

# Compete Connect

April 2022 Edition

## From the CEO's Desk



**Deborah L. Wince-Smith,**  
President and CEO, Council  
on Competitiveness

As true for everyone, the sudden onslaught of the COVID-19 pandemic two years ago catalyzed an incredible – and some might argue, surprisingly agile and resilient – transformation in the way we conduct work. The relatively quick shift to virtual environments and engagements empowered many organizations, like the Council on Competitiveness, to stay in touch and work with our members in new ways.

And while this change in the nature of work – with an increasing and lasting focus on the “hybrid” – is likely to continue, the Council team is excited to have kick-started the second quarter of 2022 with significant in-person gatherings.

For example, this past month the Council, in support of the Global Federation of Competitiveness Councils, had the honor to participate in the annual Delphi Economic Forum. And I was able to meet with Greek Prime Minister Mitsotakis to discuss our competitiveness agenda, and the Prime Minister then confirmed his intention to keynote the November 14-17, 2022 GFCC “Global Innovation Summit” in Athens, Greece, co-sponsored by Compete Greece, the Delphi Economic Forum, Piraeus Bank, and Athex Group.

And in the coming weeks and months, the Council is returning to in-person meetings across a range of program areas. For example:

On May 5<sup>th</sup>, we will host the “Technology Leadership and Strategy Initiative” (TLSI) Spring Dialogue in Washington, DC – engaging our members in an exercise to map out new policy fronts and brainstorm the implications of massive global “change quakes” with significant contributions from our Senior Fellow Toby Redshaw, and the Vice President of Engineering from QUALCOMM, John Smee; and, second, in deep conversation with leaders from the White House, DARPA, the National Science Foundation, and Brazil patent and trademark office.

And on June 21<sup>st</sup>-22<sup>nd</sup>, the Council will co-host under the auspices of the “National Commission on Innovation and Competitiveness Frontiers” a major [“Mountain West Innovation Summit”](#) at the University of Wyoming in Laramie, WY. Co-designed by the

Council team, University of Wyoming President Edward Seidel, Hess Corporation President and COO Greg Hill, and Idaho National Laboratory Director John Wagner, the Summit will welcome keynote addresses from Wyoming Governor Mark Gordon, National Science Foundation Assistant Director Erwin Gianchandani, Canoo Technologies CEO Tony Aquila, et al. We'll be focusing on the future of sustainability writ large, the future of developing and deploying disruptive tech at scale, the future of place-based innovation, and the future of the workforce and workplace. **Register and plan to join us in the Council's big, in-person comeback – and make a difference in defining our agenda for the coming year** (click [here](#))!

I hope to see you in Wyoming – or in your backyard. Please let me know if there is any opportunity for the Council team to partner with you locally to support your competitiveness goals!

## News

### Come and Participate in the “Mountain West Innovation Summit”!

The Council has partnered with three of its National Commissioners – Dr. Ed Seidel, President of the University of Wyoming, Gregory P. Hill, President and COO of Hess Corporation, and Dr. John Wagner, Director of Idaho National Labs – to bring together leaders from across the region and the entire country on **June 21-22, 2022 in Laramie, WY**, to share best practices in advancing local innovations to drive national competitiveness – and to help frame the direction of the National Commission for the coming years.

