



2014 Highlights CBSA Media Relations

Media Metrics as of 12/31/14 - Media Coverage Summaries since October Board Meeting

Since April 2005 when CBSA began its proactive media relations program with Absolutely PR's assistance, there have been **1,588** recorded print editorial media placements featuring Colorado Bioscience Association, which is the equivalent of **\$1,037,078.72** if the same of space was purchased as advertising. This exposure totals **61,588,714** in circulation and is in addition to those same articles also appearing in online versions of the various publications. Online exposure (reported starting in 2009, totals **1,128,221,316**). Geographic readership focus of the placement outlets (international, national/trade and regional/local) to date breaks out accordingly: **2%** have been international; **47%** national/trade; and **51%** regional/local since we began monitoring. Year-by-year overview:

	Ad Value Equivalency <i>(of print, not online)</i>	Circulation Exposure <i>(print)</i>	Placements <i>(print & online)</i>	Intl/Natl/Local	Web - Unique Visitors Per Month
2005	\$ 43,844.06	4,932,982	28	0/2/26	---
2006	\$ 94,762.24	7,250,018	114	2/33/79	---
2007	\$160,370.40	11,620,733	141	0/14/127	---
2008	\$135,033.85	12,775,562	295	0/178/117	---
2009	\$243,242.40	9,517,002	237	3/158/76	19,125,714
2010	\$104,947.17	4,605,239	124	2/55/67	16,002,372
				1%/47%/52% (2005-10)	
2011	\$124,784.25	6,024,782	147	5/57/85	83,533,024
				3%/39%/58% (2011)	
2012	\$ 51,727.26	2,223,515	147	0/70/77	86,006,262
				0%/48%/52% (2012)	
2013	\$ 39,118.58	1,683,022	197	9/75/113	330,615,179
				5%/38%/57% (2013)	
2014	\$ 39,248.51	955,859	158	9/98/51	592,938,765
				6%/62%/32% (2014)	
Cumulative	\$1,037,078.72	61,588,714	1,588	30/740/818	1,128,221,316
				2%/47%/51% (2005-2014)	

Print & Online Placement Breakout

Number of Placements (158)	Outlet
17	MarketWatch
14	Biospace.com
14	InnovatioNews.com
13	Yahoo! Finance
10	CNBC.com
6	DenverBusinessJournal.com
5	Health Close-up
5	World EIN News
4	Denver Business Journal Print
4	MetroDenver.org News
4	Professional Services Close-Up
3	bioportfolio
3	Digital Journal

2	Bloomberg Businessweek
2	Colorado Springs Gazette - print
2	Denver Post
2	DenverPost.com
2	DeviceSpace.com
2	FDA News
2	Fitz Bulletin Board eNews
2	India Pharma News
2	StreetInsider
2	Xconomy.com – Denver/Boulder
2	YourHub Denver
1	Ag Journal print
1	Ag Journal online
1	Association, Organization & Government News
1	BBCRecord
1	BioMed Reports
1	BIO.org News
1	BizWest
1	Breitbart
1	Business Xpansion Journal
1	Businesses Australia
1	Colorado College News & Events
1	Colorado Gerontological Society News
1	Colorado Springs Gazette Online
1	Congressional Documents & Publications
1	CSUVentures.com
1	Denver Press Grab
1	FierceBiotech
1	Greeley Tribune
1	GotNews
1	Huffington Post
1	iStockAnalyst
1	Morningstar
1	News Medical
1	PharmiWeb
1	PhilanthropySW
1	SSTI
1	St Louis Business Journal
1	TendersInfo
1	ThomasNet.com
1	Today@Colorado State
1	Today's Medical Developments
1	Topix
1	Wall St Journal Online
1	YourHub Aurora

International – 9 (6%) --- National/Trade – 98 (62%) --- Regional/Local – 51 (32%)

Broadcast Placement Breakout

Outlet	Date/Topic
CCTV-America (Chinese Television)	4/11/14 – Corgenix feature/Hendrik Sebrandy
Colorado Public Radio	6/24/14 – Colorado Matters feature on AlloSource
National/Trade - 1 (50%)	
Regional/Local - 1 (50%)	

