

# Compete Connect

March 2022 Edition

## From the CEO's Desk



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

Communications matter more than ever In a world of ever-increasing turbulence, transition, and turmoil – in addition to the ongoing covid-19 pandemic we are suddenly, in less than one month's time, facing the largest war in Europe in nearly 80 years, unprecedented supply chain disruptions across many industries including energy and food, and generationally high inflation.

And in this era of constant disruption – which has incredible implications for competitiveness – the Council is amping up its communications efforts to bring more relevant, timely, and substantive materials to its membership. We are pleased to launch our new communications hub: [www.compete.org](http://www.compete.org) – bringing together the voices, images, and issues that matter most for our members, and the broader competitiveness and innovation community. The re-vamped website will be the hub for a growing suite of tools to shed insights on the cutting-edge of competitiveness, productivity and economic growth, inclusive prosperity, and national security – including this newsletter, but also leadership videos, reports, and data. I encourage you to visit – and to build this site with us over the coming weeks and months.

Featuring prominently on the site will be the work of our ongoing *National Commission on Innovation and Competitiveness Frontiers* – which is entering an exciting new phase of work, including the re-launch of in-person, policy-generating working groups and summits, including the June 21-22, 2022 Mountain West Innovation Summit at the University of Wyoming, where we hope to see many of you. Topics will range from the future of work and the workforce, to the future of place-based innovation, to the future of sustainability – in particular leveraging the opportunities around scaling clean energy technologies, which has even more urgency today than just 30 days ago.

And as we look toward April and Spring, the Council will build on the recommendations of the *National Commission* and engage in the historic efforts to push for bipartisan, bicameral competitiveness legislation and funding to turbocharge our innovation economy,

as well as build the next-generation of infrastructure to support long-term innovation, like the National Science Foundation's newest directorate in 30 years that will focus on Technology, Innovation and Partnerships (TIP), to drive technological breakthroughs, job growth, and national competitiveness.

## News

### Council Debuts Revamped Website – Compete.org

This month the Council on Competitiveness is flipping the on switch to a refreshed and more relevant website. Please explore [www.compete.org](http://www.compete.org) and let us know what you think. The site is focusing on the faces, voices, and words of our members and broader community – and we will continue to build and transform the site. So, keep us posted on critical updates we can feature. Compete.org will be the new hub of our transforming communications platform – which started last year with this e-newsletter. Much more to come in 2022 and 2023.

To find out more and how you can contribute to the site, contact Council EVP [Chad Evans](mailto:chad.evans@compete.org).

#### Save the Date

### National Commission on Innovation & Competitiveness Frontiers Mountain West Innovation Summit

June 21-22, 2022

University of Wyoming, Laramie, WY

Dear National Commission Community,

Please join our National Commissioners on the University of Wyoming's innovative Laramie campus for the launch of the Commission's "phase two," in which we will outline the Commission's focus for the coming 18-24 months, hear from Commissioners and other regional leaders from the Mountain West on key innovation priorities for the region and nation, and roll up our sleeves and kick off **new** Working Groups to support the National Commission.

More information, a formal invite, an updated Commission Concept Paper, and new Working Group charters to come this Spring.

Reach out to [Council EVP Chad Evans \(chad.evans@compete.org\)](mailto:chad.evans@compete.org) to indicate your interest in participating or to ask questions.

#### Summit Hosts



**Mr. Gregory P. Hill**  
President and Chief Operating Officer  
Hess Corporation  
National Commissioner



**Dr. Edward Seidel**  
President  
University of Wyoming  
National Commissioner



**Dr. John Wagner**  
Director  
Idaho National Laboratory  
National Commissioner



**The Hon. Deborah L. Wince-Smith**  
President & CEO  
Council on Competitiveness  
National Commission Co-chair



#### Save the Date

### National Commission on Innovation & Competitiveness Frontiers Mountain West Innovation Summit

June 21-22, 2022

University of Wyoming

To participate or learn more contact Council EVP [Chad Evans](mailto:chad.evans@compete.org).

