

UNITED STATES OF AMERICA
DEPARTMENT OF COMMERCE

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U.S. MANUFACTURING COUNCIL

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MEETING

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WEDNESDAY,
JULY 22, 2015

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The Council met in Room 3407, U.S. Department of Commerce, 1401 Constitution Avenue N.W., Washington, D.C., at 1:00 p.m., Susan Smyth, Chair, presiding.

APPEARANCES:

SUSAN SMYTH, Chair
 CLAUDINE MARTINEZ, Vice-Chair
 JAN ALLMAN, Marinette Marine Corporation
 CHRISTIE WONG BARRETT, Mac Arthur Corporation
 CAROL CRAIG, Craig Technologies
 BRADLEY CREWS, NAFTA, CNH Industrial
 ROBERT DEGENEFF, Utility Systems Technologies
 CRAIG FREEDMAN, Freedman Seating Company
 ROB FRIEDLAND, Proton OnSite
 CODY FRIESEN, Fluidic Energy
 HIROYUKI FUJITA, Quality Electrodynamics

DAWN GROVE, Karsten Manufacturing Corporation
 KEVIN HANCOCK, Hancock Lumber
 ERIC L. KELLY, Overland Storage
 JAMES KEPPLER, Integrated Supply Chain & Quality

ZACH MOTT, Atlas Tool and Die Works
TIMOTHY O'MEARA, GEMCITY Engineering &
Manufacturing
SHIRISH PAREEK, Hydraulex Global
ANDRA RUSH, The Rush Group
MARSHA SERLIN, United Scrap Metal
JOSEPH SYLVESTRO, Pratt & Whitney
JEFFREY WILCOX, Lockheed Martin
LUDWIG WILLISCH, BMW of North America
RAY YEAGER, DMI Companies
BILL YEARGIN, Correct Craft

ALSO PRESENT:

MARCUS JADOTTE, Assistant Secretary of Commerce
for Industry and Analysis
CHANDRA BROWN, Deputy Assistant Secretary for
Manufacturing
ANDREW REAMER, Professor, Institute of Public
Policy, George Washington University
SHANNON ROCHE, Director, Office of Advisory
Committees & Industry Outreach
ARCHANA SAHGAL, Deputy Director, Office of
Advisory Committees & Industry Outreach
ERIN SPARKS, Senior Advisor for Manufacturing
DAVID TRUMBULL, Principal, Agathon Associates
STEPHANIE VALENCIA, Deputy Chief of Staff to the
Secretary

CONTENTS

WELCOME AND OPENING REMARKS 4

THE PRESIDENT'S TRADE AGENDA
MARCUS JADOTTE, ASSISTANT SECRETARY. 6
STEPHANIE VALENCIA, DEPUTY CHIEF OF STAFF.16
CLAUDINE MARTINEZ, VICE-CHAIR.26

THE DEPARTMENT OF COMMERCE MANUFACTURING
AGENDA
CHANDRA BROWN, DAS FOR MFG34
ERIN SPARKS, SENIOR ADVISOR FOR MFG.47

DISCUSSION - CLAUDINE MARTINEZ, VICE-CHAIR62

REVIEW OF PRIOR MANUFACTURING COUNCIL
RECOMMENDATIONS - SHANNON ROCHE.79

SUBCOMMITTEE UPDATES & DISCUSSION OF
CURRENT RECOMMENDATIONS -.82

BREAK

SUBCOMMITTEE UPDATES & DISCUSSION OF
CURRENT RECOMMENDATIONS (Cont'd) 128

UPDATE: OCTOBER MANUFACTURING COUNCIL
MEETING IN CHICAGO

ZACH MOTTL 154

PUBLIC COMMENT - PROFESSOR ANDREW REAMER,
GEORGE WASHINGTON UNIVERSITY 156

CONCLUDING REMARKS & ADJOURNMENT 170

P-R-O-C-E-E-D-I-N-G-S

(1:00 p.m.)

WELCOME AND OPENING REMARKS

Susan Smyth, Council Chair

Claudine Martinez, Vice-Chair

CHAIR SMYTH: Okay. The meeting is started. Thank you everyone for your attendance. The other thing I would like to thank everybody for is the work that they've been doing since the last meeting. There's been a phenomenal effort from everybody sitting around this table. Not only in the crossbar meetings, but also in separate events, such as the supply chain event that took place in the White House quite recently. And one or two people will be reporting on that, so many, many thanks.

I would like to draw your attention to the flag sitting, if you haven't seen it, on your package. One of the things that we wanted to do in recognition of the efforts and the work that's going on was given a little bit of an eye toward indication of our loyalties, and also our

1 representations for the council. So, all of the
2 Council members, you should have received your
3 badge. Thank you very, very much. And also the
4 flag today.

5 So we have a very tight schedule and
6 I would like to take a moment and go over the
7 rules of engagement. There's been a few minor
8 edits on time. I think all of the Co-Chairs have
9 been informed. Some of you have lost a few
10 minutes.

11 And just FYI as a courtesy, we will be
12 using texting at the table. Do not be
13 disconcerted if one or two people start to text.
14 It'll be communication back and forth. Protocol
15 dictates that the Department of Commerce sits in
16 a specific area and the Manufacturing Council
17 sits in another, but we may need to communicate
18 and ask for clarification. So I do want to point
19 that out.

20 And finally, a reminder, we are taking
21 meeting minutes and the acoustics of this room
22 are such that it may be difficult for Josh, who

1 is transcribing for us in the corner, thank you
2 very much, to hear us. Please speak clearly.
3 Please try not to speak over someone, because
4 that will confuse the transcript, and minimize
5 crosstalk.

6 So, with that, I would like to welcome
7 Assistant Secretary Jadotte and I would like to
8 express our sincere thanks to the Secretary and
9 also to you for personally attending these
10 meetings, and for providing us with the support
11 of DAS Brown. And we are very, very grateful for
12 your attendance of these meetings and of your
13 support staff. Thank you very much.

14 THE PRESIDENT'S TRADE AGENDA

15 Marcus Jadotte, Assistant Secretary

16 MR. JADOTTE: Well, thank you. It's
17 great to see you again, Susan and Claudine, and
18 thank you both for your leadership. Thanks for
19 the invitation. And, frankly, we ought to be
20 thanking you and your entire team.

21 We recognize that your commitment to
22 this body requires real sacrifice of time and

1 resources and we appreciate your service to the
2 country. That allows us at the Commerce
3 Department to be better prepared to improve the
4 climate in the United States for manufacturers.
5 So we're truly grateful and appreciate all of
6 your service.

7 And in this room, I think you're going
8 to find that we'll keep the door open all day,
9 because it gets pretty hot if it's closed. It's
10 good to see all of you again. Excited to be here
11 at your meeting and looking forward to your
12 recommendations.

13 We share common goals. Goals of
14 enhancing the competitiveness for U.S.
15 manufacturing and enabling the economic growth in
16 the United States. I'm going to take a few
17 minutes to both talk about some products that we
18 have at the Department of Commerce that I think
19 will be especially valuable to manufacturers
20 around the country. And then I'd like to spend a
21 few minutes talking about your process for the
22 balance of the day.

1 As you know, we're always looking to
2 support U.S. industry at the Department of
3 Commerce. It's our primary function. I was
4 reminded earlier this week by a representative
5 from NAM that the Commerce Department actually
6 came into existence as a result of a
7 recommendation from NAM.

8 So, in many ways, we not only are the
9 department of business, but we owe our existence
10 to U.S. manufacturers. And that's a legacy that
11 we all recognize. And you've heard from Penny
12 that her own family has been both involved on
13 this side of the relationship, but also the
14 Pritzkers have a long-standing relationship with
15 NAM.

16 So, I wanted to touch on a product
17 that we launched just last week at the Commerce
18 Department that we're calling the Top Market
19 Series. Penny mentioned these reports in April
20 when she was last with you. She gave you a
21 preview. And I'm excited to say that we finally
22 got them out the door in public versions just

1 last Tuesday.

2 The Top Market reports are, in total,
3 18 sector-specific reports that link future
4 export opportunities for U.S. businesses across a
5 range of industries. The reports provide
6 analysis that we have heard from our own clients
7 that they need to, really, to better deploy their
8 own resources. And we approached the reports by
9 combining our sector-specific expertise within
10 the Department along with econometric data and
11 the on the ground view of the Foreign Commercial
12 Service.

13 So we're very excited about this new
14 product series. They're available online and
15 we're going to make sure that everyone in the
16 room gets a copy of each of the reports. As the
17 Secretary indicated in April, we'd like to get
18 your input on the reports. So we plan to publish
19 them every year. And with your help, we hope to
20 refine them over time.

21 Within ITA, we plan to use the reports
22 to align our trade promotion programs, including

1 trade missions, trade fairs, and the recruitment
2 for our International Buyer Program with the
3 strategic analysis developed in the Top Market
4 Series. And I think you'll find, once you have
5 an opportunity to review the reports, that they
6 really are germane to many of the sectors
7 represented in the room. We have reports -- I
8 won't go through the entire list, but just a few
9 highlights based on the folks I know are in the
10 room.

11 We have a report on automotive parts,
12 renewable energy, and one on aerospace parts.
13 So, as I mentioned, clearly germane to folks in
14 the room. And we need your help in making sure
15 that we continue to publish reports that are
16 usable and relevant to each of your businesses.

17 I also understand that you're going to
18 spend much of your day hearing about the initial
19 findings of your four subcommittees. As you hear
20 updates in service potential recommendations, I
21 would like to have you think about those
22 recommendations through a couple of lenses.

1 Again, touching back on the
2 Secretary's conversation with you a few months
3 ago, first Secretary Pritzker is asking all
4 advisory committees to be as specific and
5 actionable as possible in their recommendations.
6 She is looking for ideas that she can execute
7 during the remainder of her tenure.

8 Second, the Secretary is also
9 requesting that committees place priority on
10 recommendations. And this is going to help us
11 decide how we spend our time as well. So with 17
12 months remaining in the Administration, we need
13 to know what truly rises to the top of the list
14 for each of you, and what we should spend our
15 time on in terms of impacting your industry.

16 I know that, and this has been
17 consistent throughout the history of the Council,
18 you produce great ideas. And it would be helpful
19 for us consider those two lenses, both actionable
20 recommendations, and ranking the recommendations
21 in terms of priority.

22 I want to bring your attention to two

1 upcoming events that the team will talk about
2 more, but just wanted to plant a flag on two
3 upcoming events. The first is Manufacturing Day.
4 This year, Manufacturing Day will be on October
5 2nd. Last year was very successful. We had
6 400,000 attendees at over 1,600 events.

7 This year, our goal is to have 2,000
8 events take place across all 50 states. And
9 we're working very closely with many in the room
10 to do outreach to encourage manufacturers to
11 participate in Manufacturing Day and get the word
12 out in their communities. So, many of you are
13 participating. We're very grateful. And Erin
14 Sparks, who's here, will walk you through the
15 Department's preparation for Manufacturing Day in
16 October.

17 The second event is an important trade
18 show that I know you are all familiar with. On
19 behalf of the Administration, the Department
20 recently accepted Germany's invitation to be the
21 partner country for the Hannover Messe Trade
22 Fair. The largest trade fair in the world. It's

1 the first time that the U.S. will be the partner
2 country. And those of you who are familiar with
3 the show know that thousands of exhibitors from
4 around the world descend on Hannover once a year
5 and it's a great opportunity to display
6 innovative products.

7 You typically get a quarter of a
8 million visitors to the show, so it's a great
9 opportunity and we hope that we have a large
10 contingent of American manufacturers as a part of
11 our group next April. And Chandra will spend
12 some time today going through the details.

13 So again, Madam Chair, grateful for your
14 leadership, your commitment to this Council and
15 certainly in the relationship that the Department
16 of Commerce enjoys. Not only with your company,
17 but companies all around this table.

18 CHAIR SMYTH: Thank you very much,
19 Assistant Secretary Jadotte.

20 MR. JADOTTE: I'd be happy to take
21 questions, if there are any.

22 CHAIR SMYTH: That would be great.

1 I'm just going to make one comment and then I'm
2 going to open for questions. I think we've very
3 much taken to heart the specific and actionable.
4 And we've had a lot of dialogue and we're going
5 to be very cognizant of what is within the
6 control, to separate it from what is in the
7 influence by the Department of Commerce. So
8 that's how we're going to do it.

9 MR. JADOTTE: Great.

10 CHAIR SMYTH: And we're also going to
11 prioritize, in terms of importance, but also in
12 terms of sense of urgency with bills that are
13 currently being passed, stuff that you have
14 really on your front burner, and we're going to
15 pull ahead some sections of our letters without
16 waiting for a final letter that we are going to
17 parse out some of the information and really try
18 and make a meaningful contribution to your
19 accelerated time frame.

20 MR. JADOTTE: Great. And thank you.

21 I think the recognizing control versus influence
22 --

1 CHAIR SMYTH: It's kind of fundamental
2 to --

3 MR. JADOTTE: -- is critical.

4 CHAIR SMYTH: -- to you being able to
5 achieve it. So I'd like to open for questions.

6 MR. JADOTTE: Sure.

7 CHAIR SMYTH: Ray, did you have a
8 question?

9 MEMBER YEAGER: No.

10 MR. JADOTTE: Great.

11 CHAIR SMYTH: Any questions or
12 comments? Okay.

13 MR. JADOTTE: So I'm going to stick
14 around for a bit.

15 CHAIR SMYTH: Okay. That sounds
16 great. We were expecting Deputy Chief --

17 MS. VALENCIA: She's right here.

18 CHAIR SMYTH: I apologize. My
19 goodness gracious.

20 MS. VALENCIA: That's okay. I don't
21 want to interrupt Marcus.

22 CHAIR SMYTH: How are you?

1 MS. VALENCIA: Good, thank you.

2 CHAIR SMYTH: Nice to put a face to a
3 name. I would have been a little more polite.

4 (Laughter.)

5 Prefaced it a little differently, but
6 thank you very much for attending and supporting
7 us. So, Deputy Chief of Staff Stephanie Valencia
8 is joining us today. And she is going to provide
9 us with an update on the President's trade
10 agenda. Thank you very much.

11 MS. VALENCIA: Yes. So I think the
12 last time I saw this group, we were over in the
13 Ronald Reagan Building and I was talking about
14 everything that we were doing to try to pass TPA.
15 Well, we passed TPA. So thank you to everybody
16 around this table who helped to contribute to
17 those efforts. It was a close call. We all knew
18 that it was going to be by the hair of our chinny
19 chin chins.

20 But we know, I have to say, having
21 worked in this Administration from day 1, had not
22 seen such a well-coordinated, well-oiled machine

1 across every cabinet agency, of which Commerce
2 was a huge part in helping do that. I think the
3 Secretary herself called over, I think, 75
4 members of Congress and Senators through the
5 entire passage process. We had over 250 people
6 in this building, whether they were from Marcus'
7 team or, you know, on the data side who were
8 helping to make very state and local arguments,
9 to putting a face on trade.

10 And companies like many of you around
11 this table who are looking at the TPP market and
12 who will be able to benefit from the opportunity
13 that opening those markets or other markets
14 through the TPA will provide as a way to create
15 jobs and economic prosperity across the country.

16 So it was a well-run campaign, but now
17 we don't have much time to rest before we turn to
18 TPP. In fact, I was just coming from a meeting
19 with our Commerce TPP team, where one of our core
20 policy folks is getting ready to jump on a plane
21 to go to Maui for what we hope will be the final
22 round of negotiations. I think Ambassador Froman

1 has been in six of the 11 TPP countries in the
2 last couple of weeks trying to close out really
3 tough issues. Talk about someone who's going to
4 have really great frequent flyer miles after this
5 is all done.

6 But really, that's where we are. And
7 there are a couple really big issues that are
8 outstanding. I think, you know, folks have read
9 in the news just things around Canada and
10 Malaysia and it's kind of unclear where those
11 things are going to land, but everybody wants to
12 keep them at the table and ensure that we can
13 finish this with all countries and parties at the
14 table.

15 And I think showing the signal that
16 the President could take on, kind of, allies
17 within his own party and pass TPA despite, kind
18 of, how, you know, folks who he's close to feel
19 about it, was a huge signal to the TPP partner
20 countries to show that we were able to get this
21 done and that we're serious about getting TPP
22 done as well.

1 So I'm going to just paint a really
2 quick picture on, kind of, how the time line --
3 again, no hard deadlines here because we don't
4 know, you know, we're all hoping and assuming and
5 planning as if things will hopefully close out in
6 the next couple of weeks, at the end of this
7 month at the last ministerial. If not, we're
8 also planning for that. But I think our hope is
9 that we'll be able to move forward at the end of
10 this month.

11 So if, in fact, they are able to close
12 out all the big issues and the President
13 announces his intent to sign, I think folks know
14 there's kind of a 30-day clock that kicks in at
15 that point, before the agreement is actually
16 public. You know, the administration is going to
17 make a very big effort to make this as
18 transparent as possible. Obviously, that's been
19 one of the arguments that we've heard a lot from
20 the American public is that, you know, this is a
21 great deal and it's not secret at all.

22 But we obviously didn't want to put

1 all of our cards on the table while we trying to
2 negotiate the best deal possible. But now that
3 the agreement will be finalized, we will be very
4 public and transparent about what's in it. Our
5 team here at Commerce will have a huge role to
6 play in distilling what is in that deal for
7 American companies by industry, and also for
8 people by state. And so Marcus' team is going to
9 go hard to work as soon as that deal is finalized
10 in turning around --

11 MARCUS: Working on it.

12 MS. VALENCIA: They're already working
13 on the template fact sheets to help us figure
14 out, you know, what is the case to be made in
15 Alabama? What is the case to be made, you know,
16 in the semiconductor industry? And so, you know,
17 we'll be rolling out about 15 to 20 industry-
18 specific fact sheets and 50 state fact sheets
19 that will go country by country by country, and
20 what that, you know, potentially means to jobs
21 and investment in each of the states.

22 And so, at some point in August, early

1 September, when the agreement goes public, we
2 will release those fact sheets and make sure that
3 they're all available to you, and they'll go on
4 our ITA.gov/FTA Web site, where you can find any
5 fact sheets on any of our FTAs and what they mean
6 at a kind of sector and a local level.

7 Then after that, you know, the
8 Congressional -- also, when the President
9 announces his intent to sign, the kind of longer-
10 term Congressional review clock also kicks in.
11 And so they have 90 days, 90 Congressional days,
12 to review the text and then, you know, so the
13 soonest really that we would then, kind of, come
14 to a Congressional vote is probably October at
15 the earliest. And that's assuming everything
16 kind of goes to schedule.

17 And then there are other, kind of,
18 deadlines and clocks that start. Like with the
19 ITC and others who have to do other reviews and
20 weigh in to the process. So there are a lot of -
21 - it's kind of five-dimensional chess. It's not
22 even just three-dimensional chess here in things

1 that have to continue moving forward.

2 But I think, you know, rest assured
3 you're going to continue to see the kind of
4 broad, across the administration, all-in effort
5 that you will use on TPA again for TPP. And I
6 think the benefit that we have about TPP is that
7 there will be real specifics.

8 You know, TPA was this kind of
9 theological debate about, you know, or
10 theoretical debate about, you know, how do we --
11 why is trade good for the country? And you
12 couldn't really apply the specifics of TPP
13 because the tariff lines weren't finalized and
14 you weren't able to really say, okay, what does
15 this mean to the state or to this industry. And
16 we're going to have the benefit of that hopefully
17 at the end of this ministerial when they finalize
18 everything.

19 So the last thing I just want to close
20 with is to give you, just to paint a really quick
21 picture, both in terms of the role Commerce plays
22 as we head into the finalization of the

1 agreement, but then beyond that in the
2 implementation of TPP, if and when it's ratified
3 by Congress. So, one is negotiation. We have
4 lots of members of our team. As I just
5 mentioned, our ITA team and our intellectual
6 property team from PTO are going to Maui.
7 They've been at all the ministerials.

8 They're providing that expertise that
9 we've heard from our ITAC's and our other
10 advisory councils and that we hear from industry
11 every single day. And so they are there.
12 They're, you know, providing that expertise to
13 the negotiators who are on the ground.

14 Two, is we advocate and we help get
15 these deals passed. And so I talked a little bit
16 about the work Penny and our whole department did
17 when, you know, over 250 people working here in
18 Commerce trying to get this work done and to
19 provide the public facing data and the stories to
20 make the case. And then three, on
21 implementation, I think one of the benefits of
22 having Penny Pritzker as our Secretary of

1 Commerce is, in having come from the business
2 community, is she is a planner. And so she's not
3 waiting for TPP to be finalized.

4 She's already charged our team to
5 begin thinking about what are the lessons we've
6 learned from the current Columbia FTA. What have
7 we learned from KORUS? What can we do better?
8 How do we use technology to reach more people.
9 How are we reaching small and medium-sized
10 businesses?

11 So we're expanding our exporter base
12 and educating them on the opportunities that
13 exist in these new markets. How do we use the
14 170 foreign commercial service officers that we
15 have in the 11 or 12 TPP countries? How do we
16 use our domestic field staff through our U.S.
17 export assistance centers?

