

Compete Connect

February 2022 Edition

From the President's Desk



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

This month, the U.S. House of Representatives finally issued a companion to the bipartisan, Senate-passed “U.S. Innovation and Competition Act” (USICA). Known as the “America COMPETES Act” – “America Creating Opportunities for Manufacturing Pre-Eminence in Technology and Economic Strength” – the bill, much like USICA, resonates with many of the key recommendations from our 2020 [Competing in the Next Economy](#) report (see Council Insight for details). The Council implores legislators to focus on this generational opportunity to re-energize America’s innovation engine, enabling renewed productivity growth and inclusive prosperity.

As we stand ready to help advance the reconciliation of USICA and COMPETES, the Council is forging ahead in 2022 and 2023 on a critical set of future growth drivers: sustainability; the nexus of energy, food, and water; place-based innovation; the future of work and the future for workers. Please see our [2021 NCF summary](#) report for a full rundown of these future drivers; watch the [NCF playlist](#) to hear from dozens of our nation’s leaders shaping this agenda; or read my latest Forbes.com column focused on the “silver tsunami” hurtling toward our nation – and the competitiveness challenges and opportunities facing our nation as we strive for healthier, more productive lifespans.

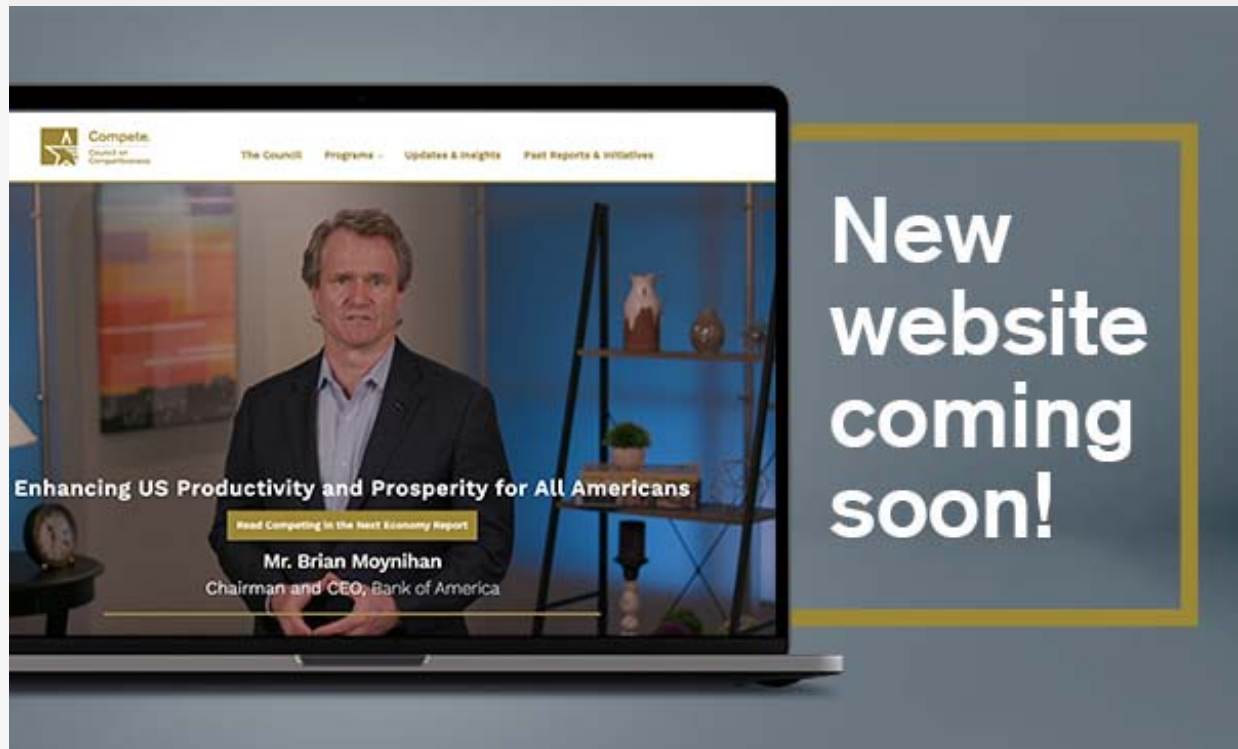
News

SAVE THE DATES – Key 2022 Council on Competitiveness Meetings Confirmed!

June 21-22: Western Mountain Regional Innovation Summit at the University of Wyoming, Laramie, Wyoming – the first, in-person gathering of our entire National Commission Community since January 2020. For more information, [contact](#) Council EVP Chad Evans.

July 13: Council on Competitiveness Executive Committee and National Commissioners Summer Meeting at Gallup Headquarters, Washington, DC. For more information, [contact](#) Council EVP Chad Evans.

December 8-9: Council on Competitiveness Annual Gala and 2022 National Competitiveness Forum, Washington, DC. For more information, [contact](#) Council EVP Chad Evans.



In March we'll debut a re-designed and re-purposed Council on Competitiveness website. The focus will be squarely on our members and the work we undertake together. The Council team and I look forward to sharing this with you.

Council CEO Focuses Latest Forbes.com Column on Meeting the Challenges of the Silver Tsunami

Deborah Wince-Smith, Council President and CEO – building on insights from the 2021 NCF – reflects on the game-changing nature of the baby boom generation over the past 70 years. Having made their mark on every dimension of U.S. society, including driving up the U.S. labor supply by half between 1967-1987, the oldest boomers just turned 75. And since 2010, about 10,000 a day have turned 65. They all will cross that age threshold by 2030, creating a demographic group 73 million people strong.