2014 Completed Business Wire Campaigns (15):

[**The Colorado BioScience Association Hosts U.S. Senator Mark Udall and Announces New Legislation at 2014 "BioScience Day at the Capitol"**](#) Colorado BioScience Association (CBSA) will host its sixth annual "BioScience Day at the Capitol" on January 23. The event will feature U.S. Senator Mark Udall providing a federal policy update; a Women in BioScience Executive Panel discussion; and Patient Impact Testimonials. - January 22, 2014

[**Colorado BioScience Association Announces Two New Directors at Annual All-Member Meeting**](#) Colorado BioScience Association (CBSA) announced two new board members at its 2014 Annual All-Member meeting held at the Omni Interlocken Resort, Broomfield, CO. Also on the agenda, CBSA recognized both its 2014 Corporate Sponsors and 10-year members at the annual meeting. - May 09, 2014

[**Colorado BioScience Association Praises Boettcher Foundation as It Embarks on the Fifth Year of Its Webb-Waring Biomedical Research**](#) Program Colorado BioScience Association congratulates Boettcher Foundation on the announcement of its 2014 class of Boettcher Investigators in the Webb-Waring Biomedical Research Program. Starting its fifth year, the program provides for the discovery of new knowledge that improves human health through the investment in and advancement of early-career scientists. - June 03, 2014

[**Colorado BioScience Association Releases Annual Bioscience Colorado Magazine at BIO International Convention in San Diego**](#) Colorado BioScience Association (CBSA) is releasing its annual edition of Bioscience Colorado, this week, at the BIO International Convention in San Diego, CA. Bioscience Colorado is a key resource for companies, investors and economic developers, and has become the go-to source for the industry. - June 23, 2014

[**Colorado BioScience Association Congratulates the Five Bioscience Companies Included in the "Colorado Companies to Watch" Class of 2014**](#) Colorado BioScience Association Applauds the "Colorado Companies to Watch" program for honoring the contributions of five local bioscience companies to the state's economy in its Class of 2014. Announced at a Gala held June 20th, the bioscience companies featured this year among the 50 honorees were: Eldon James Corp., JustRight Surgical LLC, MedKeeper, Sharklet Technologies and UrgentRx. - June 27, 2014

[**Colorado BioScience Association Welcomes the U.S. Patent and Trademark Office "Rocky Mountain Regional Satellite Office" to Denver**](#) Colorado BioScience Association (CBSA) is honored to welcome the United States Patent and Trademark Office (USPTO) Rocky Mountain Regional Satellite Office to Denver. The office will be led by Russell Slifer, an intellectual property lawyer, who has served as chief patent counsel for Boise, Idaho-based Micron Technology for the past eight years. - June 30, 2014

[Colorado BioScience Association Recognizes Amgen Foundation's \\$25,000 Investment in STEM Education in Colorado's Classrooms](#) Colorado BioScience Association (CBSA) is honored to announce the Amgen Foundation's grant of \$25,000 to the Colorado BioScience Institute (CBSI) in support of the Research Experience for Teachers (RET) program in Colorado's science classrooms. - July 21, 2014

[Colorado BioScience Association Announces 2014 BioWest Venture Showcase Finalists](#) Colorado BioScience Association (CBSA) will hold its BioWest Conference, September 10, 2014, at the Marriott City Center, Denver. The three finalists in the 2014 Venture Showcase competition at BioWest include: dBMEDx, Littleton; KromaTiD, Inc., Fort Collins; Mighty Oak Medical, Englewood. - August 21, 2014

[BioWest Expo Showcases New Technologies, Products & Services for 300+ Attendees; Features FDA Commissioner Hamburg as Lead Keynote](#) Exhibitors will be showcasing new technologies, products and services for 300+ attendees at the 2014 BioWest Conference & Expo, September 10, at the Marriott City Center, Denver. Keynote speakers include Margaret A. Hamburg, M.D., Commissioner of the U.S. Food and Drug Administration and Russell Slifer, Director, United States Patent & Trademark, Rocky Mountain Regional Office. - September 02, 2014