#### Our Hosts:



**Edward Seidel**  
President, University of Wyoming



**Gregory P. Hill**  
President & Chief Operating Officer,  
Hess Corporation



**John Wagner**  
Director, Idaho National Laboratory

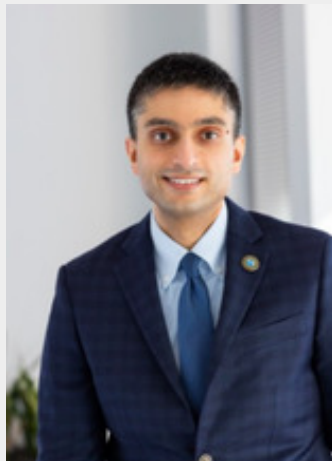


**Deborah L. Wince-Smith**  
President & CEO,  
Council on Competitiveness

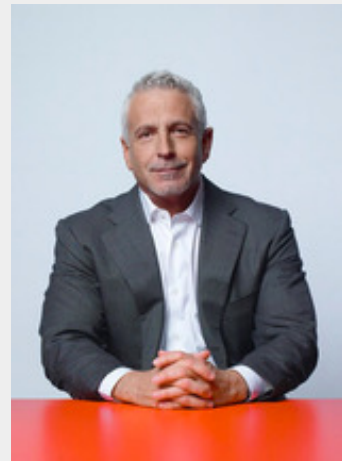
**Keynote Speakers:**



**Mark Gordon**  
Governor of Wyoming



**Erwin Gianchandani**  
Assistant Director, National  
Science Foundation



**Tony Aquila**  
Chairman and CEO,  
Canoo Technologies, Inc.

In addition, the Summit will feature a range of plenary sessions and focused breakout groups to kick start the next phase for the National Commission on Innovation and Competitiveness Frontiers.

Click [here](#) for more information, agenda, confirmed speakers, etc.

[Click Here to Register](#)

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**Check out – and engage – with our new [Compete.org](#) website!**

Have you had the chance to visit our new website? Last month the Council launched a completely overhauled website, sporting a fresh new look designed to highlight better our work and the Council's members and stakeholders.

For example: check out the work of the [National Commission on Innovation and Competitiveness Frontiers](#); watch Council leadership discuss what [Competing in the Next Economy](#) means to them; browse our updated [reports and research](#) library; and [stay up to date with the latest](#) from Council events and work throughout the year.

The new website is meant to be a **dynamic platform showcasing the Council community**, and we want to engage and feature you. How? A few options for your consideration:

- Send us your up-to-date bio and a hi-resolution photo – and consider answering one of these questions, the answer to which we could feature on our website's homepage carousel, on social media, etc.
  - What does competitiveness mean to you?
  - How does the Council on Competitiveness help drive productivity and inclusive prosperity in your mind?
- Share photos or imagery of some of the innovative work you and your organization are undertaking.

Send any of the above to Council EVP [Chad Evans](#). We look forward to hearing from you!

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### **Council President and CEO Surveys the Global Food Landscape**

In her latest Forbes.com column, Deborah Wince-Smith discusses how America's history and economy are tightly intertwined with food, along with the challenges facing the broader food industries and new market opportunities emerging in this space. At the core is a landscape of stark duality – abundance and market opportunity on the one hand, and scarcity, vulnerability, and extreme challenge on the other. How do we plan to feed a world in which we must ramp up global food production by 50 percent in the course of a few decades? What technologies and innovations will enable the world to meet this unprecedented demand – while also being mindful of the sustainability and resiliency of the global food system?

Read the article and learn more [here](#).

And stay tuned to Part 2 in May 2022 – in which Wince-Smith will focus on solutions and how innovators are leveraging revolutionary technologies.

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### **Council on Competitiveness and Global Federation of Competitiveness Councils (GFCC) President Deborah Wince-Smith leads delegation to Delphi Economic Forum**

The GFCC was a content partner for two panels at the Delphi Economic Forum, the largest Forum of its kind in the Mediterranean that brought together 3,000 leaders from around the globe this month. Wince-Smith chaired a panel with leaders from Greece and Malaysia – as well as with Council Distinguished Fellow Olin Wethington – focusing on the resiliency and recovery of the Greek economy. Council EVP and COO participated in a panel with leaders from Brazil, the United States, Malaysia, Portugal and Saudi Arabia centered around an exploration of competitiveness best practices highlighted in the GFCC's [Frame the Future Report](#) (based on a series of 11 conversations in 2021 between policymakers, CEOs, researchers, entrepreneurs, and government and civil society leaders).



**Mr. Fotis Kourmousis**, Member of the Board of Directors of the Hellenic Development Bank and Deputy Head of the Council of EquiFund, Greece; **Dr. Mohd Yusoff Sulaiman**, CEO & President, Malaysian Industry-Government Group for High Technology (MIGHT); **Mr. Athanasios Savvakis**, President, Federation of Industries of Greece; **Mr. Olin Wethington**, Chairman, Wethington International LLC, USA; **Mr. Simos Anastasopoulos**, President, The Council on Competitiveness of Greece, Chairman & CEO, PETSIAVAS S.A.; **The Hon. Deborah Wince-Smith**, President, GFCC, President & CEO, Council on Competitiveness



