

Johns

# HOPKINS HAPPENINGS

AT THE MONTGOMERY COUNTY CAMPUS • MAY – JUNE 2009



**Elaine Amir**  
Executive Director  
Johns Hopkins  
Montgomery County

Positive energy. Good vibes. Whatever you call it, it's a sensation you get when you are in the midst of people who feel good about something.

On Sunday, April 12, on the National Mall, I felt the vibes. There was hope in the air. The occasion was a concert that made us look back in time to honor the celebrated opera singer, Marian Anderson. In

April 1939, Anderson was scheduled to perform at Constitution Hall, but her concert was canceled. The Daughters of the American Revolution (D.A.R.), an organization formed to encourage patriotism, had refused to allow Anderson to sing in the hall because of her skin color. In response, First Lady Eleanor Roosevelt resigned from the D.A.R. and arranged for Anderson to sing at the Lincoln Memorial – 75,000 people attended, and the concert became a historical milestone for civil rights advocates.

This past Easter Sunday, 70 years after the famous Lincoln Memorial concert, several thousand people gathered to hear Denyce Graves, internationally renowned opera star and Washington native, perform the songs that Marian Anderson delivered at her historic concert. The sun was shining and the crowd was jubilant, singing "America the Beautiful" along with Graves.

And when former Secretary of State Colin Powell read in Lincoln's Gettysburg Address, "this nation, under God, shall have a new birth of freedom," there were smiles all around.

Then the audience grew quiet as 200 individuals stood at their seats and waited to be called up for the induction ceremony. They were to become American citizens. At the podium, the master of ceremonies began to call out their countries of origin—Afghanistan, Angola, Australia, Azerbaijan, Belarus, China, Ghana, Guinea... Indonesia, Kazakhstan... It was thrilling. It was America. And it was an America to be proud of that day.

And how did members of the D.A.R., an organization of women who can trace their lineage back to American Revolutionary times, feel about the concert? Actually, they were sponsors of the event.

## Campus Hosts Krieger School of Arts & Sciences Dean Greg Ball



Dean Ball (left) talks with Ken Carter, President and CEO, Avalon Pharmaceuticals

With a research focus that includes studying estrogen in quail brains, you could say that Dr. Greg Ball, Dean of Research and Graduate Education, JHU Krieger School of Arts & Sciences, gives new meaning to the phrase "the birds and the bees."

He shared his insight into the "birds" recently with a talk titled "Is brain estradiol a neurotransmitter?: New views about estrogen action in the brain" that he presented to more than 20 Montgomery County-based scientists and researchers as part of the campus' Executive Lunch series.

His talk focused on his research into whether estrogen, a hormone critical to a woman's sexual development, should also be thought of as a neurotransmitter when acting in the brain. His research studying estradiol (a form of estrogen) in the brains of quail suggested that estrogen in its role as a neurotransmitter, or brain signaling chemical, helps to regulate male sexual activity.

Ball said labeling estrogen a neurotransmitter, when it's generally thought of as a hormone, influences the way in which scientists approach their research and the way they design clinical interventions that involve actions of estrogen in the brain.

"Dr. Ball's talk was extremely interesting," said Devinder Poonian, President and CEO, DP Clinical. "It was a real treat to get to hear from him. I look forward to future Executive Lunches featuring other Hopkins researchers."



The Soyuz TMA-13 spacecraft arrives at the launch pad at the Baikonur Cosmodrome in Kazakhstan, Friday, Oct. 10, 2008 for launch Oct. 12.

## Out of This World

John Hopkins University Montgomery County Campus is proud to present *Partners in Space: Images of Russian and American Space Programs*, an exhibit created in honor of the 10th anniversary of the International Space Station. The exhibit features images from both the Russian and American space programs by NASA Photographer Bill Ingalls.

*Partners in Space* will be on exhibit in the 9605 Building Atrium from April 27 – June 30.

For more information, go to <http://www.mcc.jhu.edu/news/arts.html>.

# Councilmember Valerie Ervin Talks Political Civility



County Councilmember  
Valerie Ervin

County Councilmember Valerie Ervin (D-Dist 5) was the most recent guest speaker for Leadership Montgomery's County-wide Choose Civility initiative. During her talk, which took place on the Montgomery County Campus, Ervin focused on her personal experiences with civility in the political arena.

"The importance of civility in public interaction is an issue I see bubbling up in the County, especially lately," Ervin said. "People are extremely frustrated with the downturn in the economy, with increases in property tax, and with people questioning what they're getting out of their taxes. They don't know where to direct their anger, and so it comes out in public, and civility goes out the window."

