

# PHOENIX Business Journal

## PHOENIX Business Journal

**CUSTOM CONCEPT:** Jay Rogers is looking to build off-road rally cars in Phoenix. 6

**A RIDDER SCORED:** Rejected suitor sues Zila over merger deal. 4

**EXPERT OPINION:** FDIC could sue bank execs for bad loans. 5



### InNexus partners with Spanish company on cancer drugs

For five, a small company in Phoenix is working to develop a new cancer drug. InNexus Biotechnology Inc. has signed a license agreement with a Spanish pharmaceutical company to develop a new cancer drug. The drug, which is currently in phase II clinical trials, is expected to be completed later this year. Under the agreement, InNexus will develop the drug and Genetix will manufacture it.

### Valley company tests the waters

ASU spin-out markets product to find bacteria in water quickly

A Phoenix company spun out of Arizona State University is beginning to market its system to detect bacteria and other health pathogens in drinking water. BioSense International Inc. anticipates its people and could add 50 more new product lines in the next few months. The company is currently in phase II clinical trials. While other systems on the market can detect bacteria in water within five days, this one can detect the same results in about 24 hours. BioSense's goal is to develop a portable device that can be used in the field. The company is currently in phase II clinical trials. The U.S. Environmental Protection Agency will also be testing the device.



PHOTO: Stephanie Frank, president, BioSense International Inc.

**THE LISTS:** East Valley businesses 16, 18 West Valley businesses 20, 21

## ON THE MOVE 23

PHOENIX BUSINESS JOURNAL

**ARCHITECTURE & DESIGN**  
 Details Architecture Group, Phoenix, has been awarded a contract to design a new office building for the Phoenix office of a major corporation. The project is located in the downtown area and is expected to be completed in late 2009.

**ASSOCIATIONS**  
 The National Association of Women Business Owners, Phoenix, has elected a new president. Dr. Nancy Habel is the new president. She will be serving a two-year term starting in January 2009.

**EDUCATION**  
 The Maricopa Community College Faculty Association, Phoenix, has elected a new president. Dr. Jack Gilbert is the new president. He will be serving a two-year term starting in January 2009.

**FINANCE**  
 The Arizona Association of Banks, Phoenix, has elected a new president. Dr. Steve Habel is the new president. He will be serving a two-year term starting in January 2009.

**MARKETING & MEDIA**  
 Phoenix, has elected a new president. Dr. Steve Habel is the new president. He will be serving a two-year term starting in January 2009.

**TECHNOLOGY**  
 Phoenix, has elected a new president. Dr. Steve Habel is the new president. He will be serving a two-year term starting in January 2009.

**SERVICES**  
 Phoenix, has elected a new president. Dr. Steve Habel is the new president. He will be serving a two-year term starting in January 2009.

**UTILITIES**  
 Phoenix, has elected a new president. Dr. Steve Habel is the new president. He will be serving a two-year term starting in January 2009.



**SPOTLIGHT: DAVID PETULLA**  
**NEW POSITION:** CFO, InNexus Biotechnology  
**FAMILY:** Married to Mary Elgert for six years, two children from previous marriage.  
**EDUCATION:** Bachelor's degree in business administration, Baldwin-Wallace College, Berea, Ohio; MBA, San Jose State University  
**WHAT ATTRACTED YOU TO YOUR NEW OPPORTUNITY?** I had been following InNexus since its inception, as I had worked with Chairman and CEO Jeff Morhet and CFO Wade Broekhoff at another biotech company in the Valley. My first wife passed away from ovarian-thalidomide syndrome, so the technology and focus of InNexus is very close to my heart. When the opportunity came to join the company, I did not hesitate.  
**CAREER ADVICE:** Working with and understanding the members will help anyone advance in their career, no matter what field or position they hold. Don't be afraid — numbers are your friend.  
**FIRST JOB:** When I was 12, I got a job delivering newspapers. I had to buy the papers and then collect the money from my customers each week. I learned to give change without the help of a calculator or cash register. I realized I had a knack for numbers and went on to college as a finance major.

**HANNY'S**

Kitchen Cooks  
Till 1 AM

Bar Pours  
Till 1:30 AM

D.J. Spins

602.252.2285  
40 N. 1st st.  
Hannys.net

**NOW OPEN**

CREATING GREAT SPACES FOR WORK

From Home Office to Fortune 500 Target Commercial Interiors is an easy, efficient process to purchase professional grade products.

Expect More. Pay Less.

The Office Store

Visit our new retail showroom at 1836 North Central Avenue in Phoenix. Tel: 602.252.8071

www.targetcommercialinteriors.com

**MARKETING. SIMPLIFIED.**

At Pinstore, there's no additional legwork, no juggling of vendors, no hidden costs and absolutely no surprises. Just everything you need for effective marketing, under one roof.

WE START RELATIONSHIPS - NOT RETAINERS.  
That's why we're the agency-of-choice for Small Business America.

LET'S GET STARTED TODAY.

**PISTORE**  
The Marketing Experts

742 E. Chandler Ave.  
Phoenix, AZ 85022  
ph: 602.596.4377  
pinstore@pinstore.com  
learn more at pinstore.com

**SERVICES**

Arizona Trade Exchange, Mesa, hired **Nate Osborn** and **Mike Hadley** as members of the sales team in membership development and **Dani Wachter** as a trade broker.