18 So really, like, leveraging every tool
19 in our toolbox and has charged Stefan Selig and
20 Marcus and everybody in ITA and in our front
21 office to really come up with a holistic and
22 robust approach that doesn't just look at ITA,

1 but also looks at some of our other bureaus that
2 enhance and are talking to industry every single
3 day, like the Patent and Trademark Office, as
4 well.

5 And then lastly, I would just say is
6 on enforcement. And I think, you know, Commerce
7 sometimes gets a little overlooked, you know.
8 Everybody thinks, you know, U.S. terrorism
9 forcing trade law. Should we have a huge role in
10 monitoring it, ensuring that countries are
11 compliant with over 250 trade agreements through
12 our Enforcement and Compliance Bureau within ITA?
13 And there, you know, there is recourse for U.S.
14 industry to come in and file complaints on
15 countries or to ensure that there's a level
16 playing field for our companies and our workers
17 abroad.

18 So those are kind of the four buckets
19 of how we at Commerce are involved in kind of the
20 creation and the negotiation and the advocacy,
21 all the way through implementation and
22 enforcement. So, with that, I'm happy to take

1 questions about the process. I'm not in the
2 negotiations myself, so I can't tell you where we
3 are on particular issues, but I'm happy to take
4 any questions on other things.

5 CHAIR SMYTH: Okay. Thank you, Miss
6 Valencia. I would to introduce the Vice-Chair of
7 the Council, Miss Claudine Martinez, who has a
8 statement to make.

9 VICE-CHAIR MARTINEZ: Thank you so
10 much. Well, first of all, we're in charge of
11 saying all the thank yous. So we'd like to start
12 with Secretary Pritzker. You know, we are off
13 and running to a pretty amazing start. We've
14 been told by your amazing staff here that we are
15 making much progress, especially in the first
16 four months, compared to previously Councils and
17 so forth, because we know we have an abbreviated
18 time line.

19 We've taken to heart all the
20 priorities the Secretary laid out for us in the
21 last meeting that we've had. We've all gone
22 through those and we have a pretty tremendous

1 report out that we're prepared to do today, which
2 includes our first letter. So I'd like start
3 with thanking the Secretary. I'd like to thank
4 you, Assistant Secretary Jadotte, for your
5 exceptional team. In particular, Chandra Brown.
6 She is just amazing as a Deputy Assistant
7 Secretary. She's been on both sides of this
8 table --

9 (Laughter)

10 -- because she's already served at
11 Manufacturing Council, so we really have the
12 benefit of her expertise. And we're off and
13 running. We're going to go out into the sector.
14 Out into the communities. So our next Council
15 meeting will be held in Chicago. I also have to
16 give special recognition to Miss Valencia. She's
17 a fellow Albuquerquean --

18 (Laughter)

19 -- and I hope that you all know how
20 amazing she is. How fortunate we are to have her
21 leadership. She started out in the White House
22 for, what? Six years, I guess?

1 MS. VALENCIA: Yes.

2 VICE-CHAIR MARTINEZ: And then came
3 over now to Commerce. So we are very, very
4 grateful to have her in our presence and we
5 really want to thank you for your leadership and
6 thank you for coming today.

7 I also want to give a special
8 recognition to Shannon, as well as Archana.
9 She's only been on board for a month, but under
10 the great tutelage of Shannon, who has been
11 steering our ship this Council's term, we really
12 are exceptionally prepared. Especially with all
13 of the advocates that we've been able to reach
14 out to, the different sectors. All of the
15 subcommittees have given out very, very
16 aggressive schedules for briefings. So we feel
17 very keyed up going into the next quarter, so to
18 speak, of the Council.

19 And, Archana, I can't say enough.
20 I've only been working with you for a month, but
21 it feels like we've been working together for a
22 year already. She has hit the ground running and

1 I just want to give special recognition. If you
2 could go and take that back to the Secretary, we
3 would be very appreciative.

4 And substantively, I've got the first
5 question for you. We've got this teed up from
6 the Innovation Research and Development
7 Subcommittee. This has come up in discussions
8 we've had with Deputy Assistant Secretary Brown,
9 as well as others, and we have previous
10 recommendations that have existed. So, for
11 example, in the previous Council that I served
12 on, we did recommend passage of both TPP and TTIP
13 that are teed up now. Also TPA, but that one is
14 ready to go. So our question to you is, would it
15 be useful, because it's timely right now, to go
16 ahead and re-issue --

17 MS. VALENCIA: The letter?

18 VICE-CHAIR MARTINEZ: -- the letter in
19 another format and parse that out. Because I
20 think what's happening now is, especially the big
21 topics, you know. You've energy, you've got
22 trade, you've got IRD. These are huge topics.

1 What we've encouraged is the Chair and
2 Vice-Chairs to go ahead and get that low-hanging
3 fruit, so to speak. Get those passed through.
4 Get those actionable, so we're targeting our next
5 all Manufacturing Council call, which is coming
6 up in August, to pass the letter that we'll be
7 entertaining today, as well as the letter on the
8 TPP and the TTIP issues.

9 MS. VALENCIA: Okay.

10 VICE-CHAIR MARTINEZ: Could you
11 comment on that?

12 MS. VALENCIA: So I think, from a
13 strategic perspective, we're about to head into a
14 really quiet, hopefully, time in August where
15 members are going to head back to their
16 districts. And I think what's going to be really
17 important for them to hear when they're back home
18 is from individual member companies, who are
19 saying we're really excited to get TPP done.
20 This is what it's going to mean specifically to
21 my company, as much as you can say now.

22 I would say in terms of kind of a

1 letter, that's a very powerful tool that we would
2 want to make sure gets kind of the right
3 attention, particularly from the Manufacturing
4 Council, which obviously I think is an industry
5 reserve on a highlight and lift up as we're
6 talking about the importance of TPP.

7 So I would, my suggestion would be
8 that we wait until the text is finalized. We can
9 insert some very specific, kind of, industry
10 numbers or, you know, suggest or provide some
11 numbers for you guys to consider including in
12 your letter once we have the industry-specific
13 stuff. And use that and let's build like a big,
14 kind of, press hook around it so that you guys
15 get attention around the letter itself, in
16 addition to publicizing it to the Hill.

17 But I think September is really when
18 people's focus is going to turn back to TPP.
19 Right now, they're kind of stepping back from it.
20 And it's been a hot summer for them, so, on
21 trade. And so I think we really want to do it
22 when we can get the maximum lift and benefit.

1 VICE-CHAIR MARTINEZ: That makes
2 tremendous sense.

3 MS. VALENCIA: Yeah.

4 VICE-CHAIR MARTINEZ: I'd like to take
5 questions now for Miss Valencia? Anyone have
6 questions for her? The Secretary's Office? We
7 know you're very tight on time. Go ahead. Yes,
8 go ahead.

9 MEMBER ALLMAN: I have just one other
10 question around that. So we were also working on
11 a letter around EXIM Bank. Would you find that
12 immediate or would you want us to wait?

13 MR. VALENCIA: I think, I mean, I
14 think the more, you know, Penny is actually
15 authoring an op-ed we've been shopping around for
16 a couple of weeks. I think that's probably one
17 that more urgently get out there. I don't know
18 that it's going to happen before the August
19 recess. I think we haven't gotten any signals
20 that there's going to be a breakthrough before
21 August, but I think in the constant drumbeat of
22 EXIM over the course of August is also going to

1 be really important.

2 But how, kind of, all this intersects
3 when we come back to TPP being, you know,
4 potentially published and online, you know, you
5 have the EXIM fight, then you're going to have
6 Iran on top of all of that. It's going to make
7 for a very interesting fall. And then the budget
8 as well. So I think it's, kind of, there are a
9 lot of kind of big issues we're going to be
10 having to work through.

11 CHAIR SMYTH: Thank you very much.

12 MS. VALENCIA: Wonderful. Thank you
13 guys very much.

14 MS. MARTINEZ: Thank you so much, we
15 appreciate your time.

16 (Off the record comments)

17 CHAIR SMYTH: Okay. I would like to
18 introduce Deputy Assistant Secretary Chandra
19 Brown. I would like to thank you, personally,
20 for your continuity. You have sat on both sides
21 of the house.

22 And I think everything is echoed by

1 the Co-Chairs that we would like to thank you for
2 personally attending as many events and also for
3 making yourself available for questions and
4 points of clarification, which, even though they
5 just take a minute or two, are incredibly useful
6 for us to receive in such a timely fashion. So
7 today, Chandra will share information about the
8 Hannover Fair and also the Aerospace FDI.

9 THE DEPARTMENT OF COMMERCE MANUFACTURING AGENDA

10 Chandra Brown, Deputy Assistant Secretary

11 Erin Sparks, Senior Advisor for Manufacturing

12 MS. BROWN: So, good afternoon,
13 everyone. Yay. See, we can still have fun even
14 while we're working hard. It is a pleasure to
15 address, you know, I know I'm not supposed to
16 have favorite councils but, you know, I do. I
17 might have a few favorites here. My favorite
18 subject with such incredible what I consider
19 friends and colleagues across the table. It's
20 always great to come to these meetings.

21 I'm going to talk about those two main
22 topics. I'm going to throw in two other things

1 then and I want to tee off first of all what
2 Stephanie just said.

3 One, I think everyone here,
4 particularly my friends from the previous
5 Council, should, you know, take a moment of
6 credit and a moment to kind of bask. It was
7 October, 2014, when you sent out the
8 recommendation for TPA to be passed.

9 As you know, like with KORUS and other
10 things, many of these take years and years to
11 pass. So we always forget to just take a moment
12 and celebrate. You wrote a letter of
13 recommendation. It was part of the voice. It
14 was obviously a super close, incredibly critical
15 vote, and it passed.

16 And so everyone here deserves a piece
17 of credit for passing TPA and that that specific
18 recommendation from the last committee's Trade
19 and Tax Subcommittee is, you know, when we have
20 our tracker, you can, like, check that box, done.
21 You know?

22 So I thank everyone here, you know,

1 particularly again those folks from the last
2 Council who worked hard on that. Really
3 appreciate that.

4 And that's why we do think, as we roll
5 out the next ones, whether it be TPP and TTIP,
6 it'll be good to, as we said, re-up the
7 recommendations. Because again, sometimes it
8 will take numerous years to get this work done.

9 So congratulations to everyone and
10 thank you for that recommendation. There is at
11 least one that we can kind of close and say it's
12 done. So I wanted to start with that.

13 The other thing I want to vet is a
14 little bit about what Marcus was talking about.
15 The Top Market reports. They are online. You do
16 have a flyer in your packet.

17 One of the things I wanted to
18 emphasize, because it was actually my team that
19 did the vast majority of these reports, it's a
20 huge amount of work. Some of these reports are
21 50, 100 pages. We may rank a hundred plus
22 markets in order of sub-sectors of markets.

1 There's case studies of individual countries in
2 there.

3 So one of the things, we've been doing
4 a lot of briefings, webinars, and other briefings
5 per subject matter, because there's so many
6 different ones when you look at the reports.

7 So I would recommend, for example,
8 possibly the Trade Committee, they might want a
9 briefing on this or they might want to, you know,
10 be listening or participating out for when we go
11 through these reports.

12 As our teams that are the authors, so
13 you can actually talk to the authors of the
14 reports. And as Marcus said, you know, this is
15 our first year we've done most of these. Some of
16 my team have been doing a couple for a few years,
17 but the first time we've done all 19 at one time.

18 And we're really looking for feedback
19 again, so, for next year. So again, do you like
20 it, was it helpful, you know. I will say the
21 target is primarily small and medium-size
22 enterprises. Again, a big focus for us.

1 That's why people have asked me this
2 question, so I'll say it out there. For what
3 reason why we're doing aircraft parts, for
4 example, rather than planes?

5 Like, we don't necessarily probably
6 need to tell Boeing and Airbus where their
7 markets are. I think they're probably pretty
8 savvy with their hundreds of analysts looking at
9 that every day.

10 However, you know, aircraft parts, for
11 example, and where are you going and where can
12 you be selling and reselling and across the
13 board, you know. We did it on that. So I wanted
14 to be clear.

15 And, yes, not every industry is
16 covered. That probably would be another
17 interesting prominence. Very difficult. There's
18 so many industries and so many sub-sectors. And,
19 unfortunately, we just don't have the resources
20 to cover every single one.

21 But, I think, you guys, looking at
22 these 19 reports, like I said, they're all at

1 trade.gov/TopMarkets. So you can go download
2 them at your leisure and look at them. But it
3 might be something that the Trade Committee wants
4 to actually have a briefing on or take a harder
5 look at.

6 So that takes care of those two. Now
7 I will talk about my two topics. First, Marcus
8 touched on it but it is true. Next year, April
9 25th through 29th, 2016, is the Hannover Messe
10 Fair. And we are pretty excited on this. For
11 the first time in history, the U.S. is the
12 partner country.

13 So the reason why we're talking about
14 this, obviously many companies here will probably
15 attend the fair and have heard about the fair.
16 The difference this year is that, you know, we
17 are the partner country.

18 So there's, you know, a possibility
19 the President will be attending and the
20 Secretaries attending. And we have an entire
21 U.S.A. pavilion and various pavilions throughout
22 the show. So this is kind of, again, a

1 difference and enhancement of pasts.

2 So really, and I also like this, the
3 statistic that the Hannover people gave me, which
4 really resonated with me personally as an ex-born
5 in Chicago woman, is that they are very proud
6 that their fairgrounds are over one million
7 square feet, which they wanted to make sure I
8 knew is 20 times the size of McCormick in
9 Chicago.

10 (Laughter)

11 So we can give that all to everyone as
12 scale. So that's pretty big. So I thought that
13 was a really funny and a good stat. And they
14 also said, you know, roughly it's 6,500
15 exhibitors from 70 countries and over 2,200
16 visitors from 95 countries.

17 So I just tell you that, the reason to
18 give you this point from a Manufacturing Council
19 perspective, is, and it'll be similar to the
20 aerospace ask, it's all about, you know, putting
21 the word out. Going into your networks, letting
22 people know about it. That U.S.A. is the partner

1 country, you know.

2 We've had, I would say, decent
3 attendance if you add up all the U.S. companies
4 that have attended in the past. But now as the
5 partner country and really highlighting our
6 expertise, innovation, entrepreneurship, we
7 really want, you know, hopefully more folks to
8 come. And we'll have speakers and, you know, a
9 whole bunch of opportunities.

10 And luckily, Shannon here is going to
11 be one of our point people on Hannover Fair, so
12 you have an instant source, like, of date and
13 information. So, like, if you want to attend, if
14 you want more information. We will have
15 marketing materials coming out on it that, you
16 know, we can send you to send around.

17 And they're definitely, the
18 organizers, are looking for sponsors for the
19 U.S.A. pavilion. So again, it will be a big
20 U.S.A. pavilion. Right now, it's open for
21 sponsorships and a variety of other things.

22 So I think, as the details come, we'll

1 keep you informed. And this you could consider
2 your heads up of outreach, with more details and
3 marketing information to follow.

4 Second, another big event, again, that
5 will have relevance, not for everyone here, but
6 as you look into your networks and all the folks
7 that you touch. This October, and there is a
8 flyer on this as well in your packet besides the
9 Top Markets. So October 26th through 28th in Los
10 Angeles, we are hosting a Aerospace Foreign
11 Direct Investment Expo.

12 So what this is, I know some folks are
13 here at SelectUSA. So basically, we've had two
14 big SelectUSA events here and they've been
15 fantastic and they've been huge, where we've had
16 all 50 states represented and we've had thousands
17 of foreign interested parties and buyers come to
18 the United States for matchmaking and meeting.

19 Well, one of the lessons we learned
20 and that we've been talking about is that's a
21 very big, successful, huge event. But there is a
22 demand to do things on a more industry-specific

1 level, where you can get more into depth and be
2 having folks come here that already know what
3 they're interested in and what they're interested
4 in investing in.

5 So the very first one is on aerospace.
6 Difficult again, as you know, with reports and
7 everything on how we pick and what's the first
8 one. There's a lot of reasons why we picked
9 aerospace. Mainly that Foreign Direct Investment
10 in aerospace has been growing over seven percent
11 year over year.

12 So, you know, we look at the metrics.
13 We look at the stats. Where is a good, you know,
14 investing base? Plus there's, it touches so many
15 folks. The overall aerospace industry.

16 So this is our first one. Doing it in
17 October. We're partnered with the Aerospace
18 States Association, which is made up of
19 Lieutenant Governors and other folks. There is,
20 I believe, like, 21 roughly states that are
21 interested in coming and I believe ten are
22 already signed up.

1 And so again, I want to emphasize
2 different from the big SelectUSA, we don't expect
3 all 50 states. Nor do we necessarily want all 50
4 states. Not all 50 states have aerospace, you
5 know, interests.

6 The same with we won't have every
7 country, foreign country, coming. Not every
8 country has, you know, an aerospace interest or
9 wanting to join our, you know, global supply
10 chain here in the United States. So it'll be a
11 much smaller scale event, but hopefully much
12 deeper and more targeted.

13 And again, the Web site is up now, so
14 you can go on and register. And so we're really
15 encouraging you again, whether it's your industry
16 or not, and these, the marketing packets, kind
17 of, are done.

18 So we can send you electronically all
19 the information on it. We're meeting with lots
20 of folks from embassies and consulate generals.
21 We have delegations that are thinking of coming.

22 And one thing I wanted to particularly

1 mention to this group that is an interesting
2 thing we're trying to do, is for some of our
3 large companies who maybe have foreign suppliers
4 and are looking for diversification or others,
5 inviting like the foreign supply chain, you know,
6 to come. Because maybe there's other companies
7 they can sell to and be a part of the global
8 supply chain.

9 So we're really trying to dig down.
10 Including also companies that are looking to
11 diversify. One example that came up recently is
12 a company that makes medical devices and they
13 want to get into aerospace and they are looking
14 for a foreign partner potentially, you know, to
15 help them expand to do it.

16 So it's working both ways. So it is
17 thinking, kind of, more out of the box and we're
18 looking for all sorts of different companies,
19 from the large primes to the small, medium-size
20 enterprises to attend.

21 So our ask on that is again to go out
22 into your networks to pass this information

1 around and, you know, hopefully we'll have, you
2 know, a pretty robust -- there will be
3 matchmaking done.

4 So just like SelectUSA, you'll be able
5 to sign up online and then match make with
6 companies, match make with other folks, and that
7 will all be run out of our SelectUSA office. So
8 they are doing the yeoman's work on this event.
9 And that is all I have. Thank you.

10 CHAIR SMYTH: Okay. Thank you very
11 much Deputy Assistant Secretary Brown. Open for
12 questions?

13 MS. BROWN: I only take hard
14 questions.

15 (Laughter)

16 CHAIR SMYTH: Okay. Cody, do you have
17 a question? Okay. So I would like to introduce
18 and welcome Miss Erin Sparks, who is the Senior
19 Advisor for Manufacturing to Secretary Pritzker,
20 and she will give us an update on the
21 Manufacturing Day MEP and some comments on the
22 White House supply chain event and some

1 manufacturing community investment activities.

2 Thank you and welcome.

3 MS. SPARKS: Thank you. As you can
4 tell from Susan's introduction, I'm here to cover
5 everything that --

6 CHAIR SMYTH: Else.

7 (Laughter)

8 MS. SPARKS: Only the domestic work we
9 do, which is a lot. But I'll try to just hit the
10 highlights and be brief.

11 I first just want to echo my
12 colleagues and thank you all and tell you what a
13 pleasure it's been to work with you over the last
14 four months. I've been really impressed at the
15 quality of the subcommittee work as I've
16 interacted with some of them and also just really
17 thrilled to see individual members have one-on-
18 one interactions with our programs, participate
19 in events, you know, provide such quality input
20 this early on.

21 It's really exciting for us to see and
22 I thank you for that, because I know that takes a

1 lot of hard work and time from those who are very
2 busy. So thank you.

3 So I will give you, as I said, an
4 update on some of the manufacturing domestic
5 priorities we have and some of the recent
6 initiatives or announcements Secretary Pritzker
7 has made in that space.

8 Just last week, to kind of frame it,
9 Secretary Pritzker delivered remarks to the
10 National Council of La Raza outlining her
11 domestic priorities for the remainder of the
12 Administration.

13 And she really focused those on
14 investing in three things. In our people, in
15 innovation and entrepreneurs, and in places. And
16 when she's speaking about investing in places,
17 she's talking about infrastructure. Both
18 physical and digital.

19 And so, I think, just setting that out
20 and seeing the overlap between those priority
21 areas and the areas where your subcommittees are
22 at work, it's really, there's a lot of promising

1 areas for us to collaborate. And so, I'll just
2 give you a few highlights from both the
3 innovation and skills space, which are enormous
4 priorities for the Secretary.

5 So in the innovation space, earlier
6 this month she spoke at Wal-Mart's manufacturing
7 summit and she announced there we have 12 new
8 investing and manufacturing community
9 partnership, or IMCP, communities.

10 This is a program that was created by
11 Secretary Pritzker, along with other cabinet
12 officials. It's an inter-agency effort. This is
13 the second round of 12 communities, so the new
14 communities are joining 12 existing communities.
15 I think you have a copy of the announcement and a
16 list of the new communities in your materials.

17 This is an important program for us to
18 really work on institutionalizing over the next
19 couple of years. We see it as a smart government
20 program where essentially we are recognizing
21 communities that have strategic plans that have
22 been developed with input from the private

1 sector, covering everything they do to support
2 manufacturing. From workforce and development to
3 infrastructure to supply chain.