A critical social and competitiveness challenge – or opportunity – facing the country is how to ensure this generation ages in a healthier way, continuing to contribute to U.S. economic growth, when the follow-on generations to support the boomers are smaller and smaller. The financial burden of taking care of our aging society – already straining the U.S. budget – will only increase.

The question then is: how can we turn “silver into gold,” leveraging a range of innovations – technological, societal, cultural – to change the paradigm of aging, with a focus on healthy aging and “healthspans” freer from debilitating and costly diseases and disabilities? To find out more, read the full article [here](#).



Council CEO Deborah Wince-Smith and EVP Chad Evans will lead a significant group of members and colleagues to support Latin America's largest gathering of innovation leaders, hosted by Brazil's National Confederation of Industry, March 9-10, 2022.

Register online [here](#) to watch the Summit featuring, among others: Dr. Ray Johnson, CEO, Technology Innovation Institute; Dr. Sally Morton, EVP, Arizona State University; Dr. Marianne Walck, Deputy Director for Science and Technology, Chief Research Officer, Idaho National Laboratory; Mr. Dan Leibfried, Director for Innovation, John Deere Latin America; Dr. Jay Walsh, VP for Economic Development and Innovation, University of Illinois System; Dr. Paul Roben, Associate Vice Chancellor, University of California San Diego; and, Mr. Lewis Gruber, CEO, SIWA.

Council Insight

The United States is coalescing around the criticality of innovation-driven competitiveness: putting our own house in order, while more proactively addressing growing global challenges. Over the past half-year, both the Senate and the House have proposed significant legislation (the "U.S. Innovation and Competition Act" [USICA] and the "America Creating Opportunities for Manufacturing Pre-Eminence in Technology and Economic Strength" [COMPETES] Act," respectively) to prepare the country for a U.S. future driven by innovation.

Many elements of both bills echo strategic recommendations made by the Council and its National Commission on Innovation and Competitiveness Frontiers. Here, we focus on six (6) key intersections between the legislative packages and the Commission report, [Competing in the Next Economy](#) (CITNE).

1. Both bills fund the CHIPS Act initiative at \$52 billion in emergency spending to address the U.S. semiconductor shortage and long-term manufacturing concerns. Related CITNE recommendations:

- Build a whole-of-nation strategy for developing and deploying critical dual-use technologies, including advanced microelectronics, advanced computing (supercomputing, quantum, artificial intelligence), biotechnology, advanced materials, climate, and more.
- Secure supply chains critical to U.S. innovation, national security and economic growth.

2. Both bills increase funding for research at the National Science Foundation (NSF) and

the U.S. Department of Energy (DOE) Office of Science. This relates to our key CITNE recommendation to restore federal research and development investment to 1960 levels of two percent of GDP.

3. Both bills establish a new Technology Directorate within the NSF. This should help fulfill our key CITNE recommendation to build a whole-of-nation strategy for developing and deploying critical dual-use technologies that will shape the industries of the future. Both bills call on the White House Office of Science and Technology Policy (OSTP) and others to develop a national strategy for innovation and competitiveness. Our CITNE recommendations included these important initiatives:

- Establish the White House National Competitiveness and Innovation Council (NCIC) — and parallel State Competitiveness and Innovation Councils—to create a national vision for U.S. competitiveness and innovation in the 21st-century global economy and integrate policy development across federal departments and agencies in this domain.
- OSTP should provide the leadership to build a whole of nation strategy on innovation.

4. Both bills establish new regional technology hubs authorizing \$7-10 billion. CITNE recommendations relevant to this effort include:

- Ensure all federal, state and local programs and investments in innovation capacity and education address the access, diversity and inclusion of minorities and women—with a goal to increase their participation tenfold.
- Redesign federal economic development programs to support innovation building capacity.
- Establish multidisciplinary engineering innovation centers and ecosystems in communities of dire economic and social need.

5. Both bills have implicit directives on trade and investment in the United States to deliver a new economic and technology statecraft. CITNE called for the establishment of new Technology Statecraft Initiative and International Innovation Corps.

6. Both bills have several provisions focused on increasing STEM talent across the country and reaching underrepresented demographics. Related CITNE recommendations:

- Realign federal, state and local workforce development programs and training to enable a highly-skilled, digitally competent, innovative workforce beginning at the junior and high school levels.
- Launch new community-based public-private partnerships to support students and entrepreneurs, by expanding invention and entrepreneurship curricula in pre-K through higher education—with a goal to retain and grow regional innovation capacity.

For more information, [contact](#) Council Senior Advisor Bill Bates.

Member Spotlight

The Council Welcomes Newest Member, Dr. Jason Providakes, President and Chief Executive Officer, MITRE



Dr. Jason Providakes,
President and Chief
Executive Officer, MITRE

Dr. Providakes, whose career is rooted in scientific research in support of national security, leads MITRE in its mission to serve the public interest as a systems engineering and applied sciences company – one especially well-known for its stewardship of federally funded research and development centers on behalf of U.S. government sponsors. Dr. Providakes joined MITRE in 1991, and prior to becoming president and CEO, served in a number of roles, including senior vice president and general manager of MITRE’s Center for Connected Government. An optical and remote sensing technical expert, Dr. Providakes holds bachelor’s and master’s degrees from Worcester Polytechnic Institute

and a doctorate from Cornell University.

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