shipping WaveSync, a new synchronization server. WaveSync enables applications that currently synchronize over the Palm Computing platform's HotSync architecture to synchronize with an enterprise server. With WaveSync, multiple users can now synchronize multiple applications simultaneously with a central server from the desktop or remotely direct to the server. By introducing this new server, WaveSync transforms Palm Computing connected organizers into enterprise tools. The WaveSync package includes a sophisticated, easy-to-use management tool for IT

HIGH-TECH NEWS CONTINUED...

mangers to control an entire population of Palm organizers accessing the enterprise server. Targeting the mobile worker, WaveSync provides Accelerated Synchronization Technology (AST, patent pending) that can perform up to five times faster than HotSync technology over standard wireless and Internet links.

Catholic Charities is currently developing Work Experience sites under contract for the county of San Diego. Under the new law, people receiving public assistance must perform non-paid Work Experience in private industry or not-for-profit organizations. The benefits of becoming a Work Experience site include:

ANNOUNCEMENTS

NASA, the San Diego Regional Technology Alliance and the Center for Applied Competitive Technologies are sponsoring a Small Business Innovation Research grant writing workshop on **Thursday and Friday, June 24 & 25**. The two day workshop runs from 8 a.m.-5 p.m. at the Hanalei Hotel. Cost is \$75 for profit organizations and \$55 for nonprofit organizations. For information call 619-615-1050.

Temecula CONNECT presents its next Springboard **Friday, June 25** at the Temecula City Hall Council Chambers from 11:30-1:30. The Springboard will feature Jules Ruggles of Education to Go, an online instruction Internet company. For information call 909-676-6148x206.

UCSD Extension offers "Securities Law Implications for the Emerging Growth Business," **Wednesdays, June 30 - August 4, 7 - 10 p.m.** (6 meetings) in Room 202 Center Hall, University Center. 2 units of credit. Cost: \$225.00. For information call 619-534-0706.

The San Diego Association of Governments (SANDAG) will host a General Assembly on Regional Growth Management on **Thursday, July 1** at 7:30 a.m. at the Hilton Hotel on Mission Bay. Local policymakers will focus on solutions to local growth issues. The public is invited to attend. For information call 619-595-5332.

CALL FOR PRESENTATIONS - The 8th Annual MEDICINE MEETS VIRTUAL REALITY Conference - "Envisioning Healing: Interactive Technology and the Patient-Practitioner Dialogue" will be held at the Newport Beach Marriott Hotel & Tennis Club, January 27 - 30, 2000. Jointly sponsored by Aligned Management Associates, Inc. & University of California, Irvine. The abstract deadline is **July 15**. For information contact Jim Westwood at westwood@uconnect.net. Phone is 860.447.9767 and fax is 860.444.0362.

Northern California Pharmaceutical Discussion Group, Wednesday, July 21, at The Clarion Hotel, Millbrae, 6:00

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ANNOUNCEMENTS CONTINUED...

p.m., cocktails 7:00 p.m., dinner 8:00 p.m. Presentation Speaker: Steven Shak, M.D., Genentech, Inc. Topic: "The Development of Herceptin for the Treatment of HER-2 Overexpressing Metastatic Breast Cancer" Fax your reservation to 415-381-2235. Fee: J.

UCSD CONNECT ATHENA presents "Women in Technology: We Can Do It - Breaking Through the Glass Ceiling," Wednesday, July 14, 7:30 - 9:30 a.m. at the La Jolla Marriott. Featured speaker: Ellen Hancock, president and CEO, Exodus Communications, and former CTO, Apple Computer Corp.

Hancock has not only broken through the glass ceiling, she has actively participated in the evolution of the computer industry, and now the growth of the Internet. Hancock has been the highest ranking female executive at IBM and National Semiconductor. She led Exodus through an initial public offering which raised \$67.5 million for the company. Exodus is a leading provider of Internet systems and network management solutions for enterprises with mission-critical Internet operations.

To register call CONNECT and 858-534-6114. Cost: \$25 for Athena members, \$35 non-members.

Athena is proud to welcome the following new members:

Maria Acker - Gray Cary Ware & Friedenrich
Jennifer Belezzuoli - KPMG LLP
Callie Bjurstrom - Luce, Forward, Hamilton & Scripps
Rochelle Bold - Leap Wireless
Lisa Briggs - Pacific Bell
Anne Crossway - CISTem Molecular Corporation
Erin Downey - Gray Cary Ware & Friedenrich
Anne Armstrong Fomon - Salomon Smith Barney
Rebekah Hafley - Gray Cary Ware & Friedenrich
Stacey James - Sheppard, Mullin, Richter & Hampton LLP
Katie Joslin - Gray Cary Ware & Friedenrich
Katherine Kennedy - Relocation Coordinators
Jane Leonard - HNC Software Inc.
Donna Nichols - Agouron Pharmaceuticals
Tina Nova - Nanogen
Ann Redelfs - San Diego Supercomputer Center
Margaret Simmons - San Diego Supercomputer Center
Elizabeth Smith - Seltzer Caplan Wilkins & McMahon
Carrie Stone - Enterprise Partners
Margaret Watkins - Luce, Forward, Hamilton & Scripps

Athena would like to extend a special thanks to Heller Ehrman White & McAuliffe for being the lead sponsor of the 2000 Athena Pinnacle Awards.

From the Director continued ...

Crater Lake National Park is located in southern Oregon on the crest of the Cascade Range, 100 miles east of the Pacific coast and 450 miles north of San Francisco. The closest accessible airport is Medford, about 80 miles of gorgeous forest driving away. On our auto trip from Ashland, we saw Western Yellow, Ponderosa, Lodgepole, and Sugar pines; Red, White, and, perhaps, Noble fir; Douglas Fir (not a true fir); Incense Cedars; and Hemlocks, Tamaracks and other evergreen trees, as we ascended from 4000 feet to 8000 feet. Birds include Clark's Nutcracker, Nuttalls and Stellar Jays.

Oregon's Folly

In a move that may certainly have a future impact on high-tech companies considering a move to Oregon, Washington County (site of three of Intel's billion dollar semiconductor plants) will "fine" Intel \$1,000 per employee hired in excess of a cap of 5000. Intel's growth penalty is based on the argument that new jobs create demands for new schools, new water and sewage facilities, fire and police expansion, etc. For now, the 5000 cap may not seem like a problem to Intel, but companies know that once laws are put in place, they tend to be made more and more onerous. Will the next prospective company want to play in that kind of an atmosphere?

Bill's Bits

The San Diego County unemployment rate fell to 3.0% for the month of May, equaling last December's rate, a rate that had previously not been seen in forty years! We note that two profitable San Diego biotech companies, Invitrogen and Novex have merged, with Invitrogen to be the surviving entity.

Startups in the telecom field continue, with William Son's NeoPoint featured in the San Diego Union-Tribune. Son will introduce a hybrid smart phone to compete with Qualcomm's pdQ and Thin Phone. Son was previously a Qualcomm executive.

SAVE THE DATES:

Springboard Lunch, Wednesday, August 11 at the Hilton La Jolla Torrey Pines.

Eleventh Annual UCSD Corporate Partnership Forum, November 9-11, 1999. If you are interested in presenting at the Forum this year please call Amanda Markle 858-534-7403 or e-mail amarkle@UCSD.edu to obtain an application form.