### A Roadmap for a Competitive America

Council President and CEO Deborah Wince-Smith highlights for Nasdaq.com the Council's vision for a competitiveness roadmap based on the key findings and insights from the December 2021 National Competitiveness Forum, summarized here. Key milestones in the report range from a national call-to-action to reverse a half century's structural decline in investments in research and development, to new strategies to develop, deploy, scale, and commercialize the results from such R&D. At the heart of these strategies is an imperative to engage more Americans in the nation's innovation economy.

Read more about this roadmap at Nasdaq.com, [here](https://www.nasdaq.com).

## Council Delivers a Stellar Delegation of Innovators to Power the Brazilian National Confederation of Industry (CNI) “9th Industry Innovation Summit”

Leaders from across the world – including Dr. Ray O. Johnson (CEO, Technology Innovation Institute), Dan Leibfried (Director of Innovation, John Deere Latin America), Lewis Gruber (CEO, SIWA), Dr. Sally Morton (Executive Vice President, Arizona State University), Dr. Jay Walsh (Vice President for Economic Development and Innovation, University of Illinois), and Dr. Marianne Walck (Deputy Director for Science and Technology, Chief Research Officer, Idaho National Laboratory) — joined a Council on Competitiveness team, led by CEO Deborah L. Wince-Smith and Executive Vice President Chad Evans, to form the substantive backbone of the 9<sup>th</sup> Brazilian Industry Innovation Summit in São Paulo on March 9<sup>th</sup>-10<sup>th</sup>. These leaders brought new understanding for more than 25,000 Summit participants – in person and online — around cutting-edge topics: developing national innovation strategies; leveraging innovation capacity and capability for national development; developing and empowering the innovation workforce of the future; and, exploring the future of food, energy, and healthcare.



**Sally Morton**, Executive Vice President,  
Arizona State University



**Marianne Walck**, Deputy Director for  
Science and Technology, Chief Research  
Officer, Idaho National Laboratory



**Dan Leibfried**, Director of Innovation, John  
Deere Latin America



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

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### Council's Sister Organization — the Global Federation of Competitiveness Councils – Leads a Multinational Conversation on the Future of University-Industry Relations

Adjacent to the São Paulo-based Innovation Summit, the GFCC community – nearly 40 participants from over 8 nations, including a virtual conversation with GFCC Chairman Chad Holliday, and President Deborah Wince-Smith – focused a day to map out with CNI's Business [Mobilization for Innovation \(MEI\)](#) leadership current and future best practices to improve university-industry engagement.

Click [here](#) to read more about the event.





Ray O. Johnson, CEO, Technology Innovation Institute and  
Chad Evans, EVP, Council on Competitiveness

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### Council Leadership Contributes Insights Across Industry and the National Laboratories to Define a U.S. Innovation Agenda at the 2022 Horasis USA Meeting

Council President and CEO Deborah Wince-Smith, Lawrence Livermore National Laboratory Director Kimberly Budil, Hess Corporation President and COO Greg Hill, and Electrolux North America CEO Nolan Pike shared with thousands of virtual attendees the key findings from the Council's National Commission on Innovation and Competitiveness Frontiers – while also mapping out key Council priorities for this coming two years: the future of investments in clean energy technologies to drive sustainability goals; the future of place-based innovation; and the future of disruptive technologies as drivers for long-term productivity and inclusive prosperity.

Watch this Horasis plenary panel [here](#).



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### University Forum Meets and Issues Statement Calling for National Innovation Response

In a statement released on March 8<sup>th</sup>, 49 of the Council's academic and business leaders warned that U.S. leadership in technology-based innovation is under threat, due to deficiencies in the U.S. innovation engine, barriers to developing and scaling new technologies, and an underdeveloped pool of citizens who are equipped with the knowledge, skills, and opportunities to participate and thrive in an innovation-driven economy. The leaders called for a strong, all-of-nation response to the new competitive realities at home and

challenges from overseas, noting while Congress and the Biden Administration have put forth several proposals and pieces of legislation to address many of these challenges, global competitors race ahead while we debate.