**Dr. Mohd Yusoff Sulaiman**, CEO & President, Malaysian Industry-Government Group for High Technology (MIGHT); **Prof. Miguel Athayde Marques**, Vice-rector, Universidade Católica Portuguesa; **Mr. Chad Evans**, COO & Executive Vice President, Council on Competitiveness; **Dr. Ghadah Al-Dabbagh**, Head of the Omnipreneurship Lab, Al-Dabbagh Group, Saudi Arabia; **Dr. Roberto Alvarez**, Executive Director, GFCC, Brazil

## Council Insight

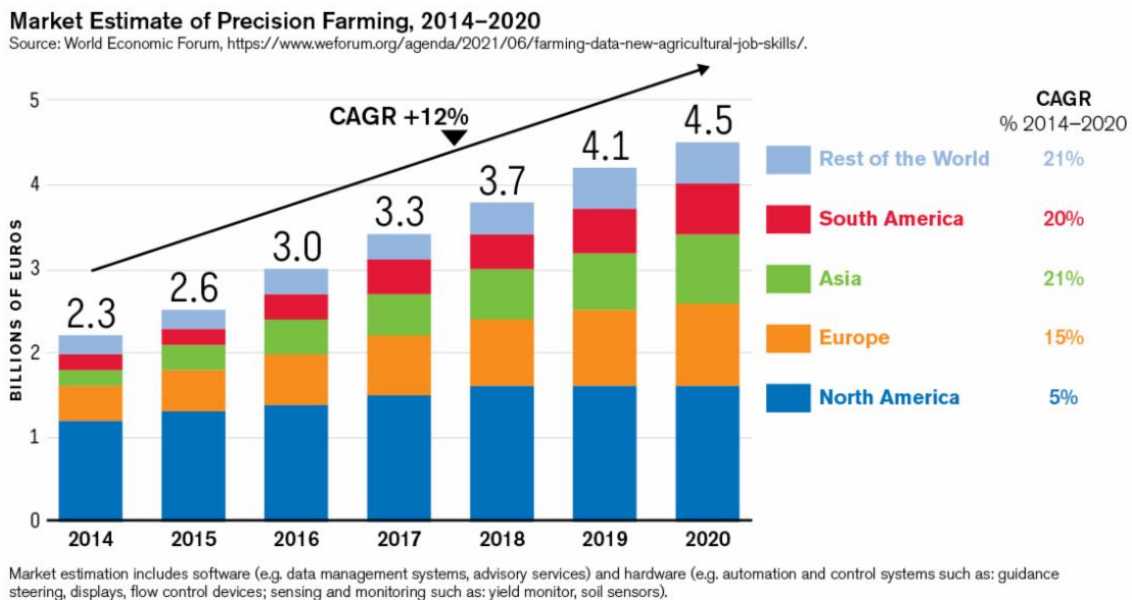
### Technology Transforming Agriculture: Three Trends in Precision Agriculture

The Council has highlighted how modern technologies and their use – from artificial intelligence, big data, and advanced robotics – will help double, even triple, food production to meet growing global demand. This sort of precision agriculture continues to expand – having risen by 12 percent and between 2014 and 2020 (see figure).

As the agricultural sector evolves, the skillsets of farmers, agronomists and agricultural intermediaries will also need to evolve. To seize on the opportunities afforded by precision agriculture – for example, greater sustainability of scarce resources like water and arable land – agricultural workers will require training to optimize the increasingly tech-driven aspect of their work. Some emerging trends are clear:

1. **Farms are becoming larger, and farmers are required to adapt.** According to the [U.S. Department of Agriculture](#), large farms with more than a million dollars in revenue now make up more than 50 percent of U.S. farm production (compare to only 30 percent in the 1990s). These larger farms, in turn, are changing the nature of the jobs needed to tend the land – with growing roboticization of manual jobs, the work of the 21st-century farmer will increasingly take place in front of a computer screen.
2. **Agronomy is increasingly involving data science.** While specific area and crop knowledge will remain important, additional data from sensors and aerial imagery will increasingly inform agronomists about the need for [targeted use of pesticides, crop growth cycles, etc.](#) This changes the skills needed to manage and analyze this data.
3. **Agricultural hardware now also involves software.** Agricultural equipment is changing and plays an increasingly large role in the sector. As machinery is becoming more tech-advanced, the hardware now often includes tech software tailored to the regional and specific needs of the farm. [Sellers of such agricultural technology are now also required to relay the training and support.](#)