4 So we're looking at what are the best
5 community strategies and then we take those
6 communities and help them position themselves for
7 the best federal support.

8 And so we have funding aligned from 11
9 different agencies to then support those plans.
10 And like I said, it's really a great example of
11 smart government at work.

12 She went straight from the Wal-Mart
13 summit to the next day participating in the White
14 House Supply Chain Roundtable, where we were
15 thrilled to have a few Manufacturing Council
16 members in attendance.

17 The Roundtable brought together senior
18 executives from over 20 leading manufacturing
19 OEM's with smaller supply chain companies. And
20 then really important federal actors, like our
21 Manufacturing Extension Partnership Center
22 Directors, National Lab Directors, to talk about

1 strengthening the small companies that make up
2 our domestic supply chain.

3 So leading into the event, there were
4 15 companies that made commitments to expand
5 partnerships with smaller companies. So that
6 itself was a huge success.

7 At the event itself, Secretary
8 Pritzker challenged the larger companies in
9 attendance to meet in the next eight weeks with
10 their local MEP Center to talk about how the MEP
11 Center can help them address a specific challenge
12 or a specific problem they see across their
13 supply chain.

14 And we see this as part of an effort
15 to move our MEP Program, which has amazing
16 results and often works one-on-one with smaller
17 companies, to working with a larger company to
18 support their whole supply chain with smaller
19 companies. And so, you know, really achieving
20 greater impact through that scale.

21 And then looking forward in the
22 innovation space, I know we've talked about this

1 many times but I'm going to emphasize that the
2 National Network for Manufacturing Innovation, or
3 NNMI, remains a top priority for the Secretary,
4 and for the President, for the Department.

5 We appreciate the work that the IRD
6 subcommittee is already doing in this area. We
7 have two main areas of work before us and
8 appreciate your recommendations on both.

9 One is, we at the Department of
10 Commerce have been charged with the
11 responsibility of leading the network of existing
12 NNMI institutes.

13 And that requires putting a governance
14 structure in place and we're currently working
15 closely with the Department of Defense and
16 Department of Energy, which have the existing
17 NNMI institutes, to put that in place.

18 But we really need the private sector
19 input to make that governance structure works for
20 the private sector members of these institutes.
21 So that's the first.

22 The second is actually establishing

1 commerce NNMI institutes, which the President's
2 FY '16 budget requested funding for two commerce
3 institutes.

4 These are important because they're
5 not limited by agency mission. They're open
6 competition, so we're able to establish them in
7 whatever area industry tells us is most
8 important.

9 The legislative outlook at the moment
10 is not great. And I'm happy to go into more
11 detail about that, but I think, you know, you
12 heard what Stephanie said about the Secretary.
13 She's a planner.

14 And so, she wants to be ready to do
15 this and we need your input to help us make sure
16 we're ready. And I'll say, in addition to her
17 being a planner, she's an optimist.

18 (Laughter)

19 So, you know, we may be told that
20 getting the funding is a long shot, but we're
21 going to go for it and we're going to push for
22 it. And so we appreciate you all helping us in

1 whatever way to prepare to be ready to approach
2 those institutes.

3 Let me quickly mention a few things on
4 skills. Last week we had an announcement that
5 seven regions were selected to participate in the
6 Communities that Work Initiative, which is a
7 joint project between our Economic Development
8 Administration at the Department and the Aspen
9 Institute.

10 They chose these seven regional teams
11 that will work on an intensive 15-month learning
12 exchange, looking for the best ways to
13 incorporate workforce development initiatives
14 into regional growth strategies.

15 One of the seven communities was a
16 manufacturing community. So we're excited to see
17 that and we know that even though there was only
18 one, there will be broader lessons across
19 industries that will come out of this.

20 And then finally, let me talk a little
21 bit about Manufacturing Day. You're already
22 familiar with it, so I don't need to sell you on

1 the importance of it or what it is. But I wanted
2 to give you a quick update on what we're doing in
3 our outreach efforts and how you all can help.

4 First, let me just refer back to the
5 goal that Marcus mentioned and put it into
6 context for you. We created Manufacturing Day in
7 this administration and the first Manufacturing
8 Day took place in 2012. So just three years ago.

9 In 2012, there were 240 events and
10 7,000 participants. And then you look to last
11 year, just two years later, we had over 1,600
12 events. And I think even more impressive than
13 the number of events, is the number of
14 participants. We had over 400,000 participants.

15 And then it gets even more impressive
16 when you compare how many people we reached
17 through media, which is over 30 million people
18 were reached through media about Manufacturing
19 Day. We had Manufacturing Day trending on
20 Twitter.

21 What company wouldn't want to be part
22 of that kind of public engagement. So I think

1 there's a really strong sell that we can make and
2 we need your help in making that sell.

3 Every year we get a little more
4 ambitious in our own outreach efforts. And last
5 year, Secretary Pritzker sent letters to 250
6 mayors asking them to attend Manufacturing Day
7 events, to do outreach to companies in their
8 city.

9 This year, we've expanded that to
10 include governors and members of Congress. So
11 we're sending 400 letters from her to elected
12 officials asking for their involvement and making
13 much more specific asks. Instead of just
14 generically saying will you reach out to
15 companies, we said please reach out to five
16 companies.

17 We're developing our wish list of
18 iconic U.S. companies that haven't participated
19 in the past that we'd love to see participate
20 this year. We're working with trade associations
21 to make sure we reach small and medium-sized
22 companies.

1 So thanks to Bill Yeargin on the
2 Manufacturing Council, we, just a few days ago,
3 the National Marine Manufacturers Association
4 sent a letter about Manufacturing Day
5 participation to all of its members.

6 We'll be asking companies to use
7 Manufacturing Day as a platform to make bigger
8 commitments and announcements, like expanding or
9 starting an internship program or opening a new
10 factory. We're working with Deloitte this year
11 to do a study on the effects of Manufacturing Day
12 on public perception.

13 So we've seen states or regions do
14 studies of this where in Florida, a group that
15 organized a regional tour, they saw 95 percent of
16 student participants said they learned something
17 new about manufacturing and saw how STEM is put
18 to use in advanced manufacturing.

19 And so we want to be able to say those
20 kinds of things on a national level. This
21 happened because of Manufacturing Day.

22 So here's how you all can help. Just,

1 sort of, of the initial lesson. We've spoken
2 with the Workforce Subcommittee about some of
3 these ideas as well and really appreciate their
4 initial input. Help us do outreach and make the
5 ask of companies. That's huge for us and now is
6 really the perfect time to be doing that.

7 We see the biggest spike, you know, in
8 registration of events in September. In order to
9 register an event in September, companies really
10 need to be thinking about it now.

11 You know, we've asked you to work
12 together regionally, across your supply chains,
13 or as trade associations to expand impact. So
14 we've had conversations recently with Airbus and
15 they're reaching out to all of their supply chain
16 companies to encourage them to participate in
17 events.

18 Let us know when you have big events
19 or possible announcements that are being lined
20 up, so that we're aware of those and can amplify
21 them or can make sure that we get an
22 Administration official out to participate in

1 them.

2 MS. BROWN: And it's a competition, so
3 whoever has, who know, the best things, that
4 depends on who you get to come out.

5 MS. SPARKS: That's kind of true.
6 Share your stories, your best practices, your
7 results. We're excited, again, just speaking
8 about sort of the individual members who are
9 helping us in so many ways.

10 Tim O'Meara is going to be speaking on
11 a webinar about what his company has done for
12 Manufacturing Day that will go out through our
13 national partners for Manufacturing Day to reach,
14 you know, hopefully thousands of companies and
15 inspire them. So we appreciate your support on
16 that and would appreciate all of you helping to
17 share those stories.

18 I think there was a success story
19 included in your packet of materials that really
20 highlights a company in Missouri that uses
21 Manufacturing Day to identify future employees
22 and has actually hired people who have come

1 through the facility on Manufacturing Day.

2 So, I mean, those kinds of stories
3 really help show the value to the businesses in
4 terms of immediate impact. Not just this is a
5 good thing to do because it eventually it'll have
6 an impact on public perception.

7 And then finally, just please, as you
8 plan your own events and as you speak with others
9 about them, make sure you register them on the
10 Web site.

11 It's a really simple ask, but that's
12 the only way we have to have those great
13 aggregate numbers is to make sure everybody
14 registers on the same Web site. So thank you all
15 so much.

16 CHAIR SMYTH: Thank you very much,
17 Miss Sparks. I would like to invite you to
18 attend our next Co-Chair Subcommittee conference
19 call and we talked about that a little earlier
20 today. I think it would be really useful.

21 And I believe that call is the first
22 week in August and I think the objective on that

1 would be for us to deep dive what the Department
2 of Commerce is seeing with regard to our reports.
3 So we'd like to get a course correction, you
4 know, so we're working on the right thing, but
5 perhaps this is a bit more urgent than that.

6 So we're starting to deliver to you
7 some of these letters or parsed letters that are
8 in a meaningful cadence that you can basically do
9 some actionable items and make them work for you,
10 so.

11 MS. SPARKS: Yes.

12 CHAIR SMYTH: I would now like Vice-
13 Chair Martinez to facilitate the discussion. We
14 have some input with regard to Manufacturing Day
15 and I think, just at a high level, most of the
16 people around this table in the Council are
17 actively involved in this.

18 We have numerous activities and, in
19 the spirit of competition, we are talking about
20 clustering in certain specific geographic regions
21 and basically making this a very high profile
22 event. So I think we'll be very successful.

1 Claudine?

2 DISCUSSION

3 Claudine Martinez, Vice-Chair

4 VICE-CHAIR MARTINEZ: What I'd like to
5 point out to everyone, is you are seeing if being
6 here now, right, that the ask that's being put to
7 us from the other side of the table is not just
8 formal recommendations for a lot of different
9 outreach efforts, a lot of input when it comes to
10 very specific tasks, say to come up in a timely
11 fashion.

12 We've been asked, for example, come
13 in, give your input. We need it by Friday.
14 These type of tasks, which are good. We want
15 those to keep coming in and we'll do to the best
16 of our ability.

17 Two of the things we'd like to
18 highlight is the efforts that have been made on
19 Manufacturing Day as well as the White House
20 meeting. So to continue with the theme on
21 Manufacturing Day, I thought we could take just
22 about five minutes, and we're running over

1 schedule a bit right now and intend to pick up
2 some time.

3 So I'd like to call on Andra and Bill.
4 If you'd like to give us just a quick input on
5 what you see as the tool for Manufacturing Day
6 that was successful for you, so you can pass
7 along the knowledge to those of us who have not
8 done it before.

9 MEMBER RUSH: Okay, I'll go first. I
10 didn't know who you were looking at over here.

11 (Laughter)

12 So what we did, because Detroit
13 Manufacturing is pretty new, one of the first
14 manufacturing places in Detroit in over 30 years
15 and we're in a pretty low income area, but what
16 we tried to target is how do we attract
17 participation, knowing there's a transportation
18 challenge. So we went in our walking
19 circumference and then we expanded it beyond
20 that.

21 One of the key learnings was having my
22 lead person go to a school on the beginning of

1 the first school day in that first week and
2 introduce we're having Manufacturing Day. We are
3 sponsoring this event for yourself, your class,
4 and your class's parents to come.

5 And then we gave giveaway gifts and we
6 came in every week prior to the actual event. We
7 actually paid for some of the busing tokens. We
8 bought that. And we also had transportation
9 provided by maybe someone who had larger
10 vehicles.

11 We then contacted our supply chain who
12 services us and expanded it to their small
13 communities. But the impact was incredible.

14 So we think if you can share with your
15 community right away what Manufacturing Day is
16 and the impact it has on the community. A lot of
17 people had no idea and had never been in a
18 manufacturing facility. So it was a paradigm
19 shift.

20 I also leveraged, or our company also
21 leveraged, interns that we get from University of
22 Michigan and Wayne State as part of their project

1 to market to middle schools and elementary
2 schools as well. And we think that has a
3 tremendous impact. So that was our approach.

4 VICE-CHAIR MARTINEZ: Excellent.

5 Bill?

6 MEMBER YEARGIN: We partnered with our
7 regional manufacturers' association, who actually
8 went out to the schools, who made the contact and
9 had the students, who came to us. So we really
10 didn't have to do much in that area. They were a
11 big, big help to us and I would recommend you
12 consider that.

13 On site, we had, again, at our boat
14 manufacturing site in Orlando. We brought them
15 in, gave them a tour, had them speak to a number
16 of different people in our organization, had them
17 do some role playing. And because we have lakes
18 and boats there, actually gave them boat rides.

19 And I think that we had about 50 or so
20 students that attended our event. And I don't
21 think there's any question they left with a whole
22 new appreciation for manufacturing.

1 They just had a fun -- we've had to
2 make it fun for them, too. You know, just sort
3 of a fun day and try to mix it up so, you know,
4 they just weren't sitting there listening every
5 day, or all day.

6 We'd go and see different things and
7 then have somebody else come back and talk to
8 them and take them to another section. It was a
9 really, really exciting day and you can really
10 impact a kid's life and really open up a whole
11 new world to them by participating.

12 And as Erin said, I've encouraged our
13 whole industry to get involved. And we've had
14 some traction there and, you know, there's really
15 a really big opportunity not only to help us in
16 the long run, but to help, you know, one of those
17 kids.

18 Because they most likely weren't even
19 thinking about the opportunities in manufacturing
20 and you set their life off in a whole different,
21 positive direction. So thank you, Susan, for
22 giving me the opportunity.

1 VICE-CHAIR MARTINEZ: So what I'd like
2 to task the Manufacturing Council with is if you
3 could look at not only your own company
4 participating and go and register on the Web site
5 as soon as possible because we need to get all
6 the registries going, but also if you end up
7 doing a regional endeavor --

8 CHAIR SMYTH: Right.

9 VICE-CHAIR MARTINEZ: -- like Susan
10 was talking about, what I want to do a really
11 good job of is reporting back to our Commerce
12 colleagues all the efforts that we're doing.

13 CHAIR SMYTH: Mm-hmm.

14 VICE-CHAIR MARTINEZ: And that is not
15 just formal recommendations. There are several
16 different efforts that we're doing. We associate
17 with manufacturing associations, different trade
18 associations, et cetera. We associate with the
19 schools. No matter what it is.

20 But this is a good issue, a good
21 example, of how we need to reflect back and do a
22 good job of summarizing and talking to the co-

1 chairs in particular here of each subcommittee.
2 Make sure you chronicle all of your efforts, not
3 just your formal efforts. Okay?

4 CHAIR SMYTH: If I can interject, I
5 think one of the things that would be powerful as
6 we give you back the material that basically
7 lists a calendar of events, is to capture some of
8 the best practices and lessons learned.

9 VICE-CHAIR MARTINEZ: Mm-hmm.

10 CHAIR SMYTH: And I'm going to give
11 one example. A very innovative problem challenge
12 and Andra had alluded to it. You know, you're
13 working in a low income area. Transport is an
14 issue. So sometimes you can put constraints on
15 yourself and say I can only have an event this
16 size because I only have five cars or I only have
17 whatever.

18 They had a very innovative problem
19 solving approach. You don't have to do it all
20 yourself. You can leverage your community. So
21 they went to the Boys and Girls Club that have
22 buses. And once they were engaged, they came on

1 board.

2 So you can actually look for non-
3 traditional partners and I celebrate that. I
4 think that was an absolutely fabulous problem
5 solving and lesson learned.

6 So I think if we can share those ideas
7 in addition to some of the more traditional
8 events, as Claudine said, I think we can provide
9 some value there.

10 VICE-CHAIR MARTINEZ: Absolutely.

11 MEMBER RUSH: And one thing. I'm
12 sorry, you jogged my memory. Uber came to us and
13 they're going around to all major cities and
14 they're paying for rides not only to events, but
15 for your workforce to get to work if they should
16 have a transportation problem. They're doing
17 this pilot study for the next six months. So
18 there's five months left.

19 (Simultaneous speaking.)

20 MS. SPARKS: Very good to know.

21 MEMBER RUSH: Yes. They really want
22 -- that's a big campaign they're doing and it's

1 perfect.

2 VICE-CHAIR MARTINEZ: So moving on to
3 another --

4 MS. BROWN: If I could just add,
5 sorry, one point --

6 VICE-CHAIR MARTINEZ: Please.

7 MS. BROWN: -- because I do think,
8 this is a point that's actually hitting your
9 point, Claudine, about not only having letters.

10 So just to be very clear, so the ask
11 from the Commerce side is that, to summarize, is
12 that you capture, you know, all of these best
13 practices. I mean, we are putting together a
14 best practice guide.

15 And again, this is for all different
16 size companies. So I want to emphasize, you
17 know, this isn't just about we're the huge
18 manufacturer. We give out prizes. They actually
19 build something, they go in a boat. This can be
20 a ten-person shop and there is great ideas for
21 them to do as well.

22 So all's I'm saying, I don't know if

1 we need any more examples here, but I just want
2 them to be codified and maybe even generalized.
3 Like, you guys could do that on your side. Get
4 everybody's best examples. Put them maybe in
5 some order for here's some good suggestions if
6 you're tiny. Here's some if you're medium.
7 Here's what the, you know, huge, you know, multi-
8 nationals are doing, for example.

9 But I think that would be a really
10 helpful, you know, white paper. I'm going to
11 call it that. Like, white paper from the Council
12 on just best practices.

13 CHAIR SMYTH: Mm-hmm. Okay. We've
14 taken note of that.

15 VICE-CHAIR MARTINEZ: Okay. So,
16 another example of how the Council is going out
17 of its way to do sort of non-traditional outreach
18 as well, is that I understand that Christie and
19 Jeff and also -- Joe, where are you?

20 CHAIR SMYTH: Joe is down here.

21 VICE-CHAIR MARTINEZ: Joe attended the
22 White House supply chain meeting, so I'd like to

1 invite maybe two of you, because we're running a
2 little bit low on time, to be brief. I
3 apologize, but they're such rich, rich topics.

4 MEMBER SYLVESTRO: Yeah, certainly.
5 I could start and the team can fill in. So there
6 were a range of suppliers in terms of company
7 size, you know, from the multi-national to a
8 small and everything in between.

9 And we were approached to talk about
10 best practices in terms of how our company
11 approached suppliers, supplier development, and
12 specifically around small- and mid-sized
13 companies.

14 And so the one example that we talked
15 about is our supplier development program. We
16 have a name for it, like most companies have
17 names for your different, you know, programs.
18 But key elements were that we help, you know. We
19 send engineers to the facility. If you --

20 VICE-CHAIR MARTINEZ: Excuse me, Joe,
21 because it's transcribed, you're from Pratt &
22 Whitney, so just remind everybody where you're

1 from, too.

2 MEMBER SYLVESTRO: Yes. Joe Sylvestro
3 from Pratt & Whitney.

4 VICE-CHAIR MARTINEZ: Thank you.

5 MEMBER SYLVESTRO: We're a jet engine
6 manufacturer in -- based in Connecticut. So we
7 talked about that program. And, you know, it's
8 an investment. It's an investment in a sense we
9 send engineers.

10 We help them with their quality
11 system. It could be help with inventory,
12 inventory planning, all the way to product
13 development. If they're a machining house, you
14 know, we're a machining house as well, you know,
15 so we try to support, and then we incentivize.

16 So, of course, in the programming ----
17 you know, good performance. So we look for on-
18 time delivery, quality, these kind of traditional
19 measures, but if you can stay at a high level, we
20 incentivize.

21 Payment terms, right of first refusal
22 for work, and some of these things that, while

1 there may be a little bit extra effort as a part
2 of being in this program, it also ---- it does
3 bring, in addition, hopefully an improvement in
4 your business and improvement in your opportunity
5 as well, and so we shared that.

6 I have one takeaway, in which we ended
7 up with, you know, giving out action items,
8 because I like to give out action items, too.
9 And the government participants talked about so
10 many programs that are available.

11 So the Department of Energy,
12 Department of Commerce, Small Business
13 Administration, there's so many opportunities for
14 small suppliers. And kind of around the table,
15 it felt -- it doesn't feel that way when you're
16 back in the market that suppliers really know
17 about all of these opportunities.

18 So one of the things that we've asked
19 for is somehow -- some kind of a consolidation or
20 some methodology in which we can -- that I would
21 you use. Our company could use as we, you know,
22 go into our supply base and say, look at all of

1 this, and you know, it could be an opportunity
2 for your business.

3 And you know, this is a two-way
4 street, always has to be in business. A strong
5 supply chain helps our business, you know, become
6 stronger. So it's part and parcel to, you know,
7 how we have to operate. So we're happy to share,
8 you know, and participate in the meeting.

9 CHAIR SMYTH: Thank you very much.
10 Thanks, Joe.

11 VICE-CHAIR MARTINEZ: Excellent, and
12 I just want to show everyone one more theme that
13 we're talking about here and I hope everybody
14 feels very comfortable. We are not just a large
15 company focused or a small company focused
16 council.

17 You can see that the value of breadth
18 and expertise is needed, whether your Pratt &
19 Whitney going to that supply chain White House
20 meeting or you're from Mac Arthur Corporation, a
21 smaller business. Or you're Lockheed Martin with
22 Jeff Wilcox. And for that, I'll turn it over to

1 you.