Download the full statement [here](#). To find out more, email Senior Advisor [Bill Bates](#).

**COUNCIL ON COMPETITIVENESS STATEMENT**  
**Congress and the President**  
**Must Act Now to Ensure the**  
**United States Leads in Science**  
**& Technology**



As the Council on Competitiveness (Council) report *Competing in the Next Economy* makes clear, U.S. leadership in technology-based innovation and our long-term competitiveness are under threat.

As our nation's ability to innovate becomes ever more fundamental to our competitiveness and economic success, the very foundations of the U.S. capacity and capability in science and technology are eroding. There are deficiencies in the U.S. innovation engine, and barriers in developing and scaling new technologies. And too few of our citizens are equipped with the knowledge, skills, and opportunities to participate and thrive in an innovation-driven economy.

If the United States does not mount a strong, all-of-nation response to these opportunities and new competitive realities at home and challenges from overseas; if we fail to make needed investments in our people and the future, our nation's fundamental capacity to grow its economy, create jobs, maintain national security, solve societal challenges, and provide a social safety net will continue to erode.

Over the past year, Congress and the Biden Administration have put forth several proposals and pieces of important legislation that would address many of these challenges: the Senate-passed U.S. Innovation and Competition Act; the America COMPETES Act; the CHIPS Act; the National Science Foundation for the Future Act; and the DoE Science for the Future Act. These would all be important steps in addressing the science, technology, and workforce needs of the country, yet that promise remains unfulfilled.

**Council Members**  
as of March 18, 2022

- |  |   |
|--|---|
| <b>Dr. Jonathan Alger</b><br>President<br>James Madison University   | <b>Dr. Taylor Eshery</b><br>President<br>The University of Texas at San Antonio         |
| <b>Dr. Michael D. Asanida</b><br>Chancellor<br>University of Illinois at Chicago   | <b>Dr. Greg Forney</b><br>President<br>Emory University                                 |
| <b>Dr. Dennis Assanis</b><br>President<br>University of Delaware   | <b>Dr. Julio Fruch</b><br>President<br>University of Miami                              |
| <b>Dr. Eric Blanton</b><br>President<br>Pennsylvania State University  | <b>Dr. W. Kent Fuchs</b><br>President<br>University of Florida                          |
| <b>Dr. Tom Barsh</b><br>Managing Director<br>Sequin Future Ventures, LLC   | <b>Dr. Juan T. A. Gabali</b><br>President<br>University of Minnesota                    |
| <b>Dr. Richard C. Benson</b><br>President<br>The University of Texas at Dallas   | <b>The Honorable Patrick Gallagher</b><br>Chancellor<br>University of Pittsburgh        |
| <b>The Honorable Rebecca M. Blank</b><br>Chancellor<br>University of Wisconsin—Madison   | <b>Dr. Steven V. Garimella</b><br>President<br>University of Missouri                   |
| <b>Dr. John Chaitus</b><br>Managing Partner<br>M&J Capital Advisors<br>Chief Executive Officer<br>NYO Broadcast Holdings<br>Chairman<br>Ramp One Finance | <b>Dr. E. Gordon Gee</b><br>President<br>West Virginia University                       |
| <b>Dr. James P. Claverts</b><br>President<br>Clemson University  | <b>Dr. Sheryl Handberg</b><br>CEO<br>All In   |
| <b>Dr. Michael M. Crow</b><br>President<br>Arizona State University  | <b>Dr. Jay Marshall</b><br>President<br>University of Texas at Austin                   |
| <b>Dr. John J. DeGiac</b><br>President<br>Georgetown University  | <b>Dr. Gregory P. Hill</b><br>President and Chief Operating Officer<br>Hess Corporation |
|  | <b>Dr. Charles Holliday Jr.</b><br>Chairman Emeritus<br>Council on Competitiveness      |
|  | <b>Dr. G. Michael Hoover</b><br>President and CEO<br>Sunbelt Construction, Inc.         |

