



## National Advisory Council on Innovation and Entrepreneurship (NACIE)



### Official Minutes for Quarterly Meeting

Date: December 5, 2014

Time: 8:30 am – 5:15 pm

Location: Department of Commerce Herbert C. Hoover Building  
Washington, D.C.

### **Introductions and Welcome**

Ms. Julie Lenzer Kirk, Director of the Office of Innovation and Entrepreneurship, opened the meeting in her capacity as Designated Federal Officer (DFO). She extended greetings to all federal co-chairs and members of the National Advisory Council on Innovation and Entrepreneurship (NACIE). She indicated the purpose of this organizational meeting was to discuss the Council's planned work initiatives in three focus areas: workforce/talent, entrepreneurship, and innovation.

Mr. Tom Kalil, Deputy Director of Policy for the White House Office of Science and Technology Policy, expressed the White House's excitement to see what could be accomplished by this council in the next two years. Mr. Kalil discussed potential ideas that could be adopted by the Council such as commercialization, immigration reform, travel and tourism, and workforce development.

### **NACIE Member Introductions**

Following Mr. Kalil's remarks, the NACIE members were given the opportunity to introduce themselves, to provide their backgrounds and reasons for participating, and to outline what they hope to accomplish. The NACIE members' responses spanned a wide range, including commitments to their respective communities and regions, interests in supporting communities that are underrepresented in the innovative and entrepreneurial sectors of the economy, and recognition of the importance of improving regional ecosystems.

### **Remarks from the Chair, Penny Pritzker, Secretary of Commerce**

Secretary Pritzker delivered remarks on the importance of entrepreneurship, innovation, and industry-driven job skills training to increasing the global competitiveness of communities, businesses, and the workforce. She thanked the Council and acknowledged the benefits of its members' experiences, know-how and entrepreneurial spirit, which will directly impact the Department of Commerce's and the Administration's efforts to create the conditions for economic growth.

Secretary Pritzker described her role as the President's point person on entrepreneurship and how that role includes advancing the country's innovation agenda at home and around the world. The

Secretary stated, “Since the beginning of my time as Secretary, I have made a concerted effort to bring business leaders, academics, and entrepreneurs to the table – to help us identify the challenges and opportunities facing our economy and determine the best possible solutions. Do not underestimate the importance of your voice. You understand the inner workings of our economy better than anyone else. And your concrete recommendations will play a critical role in our Department’s approach to the three key areas of focus for this Council: entrepreneurship, innovation, and industry-driven job skills training.”

The Secretary elaborated on the Commerce Department’s ongoing initiatives to strengthen America’s position as the global economic leader, such as the Presidential Ambassadors for Global Entrepreneurship (PAGE) program, EDA’s funding of more than \$200 million since 2008 of incubators and accelerators across the country, and the Skills for America’s Future initiative. Throughout her remarks, she encouraged the NACIE members to provide feedback and to identify additional ways the Department can be a catalyst for economic growth.

Secretary Pritzker concluded by acknowledging that there are just two years left for this Administration and that we should all focus on actionable recommendations that we can start implementing.

[Secretary Pritzker's Full Remarks](http://www.commerce.gov/news/secretary-speeches/2014/12/05/us-secretary-commerce-penny-pritzker-kicks-first-meeting-national) (<http://www.commerce.gov/news/secretary-speeches/2014/12/05/us-secretary-commerce-penny-pritzker-kicks-first-meeting-national>)

### **Remarks by Commerce Co-Chairs**

*Jay Williams, U.S. Assistant Secretary of Commerce for Economic Development*

Assistant Secretary Williams discussed EDA’s role in helping fulfill the Department’s “Open for Business” initiative and, more specifically, its role in creating conditions where regional and local economies can grow and promote innovation and entrepreneurship. Additionally, he explained EDA’s support of communities taking advantage of the renaissance of the American manufacturing sector and the importance of communities and regions in building the skilled workforces that increase those communities’ competitiveness.

Furthermore, he highlighted some of EDA’s recent programs such as the Regional Innovation Strategies Program, the Investing in Manufacturing Communities Partnership (IMCP), and the Accelerating Industry-led Regional Partnerships for Talent Development Program.

*Phillip Singerman, Associate Director for Innovation and Industry Services, National Institute of Standards and Technology (NIST)*

Mr. Singerman provided an overview of NIST’s history, its current organizational structure, and the role it plays in technology, measurement, and standards. NIST’s mission is to promote U.S. innovation and industrial competitiveness by advancing measurement science, standards, and

technology in ways that enhance economic security and improve our quality of life. He highlighted the mission-critical programs such as the NIST laboratories, the Hollings Manufacturing Extension Partnership, the Baldrige Performance Excellence program, and the Technology Innovation Program.

*Michelle Lee, Deputy Under Secretary of Commerce for Intellectual Property and Deputy Director of the United States Patent and Trademark Office*

Deputy Under Secretary Lee emphasized that while economic progress has been made within the last six years, it is important that we bridge the gap between economic competitiveness and employment opportunity. She remarked on the necessity of interagency collaboration to improve our patent system, and she discussed the need for leveraging new initiatives such as incubator partnerships and new commercialization programs to unleash American ingenuity in a hyper-competitive global market.