2 MEMBER WONG BARRETT: Great. Maybe
3 just to build on Joe's comments, my takeaway is
4 from the event where the many companies were able
5 to call to action, by the Secretary, by the White
6 House, for industry to take a look in the mirror
7 and create the supply chain, the value chain,
8 that you want for your future, for your economic
9 vitality of your own companies.

10 And one way that they call back to
11 action was hearing best practices. So across the
12 companies that share examples, I think there were
13 three emerging themes of how to create a strong
14 supply chain.

15 Number one, collaborative procurement
16 policies and practices led by your company,
17 shared across your industry, and shared
18 throughout your supplier network. It seems that
19 many large companies have large tier 1s that
20 perhaps are not acting collaboratively. You may
21 have tiers that could help you expand your
22 efforts by working in concert with your company's

1 collaborative efforts.

2 The second theme was around the need
3 to facilitate connections to small businesses and
4 manufacturers by creating awareness, as you said,
5 of the capabilities and opportunities that are
6 out there. So that's to scale up.

7 And the third major theme around best
8 practices were many companies have active
9 supplier development and supply network
10 development programs. So those three themes sort
11 of emerged if I could try to aggregate the
12 comments from the various players in the room.

13 So it was a great, I think, sounding
14 board for industry to share what they're doing,
15 to challenge each other, to push, you know, the
16 envelope a bit and to perhaps a call to action to
17 the other industry players that are not at that
18 point in their evolution.

19 And I think the other part that was
20 very interesting is there's a unique opportunity
21 now to take that beginning of the discussion and
22 cascade it through their own organizations.

1 Those that are at the beginnings of their
2 journey, to cascade it in their own industries,
3 you know, with competitors even. And again,
4 throughout their supply chain with their large
5 tiers.

6 So it was like the beginning of a
7 discussion, I think the White House intends to
8 now convene in October. State governments,
9 through governors and mayors and regional
10 associations again continue their discussion and
11 make the change.

12 CHAIR SMYTH: Okay. Thank you very
13 much. We are running a little over ten minutes
14 behind schedule. A lot of people have travel
15 commitments. We are going to catch that time up.
16 I'm going to request that the Co-Chairs be
17 concise in their eloquence.

18 And prior to that, I'm going to
19 introduce Shannon Roche. Shannon is going to
20 continue to increase our understanding on prior
21 Council recommendations.

22 It's extremely important and we've

1 repeated it many times that we have a fundamental
2 understanding of the dialogue and the decisions
3 that have gone before. So, one or two minutes.
4 Thank you very much.

5 REVIEW OF PRIOR MANUFACTURING COUNCIL
6 RECOMMENDATIONS

7 Shannon Roche, Director, Office of Advisory
8 Committees & Industry Outreach

9 MS. ROCHE: One or two minutes,
10 absolutely. So I will just sound like a
11 collective broken record first and thank you all
12 as well for your service and for your hard work.
13 Our office knows, I think better than anybody,
14 just how much effort you've put into this and it
15 is a privilege to work with you every day. So
16 thank you.

17 I also wanted to say that it's a
18 privilege to work with Archana, who has joined
19 us. So thank you for just giving me a minute to
20 say that, but has brought a new level of
21 professionalism and, frankly, joy to our office
22 So thank you.

1 I did want to just call your attention
2 to the tracker, which is in your packets. We
3 don't need to go through it in detail now. And,
4 in fact, Erin actually just ran through a lot of
5 the updates that are captured in it.

6 But I just wanted to let you know that
7 we will be sharing this with the full Council in
8 advance of every full Council convening. So
9 whether that's a call or an in-person meeting,
10 you'll get this pretty regularly, roughly
11 monthly, from us.

12 And it's the document that we use to
13 hold our colleagues accountable for the
14 recommendations that you all are kind enough to
15 offer us. So we've labeled the new updates. We
16 will continue to do that.

17 A couple of things we haven't
18 discussed that I just wanted to call your
19 attention to is that there was a previous
20 recommendation to renew and modernize AGOA as
21 well and so that was also part of the trade
22 package that passed with TPA.

1 So lots of good things coming out of
2 your recommendations and we will continue to
3 track them with this and keep you apprised of the
4 Department's efforts. Okay.

5 CHAIR SMYTH: Thank you very much. I
6 think this is really important. What we're going
7 to take as an action item as well is we need to
8 develop sound bites so that we can practice
9 success, but also put it on a web site or
10 something so people can extract them and use them
11 in their internal publications.

12 And we should also have similar sound
13 bites on upcoming events, because we don't have
14 time to publicize that ourselves. So I'm taking
15 that on as an action item.

16 And I would like to introduce our Co-
17 Chairs for the first letter. In addition, I
18 would like to thank the team. And I need to open
19 this section and really set a stage for common
20 understanding of what we are about to hear and
21 the dialogue that is expected. Okay.

22 This is not a canned recommendation.

1 This is a straw man. This is not looking for a
2 rubber stamp or restricted to dialogue on minor
3 change. We are looking for significant input.

4 We don't have time and we are
5 restricted at this meeting. The majority of the
6 dialogue and input needs to be communicated by
7 email to the Chairs. I apologize to the
8 subcommittee Co-Chairs. We are not voting today.

9 Okay. So I would like to introduce
10 Shirish Pareek and Andra Rush from the Workforce
11 Subcommittee. They co-chair the subcommittee and
12 they will go through the material, and within 25
13 minutes. If you could hold your time to that, we
14 will have as much meaningful dialogue as
15 possible. And in the interest of time, we'll
16 take the rest of it offline. Thank you.

17 SUBCOMMITTEE UPDATES & DISCUSSION OF

18 CURRENT RECOMMENDATIONS

19 Shirish Pareek and Andra Rush, Workforce

20 Subcommittee

21 MEMBER PAREEK: Thank you for that,
22 Susan and Claudine. Thank you, Deputy Assistant

1 Secretary Brown. Good afternoon.

2 I'm excited to be presenting to you
3 our draft recommendations on behalf of the
4 Workforce Subcommittee and the whole
5 Manufacturing Council.

6 As Susan pointed out, this is work in
7 progress. Our plan is to get the feedback from
8 the whole group and present it for final approval
9 by August 19th.

10 Before I get started, I wanted to
11 introduce my Co-Chair, Andra Rush, here ---- yes,
12 the copy of the draft letter of recommendation is
13 also included in your packages, so you can follow
14 along. And as we said, look forward to your
15 feedback during the meeting but also after this
16 meeting.

17 Our subcommittee has two explicit
18 focus areas. The first one is combating the
19 current negative perception of manufacturing and
20 building awareness of its value, potential for
21 high-paying jobs, as well as opportunities for
22 lifelong learning.

1 Second focus for us is creating the
2 American workforce at every stage and age to meet
3 the skill needs of manufacturing and advanced
4 manufacturing jobs that exist today and in the
5 future.

6 In coming up with our recommendations,
7 our whole subcommittee has been very aware and
8 cognizant to build upon the work that has been
9 done by the previous Council and previous Skill
10 and Perceptions Subcommittee. And make
11 recommendations to address the point you made,
12 Assistant Secretary Brown, that they are
13 actionable and impactful.

14 I would like to also thank our whole
15 subcommittee for their significant work and
16 effort that they put in, in a record period of
17 time, to bring this letter to this level of, I
18 guess, advancement.

19 Our subcommittee consists of Tim
20 O'Meara, Roger Nielsen -- who could not be here
21 today ---- Eric Kelly, Craig Freedman, Jenny
22 Houston ---- who could not be here today and

1 apologizes -- Ray Yeager, and myself and Andra
2 Rush.

3 So with that, I will get into the
4 content of our recommendations. There are three
5 primary recommendations that we are making.

6 First one is launching a pro-
7 manufacturing image campaign, and Andra will get
8 more into the details of that. Second one is
9 looking for ways to engage veterans with their
10 skill set and their capabilities in training them
11 for advanced manufacturing and manufacturing
12 jobs. And third one is around bringing more
13 manufacturing and manufacturing knowledge and
14 curriculum into the middle school and high
15 school.

16 And I do want to recognize that while
17 this changing and enhancing education in middle
18 school and high school may not fall directly
19 under Secretary of Commerce purview, but this
20 could be certainly something that the Department
21 of Commerce and Secretary can influence.

22 So with that, I'm going to pass it on

1 to you.

2 MEMBER RUSH: Thank you, Shirish. I'm
3 going to start right into our approach. In this
4 letter, we wanted to approach what the current
5 situation is, what are challenges that we
6 perceive, and then provide recommendations.

7 For any substantive material that you
8 want to investigate further, we've provided
9 attachments or appendices or links in email where
10 you can get advanced or more in-depth detail.

11 So to start with the pro-
12 manufacturing campaign, our current situation is
13 this: parents pretty much echo that manufacturing
14 jobs are really important, but not for my child.
15 Okay? For everyone else's.

16 It's the industry that, despite a lot
17 of the efforts, it's still perceived as dark,
18 dirty, dull and dangerous. So we needed
19 something that's innovative, imaginative,
20 inventive, and some -- I need a fourth.

21 (Laughter)

22 MEMBER WILLISCH: Inspiring.

1 MEMBER RUSH: Inspiring. There we go.
2 I'll get the I's now. So every state echos the
3 labor and their talent shortages specific to the
4 skill sets and in certain sectors and industries.

5 But specific to manufacturing, just to
6 put it in perspective, by 2025, we're going to --
7 there will be 3.4 million jobs available in the
8 manufacturing sector. At our current pace, we
9 will be 2 million jobs short or unfilled.

10 So change is critical for our country.
11 Getting the message out that these jobs, on
12 average, are approximately 24 percent higher in
13 pay and lead to other career opportunities.
14 Informing that connectivity is essential in our
15 vantage point.

16 So we're finding that there's pockets
17 of excellence, but the image and the campaign are
18 known in certain areas of our states or
19 communities, but not on a national focus. So we
20 have provided a recommendation within the letter
21 and I will read this.

22 I think we have it correctly, but we

1 recommend a multi-pronged marketing
2 communications approach and ask Secretary
3 Pritzker to endorse and help drive this shift in
4 perception and communication, not only with the
5 Secretary of Labor and Secretary of Education,
6 but also in conjunction with the Manufacturing
7 Institute through NAM and the Ad Council to get
8 them on board to help collaborate and connect and
9 communicate the very important need for skilled
10 trades and the opportunities in manufacturing.

11 We have listed campaign objectives in
12 our letter, along with a tactical framework. So
13 I encourage you -- again, this is a draft, as you
14 said, Susan. It's a straw man and we welcome
15 everyone's input.

16 However, if we could receive all
17 communication no later than August 10th, because
18 we'd like to put out the final recommendation on
19 the 19th for a vote.

20 To segue into Veterans in
21 Manufacturing, all of us here at the table and
22 many people in our community know that with our

1 military veterans returning home to civilian
2 life, their opportunities for employment are very
3 grave and they're not very apparent.

4 There's also a lot of adjustment that
5 hasn't been addressed, and knowing that, we have
6 seen an increased rise in suicide among our
7 veteran population and that just is horrible to
8 imagine. So we think with the skills that
9 they've acquired serving our country, that we can
10 help facilitate and endorse that pathway into
11 these manufacturing careers.

12 The challenge is a lot of people
13 cannot connect the dots or the certification
14 requirements that may have been achieved in the
15 military are not transferred into the private
16 sector. So there's a whole area of our
17 government that's working on that.

18 But we're trying to make a
19 recommendation that the National Training Program
20 recognize and certify the skills that were
21 acquired within the military, as well as support
22 training and accelerated training for veterans by

1 offering accommodations for companies that do
2 hire veterans, as well as help explain the GI
3 Bill and how that can facilitate apprenticeships
4 or certifiable skills.

5 And again, we offer detail in our
6 appendices. With that, I'm going to turn the
7 final segment of our focus to Shirish.

8 MEMBER PAREEK: Thank you, Andra. Our
9 third and final recommendation at this stage is
10 around middle and high school education
11 enhancements.

12 And I guess everybody around this
13 table realizes that our current students are
14 either unaware or uninterested in manufacturing-
15 related jobs for a bunch of things that have been
16 discussed here in the past.

17 There is lack of interest on students'
18 part. Also lack of awareness on the part of
19 teachers and guidance counselors, and the
20 challenge that creates is not every student is
21 academically interested or geared towards a high
22 school -- a four-year university program.

1 Our recommendation is to -- it's
2 actually at three different levels. On middle
3 school level, really injecting a lot more
4 manufacturing-related classroom training, visits
5 to local industry, as well as hands-on project
6 work related to manufacturing.

7 Both curriculum that could be
8 developed within the educational system, but also
9 using outside ---- we have a -- you will be
10 seeing an appendix which was a proposal presented
11 to us by Scholastic, which develops school
12 curriculum, and engaging them or a similar body
13 to really develop programs to inject
14 manufacturing-related education in middle school.

15 Again, multi-media approach, classroom
16 approach, hands-on approach, and also a program
17 to really educate the teachers and the guidance
18 counselors as well. So that's on the middle
19 school front.

20 On the high school front, it's really
21 going deeper into the work that's already being
22 done by the Department of Education around Career

1 Technical Education. CTE's as some of you might
2 be familiar with.

3 As well as really launching
4 apprenticeship programs in school, at high school
5 level, where high schools are working in
6 conjunction with industry, working in conjunction
7 with local technical institutes, community
8 colleges, and really supporting the needs of
9 local, regional -- sort of, industry. And even
10 the programs are developed working with the local
11 business and business leaders for what's needed
12 for that region.

13 The third element of our, sort of,
14 recommendation on middle and high school is this
15 whole concept that is being discussed of stacked
16 accreditations.

17 So as students go into high school,
18 they acquire certain credits that they can
19 transfer as they -- even if they move into
20 college programs or associate degree programs or
21 community colleges, they can bring their
22 certification points along with them and really

1 emphasizing that.

2 And our specific recommendation is
3 promoting the National Career Readiness
4 Certificate, both amongst the students and
5 schools, but also promoting it amongst the
6 employers, such as those represented by the
7 Manufacturing Council so the employers start to
8 give credence and value to those certification
9 points as they are looking for skilled employees.

10 That brings us to the end of our three
11 recommendations. I will read the summary of our
12 letter as we have written here.

13 The Council respectfully submits these
14 recommendations to achieve desired outcomes that
15 will help reshape the perceptions of our
16 manufacturing and marshal resources to build our
17 nation's manufacturing talent. We recommend
18 authorization of Carl D. Perkins Career and
19 Technical Education Act of 2006, so the CTE
20 programs actually take roots and continue to
21 grow.

22 And with that, we ask the Secretary to

1 engage with the White House, Department of
2 Education and Labor Secretary to build awareness
3 of the CTE programs, dual accreditation for high
4 school students, and really prepare our students
5 and our kids for future employment in the
6 manufacturing sector.

7 With that, I'll stop. And Andra and
8 I and our whole subcommittee will take any
9 questions that you may have.

10 CHAIR SMYTH: So I'd like to open the
11 floor for all questions, but I would request
12 that, Chandra, perhaps you could weigh in first
13 and give us some comment and direction.

14 MS. BROWN: Absolutely. Full of
15 comments. So, obviously, I think this is great.
16 And the first thing that I really appreciate is
17 that it is not kind of a redo or that you are
18 building on the work of the previous Council.

19 I can't tell you, like that's a really
20 great compliment to folks because so much
21 incredible work has been done and data and
22 learning, like I really see this as kind of a

1 distillation and crystalizing, if you will, of
2 work that's been done. So kudos on that. I
3 think it's great.

4 I also -- you know, I like the way you
5 did current situation, challenge and
6 recommendations. So I think that's a nice
7 layout. It makes sense.

8 I would highlight though, I think the
9 most important for us is the recommendations.

10 And one of the questions or feedback I would give
11 is I'm not sure these recommendations are
12 prioritized among ---- under the sub-sectors. So
13 I don't know if like the first one is the most
14 important. Whether it be the three or whether it
15 be the five or six bullets underneath each one.

16 And when we talk about -- I'll give
17 you one, like -- try and give you one, like
18 really detailed feedback, using as an example ---
19 - and again this is all great. I mean, some of
20 these are so fantastically specific, like, you
21 know, industry businesses will interview and
22 select potential high school apprentices, pay

1 wages. You know what I mean?

2 You go into a pretty good ---- and the
3 ---- one of my favorite recommendations is, too,
4 is the Carl D. Perkins CTE Act of 2006. We
5 recommend reauthorization as something on the
6 books. It's something that certainly Commerce
7 can weigh in with our other secretaries, so
8 that's great.

9 But for something like ---- what I
10 would ask is, when I look under stacked
11 accreditation for example, which is the one
12 without the really cool bullets on what the
13 recommendations are. But it says something like,
14 we recommend starting with promoting the National
15 Career Readiness Certificate, and then moving on.

16 So using that as an example, I think
17 that's great. We all agree that, you know, NCRC
18 is something to be promoted. The question will
19 be, though, promote it how?

20 So when we're talking about
21 specificity, again, some of the feedback I'll
22 give you is, you know, is the U.S. government not

1 promoting that? Is it not on certain websites
2 that you think it should be on?

3 Like, when you say promote, what does
4 that mean? Does that mean that DOE should be
5 holding roundtables -- what, like a -- that's too
6 broad. So, yes, we all agree we should promote
7 it. Does that mean we, you know, embed it in our
8 talking points on a day-to-day basis?

9 So, those are like some of the
10 feedback I would give you if you really want to
11 go down to specificity on how we at Commerce --
12 because this one and that section in particular
13 is going to be us making recommendations to our
14 fellow colleagues in other agencies.

15 So I know they'll come back and
16 they'll be like, well, what do you mean, Chandra?
17 Like, we do promote it, you know? So are what
18 are we not doing?

19 So that's just an example of some,
20 hopefully, very positive and constructive
21 feedback. Considering overall, there's -- it's
22 great and there's -- you know, a little comment

1 on that, but just using that as an example.

2 And thank you for the incredible work
3 that was done on this group and, you know, kudos
4 to being the first ones out with a letter to
5 review. So thank you.

6 MEMBER PAREEK: Thank you.

7 CHAIR SMYTH: I'd like to open for
8 further dialogue. Joe?

9 MEMBER SYLVESTRO: Just quickly. In
10 the area of the high school and the middle
11 school, I noticed that, say, the community
12 college or maybe even a four-year college which
13 offers programs -- you didn't include it.

14 And I would just relay that we are
15 utilizing those two arenas either, you know, for
16 hiring into the factory, but also to retrain,
17 which is another opportunity, I think, for
18 enhancing.

19 So maybe I could share, you know, what
20 we're doing. I thought maybe if there was a
21 recommendation of, in addition to the educational
22 elements that you've brought forward, should we

1 consider promoting, incentivizing these types of
2 other educational schooling areas to focus on it
3 in whatever way? It might be an opportunity to
4 enhance.

5 MEMBER RUSH: We've looked at that and
6 I think that it does make real logical sense. In
7 the letter, it started off about 11 pages and so
8 it might be in the appendices, but one of my
9 immediate ---- just real quick.

10 Are the -- is the community college or
11 the university actually coming to your workplace
12 or are you sending your --

13 CHAIR SMITH: Okay. I apologize for
14 interrupting. Andra, because of the ---- like,
15 yes -- the room configuration, the gentleman
16 taking the notes is having problems hearing both
17 Joe and yourself. So if you could speak up a
18 little more.

19 MEMBER SYLVESTRO: Do I need to
20 repeat?

21 CHAIR SMITH: Do we need to repeat?
22 No? On this one? Andra, perhaps if you could

1 just recapture a little bit, I think.

2 MEMBER RUSH: In the question, it was
3 just ---- I was wondering if the community
4 college or university is actually coming to your
5 workplace to design the retraining and
6 reeducation?

7 MEMBER SYLVESTRO: Both ways.

8 MEMBER RUSH: Both ways.

9 MEMBER SYLVESTRO: We reach out and
10 they come. Or they have standing programs in
11 which we just utilize.

12 MEMBER RUSH: Thank you.

13 MEMBER FRIEDLAND: So first of all, I
14 think it's a really great letter. And for me,
15 being new to the Council, I'm just trying to
16 learn how -- you say specific, but, you know,
17 then everything is inter-agency. So it's
18 interesting to sort of see the different levels.

19 A question I had was there's two
20 specific White House initiatives that we're very
21 aware of. One, the Joining Forces Initiative for
22 service -- for helping veterans find employment.

1 Not specifically angled at what you're talking
2 about here, but ---- and then the STEM Initiative
3 that was recently announced.

4 The question is -- so are these meant
5 to be built off of that or be separate
6 independent programs or maybe it just wasn't --
7 or maybe that's too specific for these letters.
8 I don't even know, but I --

9 MEMBER PAREEK: I can address the STEM
10 versus what we are saying here, and it's not even
11 versus. STEM focuses more on science and
12 engineering. And this one is going deeper into
13 more manufacturing, production manufacturing, and
14 other trade skills.

15 Of course, to do those well, you need
16 to build, to have the right foundation of writing
17 and mathematics and science and physics. So it's
18 really not ---- it's sort of building further and
19 deeper into what is needed on a manufacturing
20 floor in trade skills.

21 MEMBER FRIEDLAND: So let me offer, I
22 think STEM -- maybe it's Connecticut specific,

1 but they're doing a very good job of making STEM
2 a popular -- you know, it's beginning to be
3 looked at more and more positively.