Compete.org

## Technology Leadership and Strategy Initiative – Announces New Leadership and Hosts First Competitiveness Watch Webinar of 2022

On March 24<sup>th</sup>, the Council hosted its first Competitiveness Watch webinar in 2022, featuring Senator John Cornyn (R-TX) and Legislative Assistant Andrew Cooper explaining the SECRETS Act. Co-introduced by Sens. Chris Coons (D-DE) and Todd Young (R-IN), the SECRETS Act aims to create new, non-tariff measures to deter state-backed IP theft and protect U.S. industry. Council Senior Fellow and Verus Advisory CEO Toby Redshaw keynoted the session outlining a range of “changequakes” rippling across regional, national, and global innovation ecosystems – and highlighted how the TLSI could respond proactively to this turmoil and turbulence with a positive, competitiveness-enhancing, innovation agenda.

In addition, TLSI Chair, Dr. Jahmy Hindman, CTO of John Deere, announced a TLSI Co-Chair: Dr. Steven H. Walker, Vice President and CTO, Lockheed Martin Corporation. Both co-chairs will lead the TLSI’s first in-person Dialogue in Washington, DC on May 5, 2022 – mapping out the TLSI’s 2022-2023 agenda.

To find out more, email EVP [Chad Evans](#).



The Council on Competitiveness is honored to welcome Steven H. Walker, Ph.D., Vice President and Chief Technology Officer, Lockheed Martin Corporation, as Co-Chair to the Technology Leadership & Strategy Initiative, joining Dr. Jahmy Hindman, CTO, John Deere.



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## Advanced Computing Roundtable Launches New Focus for 2022

On March 3<sup>rd</sup>, the Advanced Computing Roundtable (ACR) held its first meeting of 2022, chaired by the Co-Chairs Rick Arthur, Senior Principal Engineer Advanced Computational Methods Research at General Electric, Tommy Gardner, Chief Technology Officer at HP – Federal, Patricia Falcone, Deputy Director Science & Technology at Lawrence Livermore National Laboratory, and Michael McQuade, Special Advisor to the President at Carnegie Mellon University.

The ACR has focused for nearly two decades on exploring the private sector application of U.S. leadership in advanced computing. During this meeting the ACR members considered two separate, but related issues: (1) advocating for investments at the upper limits of technology (e.g. exascale), and/or (2) urging policymakers to leverage currently available technologies for broader benefit across regions and demographics. In the end, the ACR leaned strongly toward using its voice to make an impact on the democratization of technology while acknowledging the importance of continuing to push the technological envelope in computing.

To find out more, email Senior Advisor [Bill Bates](#).

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## National Science Foundation Announces a new Directorate for Technology, Innovation and Partnerships (TIP)

TIP is the NSF's first directorate in more than 30 years. The Directorate will build on the agency's commitment to serve as a beacon of U.S. innovation. NSF plans to launch a set of integrated initiatives through TIP, advancing critical and emerging technologies, accelerating commercialization, and cultivating new education pathways.

*"By pursuing new approaches that engage the nation's broad and diverse population in shaping research directions and outcomes, TIP will be a game-changer in terms of the pace of technological breakthroughs, future job growth and national competitiveness,"* said NSF Director Dr. Sethuraman Panchanathan.

Read more [here](#).

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## Member Spotlight

### Council Business Vice-Chair and National Commissioner Janet Foutty Outlines Concrete Steps to Advance Gender Equity

In a recent article on *Fortune.com*, Janet Foutty, Executive Chair of the Board, Deloitte US, addresses the national economic challenge arising from the exodus of women from the U.S. workforce during the pandemic. She further outlines compellingly how increasing women's participation in the workforce can strengthen business and accelerate domestic GDP growth – citing steps that, if employed, could add over the coming decade nearly six trillion dollars to global market capitalization.

Read her call to action for business leaders to increase equity [here](#).