[Colorado Medical Device Company, dBMEDx, Wins the Venture Showcase Competition at BioWest 2014](#) dBMEDx (Littleton, CO) won the Venture Showcase competition at the 2014 BioWest Conference & Expo, which is organized by the Colorado BioScience Association (CBSA). Three finalists competed for the \$7,500 cash prize, presenting their technologies and business plans in front of a live audience to a panel of bioscience experts and venture capitalists. - September 13, 2014

[Colorado BioScience Association Promotes Colorado's Medical Technology Industry, Along with Two of the State's Economic Development Entities at AdvaMed 2014](#) Representatives from the Colorado BioScience Association, the Colorado Springs Regional Business Alliance and the Metro Denver Economic Development Corporation will tout Colorado's growing medical device and diagnostic sectors during the '2014 AdvaMed: The MedTech Conference' in Chicago, IL, October 6-8. - October 08, 2014

[Colorado BioScience Association Honors Industry's Best at 2014 Awards Dinner, Featuring Keynote by Olympic Medalist & Parkinson's Survivor Davis Phinney](#) The Colorado BioScience Association (CBSA) will honor outstanding bioscience companies and individuals throughout the state at its Annual Awards Dinner, November 6, at the Denver Marriott City Center. This year's event will feature keynote speaker Davis Phinney, Olympic medalist and cycling great who is successfully living with early-onset Parkinson's disease and in 2004 founded the Colorado-based Davis Phinney Foundation. - October 20, 2014

[Colorado BioScience Association Announces Finalists for 2014 "Company of the Year" and "Rising Star" of the Year Awards](#) The Colorado BioScience Association (CBSA) has chosen the finalists for the 2014 "Company of the Year" and "Rising Star" Awards, which they will present during the Annual Awards Dinner held on Thursday, November 6, at the Marriott City Center, 1701 California Street, Denver, CO.... - October 22, 2014

[Colorado BioScience Association Showcases Industry's Best at 2014 Awards Dinner Celebration](#) Centennial's AlloSource is the 2014 BioScience Company of the Year, Boulder's Virocyt is the industry's Rising Star and Dr. Richard Duke is honored with CBSA's Lifetime Achievement Award. - November 06, 2014

[2014 Proves a Successful Year for Major Bioscience Fundings, Including Key Merger and Acquisition Activity in Colorado](#) Colorado BioScience Association (CBSA) highlights Colorado's key financings, acquisitions and expansions in the industry during 2014. CBSA plays a key role in promoting Colorado as a dynamic region for bioscience innovation and investment. - December 22, 2014

2014 Pitch Engine Campaigns -- we had the option to do these if we ran out of Business Wires (8):

[Registration Now Open at CBSA Website: GoldLab 5th Annual Symposium 2014, "Embracing the Reptile Within: Head, Heart and Healthcare"](#) Registration is now open at the CBSA website for the fifth annual GoldLab Symposium, taking place on the University of Colorado Boulder campus, Friday and Saturday, May 16 - 17, 2014. - April 11, 2014

[Colorado BioScience Association Names Logan Collins, Fairview High School Junior, as Colorado's BioGENEius Finalist](#) Logan Collins Advances to San Diego to Compete Against Top Students from Across the Nation and Canada. - May 02, 2014

[Colorado BioScience Association Partners with PrIME Health Collaborative to Offer a BioWest 2014 Pre-Event](#) Colorado BioScience Association (CBSA) is partnering with the PrIME Health Collaborative (PrIME) to host the BioWest Pre-Event, the 2014 Digital Health Venture Showcase. The digital pre-event will be held the day before BioWest, September 9 (1 to 9 p.m.) at CSU Denver, 475 17th Street, 2nd Floor Atrium. - August 22, 2014

[Three Top Colorado Bioscience CEOs Confirmed to Present at the 2014 BioWest Conference & Expo](#) Colorado BioScience Association (CBSA) will host three of Colorado's top CEOs at the "Colorado Companies: From Concept to Market" panel presentation on September 10th at the 2014 BioWest Conference & Expo. Participating CEO's include: Bill Aldrich, EndoShape; David Brunel, Biodesix; and Byron Hewett, SomaLogic. - August 30, 2014