4 So we may want to draft in that
5 weight, so to speak. In other words, it's kind
6 of a -- so I agree there's differences, but, you
7 know, tag on something that's working perhaps as
8 opposed to maybe trying a different view.

9 Because we build in Connecticut ----
10 we're building a lot of high-tech manufacturing
11 jobs and we try to take the T and the M a little
12 bit --- not manufacturing, but math and, you
13 know, try to equate those. Maybe not very well,
14 but we try.

15 CHAIR SMYTH: Okay. And just for
16 point of clarification, that was Rob Friedland,
17 who's the CEO of Proton. I would just ask --

18 MEMBER FRIEDLAND: Oh, sorry.

19 CHAIR SMYTH: ---- as a protocol, when
20 I identify you in the chair, if you would just
21 repeat your name and your affiliation so that we
22 can collect that in our minutes. Thank you.

1 Thanks, Rob. Good comment.

2 I would like to request other
3 questions, answers, and comments from the other
4 side of the table. Any more comments? Cody?

5 MR. FRIESEN: Cody Friesen, Fluidic
6 Energy.

7 CHAIR SMYTH: Thank you.

8 MR. FRIESEN: So you comment on, sort
9 of, the statement associating manufacturing with
10 teachers and with guidance counselors. It seems
11 to me that modifying those people's perspective
12 is probably the biggest hammer that we have to
13 solve the general problem.

14 Have you found -- have you turned
15 over, any opportunities or studies around how --
16 you know, what are those best practices to modify
17 or to remove the stigma associated with
18 manufacturing amongst guidance counselors?

19 Because those are the people that are
20 interacting most closely with the students that
21 are probably our next generation of workers. And
22 so it seems like that's the biggest opportunity,

1 yet the letter doesn't really go into how we
2 might go -- and maybe it doesn't even go into,
3 but how we might go and adjust their perspective
4 on manufacturing and the kind of the students
5 that would create a skill set for manufacturers.

6 MEMBER PAREEK: Cody, we have similar
7 beliefs as you that both the teachers and
8 guidance counselors, they are unfavorable to --
9 and lack of knowledge and awareness to
10 manufacturing and manufacturing careers.

11 Our subcommittee also believes that we
12 don't have enough guidance counselors in a
13 school, for example, for the number of students
14 that are out there. And if those that are there
15 are focused on taking some kids and putting them
16 into top schools.

17 So they cherry-pick certain -- so
18 these are beliefs we have based on our own
19 research, and the manufacturing -- the whole
20 manufacturing campaign we talk about, we really
21 envision it to be multi-faceted. As I said
22 earlier, impacting the perception of guidance

1 counselors and teachers, but also parents.

2 What we haven't done, and we will make
3 notice, what's the issue and why are they
4 negative? So figuring out that, and as we
5 develop our perception campaign, that needs to be
6 figured out. And then what are hooks and how do
7 you change their perception.

8 MR. FRIESEN: May I add a follow-up
9 question?

10 CHAIR SMYTH: Yes. We have two
11 minutes, Cody.

12 MR. FRIESEN: Right, very quickly. So
13 also in metrics for guidance counselors in high
14 schools are often -- what percentage of those
15 students go to four-year colleges? How do we
16 create additional metrics around what percentage
17 of students got gainful employment?

18 CHAIR SMYTH: Yes.

19 MR. FRIESEN: Graduated and then, you
20 know, obtained gainful employment with local
21 manufacturers or just local businesses, right? I
22 mean, so tweaking the metrics, also would tweak

1 the incentives for students, or rather for high
2 school teachers and guidance counselors?

3 MEMBER RUSH: We would agree with
4 that. I don't know if that would be an
5 influencer the Secretary Pritzker would offer to
6 the Secretary of Education or Department of
7 Education.

8 We're hoping that by taking the
9 national campaign and getting the parents and the
10 kids hooked, they can make the shift, but thank
11 you. Those are definitely good recommendations.

12 CHAIR SMYTH: Thank you very much. We
13 have approximately one minute on this. I'd like
14 to ask the DOC, are there any further comments?

15 Obviously, we're going to have a great
16 deal of dialogue on this. This is only an
17 introduction. Anybody?

18 Going to first, Chandra. Do you got
19 any response to some of the comments?

20 MS. BROWN: I guess my last ---- you
21 know, final comment, again, you know, besides it
22 really is a great job and it's a good example.

1 I'm glad to start out this way. It's a great
2 example for the other committees on a letter and
3 then ultimately a really well done letter.

4 Again, like some of the things like
5 solicit support of Manufacturing Institute, I
6 think that's great. It's really specific, you
7 know. If you've already done that or you have
8 time to do that before your letter, for example,
9 like saying, we have solicited and they have
10 committed to X, you know, is a great, again,
11 addition if that's possible before.

12 And to the point on colleges, one of
13 the things I ---- you know, I want to say I
14 completely agree with that. I will say this, I
15 consider incredibly ambitious, like, universities
16 are critical partners. We all know that.
17 Community colleges, but how much can you tackle
18 when you're trying to fix the overall education
19 system in manufacturing.

20 I mean, I feel great sympathy for my
21 colleagues in education and labor, because it's
22 something that, you know, the entire United

1 States has been struggling with for many years.
2 So I appreciate, you know, the specificity and
3 you kind of tried to grab what you think can have
4 the most impact.

5 And so I know that's hard. Education
6 is a very, very big topic across the United
7 States. So that would be my final comments.

8 CHAIR SMYTH: All right, thank you
9 very much for your input. And I'm going to now
10 welcome the Innovation, Research and Development
11 Team to speak. It's co-chaired by Jeff Wilcox
12 from Lockheed and Christie Wong Barrett from Mac
13 Arthur Corporation.

14 Okay, again, given the time, if we can
15 hold to about 15 minutes total. I would suggest
16 that you speak for something in the order of ten.
17 I will let you know, and then we will introduce
18 five minutes for comment on the floor.

19 And just heads up, I would like to
20 address the first question to DAS Brown for input
21 and clarification. Thank you. Now let's get
22 started.

1 MEMBER BARRETT: Thank you, Madam
2 Chair. Deputy Assistant Secretary Brown, thank
3 you very much for the opportunity to serve and
4 advise on the topic of innovation, research and
5 development. And also thank you to my Co-Chair,
6 Jeff Wilcox, and our subcommittees and their
7 staff.

8 Our subcommittee efforts are
9 represented by Dawn Grove, Al Greene, and Irwin
10 Shur from the Manufacturing Council, as well as
11 Jeff Wilcox and myself. So thank you to everyone
12 for your hard work to date.

13 Our overall goal as a subcommittee is
14 to help U.S. manufacturers innovate and protect
15 their investment in R & D to secure long-term
16 U.S. economic vitality.

17 Since the formation of our
18 subcommittee, we have been conducting primary and
19 secondary research, examining previous
20 recommendations, and also the topics of focus for
21 Secretary Pritzker, and also new topics elevated
22 by the IRD Subcommittee.

1 Our subcommittee topics to date
2 include National Network for Manufacturing
3 Innovations evolution, and we'll refer to that as
4 NNMI going forward for expediency. Supply chain
5 innovation, and protection of U.S. manufacturers'
6 intellectual property rights.

7 When we last met, Secretary Pritzker
8 requested our support in two specific areas.
9 Number one, a selection process for anticipated
10 Commerce or NNMI Institutes, and number two,
11 inputs to help shape the White House Supply Chain
12 Innovation Meeting.

13 In support of these requests, we will
14 provide you a short briefing on our work to date
15 against those two priorities. And I'm going to
16 hand over to Jeff Wilcox first for an overview of
17 our NNMI activity.

18 MEMBER WILCOX: Thank you. I've never
19 heard NNMI referred to as brief or easy to say.

20 (Laughter)

21 It's a challenging acronym. It was
22 great to get -- by the way, the stage setting in

1 terms of the priorities of the Department and
2 Secretary and the articulation of that. Kind of
3 separating the issues of governance from the
4 future competitions. And we're glad to hear
5 about optimism and planning because we're excited
6 about this and the importance of this type of
7 public/private partnership in terms of energizing
8 the innovation ecosystem of the nation. So very
9 pleased to be working on this.

10 We don't have recommendations
11 specifically. We have three categories that
12 we're kind of working on, let's say. The first
13 is awareness and participation. How do we ensure
14 people are aware of the existence of the Network
15 and how do we get them to participate more fully
16 and leverage their expertise? The second is
17 technology road mapping and the third is
18 governance of the institute. And I'll just spend
19 a minute on each of those.

20 In terms of awareness, the big
21 question is how can we bring more SMEs into this
22 ecosystem. The small- or medium-sized

1 enterprises.

2 Just in terms of awareness and in
3 terms of promoting best practices for getting
4 them involved, one example of the best practice
5 we saw was a very low, lower tier fee of several
6 hundred dollars for participation in one of the
7 NNMI's. Others are not so kind in terms of cost
8 of entry. So there are some best practices out
9 there.

10 Another thing we've been talking about
11 is lowering barriers to participation of U.S.
12 Government engineers at places like NIST for
13 example. There are both legal as well as
14 financial constraints on their ability to be a
15 full participant and share in this ecosystem. So
16 we're looking at some barriers there.

17 And then of course MEP, which has
18 already come into that as an incredibly effective
19 network at reaching out to small- and medium-
20 sized enterprises. How can the NNMI network and
21 the MEP network best be synergized is the other
22 topic.

1 In terms of technology road mapping,
2 if you go back to the AMP work, the whole notion
3 of the NNMI's was to bridge what they call the
4 valley of death from basic research and the
5 commercialization.

6 And so to do that effectively, it's
7 real important that the research have an industry
8 pull as part of this investment in academia and
9 government ecosystem, if you will.

10 So we're looking at the research road
11 maps. How they're coming together. We're
12 looking at how to create that pull, and we're
13 also looking at integrated road maps between the
14 institutes.

15 When Congress looks at its responsible
16 to be an overarching governing structure for the
17 NNMIs, how do you, for example, take a digital
18 manufacturing institute and integrate their road
19 map with 3-D printing from America Makes, for
20 example. So we've been having that conversation
21 as well.

22 And then finally, governance of the

1 institutes. We've been looking at best
2 practices. Recommendations that are starting to
3 emerge are things like common membership
4 agreements.

5 I can tell you as a member -- my
6 company is a member of all five of the existing
7 organizations and each were separately
8 negotiated, kind of, from scratch and they each
9 took about 12 months.

10 There's no reason there can't be a
11 common membership agreement and common IP terms
12 for the various institutions. That's just one
13 emerging example.

14 And then the other from governance
15 perspective is how can we include other research
16 networks? There are other networks throughout
17 the nation.

18 The NNMI's all started regional for a
19 good reason. To create what somebody referred to
20 today as a stickiness to research. However,
21 there's a lot of different research networks and
22 how can we best realize synergies with those

1 other networks nationally? And with that, I'll
2 turn it back to Christie.

3 MEMBER WONG BARRETT: On the second
4 topic requested from the Secretary on supply
5 chain innovation, we've reviewed recent research
6 from national subject matter experts from Case
7 Western and Georgia Tech in particular, White
8 House white papers that have been authored very
9 recently on the topic, our National Academy's
10 report, and also AMP 2.0. We interviewed a
11 number of individuals from AMP 2.0 that worked on
12 the supply chain scale up component.

13 We also conducted a S & E roundtable
14 in Chicago. That included staff from the White
15 House Initiative to try to understand one to one
16 what are some of the issues that are preventing
17 small manufacturers in the Chicago area from
18 innovating their organizations.

19 In addition, as we have mentioned
20 before, three members of the Manufacturing
21 Council did participate directly within the White
22 House Supply Chain Initiative for that cross-

1 pollenization between our subcommittee here,
2 between the Manufacturing Council, and between
3 the White House Initiative.

4 Moving forward, we plan to continue to
5 share insights in real time. We have a pretty
6 open dialogue with the staffers that are
7 participating to the White House on this
8 initiative, as well as individuals within the AMP
9 -- Advanced Manufacturing Program Office.

10 We plan to continue our research and
11 focus our recommendation on mechanisms to do one
12 of the following three things: either, one,
13 improve information flow within supply chains;
14 number two, reducing barriers to technology
15 adoption for SMEs; and number three, highlighting
16 effective practices that we feel will help SMEs
17 upgrade their capabilities.

18 Some early ideas have emerged from
19 this recent roundtable, but I think our thoughts
20 are still in gestation and we'll be coming
21 forward with recommendations later. Not
22 immediately.

1 In the third area -- this was not a
2 specific request from the Department of Commerce,
3 but in addition to our work on those two topics,
4 we are formulating recommendations in two fields
5 of intellectual property.

6 We understand there is legislation
7 pending in both the House and Senate addressing
8 matters of patent reform. We are not digging
9 into that particular aspect, but what we are
10 focusing rather is recommendations to enhance the
11 quality of patents issuance from the patent
12 office, looking more at the root cause of a
13 patent quality from issuance.

14 These recommendations, we feel, will
15 build on the momentum of the USPTO's Patent
16 Quality Initiative that was recently launched and
17 it was also available for public comment, which
18 we have reviewed.

19 And in supplement to that, we are also
20 preparing some recommendations related to the
21 planned 2016 transition of ICANN away from DOC
22 oversight.

1 We plan to share recommendations for
2 improving ICANN's structure, accountability, and
3 transparency that we feel would increase
4 protection of IP rights of U.S. manufacturers.

5 So as we move forward to codify
6 recommendations, we'll be requesting support from
7 the full Council, U.S. Government, and industry
8 to weigh in as subject matter experts, of course,
9 and be sounding boards on these topics.

10 We will be making our IRD subcommittee
11 agenda and calendar available to the full Council
12 so that you can see our thinking as it's emerging
13 and comment at the process. Turn it back over to
14 Chair.

15 CHAIR SMYTH: DAS Brown, we would like
16 to open for comment.

17 MS. BROWN: Great. So I will -- I
18 have a few brief comments and I also welcome Erin
19 to make some comments as well. She's obviously
20 been very involved in this.

21 I think all three of those are very
22 accurate and apropos and I appreciate you talking

1 about the two questions that we had already asked
2 from the Secretary previously. It's nice to get
3 the updates and the details on that.

4 One of the things I would say in the
5 recommendations, thinking about the difference
6 between recommendation letters and, for example,
7 white papers.

8 So recommendations, like I liked some
9 of your things when you were talking about
10 specifically, like we recommend a common
11 membership charter. We recommend a lower fee.
12 Like those, to me, are recommendations and very
13 specific, you know, nice recommendations that can
14 come out on a document.

15 But other things like, you know, an
16 outreach plan or when we start talking things
17 like best practices, like best practices on how
18 do you outreach. I'm not sure that's necessarily
19 a recommendation. Not like the specific
20 recommendation of a lower fee, right? But I
21 think those are equally valuable, but that can be
22 a different format.

1 So I want to be careful, like, that
2 we're not, you know, constraining you in ways
3 either. Like, because we've been so focused on
4 recommendation letters, so recommendation letters
5 to me are problem ---- like don't have enough
6 outreach? Here's, like, three or four specific
7 solutions and who could do it.

8 Different from, hey, we have a bunch
9 of best practices or we're graphing out the inner
10 relationship and plan an infographic between the
11 institutes. Like, that may not be a
12 recommendation. That may be a fact finding,
13 like, here, this is where we think they overlap.
14 And we would love that input as well.

15 So, you know, I wanted to kind of talk
16 about the differences between white papers and
17 recommendations, because I thought there was some
18 great things that came out in what you said and
19 that some of those might be better suited in one
20 format versus another. So I heard both when you
21 were talking.

22 So I think those are great. And

1 particularly again, the prioritization, because
2 those are three really big things. Like if you
3 think one of those flows out more or those three
4 subsets you have -- for example, under one, you
5 know, I would say, for the group as a whole
6 again, probably good even when you do your
7 recommendations letters.

8 If you simply do them in the order, we
9 can just say, well, whatever order it's in is the
10 priority. And now you can, you don't even have
11 to state it. You can just make it in your letter
12 and we will know that priority. It's in
13 prioritized order for various things.

14 So those are a few of my comments and
15 that I really -- I liked what you said about
16 specificity and kind of the broaders. I think
17 you did a really nice job in balancing between
18 the two. And Erin may have a few more specific
19 points.

20 MS. SPARKS: Sure. So I mean great,
21 you guys are completely on track in terms of the
22 type of recommendations we would be looking for

1 in these areas and, you know, NNMI especially
2 appreciate your thoughts on the government's
3 awareness. You know, I think with the awareness
4 recommendations even helping us make the case
5 from the private sector view.

6 The real value of these institutes is
7 something, you know, we tried to -- when we make
8 the case for the value of these institutions, we
9 want to do it from a private sector perspective.

10 And we try to use words that resonate
11 with the private sector, but how much better is
12 it when you all can help us develop that
13 narrative and point us to specific examples, you
14 know.

15 And then I would also say, I know you
16 all have been working really closely with a lot
17 of our staff at NIST primarily on these things,
18 but to the extent that we can import closely
19 together to make sure that your recommendations
20 build on things we're already doing.

21 So specifically, you mentioned making
22 sure that the MEP centers are being used as

1 access to the NNMI institutes. We have a couple
2 of things in the works there, just sort of
3 already developed that. And so I'd like to just
4 make sure that your recommendations build on what
5 we're already doing.

6 MEMBER WILCOX: Definitely.

7 MS. SPARKS: And in terms of your
8 three areas for the supply chain recommendations,
9 I think they're all right on point in terms of
10 what we're looking for. So I look to you all for
11 your prioritization there.

12 CHAIR SMYTH: I'd like to open for any
13 further questions?

14 Okay. I would like to thank you very
15 much for getting us back on time. So we are
16 going to take a break, right? If everybody would
17 reconvene here at 3:00, I would appreciate it.

18 (Whereupon, the above-entitled matter
19 went off the record at 2:52 p.m. and resumed at
20 3:04 p.m.)

21 VICE-CHAIR MARTINEZ: All right. So
22 I want to get things kicked off for the last hour

1 that we have. Thank you everyone for keeping on
2 task and keeping on focus.

3 I know that we really enjoy the
4 comradery of the Council and I think that's one
5 that Susan and I would really like to highlight
6 is I think one of the best practices, if you
7 will, of the Manufacturing Council that's been
8 carried on from the last Council and we really
9 appreciate all the congeniality and the
10 comradery.

11 And to that end, I'm hosting another
12 reception over at the W after this event, so
13 hoping to continue the dialogue and discussion
14 for people that are not flying out and catching
15 planes immediately. For those of you who are,
16 which includes Susan, we're going to end right at
17 4 o'clock. So if we could all keep that mind if
18 you're a presenter.

19 And the last housekeeping item I'd
20 like to do real quick is to formally thank Steve
21 Braig for his amazing participation. He is the
22 CEO of Trexel Corporation, or was. He's one of

1 our champions, both on the previous Council as
2 well as currently on the IRD Council. He served
3 as Co-Chair for our first four months and did an
4 exceptional job. I'm sure the Co-Chairs would
5 agree to that. Mr. Wilcox has been kind enough
6 to step up and --

7 MEMBER WILCOX: My pleasure.

8 VICE-CHAIR MARTINEZ: -- and fill in
9 his amazing shoes and he's doing an amazing job
10 so far. A fact that Co-Chair Christie would
11 definitely agree to that.

12 So on that note, I just wanted to
13 formally note for the record that we really thank
14 him for his participation and service. He
15 unfortunately was not able to serve because in
16 his new job, he's going on to create a consulting
17 firm on his own, which doesn't follow into the
18 strict rubric of our charter and therefore he was
19 unable to continue. But we wanted to give him
20 formal thanks and with that I'll get it going on
21 the subcommittee discussions.

22 CHAIR SMYTH: Okay. Thank you very

1 much. So, obviously, we are having problems with
2 the acoustics in this room. Some of us are
3 easier to hear than others. So we will work with
4 our colleagues at the Department of Commerce to
5 see if we can come up with an electronic version,
6 perhaps some sort of speakers, the next time.

7 And there was a great suggestion from
8 one of our colleagues around the table that said
9 some people who perhaps speak a little quietly
10 may feel more comfortable standing when they
11 speak in order for their voice to project, and
12 then Josh would be able to pick it up. So I
13 would ask you to make that decision and call
14 yourselves. Okay. I would like introduce Jan --
15 sorry?

16 VICE-CHAIR MARTINEZ: I forgot to do,
17 I forgot to get a head count for the W. Could
18 everybody just raise your hand, and Archana if
19 she could just go around and count, because we
20 have to go and stake our claim over there. So
21 hands high so we can make sure to get a good
22 count.

1 CHAIR SMYTH: For a very official
2 debrief.

3 (Laughter).

4 VICE-CHAIR MARTINEZ: It includes
5 everybody in the room.

6 CHAIR SMYTH: I expect notes.

7 (Off microphone comment.)

8 CHAIR SMYTH: All right.

9 VICE-CHAIR MARTINEZ: Wonderful.

10 Okay.

11 CHAIR SMYTH: Okay.

12 MEMBER SAHGAL: Thank you.

13 VICE-CHAIR MARTINEZ: Thank you,
14 Archana.

15 CHAIR SMYTH: Okay. Thank you very
16 much. All right. We're good?

17 VICE-CHAIR MARTINEZ: We're good.

18 CHAIR SMYTH: Okay. I would like to
19 introduce Jan Allman from Marinette Marine and
20 Bill Yeargin of Correct Craft, and they will be
21 speaking with respect to the Trade, Tax Policy
22 and Export Growth Subcommittee. Thank you. You

1 have 15 minutes.