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### Junior Achievement Business Hall of Fame Inducts Former Georgia State University President

Junior Achievement recognized Dr. Becker for his dedication to students – and in driving greater inclusivity – in his role as university president. Georgia State University now graduates 3,500 more students than before he took office. *"The accomplishment that I am by far most proud of is [...] that we eliminated all disparities in graduation rate based on race, ethnicity or income. No large public institution had ever done that before. We*

managed to do this not only by improving the graduation rates, but at the same time by increasing access”, said Dr. Becker.



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### Dublin City University Bestows Honorary Doctorate on Council Member and National Commissioner Michael Crow

DCU honored Arizona State University President Dr. Michael Crow in a special ceremony - alongside former U.S. Secretary of the Airforce Barbara Barrett and Congressman Richard E. Neal of Massachusetts - for his visionary leadership of Arizona State University. The acknowledgment centered on the Dr. Crow’s efforts to transform ASU into one of the world’s best public research universities, to increase its research expenditure significantly, and to create more than 25 interdisciplinary schools.

Read more [here](#).



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### UC Riverside Chancellor and National Commissioner Kim Wilcox Calls for Greater Federal Funding for Hispanic-Serving Institutions (HSIs)



In a recent *Inside Higher Ed* article, Dr. Wilcox explains his vision for “Super HSIs”, an intentional approach to drive higher rates of Latino enrollment, and to leverage these institutions to do more to serve their communities. The U.S. Department of State’s Bureau of Educational and Cultural Affairs recently recognized 35 HSIs for their strong engagement, UC Riverside being one of these. But with over 500 HSIs across the country, Chancellor Wilcox argues there is even greater opportunity for the nation.

Read more [here](#).

**Kim Wilcox,**  
Chancellor, UC Riverside

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## NASA Appoints Laurie Leshin as First Female Director of the Jet Propulsion Laboratory (JPL) and Vice-President of Caltech

Dr. Leshin, President of Worcester Polytechnic Institute (WPI), will assume her new roles on May 16, 2022. As a distinguished geochemist and space scientist, she notes: *“We have enormous opportunities ahead to leverage JPL’s global leadership in robotic space exploration to answer awe-inspiring scientific questions and improve life here on Earth ... Finally, I am especially honored to be the first woman to hold the title of director of JPL. I know from personal experience that diverse teams make greater impact, and I will work every day to ensure that JPL is a place where all belong and thrive.”*



**Laurie Leshin,**  
President, Worcester  
Polytechnic Institute (WPI)

Read more [here](#).

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## Webster University Chancellor Elizabeth Stroble Receives the “Freeman/Seay Commitment to St. Louis Award”



**Elizabeth Stroble,**  
Chancellor, Webster  
University

The St. Louis City NAACP honored Dr. Stroble for her distinguished leadership, career accomplishments, and commitment to Webster’s diversity initiatives. In accepting the award, Chancellor Stroble noted: *“Whether it’s investing in students through expanding summer bridge programs and competitive scholarship support, hosting a world-class annual Diversity, Equity and Inclusion Conference, or creating new corporate pathway partnerships to enlarge career opportunities for diverse students, Webster weaves the values of access and success for our globally diverse student body into everything we do.”*

Read more [here](#).

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## Council Distinguished Fellow and Former NSF Director France Córdoba Receives Recognition

In bestowing their honor to Dr. Córdoba, the Geoffrey Beene Foundation Builders of Science Award, noted it recognizes inspiring and determined leaders for their commitment to building and expanding the research and science ecosystem.

Read more [here](#).



**France Córdoba,**  
Former Director, National  
Science Foundation

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**Dan Reed, Senior Vice President for Academic Affairs at the University of Utah, Urges for Deeper Collaborations with Industry to Increase the U.S. Footprint in Advanced Computing**





**Dan Reed,**  
Senior Vice President for  
Academic Affairs, University  
of Utah

Dr. Reed, who serves as a member in the Council's Advanced Computing Roundtable (ACR), argues in a recent article that the U.S. high-performance computing ecosystem is struggling with limited government funding, while efforts in Japan and China are positioning their supercomputing efforts to the global forefront. To build the next generation of high-performance computing in the United States and to capture value from that investment, Dr. Reed stresses the important role U.S. national laboratories will need to play, and calls for more and deeper collaborative partnerships between critical ecosystem stakeholders, like computing companies, as well as smartphone and cloud computing vendors.

