

## Happy New Year from ATS!

All of us here at Advanced Targeting Systems want to thank you for a great 2004 and we look forward to all the excitement that 2005 will bring.

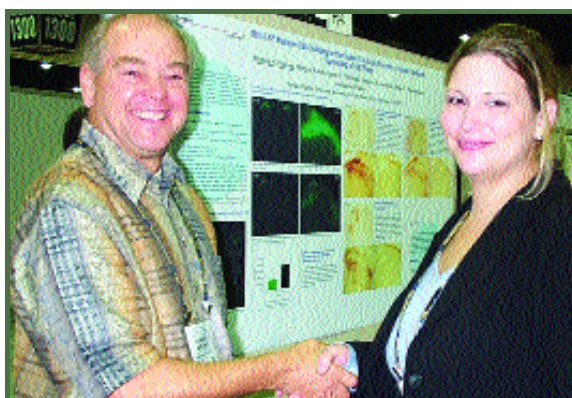
We are dedicated to meeting your targeting needs and look forward to many thoughtful interactions with scientists around the world. You are our inspiration and motivation to develop and provide innovative targeting tools to keep research on the cutting edge.

Have a great new year! And please don't hesitate to let us know if there's something more we can do for you!



Left: Kristen Hartman, Web and Database Manager  
Above: Majid Pajouh, Amalia Dingman, Brian Russell, Denise Higgins, Thea Marlinga, Leonardo Ancheta, Matthew Kohls, Douglas Lappi

## Michelle Pearson wins 2004 SfN Poster Award



ATS president, Doug Lappi, congratulates Michelle Pearson in front of her poster at the SfN meeting, October 23-27, 2004 in San Diego.

Once again the choice for Poster of the Year at the Society for Neuroscience meeting was a difficult one with many splendid presentations. This year's award went to a poster from Purdue Pharma presented by Michelle Pearson, "*IB4-SAP Reduces IB4 Staining in the Spinal Cord and Prevents Axotomy Induced Sprouting of A $\beta$  Fibers.*" This is the first year that an industrial scientist has won the award.

Last year this same group was in contention for their poster concerning the lack of sprouting after SP-SAP treatment in the spinal cord; a surprising result. This year the Purdue Pharma group continued its work in sprouting, this time using IB4-SAP. The cover article in this issue (Pages 1 & 6) is contributed by Dr. Pearson.

Other contenders for the Poster of the Year award were:

H.J. Ralston, "*The Effects of Chronic Deafferentation and SSP-Saporin on Pain Responses, Spinal Cord Neurons and on the Structure and Function of the Somatosensory Thalamus (VPL) in the Macaque Monkey,*" for his work on SSP-SAP in the spinal cord of macaque monkeys. This excellent multi-disciplinary poster has ATS co-founder Ronald G. Wiley as a co-author and thus was unable to win.

K.H. Bugarith's work with NPY-SAP, "*Injection of the Targeted Toxin, Neuropeptide Y-Saporin (NPY-SAP) into the Basomedial Hypothalamus (BMH) Disrupts Leptin and Ghrelin Signaling,*" which resulted in a publication reviewed on Page 4 of this issue, is the first appearance of results using NPY-SAP.

S.R. Corley from A.E. Butt's group, "*192-IgG-Saporin Lesions of the Nucleus Basalis Magnocellularis Impair Biconditional Discrimination Learning in Rats,*" was an interesting, student-driven presentation on timing behavior tasks and the effect of 192-Saporin.

The Poster of the Year award is given to the presenter and is designed to encourage innovative applications of targeted conjugates in scientific and medical research. The winner receives ATS gear, a \$500 product credit and, most importantly, the opportunity to share their work on the cover of *Targeting Trends*.



Dr. Lappi presents Dr. Pearson with her fabulous awards. In addition to the ATS cap and mug, the winner writes the cover article for *Targeting Trends*.