2 SUBCOMMITTEE UPDATES & DISCUSSION OF

3 CURRENT RECOMMENDATIONS (Cont'd)

4 Jan Allman Bill Yeargin, Trade, Tax Policy

5 and Export Growth Subcommittee

6 MEMBER ALLMAN: Okay. So first all of
7 all, good afternoon and I'm representing -- Bill
8 and I, Carol Craig, Bradley Crews, Jim Keppler,
9 as well as Zach Mottl. So this is our team that
10 has put together this. And ours is really more
11 of a report out, because what Bill describes is
12 we're kind of like the funnel. We're gathering a
13 lot of ideas and information to be able to do a
14 work product.

15 But we have heard, I just want to kind
16 of highlight a couple of things. So the first
17 page that you have in your handout, and actually
18 the first two pages, really talks about areas of
19 focus. So the very first one is really talking
20 about the Top Market Series. So we just want to
21 congratulate the team in putting out the first
22 public report.

1 And material came out July 14th and
2 we're already contacting various subject matter
3 experts to get their information on what they,
4 get their read on some of the material that we're
5 seeing, as well as how we leverage that to
6 provide feedback that has been requested. In
7 addition to that, you know, our key focus as we
8 boil these items down, so we have been meeting
9 with various subject matter experts.

10 We have heard that we will be
11 specific. We will make sure that we have
12 actionable items. And we'll also, you know,
13 really look at prioritizing so that that's
14 something that can be delivered.

15 One thing I do also want to highlight.
16 First I want to congratulate the Department of
17 Commerce, as well as the Administration in
18 getting TPA passed. We were working on a draft
19 letter to submit for August 19th, however, based
20 on the most recent feedback, we will wait until
21 actually it comes out and then provide more
22 detailed information of what we want to reaffirm

1 around what has come out around TPA. So we will
2 take that under advisement.

3 In addition to that, we are also
4 working on an emerging letter for EXIM Bank
5 because that is also a hot button, and we will be
6 pulling that ahead and we will have that
7 submitted within the next week or so, so that it
8 can also be approved for the August 19th
9 deadline.

10 So I wasn't going to cover in detail
11 all the action items, but that's really kind of
12 what we were working for. I do want to, kind of,
13 talk a little bit about our process and schedule.
14 That's on the fourth page. You know, we did do a
15 face-to-face meeting. We are meeting on
16 basically weekly call-ins, Mondays. We do have,
17 we felt it important to have a standardized
18 communication.

19 What are we actually sharing with the
20 various organizations to get their input? We
21 have put that in Appendix A just as a reference,
22 or potentially a best practice for other teams

1 that they could use. And then also, we have
2 developed an online schedule that we are putting
3 together, and this just shows the sample of who
4 actually are we gathering, you know, input from.

5 So we have a calendar from each group
6 of who they are actually meeting. We have
7 committed it in our meetings this morning that
8 we'll get dates. But our goal is by no later
9 than December that we will have all the input
10 from these various organization of what, you
11 know, their input is for the work that we're
12 actually working on.

13 And then the next section is our
14 subject matter experts. So that is -- we're
15 really referencing Appendix B, how we actually
16 track that. We have been meeting with numerous -
17 - I think we're up to five we've already talked
18 to, including we had one today. And we're
19 continuing on with expanding that to get our
20 topics whittled down on what we want to include
21 in our letter.

22 And just kind of want to reaffirm, not

1 only are we trying to be nimble by pulling ahead
2 certain sections, but we are committed to
3 delivering our time line, which is on page 7.
4 And that's kind of our report out of our
5 committee, unless someone has any questions.

6 CHAIR SMYTH: Thank you, Jan. I would
7 like to open it to the floor. Cody? Oh. DAS
8 Brown, tell us if you have a comment. Thanks.

9 MS. BROWN: I do. I have a couple
10 comments. So one, I appreciate this. It's a
11 nice -- easy to follow Power Point, so thank you
12 for that. A couple of my quick feedback points
13 from looking at this, particularly number one,
14 like when you talked about feedback on the data
15 from the global markets. I assume that's the Top
16 Market documents --

17 MEMBER ALLMAN: That's correct.

18 MS. BROWN: -- the reports we were
19 talking about. And I know you talked about that
20 you are sending it to subject matter experts.
21 Again, some advice I would give is part of what
22 these are -- for people that aren't subject

1 matter experts. So if you found some folks that
2 have, let's say, never exported or only exported
3 to one country. In some sense, I'm as equally
4 interested in their thoughts about it. Do they
5 find this helpful? Can they use it as their
6 export plan?

7 So it's good to get subject matter
8 experts, if someone wants to argue that some of
9 the points, like whether this country or that
10 country. But I'm actually even more interested
11 in, is it helpful to SME's? So again, a super
12 experienced multi-national might say, or a trade
13 expert, might be like, oh, I have all my own ways
14 of doing this and we figure it out.

15 Well, someone who is a small company
16 who only exports to one country, may find it
17 incredibly helpful. So it would be good,
18 whenever I hear subject matter expert on, is I
19 also like non-subject matter experts. NSME's.

20 So that was just like some quick
21 feedback for you guys. And then greatly
22 appreciate, as we kind of talked earlier, you

1 know, EXIM Bank is, you know, moving much quicker
2 so we totally appreciate your nimbleness and your
3 flexibility to be able to pull together a letter.

4 And I would say just to the rest of
5 the Council, what's critical is when these
6 letters go, obviously, everyone needs to see
7 them. Everyone needs to approve them. So your
8 quick response, but again, I want to be clear, it
9 doesn't all have to be agreed response. Whether
10 you agree or disagree, I think the point is like
11 a quick response on some of these quick turn-
12 arounds, you know, will be really helpful back to
13 the Chairs and the Subcommittee Chairs.

14 So I would say I really appreciate
15 that pull out. And for all letters, like TPA and
16 others, I mean, what we're looking for is
17 obviously, you know, your advice, your
18 recommendations, you know, with the details
19 coming to us. So I'll look forward to and I
20 appreciate, you know, it's kind of also nice
21 having a time line, right? Like, of when the
22 letters and stuff will come.

1 That does it make it, you know, kind
2 of easier to follow and what to look for and can
3 let you kind of back date them so you can get all
4 your comments from your colleagues. So I think
5 that's very good and those are some of my few,
6 you know, off-the-cuff comments.

7 MEMBER ALLMAN: Thank you.

8 MEMBER YEARGIN: Thank you.

9 CHAIR SMYTH: Thank you very much.

10 And now I would like to open the floor for
11 question and comment. Once again, a reminder
12 that the cross-fertilization of discussions
13 between the groups is very useful, so make sure
14 you are aware, if are interested in a specific
15 area of the other time frames, we do have that
16 posted or we can make it available for you so
17 you'll know when their internal calls are, and
18 feel free to chime in at any time on those calls.

19 So once again, Jan and Bill, thank you
20 very much. And if we have no further discussion,
21 we will move to Cody Friesen and Hiroyuki Fujita
22 for the Energy Committee. Thank you.

1 MEMBER FUJITA: Thank you, Madam
2 Chair. On behalf of the Energy Subcommittee and
3 also my co-chair, Cody Friesen, I will be very
4 pleased to give you the update up to this point.

5 Our subcommittee consists of Marsha
6 Serlin, over there, and also Rob Friedland here.
7 And also Joe Sylvestro and then Bob Degenef and
8 then the two of us. So at the very beginning of
9 this, you know, Manufacturing Council, there was
10 a request from Secretary Pritzker that was, she
11 said, she did ask one area where we hope to see
12 increased domestic production and export activity
13 is in clean energy manufacturing.

14 So as we develop, you know, concepts
15 and things for the letter, we are keeping these
16 two points in mind so that we can connect all the
17 dots together. And at the end of the day, we can
18 recommend something actionable and executable.
19 Major target dates we have set for our
20 subcommittee is actually as follows: January or
21 February, 2016, we are intending to submit the
22 letter for full Manufacturing Council review.

1 And then April of next year, 2016, we are
2 planning to submit this letter to Secretary
3 Pritzker. That's kind of our two big dates we
4 have in mind.

5 Now, as you all know, energy is a very
6 big subject and unless we are, you know, careful,
7 you know, we can spend all the time and at the
8 end we have nothing to report. So we want to
9 avoid it. So initially, our subcommittee has
10 worked together to come up with five areas of
11 focus. National energy policy, renewable energy,
12 supply chain and regulation, energy public
13 awareness, and then energy community ecosystem.
14 These are the five major, you know, areas we're
15 going to stay focused on.

16 And, you know, at the same time, we
17 are trying to identify existing programs and
18 connect and enhance them to enable these, you
19 know, focused areas, because we don't have time
20 to reinvent the wheel. So try to understand
21 what's available, that's another thing we keep in
22 mind.

1 Now, let me start with National Energy
2 Policy update. This morning, we had Dr. Mark
3 Johnson from DOE, and we thank him for briefing
4 us on the NEP, National Energy Policy. It was
5 very informative. What we know today is that NEP
6 exists, but the challenge is that states develop
7 their own energy policy. So of course, this
8 presents the challenge to us with respect to
9 uniformity and standardization. But then at the
10 end of the day, inventions and innovations drive
11 energy policy.

12 So what we are, you know, working
13 together is to, you know, with DOC of course, to
14 provide more visible, more visibility, on each
15 state's energy policy. So that manufacturers can
16 strategically invest their resources. So that's
17 one of the, you know, topics we want to stay
18 focused on. The renewable energy update. Well,
19 we want to keep and grow renewable energy
20 technologies in the United States, as Secretary
21 Pritzker asked us.

22 Well, we also have lessons learned

1 from the past experiences. For example, PV,
2 photovoltaic. We have, United States, spent 63
3 years of development and then at the end of the
4 day, it went to the offshores, namely Asia. So
5 we want to bring those technologies back to the
6 United States and then we will try to avoid the
7 similar mistake, you know, in the future. So
8 that we make sure that these core competencies
9 stay in the United States.

10 Supply chain and regulation update.

11 Supply chain: we are trying to come up with an
12 idea to have a portal to connect suppliers with
13 manufacturers. It's going to be a lot of effort,
14 but that's one of the things we are going to stay
15 focused on.

16 Now, when you talk about regulation,
17 as some of the members already mentioned, it
18 could go beyond just energy industry, because
19 supply, you know, supply chain and regulations,
20 they go together and then we have to understand
21 it. So perhaps what we could do at this Council
22 is to integrate similar efforts across the

1 platform of the Manufacturing Council by working
2 together with other subcommittees.

3 So that, again, our letter would not,
4 you know, stay focused on just one topic of one
5 particular industry, but we can bring up, you
6 know, visibility to this subject from different
7 industries, because that's what this
8 Manufacturing Council represents.

9 Now, also we are talking
10 about forming a group to be led by DOC. What I
11 mean by that? Identify jobs between
12 manufacturers and suppliers in this country and
13 then we try to once again make them visible to
14 the participants. Adjacency, organic networking,
15 in broader industry, because you never know what
16 connects to what.

17 So we are trying to be mindful of this
18 adjacency. And also synthesize new supply
19 opportunities by active and timely communication.
20 That's something we would like to, you know, work
21 together with the Commerce Department and
22 leadership. So that's the supply chain.

1 And energy public awareness update.
2 Well, this one we are trying to, you know, come
3 up with some ideas, opportunities, to communicate
4 via social media, such as, for example, Facebook
5 or Twitter or LinkedIn. I mean, you know, you do
6 understand what we are trying to do.

7 Now, for example, we could also
8 explore this idea. Since Manufacturing Day is a
9 highlighted effort in the country and, you know,
10 by the Commerce Department, perhaps we could
11 utilize this Manufacturing Day as a base to also
12 implement this energy, you know, public awareness
13 component to it so that it's going to happen that
14 day and then the resources are already there. So
15 we could perhaps add some more components, you
16 know, to make it more, you know, inclusive.

17 Now, energy community ecosystem. We
18 haven't captured all the details to that, under
19 that subject yet. But our theory as to what we
20 know is that this Internet of Things, IOT, I
21 mean, it's going to happen. It's happening
22 already. And it's going to be the true case for

1 energy investing as well. So we want to be
2 mindful as to how we can, you know, add this
3 component to the letter as we go along.

4 So with that said, I mean, this is the
5 brief update as to where we are. Dr. Cody,
6 please say if you have additional comments to
7 add.

8 MEMBER FRIESEN: Thank you, Hiro.
9 That was excellent. We recognize that the update
10 was fairly broad strokes. We're just migrating
11 out of information gathering mode to go draft
12 something mode. So please be patient with us.

13 There are a number of very specific
14 recommendations that we are considering and we'll
15 reserve those until we actually have them on
16 paper.

17 I just want to highlight one part of
18 what Hiro is discussing, which is around the
19 supply chain side and the concept of developing a
20 portal.

21 That would be owned by Department of
22 Commerce, ideally. And that portal would really

1 enable groups to self-form that would connect
2 suppliers and customers to really sort of clear
3 through the gaps in the supply chain, identify
4 adjacencies, to borrow Joe's term, and really
5 enable supply chain inside the U.S. to really be
6 more synthetic with sort of a broader cross-
7 sharing of information.

8 So there's an interesting concept
9 around how do we enable the equivalent of the
10 private sector Alibaba in something that would
11 enable the U.S. supply chain, or greater
12 information for across the U.S. supply chain.

13 So that's something that we feel
14 really strongly about and Joe has been doing a
15 great job of leading that effort and it's
16 probably the piece that's furthest along.

17 In recognizing that every subcommittee
18 has been doing work in supply chain, we've been
19 talking about developing a letter specifically
20 around supply chain that would be synthetic of
21 all of those works that are going on.

22 So that's not just energy in your

1 supply chain, you know. IRD in your supply
2 chain, et cetera Rather, integrating those
3 together so that we're putting our best foot
4 forward to really reflect the entire Council's
5 look at supply chain. So that's still in
6 discussion, but that's something that we'd like
7 to, kind of, just wanted to put on the floor.

8 MS. BROWN: Okay. So I have a lot of
9 feedback. This is great. I think energy is such
10 an overarching and incredibly difficult topic to
11 kind of wrap around, so I'm incredibly
12 appreciative. I even like the way that it was
13 framed with the five, you know, major points. I
14 find that incredibly helpful.

15 Now, some of the advice I would give.
16 One, on public awareness, for example. Again,
17 I'm doing this under the thing of energy. There
18 is so much going on, as you probably know, about
19 awareness in the public and private sector.

20 And one of the things that I just want
21 to give you a government perspective. We're very
22 careful not ever to be competing, for example,

1 with the private sector, with trade associations,
2 where there's so much work getting out. Things
3 about energy efficiency standards and all that.

4 So, you know, public awareness of the
5 five, I find that one kind of the hardest to,
6 like, hard for you to -- I don't know what
7 recommendations of DRES, but there's very
8 specific on some area where we, for example,
9 recommend to the government, where we the
10 government have not specifically publicly
11 outreached.

12 You know, I'd be curious about that.
13 That's a very broad topic. And especially with
14 we have a lot of global initiatives. We're
15 negotiating a viable goods agreement right now.
16 So I'm just curious. Like, that seems very
17 broad to me, and a hard one.

18 The other one, I would say, obviously
19 the Secretary is very interested in renewable
20 energy. So, of course, that to us is a priority.
21 One we're prioritizing. Which again, I don't the
22 priority of the five or if you told them to me in

1 order.

2 But from the renewable energy side,
3 one of my comments and recommendations is we have
4 a Renewable Energy Advisory Committee. So we
5 have a variety of advisory committees here at
6 Commerce. Manufacturing is obviously one of our
7 big and overarching ones, but we have a whole
8 bunch of sub-sector committees.

9 And actually, this is easy for you
10 guys, because it's under me. It's my team that
11 runs the Renewable Energy Advisory Committee,
12 which already has, like, 40 executives across the
13 board and they do recommendations on specifically
14 renewable energy areas. So I definitely think we
15 should find, kind of, the overlap there.

16 And I also think, just again for all
17 of the committees and councils, you know, we've
18 talked about having some joint meetings with
19 other of our advisory committees or even, you
20 know, potential social things.

21 Like I think there's a lot of
22 incredible expertise that you all could provide

1 back to our specific, you know, like industry
2 specific, let's say, advisory groups. As well as
3 they would enjoy getting to know, you know,
4 better the work of the Council. So again, it's
5 amplifying your own message.

6 We have so many advisory -- and DOE
7 has their own and, you know, Ag has their own.
8 And so we all have our own advisory committees.
9 But at least in Commerce, something we can kind
10 of control is trying to do some interlacing.
11 Because they have a lot of very specific
12 recommendations to the point of your portal.

13 So going to the portal, I can tell you
14 that we've done that. Done it meaning in a very
15 specific way, because there's been lots of talk
16 about an overarching supply chain portal here.

17 We've had this discussion for the past
18 several years with our Council members. And
19 we've kind of likened it to the Affordable Care
20 Act.

21 You know, like even if it's self-
22 initiated, it's very, very difficult to get all

1 these suppliers and all these folks and able to
2 meld together and find gaps. Incredibly
3 difficult and very, you know, somewhat costly and
4 time consuming.

5 What we have done, I can give you a
6 very specific example. Coming out of the
7 Renewable Energy, we built a portal. So we have
8 a portal right now for environmental technology
9 goods. Very specific. It's a portal we have up
10 in EPA regulations.

11 So again we, Commerce, working with
12 the regulators, and I'm just using this as a
13 specific example. EPA regulation X. And then
14 underneath there, it's, like, solves the problem
15 of whatever. Brownfield, water mitigation,
16 something. And then we will have, like, ten
17 companies that meet that EPA standard.

18 It's a fantastic portal. People love
19 it. We've now translated it into, like, five
20 different languages. But the only reason why we
21 could do that is a very specific tiny portal that
22 is actually, and we do it in conjunction with EPA

1 so with the regulator.

2 We do something similar again in
3 aerospace. We have a NextGen vendor guide, you
4 know. So something that's kind of trying to link,
5 you know, where the NextGen vendors.

6 But I just want to caution you on
7 portal talk and, like, you know, I love the idea
8 of a national supply chain matching, gap finding,
9 and we would put that probably more background
10 than private sector in the NAM's and some of
11 those other folks. That's where we've kind of
12 talked before about who would have the resources
13 or potentially the ability.

14 So that's some of my, you know, again,
15 love the idea. But that's where you should
16 really be with that reac and you can go see
17 their, the current, you know, small environmental
18 tech portal that literally people go into and
19 look for their match.

20 MS. SPARKS: Yeah. And I would just
21 follow up on that in addition to, you know,
22 Chandra's thinking about the tools that are

1 within our International Trade Administration
2 Bureau.

3 We also have supply chain tools that
4 our MET's program has. Specifically, if you
5 haven't been briefed on the supplier's scouting
6 work that they do, I think that, you know, it's
7 not a portal, but it's a service that gets at
8 those same kind of goals.

9 (Off microphone comments)

10 MS. BROWN: And not energy specific.
11 It's across the board.

12 MS. SPARKS: It's across the board,
13 but I think it would be a helpful program for you
14 all to be briefed on. And Carol Craig is the
15 Director of that (energy) program. So you can
16 make that connection and make sure you're
17 subcommittee is briefed on that so you can build
18 on it with her.

19 CHAIR SMYTH: Okay, just to build on
20 that, I just want to call for comment from Jeff
21 Wilcox.

22 MEMBER WILCOX: All right. Yeah,

1 well, we can help coordinate that after. I'm on
2 Carol's advisory board with MEP, so.

3 MEMBER FUJITA: Oh, good.

4 MEMBER WILCOX: They were surprised
5 he's coming and Carol's also on our interview
6 list for our IRD committee, so we'll work to
7 combine those.

8 CHAIR SMYTH: Appreciate that, Jeff.
9 So I'm hearing a follow up action item on this.
10 And also probably something that you may want to
11 deep dive again with Ms. Sparks when we have our
12 subcommittee Co-Chair meeting.

13 We have about one minute for comment.
14 Shirish, did you have a comment?

15 MEMBER PAREEK: More of a question.
16 Shirish Pareek, Hydraulex Global. Of specific
17 things you guys are thinking through a managing
18 subcommittee, one of the thoughts that I when I
19 talk to some colleagues and other business folks
20 is what's our nation's long-range energy
21 strategy. And I wonder if you are indefinite to
22 the topic.

1 Energy markets are highly volatile.
2 Some of these technologies are new and recent and
3 they need some stability for them to take off.
4 Otherwise, we go through boom and bust cycles and
5 bunch of energy technologies while oil keeps
6 going up and down and dominates.

7 MEMBER FRIESEN: Shirish, thank you
8 for the question. I think it's perfect. The
9 very first topic that Hiro talked about was the
10 National Energy Policy.

11 CHAIR SMYTH: Right.

12 MEMBER FRIESEN: And I think that's
13 exactly the same challenges that you're
14 highlighting are the ones that we want to make
15 sure that, if possible, and, you know, in the
16 U.S., we're not community controlled.