[FDA Commissioner Margaret Hamburg Leads Keynote Lineup for BioWest 2014 in Denver](#) Colorado BioScience Association will hold its BioWest 2014 Conference and Expo, September 10, at the Marriott City Center, Denver. The conference features keynote speakers Margaret A. Hamburg, M.D., Commissioner of the U.S. Food and Drug Administration (her 'Update on the FDA' keynote will occur at 4:45 p.m.); and keynote panelists Jandel Allen-Davis, M.D., Vice President, Government and External Relations, Kaiser Permanente Colorado; James Hill, Ph.D. is Professor of Pediatrics and Medicine at the University of Colorado School of Medicine; Len Tacconi, President, HMR Weight Management Services Corp., a subsidiary of Merck and Co. Inc.; and Russell Slifer, Director, United States Patent and Trademark, Rocky Mountain Regional Office. - September 4, 2014

[Colorado BioScience Association Launches New "BioTalks" at BioWest 2014 in Denver; People Talking About Big, Bold Ideas](#) Colorado BioScience Association (CBSA) is introducing new BioTalk segments at BioWest 2014 in Denver. These are eight fast-paced presentations about the Big and Bold ideas in the Bio Industry. There are both morning and afternoon sessions of BioTalks scheduled. - September 06, 2014

[Four Colorado Bioscience Companies Presented at the Inaugural White Hat Life Science Investor Conference in Phoenix](#) Four Colorado companies were selected to present at the 2014 "White Hat Life Science Investor Conference," in Phoenix, AZ. The Colorado companies included among the 34 presenting companies from across the region, were: EndoShape, Fluonic, ValveXchange and ViroCyt. - September 19, 2014

Colorado BioScience Association Names Primavera Group to Succeed Absolutely PR as Media Relations & Strategic Public Relations Consulting Firm Colorado BioScience Association (CBSA) has selected the Primavera Group, led by Owner/Principal Sarah Eder, for media relations and strategic PR consulting beginning January 5, 2015. - December 29, 2014

Media Summaries (since October board meeting summary)

Tuesday, December 30, 2014

Coverage: 'CBSA Names Primavera Group as PR rep following retirement of Absolutely PR's Maggie Holben'

INNOVATIONNEWS Quoting from today's posting: "The Primavera Group will assume media relations and strategic public relations for the Colorado BioScience Association (CBSA) following the departure of Absolutely Public Relations in that role due to the retirement of Maggie Holben, Absolutely PR's owner... 'We're thrilled to welcome Sarah and her associates at the Primavera Group to our CBSA team,' said April Giles, CBSA president and CEO... Holben said she is only "semi-retiring" from the PR business and will keep Absolutely PR open but will take on fewer projects to allow for more time for family and travel." [Link to InnovatioNews](#)

More coverage:



[Link to BioSpace](#)



[Link to GotNewsWire](#)

Wednesday, December 24, 2014

InnovatioNews + More: '2014 was a successful year for major bioscience financings, acquisitions and expansions'

INNOVATIONNEWS Quoting from the Dec 23rd InnovatioNews: "The Colorado BioScience Association (CBSA) reports the state attained a number of key financings, acquisitions and expansions in its bioscience industry in 2014. 'We've seen a number of exciting deals come to fruition in our Colorado bioscience community during 2014, which strengthens our state's position as a national industry leader,' said April Giles, CBSA president and CEO. [Link to InnovatioNews to review the year's highlights](#)

Other coverage of Colorado's 2014 BioScience Successes:



[Link to Yahoo! Finance](#)



[Link to BioSpace](#)



[Link to EIN News](#)



[Link to CNBC](#)

Tuesday, December 23, 2014

The GEN 'Top 17 Serial Bio Entrepreneurs' List Includes Colorado's Michael Bristow and Marvin Caruthers



Quoting from the December 15th GEN posting: "The average number of businesses launched by serial entrepreneurs has most often been quoted at 2.3, the figure furnished by the Kauffman Foundation for Entrepreneurship in 'The Anatomy of an Entrepreneur,' a 2009 study of 549 founders in industries that included biotechnology...Yet judging from this year's updated GEN List of serial entrepreneurs, and the original List published in 2012, biotech entrepreneurs are among the most enterprising entrepreneurs." Here are Colorado's contributors to our nation's the "serial bio entrepreneurs" fold:

Michael R. Bristow, M.D., Ph.D

Founded Myogen

Co-Founded miRagen and ARCA biopharma

Currently: Professor of Medicine in Cardiology and Co-Director of the University of Colorado Cardiovascular Institute at UC Denver School of Medicine

Marvin H. Caruthers, Ph.D.

