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

June 21-22, 2022  
University of Wyoming, Laramie, WY

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**Day 2, Breakout Group #4: The Future of Place-Based Innovation: Expanding Regional and National Innovation Ecosystems**

Date: June 22, 2022

Time: 9:45am – 11:15am

Venue: Marian H. Rochelle Gateway Center

Room: Legacy Hall

Registration: On-the-ground registration and photo release signing for the Summit will take place in the Gateway Center Foyer.

**CO-CHAIRS**

**Ms. Betsey Hale**

CEO

Laramie County Corporation for Economic Development

**Dr. Marsha McDaniel**

Senior Advisor

Idaho National Laboratory

**MODERATORS**

**Ms. Allison J. Hummel**

Chief of Staff

Idaho National Laboratory

## **GENERAL INFORMATION**

- Press may be in the room – **THOUGH UNLIKELY**. Nevertheless, please keep in mind your comments as they may be quoted.
- The breakout sessions will **NOT** be audio recorded (though Moderators and Support Team will be taking notes) – but they are likely to be photographed – as such, we will ask all participants to sign a simple release to use images upon registration.
- Images will be used in the production of a post-Summit summary report.
- Dress code for the Summit – including the reception and dinner on the 21st – is business casual.

## **PROGRAM FORMAT AND DYNAMICS**

The purpose of the breakout sessions is for Summit participants to leave plenary and gather in smaller groups to focus on one of four critical issue sets that will form the 2022/2023 “policy recommendation generation engine” of the Council on Competitiveness “National Commission on Innovation and Competitiveness Frontiers.” The focus will include a consideration – **BEFORE THE SUMMIT** – of a short breakout group “charter” which sets out the innovation and competitiveness challenge under consideration – as well as shares a series of questions to consider addressing/answering at the Mountain West Innovation summit.

- Breakout Group #4, “The Future of Place-Based Innovation: Expanding Regional and National Innovation Ecosystems” will report at the appointed time to Legacy Hall on both June 21st and June 22nd.
- Breakout Groups will be led on both days by a different set of “Co-Chairs”, supported substantively and administratively by a group of “Moderators.”
- Moderators will bring the Breakout Groups to order – introducing the “Co-Chairs” and initiating an around-the-room introduction of Breakout Group participants.
- Breakout Group Co-Chairs will set the stage for the 1-hour 30-minute conversation – reviewing the “charter” for the conversation, as well as outlining a series of questions to address across the two days of the Summit.
- The goal is not to cover every question on Day 1 – but to go deep on a set of questions on both days of the Summit, ensuring ample consideration.
- The Co-Chairs and/or Moderators should also note from the outset that upon completion of each day’s Breakout Group conversation, all Breakout Groups will return to plenary – and each Breakout Group will need to nominate a representative to join the emcee on stage and

provide a 3-5 minutes summary of key issues discussed in Breakout. This will be repeated on Day 2 – but with, ideally, a different representative standing up for each group.

- The Co-Chairs should help instigate and drive the Breakout Group conversation – but Moderators need to be prepared to jump in and support the Co-Chairs, either with suggested questions or time check to proceed to a different issue/question outlined in the Breakout Group charter.
- The Co-Chairs and Moderators should use the final 15 minutes of the session to try – with the participation of the full Breakout Group – to nominate a representative and work together to arm that representative with a prioritized summary to report back in plenary.
- Moderators need to track the questions/issues covered during Day One – and at the beginning of Day 2’s Breakout, quickly remind respective groups on Day 1’s findings – and help set up Day 2 Co-Chairs for reflections/opening remarks.