17 So it's sort of self-forming in a lot
18 of ways, so I think that's a mistake and so on,
19 but one of the challenges is that there is no
20 uniformity across the country and there is no
21 long-term horizon.

22 And so companies who might invest in

1 their infrastructure and lower their overall
2 costs if they had surety about what's going
3 forward, what's going to happen going forward,
4 would do so. And we've seen that in Europe and
5 other places that have strong national energy
6 policies.

7 So we are trying to figure out the
8 best way to get to something actionable that is
9 narrow enough in that definition that we could
10 actually put it forward.

11 CHAIR SMYTH: Yeah.

12 MEMBER FRIESEN: So that is the
13 challenge really. It's less about the quality of
14 the idea and more about how do we get it specific
15 and actionable.

16 CHAIR SMYTH: Okay. Thank you very
17 much for your questions. And I would ask for any
18 additional questions or comments be kept to email
19 or please, please feel free to join the Energy
20 Subcommittee at some of their meetings. I think,
21 as well as mentioned, it is a subject that
22 crosses everyone's area independent of the

1 subcommittee that you are on.

2 I would like now to move to a very
3 brief dialogue. Introduce Zach Mottl. Zach, if
4 you --

5 MEMBER MOTTL: Thank you, Madam Chair.

6 CHAIR SMYTH: -- are going to give a
7 short update on the face-to-face meeting we are
8 going to have in Chicago that you are kind enough
9 to host. Appreciate it.

10 UPDATE ON OCTOBER MANUFACTURING COUNCIL

11 MEETING IN CHICAGO

12 Zach Mottl

13 MEMBER MOTTL: Thank you, Madame
14 Chair. Zach Mottl with Atlas Tool and Die Works.
15 In your packet, you have the series of events,
16 information. There's a sheet. These contain the
17 schedule of both the official and unofficial
18 events.

19 We have talked a lot about public
20 perception and awareness, so I'm excited to have
21 the opportunity to bring the Council to Chicago.
22 Thank you for giving me the opportunity to host

1 and to the staff and everybody else who is
2 supporting.

3 We have a critical mass of
4 manufacturing in Chicago and I'm excited to be
5 able to highlight that and hopefully generate
6 some public perception and awareness of the
7 Council's activities, the Department of
8 Commerce's activities.

9 So on Wednesday the 21st, we host a
10 private reception that highlights, you know, all
11 the good work in manufacturing. And then you'll
12 see the official activities on the next two days.

13 We'll have one day downtown and one
14 day in Schaumburg, right near O'Hare Airport on
15 the last day so people can get out there quickly
16 and efficiently to O'Hare Airport.

17 CHAIR SMYTH: Okay. So thank you very
18 much. Very prompt. And what I am going to ask
19 is please reply or respond as soon as possible to
20 Zach.

21 He has a lot of logistics, a lot of
22 time, limited time. Please RSVP. Are you going

1 to attend? When are you going to attend? And if
2 you have personnel traveling with you, please let
3 him know. Thank you again.

4 Okay. I would like to open the
5 session for public comment and I would like to
6 introduce Professor Andrew Reamer. And welcome
7 back, Andrew. Good to see you again.

8 Andrew is a professor with the George
9 Washington University. And I apologize in
10 advance, Andrew. You have three minutes and I'm
11 going to stop talking.

12 PUBLIC COMMENT

13 PROFESSOR REAMER: That's fine. I'm
14 going to run over here so I can finish.

15 CHAIR SMYTH: Thank you, sir.

16 PROFESSOR REAMER: So I'm a, as Susan
17 mentioned, I'm a recent professor at GW. I came
18 to speak last time. I focus on U.S.
19 competitiveness policy and I work a boundary
20 between research and policy development funded by
21 philanthropic foundations, who are interested in
22 job creation.

1 I wanted to update on you things that
2 I've been doing I thought would be of value to
3 the Council. But having heard the subcommittee
4 reports, I might make a couple of suggestions or
5 requests, particularly in response to the
6 workforce and the trade subcommittees.

7 At the National Academies, there is a
8 committee on middle skills workforce development,
9 in which there was a symposium three weeks ago I
10 present on data resources. But there were papers
11 on veterans. There papers on high school. There
12 were papers on community college. All about
13 middle-skilled jobs. That is jobs that require
14 some education beyond high school but not
15 necessarily a four-year degree.

16 So I suggest -- Jennifer McNelly, who
17 I think many of you know, with the Manufacturing
18 Institutes. A member of that committee. I
19 suggest talking to her about how the work of your
20 subcommittee can inform their work and vice
21 versa. I'm happy to send to staff here a link to
22 their Web site with their papers, so you can read

1 their papers. Okay.

2 In the realm of workforce, there are
3 several things that I think it would be
4 beneficial for the workforce subcommittee to be
5 briefed on and then decide if they want to
6 suggest, make recommendations to the Secretary.

7 One is that the census bureau is
8 creating a job-to-job flows tool that will allow
9 researchers to look at how people move through
10 their careers, by industry. And hopefully
11 eventually by occupation.

12 So that would enable researchers in
13 manufacturing to see, okay, what's the trajectory
14 of people coming into manufacturing and staying
15 there or leaving, coming back, whatever. I think
16 very valuable.

17 So I can give, again, names to staff.
18 The names of these federal agency staff to trade
19 staff for a briefing, if someone -- what I
20 suggest is one person on the subcommittee just
21 get a phone briefing, you know.

22 So that's one. Two is the inter-

1 agency task force is working on collecting data
2 on non-degree credentials. That is industry
3 recognized certifications. We don't, the
4 government does not have good data on that right
5 now. I think that's very important to understand
6 what the extent to which an adult in the U.S.
7 work force, particularly manufacturing, have
8 industry recognized certifications in what. And
9 so, and you can -- my time's up, right?

10 CHAIR SMYTH: Unfortunately, Andrew.

11 PROFESSOR REAMER: Yeah, okay. All
12 right.

13 CHAIR SMYTH: But if you could just
14 wrap.

15 PROFESSOR REAMER: Okay, I will wrap.
16 So again, I can make that introduction. On the
17 trade side, I mention at this time there's a lot
18 of work going on in figuring out how to map
19 global value chains and measure trade in value
20 added. So for any product, you can see which
21 country is providing value for what.

22 The Bureau of Economic Analysis and

1 the U.S. International Trade Commission are the
2 U.S. representatives in a bunch of international
3 activities who are creating the framework for
4 this. So I suggest getting a briefing from staff
5 from each of those committees to hear what
6 they're doing.

7 BEA is part of Commerce and other one
8 is part of Commerce. The Secretary controls but
9 also has influence with the outside agencies.

10 CHAIR SMYTH: I would like to thank
11 you very much, Professor Reamer.

12 PROFESSOR REAMER: My pleasure.

13 CHAIR SMYTH: Extremely useful. We
14 will follow up. Jan Allman and Bill Yeargin are
15 heading up the trade. Andra Rush and Shirish
16 Pareek are heading up the Education and Workforce
17 Development. So I know they will be reaching out
18 to you for your contacts. Much appreciated and
19 it's good to see you again.

20 PROFESSOR REAMER: Thank you. Nice to
21 be here.

22 CHAIR SMYTH: Thank you. Okay. I

1 would to introduce Mr. David Trumbull. And David
2 is with Agathon Associates, a textile and trade
3 consulting. Would you like to sit, David,
4 because it might be easier for Josh to --

5 MR. TRUMBULL: Okay. Thank you.

6 CHAIR SMYTH: -- take the minutes.

7 MR. TRUMBULL: Yes, I'm David
8 Trumbull. I am a consultant to U.S.
9 manufacturers of textiles. I submitted comments
10 in written form and their in your packets, so I'm
11 not going to read those to you. If anybody does
12 need it, I brought extra copies.

13 In my comments, though, there's one
14 point I brought up that has not been addressed
15 today, so I will tell you that. U.S.
16 Manufactures sometimes need to import inputs to
17 their process. There are some things we don't
18 make here. And for three decades, we've had an
19 understanding that if you're paying an import
20 duty on something that you couldn't possibly buy
21 domestically, we can waive through a system we
22 call the Miscellaneous Tariff Bill.

1 That expired and Congress has not
2 acted on it and this is costing us. Not just my
3 industry. It's costing many industries millions
4 of dollars. I know of small companies that are
5 paying tens of thousands of dollars monthly in
6 import duties on products that, again, they
7 cannot buy locally. So I urge looking at the
8 Miscellaneous Tariff Bill.

9 Finally, two things that are not in my
10 comments, because they come up out of today's
11 meeting. One is I tip my hat to Deputy Assistant
12 Secretary Brown. Yesterday, I was going through
13 the Top Market report on textiles and apparel.
14 Fabulous stuff. It's going to be extremely
15 valuable to my clients.

16 My final comment is I noticed in one
17 of the reports that a subcommittee is looking to
18 the Federal Trade Commission regulations
19 regarding Made in USA claims. In my industry,
20 and this may be specific to us, maybe not to
21 others. In my industry, that could be a real red
22 flag.

1 We operate under separate FTC rules
2 for textiles and apparel. We have been for
3 years. We're familiar with them. We support
4 them.

5 We are under real pressure in the
6 negotiations with the European Union, who want to
7 weaken those rules. We don't want to see that
8 happen. And so when I see on an agenda some
9 discussion of Made in USA rules, that causes some
10 worry in my industry.

11 Secondly related to that, and again
12 this may be specific to my industry, not to
13 others, California has its own rules for Made in
14 USA claims and they conflict with the federal
15 ones.

16 So the U.S. Government may say this
17 coat is Made in USA and California may say it's
18 not. I believe we need federal preemption I that
19 case.

20 And again, thank you for this
21 opportunity to speak.

22 CHAIR SMYTH: Mr. Trumbull, thank you

1 very much. Once again, Jan Allman and David
2 (sic) Yeargin are heading up the subcommittee in
3 this area and we would really appreciate if they
4 would reach out and get the very valuable
5 information. And thank you very much.

6 MS. BROWN: And actually, can I add
7 one comment on that subject, too?

8 CHAIR SMYTH: Please.

9 MS. BROWN: I believe MTV's were,
10 because our offices do cover that, I believe they
11 were a pass recommendation. So, you know, like,
12 several, maybe a council or two ago, that the
13 recommended passage of an MTV.

14 So just so you know, it has been
15 discussed in the past by this Council, but it's
16 up to the new Council and what they choose to,
17 you know, reaffirm or not of other issues.

18 MEMBER ALLMAN: They came up this
19 morning. Actually, we had added it into our list
20 and one of our guest speakers that came out. So
21 we have it already working on.

22 MS. BROWN: Okay. Thank you.

1 CHAIR SMYTH: Okay. I'm going to open
2 it up for a general roundtable before our closing
3 remarks. Looking to my left, is there anyone
4 who'd like to? It's been an excellent meeting.
5 To the right, Bill.

6 MEMBER YEARGIN: Sorry to --

7 CHAIR SMYTH: Please.

8 MEMBER YEARGIN: You got almost to the
9 end.

10 (Laughter)

11 CHAIR SMYTH: The Chair would like to
12 recognize Bill.

13 MEMBER YEARGIN: Just really quickly,
14 I know in these meetings we all talk about how
15 wonderful we all are and I want to say you guys
16 did an amazing job. And I don't use that -- that
17 word is thrown around a lot but you really are
18 and I appreciate that.

19 CHAIR SMYTH: I think we slipped, too,
20 earlier and it was obviously worth it.

21 (Laughter)

22 MEMBER YEARGIN: Secondly, I want to

1 just --

2 MS. BROWN: Strike that from the
3 record, Bill.

4 (Laughter)

5 MEMBER YEARGIN: I know, I probably
6 think both of our outside contributors to both of
7 those, I think we sold our committee.

8 CHAIR SMYTH: Thank you. Excellent.
9 Thank you very much.

10 MEMBER YEARGIN: Yeah. I would
11 recommend that, as Chair and Vice-Chair, in
12 corroboration with the Department of Commerce,
13 that use some kind of council member evaluation.
14 I know there is multiple committees that have
15 members who have members who have zero
16 participation and aren't interested in
17 participating. And, you know, there may be
18 opportunities. I don't know how it works. If
19 you make changes during the term. But there are
20 -- that one stood out. We don't have to discuss
21 it, but just to get that on the table first.

22 CHAIR SMYTH: And I know we've had one

1 or two members that have had to retire from this
2 Council, so I think it would be good to bring
3 some additional hands on board. So we will work
4 with the Department of Commerce to benefit from
5 that. Is there any comment from DAS Brown or
6 Miss --

7 MS. BROWN: Yes. Well, I just want to
8 make that comment that we've already had, I
9 think, one person actually resign was because
10 they couldn't make it. So, again, I just wanted
11 to, from the Commerce side, say we appreciate
12 that. Like, as much as we love your service and
13 the vetting, but if someone is unable, you know,
14 to attend or participate --

15 CHAIR SMYTH: At this time, to attend,
16 they may want to attend at another time.

17 MS. BROWN: Exactly. So, you know,
18 it's fine. So someone is already left. They
19 voluntarily, you know, left because they couldn't
20 contribute and I think, you know, that's not a
21 negative. That's a, you know, compliment that
22 they knew that they couldn't do and that's

1 absolutely fine with us.

2 MEMBER YEARGIN: Two more things, just
3 very briefly. I'd love for you guys to consider
4 what we talked about for progress meetings. Some
5 Congressional interaction?

6 CHAIR SMYTH: Yes.

7 MEMBER YEARGIN: I thought that was --

8 CHAIR SMYTH: Yes.

9 MEMBER YEARGIN: -- very valuable.

10 CHAIR SMYTH: That is on our agenda.

11 MEMBER YEARGIN: And then the last
12 thing, we talked about it, Susan and us a little
13 bit, but I think it's just to, it needs to create
14 an awareness here.

15 I've been on this Council now, this is
16 my third year. Almost every single meeting I've
17 been in, there's been discussion about the issues
18 with connections, you know. And, you know, we
19 don't know. You don't know. And particularly
20 with the SME's.

21 So I think there's some overarching
22 comment. And the only reason I bring that up

1 today is for Secretary Pritzker to have an
2 impact. Because that's a cultural thing a little
3 bit, right? For Secretary Pritzker to have an
4 impact on that, you know, we got the
5 recommendation to her soon.

6 So I'm not sure how to do that,
7 because it goes across all the committees. But,
8 you know, all the committees in this meeting were
9 always talking about do we connect people?
10 People don't know what they what don't know.
11 They don't know who to go to, so --

12 CHAIR SMYTH: Yeah. I don't know how
13 to solve that, but I will connect two comments
14 and it's one that Chandra made with regard to
15 scope and it's one that Joe made earlier about
16 the supply chain.

17 So if we can look at the scope of one
18 thing, maybe inside, and then try to make those
19 connections. And then get our lessons learned
20 and grow from that. So I think point well taken.

21 MEMBER YEARGIN: Thank you.

22 CHAIR SMYTH: Let's keep it front and

1 center in our action items.

2 VICE-CHAIR MARTINEZ: Thank you very
3 much.

4 CHAIR SMYTH: So I would like to ask
5 the one --

6 MS. BROWN: Just one quick comment for
7 the record, which is just that if we, if there is
8 any sort of Congressional activity taking place,
9 it would be in one's personal capacity. I'm
10 sorry for interrupting.

11 CHAIR SMYTH: Absolutely. And we
12 understand that and thank you for making that
13 public record. Again, any final comments?

14 (No response)

15 CONCLUDING REMARKS & ADJOURNMENT

16 CHAIR SMYTH: Okay. I would like to
17 point out and remind everybody that we had less
18 than half the time to pull this information
19 together in this session and we're actually
20 further ahead than the previous Council.

21 So I've heard the quote, half the time
22 and twice the material, which makes it four times

1 the productivity, so from that perspective.

2 (Laughter).

3 CHAIR SMITH: So I would like to thank
4 everybody around the table for that. And I'm
5 looking at everybody and Josh can't put it on
6 record, but thank you very, very much.

7 And I would like to formally thank our
8 co-chairs who have been driving this. We have
9 had a change in shift in our format. The co-
10 chairs are bearing the brunt of all of the work,
11 doing a phenomenal job.

12 I would like to thank Andra Rush from
13 Rush Trucking, Shirish Pareek from Hydraulex
14 Global, Jeff Wilcox from Lockheed, Christie Wong
15 Barrett from Mac Arthur Corporation, Jan Allman
16 from Marinette Marine, Bill Yeargin from Correct
17 Craft, Cody Friesen from Fluidic Energy, and
18 Hiroyuki Fujita at QED. Thank you very much.
19 Much appreciated.

20 And a closing thought, and I will say
21 I'm actually echoing Bill on this one. I think
22 we will accelerate through leverage and linkage.

1 And we talked about yesterday in one of the
2 Council meetings, we're not looking for new
3 horses to run. We're looking to put jockeys on
4 horses that are already running, guys.

5 So I think we need to look for and
6 pursue integration. We are identifying common
7 problems. I think that's phenomenal. Let's
8 identify common solutions.

9 I'm going to echo what Jeff said.
10 There are other networks out there. Whether
11 they're in research or training, there are other
12 government programs to leverage and that needs to
13 be our mantra. Accelerate through leverage and
14 linkage.

15 And with that, I'd like to ask is
16 there any other comment? Because I'm standing
17 between you and either the W or the airport.
18 Neither of which is a good place to be standing.
19 Thank you. Meeting is ended.

20 (Whereupon, the above-entitled matter
21 was concluded at 3:48 p.m.)
22

A

- abbreviated** 26:17
ability 62:16 112:14
 149:13
able 15:4 17:12 18:20
 19:9,11 22:14 28:13
 46:4 53:6 57:19 76:4
 125:15 126:12 128:13
 134:3 148:1 155:5
above-entitled 123:18
 172:20
abroad 25:17
absolutely 69:4,10
 79:10 94:14 168:1
 170:11
academia 113:8
academically 90:21
Academies 157:7
Academy's 115:9
accelerate 171:22
 172:13
accelerated 14:19
 89:22
accepted 12:20
access 123:1
accommodations 90:1
accountability 118:2
accountable 80:13
accreditation 94:3
 96:11
accreditations 92:16
accurate 118:22
achieve 15:5 93:14
achieved 89:14
achieving 51:19
acoustics 5:21 126:2
acquire 92:18
acquired 89:9,21
acronym 110:21
Act 93:19 96:4 147:20
acted 162:2
acting 76:20
action 74:7,8 76:5,11
 77:16 81:7,15 130:11
 151:9 170:1
actionable 11:5,19 14:3
 30:4 61:9 84:13
 129:12 136:18 153:8
 153:15
active 77:8 140:19
actively 61:17
activities 47:1 61:18
 155:7,8,12 160:3
activity 110:17 136:12
 170:8
actors 50:20
actual 64:6
Ad 88:7
- add** 41:3 70:4 105:8
 141:15 142:2,7 164:6
added 159:20 164:19
addition 31:16 53:16
 69:7 74:3 81:17 98:21
 107:11 115:19 117:3
 129:7 130:3 149:21
additional 105:16 142:6
 153:18 167:3
address 34:15 51:11
 84:11 101:9 108:20
addressed 89:5 161:14
addressing 117:7
adjacencies 143:4
adjacency 140:14,18
ADJOURNMENT 3:21
 170:15
adjust 104:3
adjustment 89:4
administration 11:12
 12:19 16:21 19:16
 22:4 48:12 54:8 55:7
 58:22 74:13 129:17
 150:1
adoption 116:15
adult 159:6
advance 80:8 156:10
advanced 57:18 84:3
 85:11 86:10 116:9
advancement 84:18
advice 132:21 134:17
 144:15
advise 109:4
advisement 130:2
Advisor 2:16 3:7 34:11
 46:19
advisory 2:12,15 11:4
 23:10 79:7 146:4,5,11
 146:19 147:2,6,8
 151:2
advocacy 25:20
advocate 23:14
advocates 28:13
aerospace 10:12 34:8
 40:20 42:10 43:5,9,10
 43:15,17 44:4,8 45:13
 149:3
affiliation 102:21
Affordable 147:19
afternoon 34:12 83:1
 128:7
Ag 147:7
Agathon 2:17 161:2
age 84:2
agencies 50:9 97:14
 160:9
agency 17:1 53:5
 158:18 159:1
agenda 3:3,6 6:14
 16:10 34:9 118:11
 163:8 168:10
aggregate 60:13 77:11
aggressive 28:16
ago 11:3 55:8 57:2
 157:9 164:12
AGOA 80:20
agree 96:17 97:6 102:6
 106:3 107:14 125:5
 125:11 134:10
agreed 134:9
agreement 19:15 20:3
 21:1 23:1 114:11
 145:15
agreements 25:11
 114:4
ahead 14:15 29:16 30:2
 32:7,8 130:6 132:1
 170:20
Airbus 38:6 58:14
aircraft 38:3,10
airport 155:14,16
 172:17
AI 109:9
Alabama 20:15
Albuquerquean 27:17
Alibaba 143:10
align 9:22
aligned 50:8
all's 70:22
all-in 22:4
allies 18:16
Allman 1:15 32:9
 127:19 128:4,6
 132:17 135:7 160:14
 164:1,18 171:15
allow 158:8
allows 7:2
alluded 68:12
amazing 26:13,14 27:6
 27:20 51:15 124:21
 125:9,9 165:16
Ambassador 17:22
ambitious 56:4 107:15
America 1:1 2:5 113:19
American 13:10 19:20
 20:7 84:2
amount 36:20
AMP 113:2 115:10,11
 116:8
amplify 58:20
amplifying 147:5
analysis 2:8 9:6 10:3
 159:22
analysts 38:8
Andra 2:3 63:3 68:12
 82:10,19 83:11 85:1,7
 90:8 94:7 99:14,22
 160:15 171:12
- Andrew** 2:10 3:18 156:6
 156:7,8,10 159:10
Angeles 42:10
angled 101:1
announced 49:7 101:3
announcement 49:15
 54:4
announcements 48:6
 57:8 58:19
announces 19:13 21:9
answers 103:3
anticipated 110:9
anybody 79:13 106:17
 161:11
apologize 15:18 72:3
 82:7 99:13 156:9
apologizes 85:1
apparel 162:13 163:2
apparent 89:3
APPEARANCES 1:13
appendices 86:9 90:6
 99:8
appendix 91:10 130:21
 131:15
apply 22:12
appreciate 7:1,5 33:15
 36:3 52:5,8 53:22
 58:3 59:15,16 94:16
 108:2 118:22 122:2
 123:17 124:9 132:10
 133:22 134:2,14,20
 151:8 154:9 164:3
 165:18 167:11
appreciated 160:18
 171:19
appreciation 65:22
appreciative 29:3
 144:12
apprentices 95:22
apprenticeship 92:4
apprenticeships 90:3
apprised 81:3
approach 24:22 54:1
 65:3 68:19 86:3,4
 88:2 91:15,16,16
approached 9:8 72:9
 72:11
approval 83:8
approve 134:7
approved 130:8
approximately 87:12
 106:13
April 8:19 9:17 13:11
 39:8 137:1
apropos 118:22
Archana 2:14 28:8,19
 79:18 126:18 127:14
area 5:16 52:6 53:7
 63:15 65:10 68:13