Co-Founded miRagen Therapeutics, Array BioPharma, Applied Biosystems and Amgen

Served as Founding Investor for Dharmacon

Currently: Distinguished Professor of Chemistry and Biochemistry at the University of Colorado

[Link to GEN](#)

Friday, December 5, 2014

Briefcase: 'Bioscience prizes awarded'

**DENVER
BUSINESS JOURNAL**

Quoting from the Dec 5, 2014, column: "The Colorado BioScience Association named AlloSource of Centennial its BioScience Company of the Year, and Boulder-based ViroCyt winner of the Rising Star award. [Richard Duke](#), founder of the Colorado Institute for Drug, Device and Diagnostic Development — and who's been involved with GlobelImmune, ApopLogic Pharmaceuticals, Sierra Neuropharmaceuticals, PeptiVir, MenoGeniX and Aurora Oncology — received the Lifetime Achievement Award." [Link to the DBJ Briefcase](#)

Friday, November 14, 2014

Coverage overview: CBSA's 2014 Colorado Bioscience Industry Awards Recapping "Centennial's AlloSource is the 2014 BioScience Company of the Year, Boulder's ViroCyt is the industry's Rising Star and Dr. Richard Duke is honored with CBSA's Lifetime Achievement Award" coverage:



[Link to CNBC.com](#)



[Link to BioSpace](#)



[Link to Yahoo! Finance](#)



[Link to News-Medical.net](#)

Thursday, November 13, 2014

Xconomy: Colorado Bioscience "Companies Take a Bow"

xconomy

Quoting from the November 7th edition: "**Colorado bioscience's best:** The Colorado BioScience Association also honored their industry's leaders this week. AlloSource, which is a nonprofit organization based in Centennial, was named company of the year by the association. AlloSource develops and distributes tissues that can be used in surgical procedures such as skin grafts and joint repair. It has more than 400 employees. This year, AlloSource expanded its work in stem cell research and began using microbe detection technology developed by NASA's Jet Propulsion Laboratory to improve tissue decontamination procedures. AlloSource's hope is that the NASA technology will cut the time it takes to get donated tissue and organs to recipients. Boulder-based ViroCyt won the award for rising star of the year. The company's Virus Counter is able to calculate a virus' growth rate in minutes and is used in vaccine and drug development, viral therapeutics, and protein expression research. For a list of individual winners, [click here](#)." [Link to Xconomy](#)

Thursday, November 13, 2014

InnovatioNews: "CBSA's 11th annual awards presented to eight bioscience industry leaders and supporters"

INNOVATIONNEWS Quoting from InnovatioNews: "Colorado BioScience Association (CBSA) announced the winners of its 11th annual industry awards during a Thursday [Nov 6] celebration of the state's bioscience industry at the Marriott City Center in downtown Denver. April Giles, CBSA president and CEO, along with 850 KOA's Steffan Tubbs and CBSA Board Chair Derek Cole, announced this year's award winners. In addition to the awards, the event included the Boettcher Foundation presenting its 2014 Class of Boettcher Investigators in the Webb-Waring Biomedical Research Program." [Link to InnovatioNews](#)

Friday, October 24, 2014

InnovatioNews: 'CBSA selects finalists for Company of Year and Rising Star awards during Nov 6 awards dinner'

INNOVATIONNEWS Quoting from today's InnovatioNews: "The Colorado BioScience Association (CBSA) announced it has selected the finalists for the 2014 "Company of the Year" and "Rising Star" awards, which will be presented Nov. 6 during the CBSA Annual Awards Dinner. **Company of the Year finalists are:** AlloSource, Centennial; Mountainside Medical, Boulder; and Spectranetics, Colorado Springs. **Rising Star of the Year finalists are:** JustRight Surgical, Boulder; Silvergate Pharmaceuticals, Greenwood Village; and Virocyt, Boulder." [Link to InnovatioNews](#)