**(IF YOU ARE A DAY 2, JUNE 22<sup>ND</sup> CO-CHAIR FOR A BREAKOUT GROUP, BE PREPARED TO COME TO DAY 2 WITH YOUR OWN REFLECTIONS OF DAY 1 CONVERSATION – AND BE PREPARED TO RESTART THE CONVERSATION WHERE IT LEFT OFF ON DAY 1.**

**MODERATORS – BE PREPARED TO SUPPORT DAY 2 CO-CHAIRS IN THE PREVIOUSLY BULLETED TASK.)**

## **MODERATOR ROLE**

- The moderator will introduce the session and Co-Chairs each day – and be prepared to frame the discussion with his or her insights regarding the Breakout Group topic (2-3 minutes).
- The moderator will support the Co-Chairs each day in guiding conversation, using the general questions in this guide allowing time for response and commentary from panelists.
- The moderator will work both days with their Co-Chairs to stop conversation, engage the entire Breakout Group in summarizing chat, find/nominate a Breakout Group rep and help prepare him/her with 3-5 minutes worth of summary bullets to deliver back in plenary.

## **BREAKOUT GROUP CONCEPT AND KEY QUESTIONS TO ADDRESS ON DAYS 1 & 2**

Refer to the provided National Commission concept paper, plus the “FUTURE OF PLACE-BASED INNOVATION: EXPANDING REGIONAL AND NATIONAL INNOVATION ECOSYSTEMS” CHARTER in that report, for a summary of key issues and specific questions to consider in this breakout group.

## **CO-CHAIR AND MODERATOR BIOS**



**Ms. Betsey Hale**

CEO

Laramie County Corporation for Economic Development

Betsey Hale began as CEO of Cheyenne LEADS in April of 2020.

Betsey most recently served as the President of Three Rivers Development Corporation located in Corning, NY. Three Rivers is a 54-year-old economic and community development organization that serves a three-county region in the Finger Lakes Wine Country. Prior to her work in New York State, Betsey was the Business Development Manager for the City of Loveland, Colorado from 2006-2011 and their Economic Development Director from 2011-2015. Hale earned the designation of Certified Economic Developer (CEcD) from the International Economic Development Council in 2020.



**Ms. Marsha McDaniel**  
Senior Advisor  
Idaho National Laboratory

Marsha McDaniel serves as Senior Advisor and Economic Development Director for the Idaho National Laboratory. In her current role, McDaniel leads the laboratory's efforts to develop an innovation district and promote technology-based economic development. McDaniel also coordinates the laboratory's environmental justice efforts.

McDaniel previously served as a United States diplomat focused on trade promotion, with assignments at the U.S. Embassy in Beijing, China, the U.S. Consulate in Hong Kong, China, and the U.S. Consulate in Mumbai, India. McDaniel received numerous awards and honors during her diplomatic service, including a Meritorious Honor

Award from the U.S. Department of State.

McDaniel's civic leadership includes service on the advisory boards of the Idaho Women's Business Center, the Shoshone-Bannock Tribes Community Development Financial Institution, and the Idaho Economic Development Association. She also serves as a co-chair of Leadership Idaho Falls with the Greater Idaho Falls Chamber of Commerce.

McDaniel holds a B.A. in International Affairs from George Washington University and an M.A. in Government from Johns Hopkins University. In addition, she studied Mandarin Chinese at the U.S. Department of State Foreign Service Institute.



**Ms. Allison J. Hummel**  
Chief of Staff  
Idaho National Laboratory

Ms. Hummel became the chief of staff at Idaho National Laboratory in January 2022. In this role, she helps improve the efficiency and effectiveness of the laboratory director and the laboratory director's office. Prior to this role, she was communications lead for INL's Institutional Planning and Programs Office where she was responsible for the annual Laboratory Plan and Laboratory Agenda.

Before joining INL in February 2020, Ms. Hummel spent a year and a half supporting the National Nuclear Security Administration's Office of Defense Nuclear Nonproliferation as a communications and public relations specialist with Battelle Memorial Institute. She was also the protocol officer at Oak Ridge National Laboratory for five years.

Previously, she worked to support the U.S. Embassy in Lusaka, Zambia, and was an attorney at the Federal Energy Regulatory Commission.

Ms. Hummel has a Juris Doctor and a master's in anthropology from the University of Minnesota, and a bachelor's in anthropology and classical archaeology from Dartmouth College.