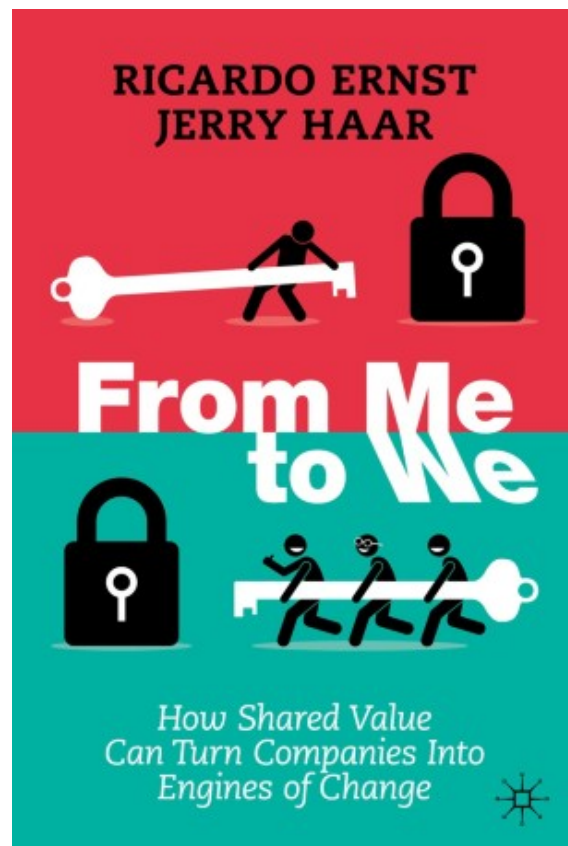
Read more [here](#).

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## National Commission Working Group Leaders Re-defining CSR

National Commission Working Group leaders Dr. Jerry Haar, Professor of International Business and Executive Director for the Americas in the College of Business at Florida International University, and Dr. Ricardo Ernst, Baratta Chair in Global Business and Professor of Operations and Global Supply Chain at the McDonough School of Business, Georgetown University, have authored *From Me to We*, a provocative and timely book, helping to document the evolution of Corporate Social Responsibility ("giving back") to shared value, in which company leaders are maximizing the competitive value of solving social problems for new customers and markets. The book focuses on real cases and interviews with corporate executives.

Read more [here](#).



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## New to the Council Community



**Josh Parker,**

The Council is pleased to welcome Josh Parker, CEO of Ancora, as its newest general member and Commissioner to the National Commission on Innovation and Competitiveness Frontiers. Ancora is a premier real estate investor, developer, and manager of creative office, life sciences/lab, residential and mixed-use assets. Ancora partners with leading anchor institutions to create collaborative environments where people and business can thrive.

*"We are excited to have Mr. Parker join this community of leaders in the National Commission. Place-based*

## Mark Your Calendars

### **June 21-22, 2022. Mountain West Innovation Summit at the University of Wyoming.**

Join us for this summit, under the auspices of the National Commission on Innovation and Competitiveness Frontiers, to kickstart a new phase of the Commission – including the launch of new policy generating working groups focusing on: the future of sustainability and the financing of clean energy technologies; the development and deployment of disruptive technologies at scale; the future of place-based innovation; the future of work and the workforce; etc. To learn more, contact [Chad Evans](#).

### **December 8-9, 2022. Annual Gala Dinner and National Competitiveness Forum.**

Plan to be in Washington, DC for our first in-person NCF in over two years. Agenda and details to come. If you have questions or would like to explore sponsorship opportunities, contact [Chad Evans](#).

## CONTACT US

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