

REGISTRATION OPENS MARCH 2009

# Entrepreneurial Education Course

## 2nd Annual “Regenerative Medicine and Entrepreneurism”

July 13-16, 2009  
Cleveland, Ohio

### Save The Date for This Exceptional Course

*This Executive Education Course in Regenerative Medicine and Entrepreneurism is the first of its kind to introduce new models, new leadership and new financing strategies.*

*The program will bring together an International Faculty of business managers, government officials, scientists, engineers, physicians, and academicians, who are in the field of Regenerative Medicine to focus on the key economic/business issues (policies and procedures) in this emerging healthcare niche. This focus will be on new business models, new leadership and financing strategies and legal/regulatory hurdles in Regenerative Medicine.*

*The prime learning objectives will provide exposure to the new scientific and medical logics, the newest economic pricing and marketing models and investment logics that make the traditional big-pharma models obsolete. New leadership and initiatives in government, academia, venture capital and public policy will be discussed on the fabric of entrepreneurial principles (both inside and outside corporations and both in the US and Europe). The crystal ball for the healthcare practices of tomorrow is the global expansion of Regenerative Medicine and Entrepreneurism seen today. The learning objectives involve both understanding and projecting the next wave of innovations and products with roadmaps requiring profitability on a backdrop of creativity and medical innovation. The rising executives of tomorrow are encouraged to join the doers.*

**July 13-16,  
2009**

### 2008 EEC Faculty

#### Course Organizers

Arnold I. Caplan, Case Western Reserve University  
Robert D. Hisrich, Thunderbird Sch of Global Mgmt.

#### Faculty

Scott P. Bruder, Becton, Dickinson & Company  
Christopher M. Coburn, Cleveland Clinic Foundation  
William Lehmann, Athersys, Inc  
Stanton Gerson, Case Western Reserve University  
Peter Johnson, Scintellix, LLC  
Christine Kelley, National Institutes of Health  
Caroline Kovac, Burrill and Company  
Steven Livesey, Australian Stem Cell Centre  
George Muschler, Cleveland Clinic Foundation  
Gail Naughton, San Diego State University  
Brock C. Reeve, Harvard Stem Cell Institute  
Stephen A. Roth, Immune Control, Inc.  
David S. Smith, Pepper Hamilton, LLP  
Cyrus Taylor, Case Western Reserve University  
James R. Tobin, Boston Scientific  
Clemens van Blitterswijk, Twente Univ., Netherlands  
Gary Wnek, Case Western Reserve University  
Robin R. Young, Robin Young Consulting Group

**Registration will open  
March 2009**

**For more information,  
to register or for  
sponsorship opportunities  
please contact :**



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