Market estimate of precision farming, 2014-20, in billions of euros (source: [WEF](#))



## Member Spotlight

### Dr. Laurie Locascio confirmed as the new Director of NIST and Under Secretary of Commerce for Standards and Technology



**Laurie Locascio**  
 Director, NIST and  
 Under Secretary of

On April 19, 2022, U.S. Secretary of Commerce Gina Raimondo swore in Dr. Laurie E. Locascio as the 17<sup>th</sup> Director of the National Institute of Standards and Technology (NIST) and the fourth Under Secretary of Commerce for Standards and Technology.

Dr. Locascio most recently served as the vice president of research at the University of Maryland College Park and the University of Maryland Baltimore, where she focused on the development of large interdisciplinary research programs, technology commercialization, innovation and economic development efforts, and strategic partnerships with industry, federal, academic and nonprofit collaborators. And while in these roles, Dr. Locascio served as a member of the Council’s “Technology

Prior to her work at the University of Maryland, Dr. Locascio worked at NIST for 31 years. *“I am excited to return to NIST — an agency with such an impactful mission filled with brilliant, dedicated public servants,”* she said. *“It is an honor to be nominated by President Biden to serve in this role, and I look forward to supporting Secretary Raimondo in promoting and strengthening U.S. competitiveness at this critical time for our nation.”*

Read more [here](#).

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### Council Business Vice-Chair Janet Foutty discusses Shareholder vs. Stakeholder Capitalism on “Sustaining Capitalism” Podcast



**Janet Foutty**  
Executive Chair of the  
Board, Deloitte US

On the recent podcast episode, Ms. Foutty, Deloitte Chair of the Board and National Commissioner, discussed social responsibility and value creation for companies, and shared insights from her newly published book, *Arrive and Thrive: 7 Impactful Practices for Women Navigating Leadership*.

*“Profit is certainly a strong indication that the company is creating value, no doubt,”* Foutty said. *“But it says little about whether that value is created in a way that’s socially responsible, that the value created for some does not come at the expense of others. That, in my mind, sits at the heart of the conversation, and I do believe that the momentum is certainly clear.”*

Find out more about the book [here](#).  
Listen to the entire podcast episode [here](#).

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### The University of Southern California’s School of Engineering honors Council member and National Commissioner Steve Isakowitz with the Daniel J. Epstein Engineering Management Award

The Hon. Steve Isakowitz, President and CEO of The Aerospace Corporation, earned the award in recognition of his professional achievements and contributions to engineering. In a video highlighting the awardee, Isakowitz shares his passion about space engineering and working with young, talented individuals.



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National Commissioner Dr. Mark Becker will serve as President of the Association of Public and Land-Grant Universities

Dr. Becker, who most recently served as President of Georgia State University – along with having been both a Member and a National Commissioner at the Council on Competitiveness – will join APLU in September 2022.

*“It’s an extraordinary honor to be named the next president of APLU,” Becker said. “Public and land-grant universities are the bedrock of American higher education, promoting student success and driving a highly skilled workforce while addressing the needs of their communities and our world through community engagement and cutting-edge research.”*

Read more [here](#).



**Mark Becker**  
President, Association of  
Public and Land-Grant  
Universities

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### HPCwire names Candace Culhane as “Person to Watch”



**Candace Culhane,**  
Program Director, Los  
Alamos National Laboratory

In its 20<sup>th</sup> anniversary of the “[People to Watch](#)” program, HPCwire honored Ms. Culhane – and 11 others – as leaders rising to the challenge of increasingly complex technology, ushering in boundary-pushing advances in healthcare, medicine, agriculture, and energy that expand the frontiers of science and technology.

Ms. Culhane, a Program/Project Director at Los Alamos National Laboratory, a member of the Council’s Advanced Computing Roundtable, as well as a member of the Council’s National Commission Working Group on “Developing and Deploying at Scale Disruptive Technologies,” is also currently serving as the General Chair of [SC22](#), the international conference for high-performance computing, networking, storage and analysis. She has helped to organize and promote this year’s SC22 theme: “HPC Accelerates.”

Read more [here](#).

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