As a result, Ervin has challenged herself to model the behavior she wants to receive back. And she says she's doing so by getting more engaged with her community.

"I go to as many civic organization meetings as possible," she said. "I go to one or two every week. People can also come to me. I have an open door policy."

One issue that has arisen during these meetings is the County's shifting demographics.

"You have to ask yourself how you can begin to have civil conversations about the County's changing demographics," she said. "These are the conversations that touch on people's fears and anxieties about their community."

Ervin emphasized that face-to-face communication is essential in facilitating civil interactions.

"It's so easy to say negative things online and on listservs," she said. "Often misinformation begins with a passing comment in writing that, because it's in writing, becomes a fact, albeit an incorrect one. But the more you talk to people face-to-face and the more you know who the people are 'behind the wall,' the better the conversation and the result."

"It's worth the hard work," she added. "Sometimes we have to do things that are uncomfortable for us. Civility is about breaking down the barriers between people."

She closed with a challenge to the County, its leaders, and its residents: "The move toward increased civility is a paradigm shift that needs to happen in Montgomery County."

For more information about the Choose Civility initiative, go to <http://www.choosecivilitymc.org/>.

## Seen and Heard Around Campus

• **A Meeting of the Minds:** More than 15 local executives convened on campus for a lunch hosted by Yash Gupta, Dean, JHU Carey Business School, and William Robertson, CEO, Adventist HealthCare. Lunch discussion centered around the idea of collaboratively creating a new Best Practices MBA program for the Carey Business School.

For more information about the Carey Business School, go to <http://carey.jhu.edu>.

For more information about the Best Practices MBA, contact Rick Milter at [milter@jhu.edu](mailto:milter@jhu.edu).

• **TE(a)SE me, please:** Dr. Laurie U. deBettencourt, MCC-based Professor and Chair of the Department of Special Education in the JHU School of Education, has been selected as co-editor of *Teacher Education and Special Education* (TESE), the journal of the Teacher Education Division of the Council for Exceptional Children (CEC). TESE publishes scholarly research and

policy analyses that pertain to teacher preparation for special education.

Dr. deBettencourt's co-editor will be Dr. Michael S. Rosenberg, Professor, Department of Special Education, and Chair of Doctoral Studies, in the JHU School of Education. The three year appointment will begin January 1, 2010.

For more information about JHU's School of Education, go to <http://education.jhu.edu>.

• **Making Our Voices Heard:** More than 40 local biotech executives, business leaders, and neighbors converged at the Montgomery County Planning Board Public Hearing in March to speak out on behalf of the Gaithersburg West Master Plan, which includes the JHU Montgomery County Campus and the planned Belward Research Campus.

"With the 270 Master Plans before you, we have an opportunity to move Montgomery County a giant step forward. We are at a

crossroads. We can choose to embrace the bold visionary plans that enable us to move forward and to become a vibrant global center for creative jobs, technology, research, smart growth, and mass transit. Or we can choose the rear view mirror approach that leads to stagnation and decline with memories of what might have been."

— Gene Counihan, Resident, Montgomery Village, and co-chair, Vision 2030

Other advocates for the plan included Diane Schwartz Jones from the Office of Montgomery County Executive Isiah Leggett; Dr. Richard Zakour, Executive Director, MdBio Division, Tech Council of Maryland; Sally Sternbach, Executive Director, Rockville Economic Development Inc; and Marilyn Balcombe, Executive Director, Gaithersburg-Germantown Chamber of Commerce.

For testimony highlights, go to [http://www.jhu.edu/mcc/vision2030/public\\_hearing\\_testimony.html](http://www.jhu.edu/mcc/vision2030/public_hearing_testimony.html).

## #socStardom 2: A Fireside Chat with Social Media Guru Dave Evans

Close to 75 social media-minded people convened on campus for #socStardom2, featuring social media expert Dave Evans, a ClickZ.com columnist and author of *Social Media Marketing: An Hour a Day*. Dave spent close to two hours talking about a range of social media topics — from Twitter and LinkedIn to blogging and message boards. A highlight of “takeaways” from the evening include:

### On your consumers / customers:

- People today want to figure things out on their own. They want to talk with those who’ve done the activity, used the product, etc. So cultivate your faithful followers. Give them a reason to talk you up and a forum in which to do so.
- The social web changes purchasing dynamics. It used to be: be aware – consider – buy. Now, after buying, people talk about the product online, which folds them back into the purchasing cycle as they influence others at the “consider” phase.