Additional coverage of the 2014 finalists:



[Link to CNBC](#)



[Link to BioSpace](#)



[Link to Yahoo! Finance](#)



[Link to World News](#)

Wednesday, October 22, 2014

InnovatioNews: 'CBSA to feature Olympic medalist and cycling great Davis Phinney at Nov 6 Annual Awards Dinner'

INNOVATIONNEWS Quoting from today's posting: "Colorado BioScience Association (CBSA) will feature Olympic medalist Davis Phinney at its Annual Awards Dinner set for Nov. 6 at the Denver Marriott City Center. The Awards Dinner will honor outstanding bioscience companies and individuals throughout the state. 'We are thrilled again to celebrate the success of Colorado's bioscience industry and recognize those standout companies and individuals who have contributed significantly to the growth of our community this year,' said April Giles, CBSA president and CEO. 'Further, we are fortunate to welcome Olympic medalist and cycling great Davis Phinney as our keynote speaker for the event.' [Link to InnovatioNews](#) **Additional coverage:**



[Link to Yahoo! Finance](#)



[Link to Topix](#)



[Link to Metro Denver News](#)



[Link to BioSpace](#)



[Link to StreetInsider](#)



[Link to BioPortfolio](#)

Social Media Sites Recap:

News Feed Blog: <http://coloradobio.blogspot.com>

611 Updates To Date (601 previously) – 30 subscribers (previously 31)

Stats as of 1/3/15:

Page views today: 34

Page views yesterday: 47

Page views last month: 3,466

Page views all time history: 98,759 (95,292 previous report)

Twitter <http://www.twitter.com/COBioscience> – followers 7,397 – following 1,157 – 4,519 updates

(tweets) - (previous report: 7,653/6,056/4,470)

<http://www.twitter.com/RockyMtnBioInv> – followers 440 – following 181 – 441 updates

(tweets) – (previous report: 437/356/441)

LinkedIn Group – 3,004 members (previous report 2,996)

http://www.linkedin.com/groups?about=&gid=98468&trk=anet_ug_grppro

LinkedIn Subgroups

Colorado Medical Devices – 483 members (previous report 478)

Colorado Biotech & Pharma – 609 members (previous report 609)

BioBoot Camp 2011 – 20 members - (previous report 20)

BioBooster Networkers – 9 members - (previous report 9)

Rocky Mountain BioBooster 2012 – 1 member– (previous report 1)

BioBoot Camp 2012 - 16 members - (previous report 16)

Fitzsimons Life Science District - 47 members - (previous report 47)

Boulder County – 120 members - (previous report 120)

Colorado Springs – 17 members - (previous report 17)

Metro Denver – 60 members - - (previous report 60)

Northern Colorado – 54 members - (previous report 54)

Facebook Fan Page – 521 fans (previous report 523) <http://www.facebook.com/ColoradoBioScienceAssociation>

YouTube Channel - <http://www.youtube.com/COBioscience>

Videos Uploaded: 294 (previous report 294)

Lifetime Views for Channel: 18,472 (previous report 18,180)

Subscribers: 44 (previous report 44)

Pinterest Channel - **23 boards:** COBioscience People, COBioscience News, Medical Device Technology, AgBio Technology, Public Policy, BioPharma Technology, Veterinary Biotech, Diagnostics Technology, Research & Development, Events, Colorado BioScience Institute, Northern Colorado Events, Boettcher Investigators competitions, Rocky Mountain Life Science Investor & Partnering Conference, Fitzsimons Life Science District, Twitter, Organ Donor Technology, Colorado Companies To Watch, BioWest 2014, FDA, 2014 Awards Dinner and CBSA Focus Newsletter (previously 23 boards)—187 pins, (previously 184) - 84 Followers (previously 83) – 34 following

Google+ - 8 followers and 7,692 views (previously 8 followers and 5,903 views)

Tumblr – 225 posts to date (previously 221)

Instagram (initiated 5/8/14) – 37 followers, 2 following and 150 posts (previously 38 followers, 2 following, 149 posts)

Absolutely PR's newsroom postings for CBSA have received **16,775** page views as of 12/31/14. (previous report 16,678)