6-28-2005

UA3/9/5 Sygen Announcement

WKU President's Office

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<th>Section</th>
<th>Speaker</th>
<th>Remarks</th>
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<tr>
<td>WELCOME</td>
<td>MR. BRIAN MEFFORD</td>
<td>Brian to welcome guests and media, give overview of his involvement through Connect Kentucky, set the stage for the statewide importance of the pending announcement and introduce Dr. Ransdell</td>
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<td>ANNOUNCEMENT</td>
<td>DR. GARY RANSDELL</td>
<td>Dr. Ransdell to announce $2.5 million support from Sygen to create the Sygen Chair in Biotechnology at WKU; introduce Dr. Graham Plastow, Chief Technology Officer for Sygen International</td>
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<td>REMARKS</td>
<td>DR. GRAHAM PLASTOW</td>
<td>Dr. Plastow to make remarks on behalf of Sygen</td>
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<td>DR. DICK BOWKER</td>
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<td>Dr. Bowker to describe WKU’s role/early relationship with Sygen — talk about the WKU graduates already employed at Sygen; comment on WKU’s plans for this chair and relevant programming</td>
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<td>DR. ALLYSON HANDLEY</td>
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<td>Dr. Handley to represent Gov. Fletcher — talk about importance of biotechnology to economic development efforts for the Commonwealth; etc.</td>
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<td>CLOSING</td>
<td>MR. BRIAN MEFFORD</td>
<td>Invite guests to tour the facility; talk with Sygen scientists and WKU faculty present, etc.</td>
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SGYEN CHAIR ANNOUNCEMENT, JUNE 28, 2005
DR. RANSDELL TALKING POINTS

• WESTERN KENTUCKY UNIVERSITY HAS A LONG HISTORY OF STRENGTH IN THE LIFE SCIENCES – PARTICULARLY IN THE AREAS OF BIOLOGY AND GENETICS. Work in these disciplines at WKU was further strengthened a few years ago when Bill and Ann McCormack established the McCormack Professorship in the sciences and was matched with state funding. State matching funds for key academic initiatives was

• IN 1996 AS PART OF KENTUCKY’S HIGHER EDUCATION REFORM MOVEMENT, EACH OF THE PUBLIC UNIVERSITY CAMPUSES RECEIVED RECOGNITION FOR A PROGRAM OF DISTINCTION IN GIVEN ACADEMIC AREAS WHERE A CAMPUS IS ESPECIALLY STRONG.

• WKU HAS TWO PROGRAMS OF DISTINCTION - OUR FIRST IS THE APPLIED RESEARCH AND TECHNOLOGY PROGRAM, THE SECOND IS OUR #1 RANKED SCHOOL OF JOURNALISM AND BROADCASTING.

• A CORNERSTONE OF OUR APPLIED RESEARCH AND TECHNOLOGY PROGRAM IS OUR BIOTECHNOLOGY CENTER.

• BIOTECHNOLOGY REPRESENTS A PILLAR IN KENTUCKY’S VISION FOR ECONOMIC OPPORTUNITY.
• BIOTECHNOLOGY'S CAPACITY IN ANIMAL AND PLANT BREEDING IS THE NEW FRONTIER IN KENTUCKY'S NEW ECONOMY.

• OUR EXPERTISE IN APPLIED BIOTECHNOLOGY RESEARCH HAS POSITIONED WESTERN AS A LEADER IN THE COMMONWEALTH OF KENTUCKY'S PUSH FOR BIOTECHNOLOGY DISCOVERY, INNOVATION AND PRODUCTIVITY.

• KENTUCKY CAN AFFECT THE WORLD'S BIOTECT MARKET SHARE IF WE FIND THE RIGHT PARTNERS AND COMBINE PUBLIC AND PRIVATE CAPACITY.

• TODAY WE ANNOUNCE JUST SUCH COLLABORATION. A PARTNERSHIP OF ENORMOUS RESEARCH POTENTIAL. PUBLIC/PRIVATE TEAMWORK IN MEANINGFUL APPLICATION AND COMMERCIALIZATION.

• IT IS MY HONOR TO SHARE WITH YOU DETAILS OF WHAT I BELIEVE IS KENTUCKY'S BEST OPPORTUNITY TO BRING A PUBLIC UNIVERSITY, WHICH POSSESSES GREAT ACADEMIC STRENGTH IN BIOTECHNOLOGY, TOGETHER WITH A PRIVATE BUSINESS WHICH IS A WORLD LEADER IN ANIMAL BREEDING TECHNOLOGY.
• WKU AND SYGEN INTERNATIONAL ARE TOGETHER COMBINING COMPARATIVE GENOMICS AND BIOINFORMATICS – COMPARING GENETIC COMPOSITION ACROSS ANIMAL SPECIES – TO DEVELOP IMPROVED ANIMAL BREEDING CAPACITY IN KENTUCKY.

• LEADING THIS EFFORT WILL BE THE HOLDER OF THE SYGEN CHAIR IN BIOTECHNOLOGY AT WESTERN KENTUCKY UNIVERSITY.

• MAKING THE SYGEN CHAIR POSSIBLE IS A $2.5 MILLION COMMITMENT - FUNDED AT $250,000 PER YEAR FOR 10 YEARS – FROM SYGEN.

• THE SYGEN CHAIR HOLDER WILL BE A SENIOR SCIENTIST ON THE WKU FACULTY IN BIOLOGY. AN INTERNATIONAL SEARCH IS UNDERWAY TO IDENTIFY THE INITIAL HOLDER OF THE SYGEN CHAIR.

• YES, THE DOLLARS ARE IMPORTANT SEED CAPITAL FOR ECONOMIC DEVELOPMENT, BUT MORE IMPORTANT IS THE SYGEN PHILOSOPHICAL COMMITMENT TO WKU’S PROGRAM OF DISTINCTION AND OUR EFFORTS TO FURTHER MEANINGFUL SCIENCE AND APPLIED RESEARCH.
• SYGEN HAS RECOGNIZED THE IMPORTANT ROLE OF UNIVERSITY PARTNERS IN REACHING ITS CORPORATE POTENTIAL.

• IF SYGEN REACHES ITS CORPORATE POTENTIAL, THEN KENTUCKY'S ECONOMY GROWS IN NEW AND EXCITING WAYS.

• THIS IS THE NEW WESTERN KENTUCKY UNIVERSITY TEAMING WITH THE PRIVATE SECTOR TO TRANSFORM KENTUCKY'S ECONOMY.

• WITH PARTNERS LIKE CITE AND SYGEN, THAT DRIVE IS MOVING FROM A SLOW BUT SURE CRAWL TO A FULL BLOWN SPRINT. WE ARE RUNNING AS FAST AS WE POSSIBLY CAN TO HELP KENTUCKY FULFILL ITS ECONOMIC POTENTIAL.

• BUT, OUR STATE'S FUTURE GROWTH POTENTIAL IS NOT IN TRADITIONAL DISCIPLINES OF MANUFACTURING AND AGRICULTURE. RATHER IT IS IN SCIENTIFIC APPLICATION AND THE DEVELOPMENT OF NEW TECHNOLOGY.

• TO DESCRIBE SYGEN'S WORK IN BIOTECHNOLOGY IS DR. GRAHAM PLASTOW, CHIEF TECHNOLOGY OFFICER FOR SYGEN INTERNATIONAL.