### On social media networking sites:

- LinkedIn: Have a complete profile. Put thought into who you accept as your friend because everyone you add is a reflection of you.
- Have a personal networking strategy for your use of social media. Don’t just use it to use it. Don’t be somewhere because you think you have to be there. Be on the sites where you think you’ll benefit.
- Personal networking strategy, part 2: On LinkedIn, Dave connects with people he actually knows who can vouch for him. On Twitter, he wants to have as many people as possible in his network who can answer questions he does not even know he has right now.

### On transparency:

- If you’re out there, you’d better be telling people who you are. You can write from the biased point of view of being with a company, as long as you tell people you’re from that company.



Speaker Dave Evans (right) talks with an attendee after the event.

- Make sure your company has a social media policy that requires people disclose who they are (i.e., who they work for) when they’re interacting in the social media world.

### On demographics:

- While creators of social media are younger, the consumers of social media, especially in the context of purchase decisions, are all ages.

### On business use:

- When talking with the C-suite about social media, always lead with the business objectives and then tie social media activities to those objectives.

“I have never seen an event with so many engaged people sitting on the edge of their seats dying to get involved, wanting to participate,” wrote Mary Fumento, Reference Librarian, American Public Power Association, after the event.”

Follow @socStardom on Twitter or email [rferrier@jhu.edu](mailto:rferrier@jhu.edu) to find out about future #socStardom events, including the upcoming #socStardom3 in June.

You can also follow socStardom events on Mayra Ruiz’s blog at <http://www.mayraruiz.com/>.

To read more of what Dave Evans has to say, follow his ClickZ.com column at <http://www.clickz.com/3622888>.

## CAMPUS TO HOST INTERNATIONAL BIOTECH CONFERENCE

On May 14, the Montgomery County Campus will host the first day of the Hopkins Biotech Network’s inaugural Hopkins International Biotech Conference, titled “BioEspaña: Spain As the Gateway to Europe.”

The Conference is expected to attract more than 100 attendees, including Dr. Cristina Garmendia, Minister of Science and Innovation of Spain.

During the conference, representatives from the top Spanish biotechs and institutions will be presenting on the growth of the Spanish biotech industry and how Spain is currently positioned the “gateway” to Europe in the field of biotechnology.

“When I spoke with Spanish companies about this conference, they were extremely eager about the opportunity to come to Maryland, explain what they have to offer, develop new business partnerships and alliances, and potentially find a new home for their expansion activities,” said Montserrat Capdevila, President, Hopkins Biotech Network.

For more information or to register to attend, go to <http://www.hopkinsbiotechnetwork.org>.

## ADVANCED BIOTECHNOLOGY STUDIES PRESENTS: 4th Annual Research Symposium, Current Topics in Medical BioDefense Research

May 14, 6 p.m.

### FEATURING:

**Colonel John Skvorak**  
Commander, U.S. Army Medical Research Institute of Infection Diseases (USAMRIID)  
Fort Detrick, Frederick MD

As well as student poster presentations.

RSVP required. Kirsty Gharavi, 301-294-7162 or [kgharavi@jhu.edu](mailto:kgharavi@jhu.edu).

# Hopkins Biotech Network Holds Regulatory Affairs Discussion

On April 8, members of the biotechnology community gathered on campus for a discussion of trends and perspectives on biotech regulatory affairs, focusing on one of today's regulatory hot topics: biosimilar products.

The discussion included presentations by:

- **Dr. Mukesh Kumar**, Senior Director of Regulatory Affairs and Quality Assurance at Amarex Clinical Research, speaking about the current regulatory path a drug/biologic takes to market, along with giving and overview into the globalization process
- **Dr. Kadriye Ciftci**, Senior Director, Drug Delivery, for ICON Development Solutions, speaking about biologic regulation in the United States and European Union (EU).

The evening concluded with a presentation by **Chris Holloway**, President, ERA Consulting, on the innovative science of biosimilar products (similar biological medicinal products) and why “there can be no generic biologics, only biosimilars.”

Holloway compared regulations in both the US and EU, provided

a historical overview, and presented case studies on biosimilar products. He explained how the two governments' different approaches to this innovative science have caused very distinct paths when it comes to the regulatory process a product must face prior to entering the market. Holloway concluded with a look at today's regulatory trends and where the future of biosimilars is heading.

“This was a great event — not only for regulatory professionals but also for those seeking to manage or maximize mature biologic franchises,” said Lauren Nelson, Vice President, Industry, Hopkins Biotech Network. “It was great to see representatives from industry, FDA employees, and students come together for a very interesting discussion.”

This event was co-sponsored by the Global Alliance of Biomedical Professionals (GAIBP) and the Regulatory Affairs Professional Society (RAPS).

For more information about the Hopkins Biotech Network, go to <http://www.hopkinsbiotechnetwork.org>.

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