**Remarks on Former NACIE Experiences – Steve Case, former NACIE Co-Chair, Chairman and CEO, Revolution LLC (via phone)**

Mr. Case provided remarks on his past experience serving as Co-Chair of the Council from 2010-2012. He recognized the previous Council's successes: its creation of a roadmap for access to capital for entrepreneurs, its engagement of policymakers to catalyze the passage of the JOBS Act, and its amplification of regional ecosystem collaboration by helping to create the Startup America initiative. He encouraged each member to make NACIE a priority, and emphasized the great impact the council can make if each member truly dedicates themselves to this opportunity. Mr. Case concluded his remarks by fielding questions from his fellow NACIE members.

**Remarks by NACIE Co-Chairs**

*Dr. Michael Burcham, President & CEO, The Nashville Entrepreneur Center*

Dr. Burcham will serve as chair of the committee on Entrepreneurship; during his remarks he indicated his excitement at being given the opportunity to lead such an impressive group of folks committed to supporting entrepreneurs. He asked that his committee focus on actionable items and that its members identify and amplify what is working in each of their regions. He envisioned the committee focusing on inversion learning (learning by doing) and on helping entrepreneurs get access to process knowledge, capital, and networks.

*Dr. James Clements, President, Clemson University*

Dr. Clements will serve as chair for the committee on Innovation. He acknowledged the overlap among all three focus areas—for example, innovation and workforce overlap when investment and innovation create the need for a workforce with new skills. Additionally, he highlighted the importance of investments in innovation—often made by universities and federal labs—that

transform communities and regions, and he further deliberated on the opportunities that these investments present.

*Marie Lynch, President & CEO, Skills for Chicagoland's Future*

Ms. Lynch will serve as chair of the committee on Workforce/Talent. She indicated her support of the Secretary's agenda on improving the U.S.'s workforce and acknowledged that bringing employers to the table will provide a clearer view of the current issues. She highlighted opportunities to scale up what works, to identify ways to incentivize nontraditional workforces, to access available data, and to celebrate/spotlight successful models.

### **Ethics Briefing – Department of Commerce, Office of the General Council (OGC)**

Ms. Jacob, attorney-advisor from OGC, provided an ethics briefing to the NACIE Council.

### **Remarks from the Public**

Dr. Andrew Reamer, a professor at George Washington University, addressed the Council with an offer of assistance around data and research in the topics being addressed.

## **Meeting Attendees**

### *NACIE Members*

Luis Arbulo	Samsung Open Innovation Center
Dr. Robert Atkinson	Information Technology and Innovation Foundation
Brian Balasia	Digerati, Inc.
Barbara Bry	Blackbird Ventures
Dr. Michael Burcham	The Nashville Entrepreneur Center
Lou Anne Bynum	Long Beach Community College, Office of College Advancement
Greg Cangialosi	MissionTix.com, LLC
Steve Case	Revolution LLC
Dr. James Clements	Clemson University
Fred Dedrick	National Fund for Workforce Solutions
Christine Furstoss	General Electric Company
William Generett	Urban Innovation21
Julie Goonewardene	The University of Texas System
Kelly Grier	Ernst & Young
Mary Ann Guerra	BioAccel
Robert Hohman	Glassdoor, Inc.
Lila Ibrahim	Coursera
Tiffany Karp	Global Center for Medical Innovation
David Kenney	Oregon Best
Chauncy Lennon	JP Morgan Chase Foundation
Marie Lynch	Skills for Chicagoland's Future
Dr. Sethuraman Panchanathan	Arizona State University

Laura Powers	CODE2040
Eric Severson	Gap Inc.
Rohit Shukla	Larta Institute
Amy Stursberg	Blackstone Charitable Foundation
Dr. Stephen Tang	University City Science Center

*Representatives of the U.S. Department of Commerce and Its Agency Subcomponents*

Penny Pritzker	Department of Commerce
Jay Williams	Economic Development Administration
Phillip Singerman	National Institute of Standards and Technology
Michelle Lee	United States Patent and Trademark Office
Matt Erskine	Economic Development Administration
Joshua Mandell	Office of Policy and Strategic Planning
Gary Yakimov	National Institutes of Standards and Technology
Bert Kauffman	Office of Business Liaison
David Langdon	Department of Commerce
Julie Lenzer Kirk	Office of Innovation and Entrepreneurship
Craig Buerstatte	Office of Innovation and Entrepreneurship
Eric Smith	Office of Innovation and Entrepreneurship
Andria Fisanich	Office of Innovation and Entrepreneurship
Ashley Shuler	Office of Innovation and Entrepreneurship
Sara Li	Office of Policy and Strategic Planning
Erin Sparks	Office of Policy and Strategic Planning
Lynn Overmann	Department of Commerce

Clara Asmail	National Institute of Standards and Technology, Manufacturing Extension Partnership
Mary Anne Pacelli	National Institute of Standards and Technology
Ben Vickery	National Institute of Standards and Technology
Gautam Prakash	United States Patent and Trademark Office

*Representatives of Other Federal Agencies*

Tom Kalil	White House, Office of Science and Technology Policy
Doug Rand	White House, Office of Science and Technology Policy
Eric Seleznow	Department of Labor
Steve Greenbaum	Department of State
Sarah Staton	Department of State, Office of Science and Technology Cooperation
Chad R. Jackson	Department of State, Office of Science and Technology Cooperation
Bill Ruch	Lewis-Burke Association, LLC

*Additional Attendees Who Presented Oral or Written Statements*

Andrew Reamer	George Washington University
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*Number of Additional Attendees Who Did Not Present Oral or Written Statements*

Approximately three members of the public attended the meeting in person but did not present oral or written statements.