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The 2008 Biotech Holiday Gift Guide

By Trista Morrison

BioWorld Today Staff Writer

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Has holiday shopping for your biotech friends and colleagues got you stumped?

Gift cards aren't the safe standby they once were, with so many big retailers going bankrupt. And it's hard to think about splurging on material goods when you're busy stretching one year's worth of cash across three years.

So what should you buy for your stressed out C-suite team or the banker who helped you scrape together that financing? How do you thank the friend who reviews your résumé over coffee every week?

Not to worry – BioWorld's annual biotech holiday gift guide is back again!

The Wall Street Exec

To help your favorite financier battle market-induced stress, how about a stress-busting gift basket? But skip the standard aromatherapy candles and create your own! Jack Florio, senior vice president with Brinson Patrick Securities Corp., suggests including a piggy bank, because "cash is king in this bear market," and a 2010 calendar, since everyone wants to skip 2009 anyway. Round it out with bull- and bear-shaped stress toys and a Wall Street Guru Magic 8 Ball – just shake it up and find out if you should "ride it out" or "sell half now" (both available at [Office Playground](#)). Don't forget to throw in some Tums and Kleenex!

For the Wall Street exec who needs to blow off a little steam, consider a gym membership or a coupon for yoga classes. Or for those with more stress than a StairMaster can manage, why not go for an [adrenaline-filled experience gift](#) like skydiving, stock car racing or river rafting?

And give those investors something to read besides depressing quarterly statements, like Joshua Piven's *The Worst-Case Scenario Survival Handbook: Work* or Justin Racz's *50 Jobs Worse than Yours*. Both are available at [Amazon.com](#).

The Humanitarian

'Tis the season for giving, and what could be better than a gift that helps those truly in need?

Steve Worland, president and CEO of San Diego-based Anadys Pharmaceuticals Inc., suggests companies facilitate their employees' humanitarian efforts with the gift of time. Anadys recently gave its employees time during the work day to assemble 200 Thanksgiving food baskets for the hungry, a project that Worland noted had "essentially zero cash impact to the company" but hugely impacted employee morale (a critical commodity in these times of lay-offs and salary freezes). He added that CEOs – most of whom haven't had a day off in months – might appreciate a similar gift from their boards (hint, hint!).

If you're looking for something more tangible, check out the cards (including corporate cards), gift baskets, clothing, jewelry and other items offered through [The Paint Box Project](#). The gifts feature

artwork created by children with cancer, and each purchase provides funding for cancer research. Or consider the [Heart of Hope jewelry collection](#), with bracelets and necklaces that benefit various patient support groups.

And if you need help choosing a charity, [Charity Navigator](#) offers ratings on more than 5,300 non-profit organizations, as well as donor tips, tax guides and a comprehensive search function.

The Bargain Hunter

"Is there a better bargain right now than biotech stocks? What better gift is there than a subscription to [BioWorld Financial Watch](#), so you can scour its pages for the best deals in town," said Carin Canale, president of Porter Novelli Life Sciences.

Another money-saving gift is a subscription to *Wine Spectator* magazine (or an online membership at [WineSpectator.com](#)). The publication helps readers find great deals on everyone's favorite indulgence, and if you're lucky, the recipient might invite you to join them in partaking of a little holiday cheer.

Animals might not make you money, but they have been shown to reduce stress. So how about giving an inexpensive pet like [Sea Monkeys](#)? Better yet, [adopt an endangered species](#) or support your local [animal shelter](#).

The New Parent

It's never too early to invest in science education for the next generation. "Education is the foundation for the life sciences and students at all grade levels require support," said BayBio President and CEO Matt Gardner. So make a philanthropic donation in a child's name to Northern California's [BayBio Institute](#), Southern California's [BIOCOM Institute](#) or [MassBioEd](#) on the East Coast, all of which support science education.

For new mommies and daddies in the biotech field, don't miss the baby gear at [Clever Cuties](#), where you can find onesies, bibs and T-shirts proclaiming "there is an exothermic reaction in my diaper" or "my dad's a geek."

And if you've got parents-to-be on your holiday list, ask if they're registered at [Cord Blood Registry](#) or [ViaCord](#). Banking stem cells from umbilical cord blood can save lives: Around 10,000 cord blood transplants have been performed worldwide to treat dozens of diseases. You can also support public banking with a monetary donation in the family's name to the [National Marrow Donor Program](#).

(Still looking for the perfect gift? Check out [last year's guide](#) for ideas sure to please the CEO who has everything and the scientist who busted his butt to find your lead drug candidate, as well as for the epicureans and bibliophiles on your list.)

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