



**FOR IMMEDIATE RELEASE**

## **WITI TO FOCUS ON BIOSCIENCES INDUSTRY AT 2006 SAN DIEGO CONFERENCE**

### ***Featured Session Speakers To Include Industry Executives***

**SAN DIEGO, CA – February 7, 2006** – WITI (Women In Technology International), the nation's leading professional organization for tech-savvy women, announced today that its annual conference, "Taking the Lead...In the Digital Age: San Diego," will feature workshops and speakers focusing on the fast-growing biosciences industry. The conference will take place at the Hilton Torrey Pines Hotel in La Jolla, CA, on February 13-14, 2006.

The luncheon keynote of the conference will feature Carol Ammon, chairwoman of the board and founder of Endo Pharmaceuticals Inc. Endo is a specialty pharmaceutical company focused in pain management and complementary therapies, which Ammon built from a \$300 million to a \$4 billion company. Her keynote, "Capitalizing on Equity through People," will focus on principles of leadership throughout Ammon's career and her exciting journey from scientist to the business side of pharmaceuticals, as well as her transition from corporate executive to successful entrepreneur.

"I look forward to spending time with so many accomplished business leaders," Ammon said. "I am honored to be presenting before a group of talented, promising entrepreneurs. WITI's conference is a great venue to highlight the growing biosciences industry and discuss its exciting future."

Beverly Cormier, president and CEO of BioScience Business Solutions, developed the key workshops being presented under the Biosciences Track of the conference. The four sessions are: "CEO Perspective: Funding Your Company – How Much and Best Choice," "Biosciences: An Industry in Transition," "Commercialization of Your Products" and "Partnering: Who and How, Benefits for All." All sessions will provide a basic foundation of information with a goal to educate the audience on real-world forces that play a role in starting and running the day-to-day activities of a business. Each of the event's speakers is an industry leader, with a wealth of experience in both strategic and tactical planning, and will deliver tips on how to handle challenges on the path to success.

"I'm excited to see the depth, breadth, and diversity of the speakers. Attendees will be exposed to dynamic leaders who have taken companies forward amidst the 'ups and downs' of the life sciences industry over the last decade," Cormier said. "By the end of the day, attendees will have a good understanding of the

forces at play in the biosciences industry today, what's needed to get a company started, and how they can leverage their products to generate revenues for an accelerated return on investment.”

The 2006 conference is intended to help professional and entrepreneurial women in the biosciences and high-tech fields exchange ideas and opportunities. For more information or to register, visit [www.witi.com/sdconf](http://www.witi.com/sdconf) or contact Jennifer Beckey at 858-344-3825 or [jenniferb@corp.witi.com](mailto:jenniferb@corp.witi.com).

**About WITI**

Since 1989, WITI is the premiere global trade professional association for tech-savvy women who acquire wealth, power and influence in the business marketplace. With a global network of smart, talented women and a market reach exceeding two million, WITI has established powerful strategic alliances and programs to provide connections, resources, and opportunities within a supportive environment of women committed to helping each other. WITI's mission is to empower women worldwide to achieve unimagined possibilities and transformations through technology, leadership and economic prosperity.

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