89:16 98:10 115:17
117:1 135:15 136:11
145:8 153:22 164:3
areas 48:21,21 49:1
52:7 83:18 87:18 99:2
110:8 122:1 123:8
128:18 137:10,14,19
146:14
arenas 98:15
argue 133:8
arguments 17:8 19:19
arounds 134:12
Arthur 1:16 75:20
108:13 171:15
articulation 111:2
Asia 139:4
asked 38:1 58:11 62:12
74:18 119:1 138:21
asking 11:3 56:6,12
57:6
asks 56:13
aspect 117:9
Aspen 54:8
assistance 24:17
Assistant 2:8,9 3:3 6:7
6:15 13:19 27:4,6
29:8 33:18 34:10
46:11 82:22 84:12
109:2 162:11
associate 67:16,18
92:20
associated 103:17
Associates 2:17 161:2
associating 103:9
association 43:18 57:3
65:7
associations 56:20
58:13 67:17,18 78:10
145:1
assume 132:15
assuming 19:4 21:15
assured 22:2
Atlas 2:1 154:14
attachments 86:9
attend 39:15 41:13
45:20 56:6 60:18
156:1,1 167:14,15,16
attendance 4:7 6:12
41:3 50:16 51:9
attended 41:4 65:20
71:21
attendees 12:6
attending 6:9 16:6 34:2
39:19,20
attention 4:17 11:22
31:3,15 80:1,19
attract 63:16
August 20:22 30:6,14
32:18,21,22 60:22

83:9 88:17 129:19
130:8
authored 115:8
authoring 32:15
authorization 93:18
authors 37:12,13
automotive 10:11
available 9:14 21:3 34:3
74:10 87:7 117:17
118:11 135:16 137:21
Avenue 1:11
average 87:12
avoid 137:9 139:6
aware 58:20 84:7
100:21 111:14 135:14
awareness 77:4 83:20
90:18 94:2 104:9
111:13,20 112:2
122:3,3 137:13 141:1
141:12 144:16,19
145:4 154:20 155:6
168:14

B

B 131:15
back 5:14 11:1 29:2
30:15,17 31:18,19
33:3 55:4 66:7 67:11
67:21 68:6 74:16
76:10 97:15 113:2
115:2 118:13 123:15
134:12 135:3 139:5
147:1 156:7 158:15
background 149:9
badge 5:3
balance 7:22
balancing 121:17
Bank 32:11 130:4 134:1
Barrett 1:16 76:2
108:12 109:1 115:3
171:15
barriers 112:11,16
116:14
base 24:11 43:14 74:22
141:11
based 10:9 73:6 104:18
129:19
basic 113:4
basically 42:13 61:8,21
68:6 130:16
basis 97:8
bask 35:6
BEA 160:7
bearing 171:10
beginning 63:22 77:21
78:6 102:2 136:8
beginnings 78:1
behalf 12:19 83:3 136:2

beliefs 104:7,18
believe 43:20,21 60:21
163:18 164:9,10
believes 104:11
beneficial 158:4
benefit 17:12 22:6,16
27:12 31:22 167:4
benefits 23:21
best 20:2 50:4,7 54:12
59:3,6 62:15 68:8
70:12,14 71:4,12
72:10 76:11 77:7
103:16 112:3,4,8,21
114:1,22 119:17,17
120:9 124:6 130:22
144:3 153:8
better 7:3 9:7 24:7
79:13 120:19 122:11
147:4
beyond 23:1 63:19
139:18 157:14
big 18:7 19:12,17 29:20
31:13 33:9 37:22
40:12 41:19 42:4,14
42:21 44:2 58:18
65:11,11 66:15 69:22
108:6 111:20 121:2
137:3,6 146:7
bigger 57:7
biggest 58:7 103:12,22
Bill 2:6 57:1 63:3 65:5
90:3 127:20 128:4,7
128:11 135:19 160:14
161:22 162:8 165:5
165:12 166:3 171:16
171:21
bills 14:12
bit 4:21 15:14 23:15
36:14 54:21 61:5 63:1
72:2 74:1 77:16 100:1
102:12 130:13 168:13
169:3
bites 81:8,13
BMW 2:5
board 28:9 38:13 69:1
77:14 88:8 146:13
150:11,12 151:2
167:3
boards 118:9
boat 65:13,18 70:19
boats 65:18
Bob 136:7
body 6:22 91:12
Boeing 38:6
boil 129:8
books 96:6
boom 152:4
borrow 143:4
bought 64:8

boundary 156:19
box 35:20 45:17
Boys 68:21
Bradley 1:17 128:8
Braig 124:21
breadth 75:17
break 3:12 123:16
breakthrough 32:20
bridge 113:3
brief 47:10 72:2 110:19
118:18 142:5 154:3
briefed 150:5,14,17
158:5
briefing 37:9 39:4
110:14 138:3 158:19
158:21 160:4
briefings 28:16 37:4,4
briefly 168:3
bring 11:22 74:3 84:17
92:21 111:21 139:5
140:5 154:21 167:2
168:22
bringing 85:12
brings 93:10
broad 22:4 97:6 142:10
145:13,17
broader 54:18 140:15
143:6
broaders 121:16
broken 79:11
brought 50:17 65:14
79:20 98:22 161:12
161:14
Brown 2:9 3:6 6:11 27:5
29:8 33:19 34:10,12
46:11,13 59:2 70:4,7
83:1 84:12 94:14
106:20 108:20 109:2
118:15,17 132:8,9,18
144:8 150:10 162:12
164:6,9,22 166:2
167:5,7,17 170:6
Brownfield 148:15
brunt 171:10
buckets 25:18
budget 33:7 53:2
build 31:13 70:19 76:3
84:8 93:16 94:2
101:16 102:9 117:15
122:20 123:4 150:17
150:19
building 16:13 17:6
83:20 94:18 101:18
102:10
built 101:5 148:7
bullets 95:15 96:12
bunch 41:9 90:15 120:8
146:8 152:5 160:2
bureau 25:12 150:2

158:7 159:22
bureaus 25:1
burner 14:14
buses 68:22
business 8:9 24:1 74:4
 74:12 75:2,4,5,21
 92:11,11 151:19
businesses 9:4 10:16
 24:10 60:3 77:3 95:21
 105:21
busing 64:7
bust 152:4
busy 48:2
button 130:5
buy 161:20 162:7
Buyer 10:2
buyers 42:17

C

cabinet 17:1 49:11
cadence 61:8
calendar 68:7 118:11
 131:5
California 163:13,17
call 16:17 30:5 60:19,21
 63:3 71:11 76:5,10
 77:16 80:1,9,18 113:3
 126:13 150:20 161:22
call-ins 130:16
called 17:3
calling 8:18
calls 135:17,18
campaign 17:16 69:22
 85:7 86:12 87:17
 88:11 104:20 105:5
 106:9
Canada 18:9
canned 81:22
capabilities 77:5 85:10
 116:17
capacity 170:9
capture 68:7 70:12
captured 80:5 141:18
cards 20:1
care 39:6 147:19
career 87:13 91:22 93:3
 93:18 96:15
careers 89:11 104:10
 158:10
careful 120:1 137:6
 144:22
Carl 93:18 96:4
Carol 1:16 128:8 150:14
Carol's 151:2,5
carried 124:8
cars 68:16
cascade 77:22 78:2
case 20:14,15 23:20
 37:1 115:6 122:4,8

141:22 163:19
catch 78:15
catching 124:14
categories 111:11
cause 117:12
causes 163:9
caution 149:6
celebrate 35:12 69:3
census 158:7
center 50:21 51:10,11
 170:1
centers 24:17 122:22
CEO 102:17 124:22
certain 61:20 87:4,18
 92:18 97:1 104:17
 132:2
certainly 13:15 72:4
 85:20 96:6
certifiable 90:4
Certificate 93:4 96:15
certification 89:13
 92:22 93:8
certifications 159:3,8
certify 89:20
cetera 67:18 144:2
chain 1:22 4:13 44:10
 45:5,8 46:22 50:3,14
 50:19 51:2,13,18
 58:15 64:11 71:22
 75:5,19 76:7,7,14
 78:4 110:4,11 115:5
 115:12,22 123:8
 137:12 139:10,11,19
 140:22 142:19 143:3
 143:5,11,12,18,20
 144:1,2,5 147:16
 149:8 150:3 169:16
chains 58:12 116:13
 159:19
chair 1:12,14 4:4,6
 13:13,18,22 14:10
 15:1,4,7,11,15,18,22
 16:2 26:5 30:1 33:11
 33:17 46:10,16 47:6
 60:16 61:12,13 67:8
 67:13 68:4,10 71:13
 71:20 75:9 78:12 81:5
 94:10 98:7 99:13,21
 102:15,19,20 103:7
 105:10,18 106:12
 108:8 109:2 118:14
 118:15 123:12 125:22
 127:1,6,8,11,15,18
 132:6 135:9 136:2
 150:19 151:8 152:11
 153:11,16 154:5,6,14
 155:17 156:15 159:10
 159:13 160:10,13,22
 161:6 163:22 164:8

165:1,7,11,11,19
 166:8,11,22 167:15
 168:6,8,10 169:12,22
 170:4,11,16 171:3
chairs 68:1 81:17 82:7
 134:13,13 171:10
challenge 51:11 63:18
 68:11 77:15 89:12
 90:20 95:5 138:6,8
 153:13
challenged 51:8
challenges 86:5 152:13
 152:19
challenging 110:21
champions 125:1
Chandra 2:9 3:6 13:11
 27:5 33:18 34:7,10
 94:12 97:16 106:18
 169:14
Chandra's 149:22
change 78:11 82:3
 87:10 105:7 171:9
changes 166:19
changing 85:17
charge 26:10
charged 24:4,19 52:10
charter 119:11 125:18
check 35:20
cherry-pick 104:17
chess 21:21,22
Chicago 3:15 27:15
 40:5,9 115:14,17
 154:8,11,21 155:4
Chief 2:18 3:4 15:16
 16:7
child 86:14
chime 135:18
chin 16:19
chinny 16:18
chins 16:19
choose 164:16
chose 54:10
Christie 1:16 71:18
 108:12 115:2 125:10
 171:14
chronicle 68:2
circumference 63:19
cities 69:13
city 56:8
civilian 89:1
claim 126:20
claims 162:19 163:14
clarification 5:18 34:4
 102:16 108:21
class 64:3
class's 64:4
classroom 91:4,15
Claudine 1:15 3:4,8 4:5
 6:17 26:7 62:1,3 69:8

70:9 82:22
clean 136:13
clear 38:14 70:10 134:8
 143:2
clearly 6:2 10:13
clients 9:6 162:15
climate 7:4
clock 19:14 21:10
clocks 21:18
close 16:17 18:2,18
 19:5,11 22:19 35:14
 36:11
closed 7:9
closely 12:9 52:15
 103:20 122:16,18
closing 165:2 171:20
Club 68:21
clustering 61:20
CNH 1:17
co-chair 60:18 82:11
 83:11 109:5 125:3,10
 136:3 151:12
co-chaired 108:11
co-chairs 5:8 34:1
 78:16 82:8 125:4
 171:8
coat 163:17
codified 71:2
codify 118:5
Cody 1:19 46:16 103:4
 103:5 104:6 105:11
 132:7 135:21 136:3
 142:5 171:17
cognizant 14:5 84:8
collaborate 49:1 88:8
collaborative 76:15
 77:1
collaboratively 76:20
colleagues 34:19 47:12
 67:12 80:13 97:14
 107:21 126:4,8 135:4
 151:19
collect 102:22
collecting 159:1
collective 79:11
college 92:20 98:12,12
 99:10 100:4 157:12
colleges 92:8,21
 105:15 107:12,17
Columbia 24:6
combating 83:18
combine 151:7
combining 9:9
come 21:13 24:1,21
 25:14 29:7 33:3 34:20
 41:8,22 42:17 43:2
 45:6 54:19 59:4,22
 62:10,12 64:4 66:7
 97:15 100:10 112:18

119:14 126:5 130:1
 134:22 137:10 139:11
 141:2 162:10
comes 62:9 129:21
comfortable 75:14
 126:10
coming 17:18 28:6 30:5
 41:15 43:21 44:7,21
 62:15 81:1 84:6 99:11
 100:4 113:11 116:20
 134:19 148:6 151:5
 158:14,15
comment 3:18 14:1
 30:11 94:13 97:22
 103:1,8 106:21
 108:18 117:17 118:13
 118:16 127:7 132:8
 135:11 150:20 151:13
 151:14 156:5,12
 162:16 164:7 167:5,8
 168:22 170:6 172:16
comments 15:12 33:16
 46:21 76:3 77:12
 94:15 103:3,4 106:14
 106:19 108:7 118:18
 118:19 121:14 132:10
 135:4,6 142:6 146:3
 150:9 153:18 161:9
 161:13 162:10 169:13
 170:13
commerce 1:1,11 2:8
 3:5 5:15 7:2,18 8:3,5
 8:17 13:16 14:7 17:1
 17:19 20:5 22:21
 23:18 24:1 25:6,19
 28:3 34:9 52:10 53:1
 53:2 61:2 67:11 70:11
 74:12 85:19,21 96:6
 97:11 110:10 117:2
 126:4 129:17 140:21
 141:10 142:22 146:6
 147:9 148:11 160:7,8
 166:12 167:4,11
Commerce's 155:8
commercial 9:11 24:14
commercialization
 113:5
Commission 160:1
 162:18
commitment 6:21
 13:14
commitments 51:4
 57:8 78:15
committed 107:10
 131:7 132:2
committee 37:8 39:3
 132:5 135:22 146:4
 146:11 151:6 157:8
 157:18 166:7

committee's 35:18
committees 2:13,15
 11:4,9 79:8 107:2
 146:5,8,17,19 147:8
 160:5 166:14 169:7,8
common 7:13 81:19
 114:3,11,11 119:10
 172:6,8
communicate 5:17 88:9
 141:3
communicated 82:6
communication 5:14
 88:4,17 130:18
 140:19
communications 88:2
communities 12:12
 27:14 49:9,13,14,14
 49:16,21 50:6 54:6,15
 64:13 87:19
community 24:2 47:1
 49:8 50:5 54:16 64:15
 64:16 68:20 88:22
 92:7,21 98:11 99:10
 100:3 107:17 137:13
 141:17 152:16 157:12
companies 2:5 13:17
 17:10 20:7 25:16
 30:18 39:14 41:3 45:3
 45:6,10,18 46:6 50:19
 51:1,4,5,8,17,19 56:7
 56:15,16,18,22 57:6
 58:5,9,16 59:14 70:16
 72:13,16 76:4,9,12,19
 77:8 90:1 148:17
 152:22 162:4
company 1:18 13:16
 30:21 45:12 51:17
 55:21 59:11,20 64:20
 67:3 72:6,10 74:21
 75:15,15 76:16 114:6
 133:15
company's 76:22
compare 55:16
compared 26:16
competencies 139:8
competing 144:22
competition 53:6 59:2
 61:19
competitions 111:4
competitiveness 7:14
 156:19
competitors 78:3
complaints 25:14
completely 107:14
 121:21
Compliance 25:12
compliant 25:11
compliment 94:20
 167:21

component 115:12
 141:13 142:3
components 141:15
comradery 124:4,10
concept 92:15 142:19
 143:8
concepts 136:14
concert 76:22
concise 78:17
concluded 172:21
CONCLUDING 3:21
 170:15
conducted 115:13
conducting 109:18
conference 60:18
configuration 99:15
conflict 163:14
confuse 6:4
congeniality 124:9
congratulate 128:21
 129:16
congratulations 36:9
Congress 17:4 23:3
 56:10 113:15 162:1
Congressional 21:8,10
 21:11,14 168:5 170:8
conjunction 88:6 92:6
 92:6 148:22
connect 88:8 89:13
 136:16 137:18 139:12
 143:1 169:9,13
Connecticut 73:6
 101:22 102:9
connection 150:16
connections 77:3
 168:18 169:19
connectivity 87:14
connects 140:16
consider 11:19 31:11
 34:18 42:1 65:12 99:1
 107:15 168:3
considering 97:21
 142:14
consistent 11:17
consists 84:19 136:5
consolidation 74:19
constant 32:21
Constitution 1:11
constraining 120:2
constraints 68:14
 112:14
constructive 97:20
consulate 44:20
consultant 161:8
consulting 125:16
 161:3
consuming 148:4
Cont'd 3:13 128:3
contact 65:8

contacted 64:11
contacting 129:2
contacts 160:18
contain 154:16
content 85:4
CONTENTS 3:1
context 55:6
contingent 13:10
continue 10:15 22:1,3
 62:20 78:10,20 80:16
 81:2 93:20 116:4,10
 124:13 125:19
continuing 131:19
continuity 33:20
contribute 16:16
 167:20
contribution 14:18
contributors 166:6
control 14:6,21 147:10
controlled 152:16
controls 160:8
convene 78:8
convening 80:8
conversation 11:2
 113:20
conversations 58:14
cool 96:12
coordinate 151:1
copies 161:12
copy 9:16 49:15 83:12
core 17:19 139:8
corner 6:1
Corporation 1:15,16,21
 75:20 108:13 124:22
 171:15
correct 2:6 127:20
 132:17 171:16
correction 61:3
correctly 87:22
corroboration 166:12
cost 112:7
costing 162:2,3
costly 148:3
costs 153:2
council 1:3,11 3:9,14
 4:4 5:1,2,16 11:17
 13:14 26:7 27:11,14
 28:18 29:11 30:5 31:4
 35:5 36:2 40:18 48:10
 50:15 57:2 61:16 67:2
 71:11,16 75:16 78:21
 79:5 80:7,8 83:5 84:9
 88:7 93:7,13 94:18
 100:15 109:10 115:21
 116:2 118:7,11 124:4
 124:7,8 125:1,2 134:5
 136:9,22 139:21
 140:1,8 147:4,18
 154:10,21 157:3

164:12,15,16 166:13
167:2 168:15 170:20
172:2
Council's 28:11 144:4
155:7
councils 23:10 26:16
34:16 146:17
counselors 90:19 91:18
103:10,18 104:8,12
105:1,13 106:2
count 126:17,19,22
countries 18:1,13,20
24:15 25:10,15 37:1
40:15,16
country 7:2,20 12:21
13:2 17:15 20:19,19
20:19 22:11 39:12,17
41:1,5 44:7,7,8 87:10
89:9 133:3,9,10,16
140:12 141:9 152:20
159:21
couple 10:22 18:2,7
19:6 32:16 37:16
49:19 80:17 123:1
128:16 132:9,12
157:4
course 32:22 61:3
73:16 101:15 112:17
118:8 138:7,13
145:20
courtesy 5:11
cover 38:20 47:4
130:10 164:10
covered 38:16
covering 50:1
Craft 2:6 127:20 171:17
Craig 1:16,16,18 84:21
128:8 150:14
create 17:14 76:7,13
104:5 105:16 113:12
114:19 125:16 168:13
created 49:10 55:6
creates 90:20
creating 77:4 84:1
158:8 160:3
creation 25:20 156:22
credence 93:8
credentials 159:2
credit 35:6,17
credits 92:18
Crews 1:17 128:8
critical 15:3 35:14
87:10 107:16 134:5
155:3
cross 115:22 143:6
cross-fertilization
135:12
crossbar 4:12
crosses 153:22

crosstalk 6:5
crystalizing 95:1
CTE 93:19 94:3 96:4
CTE's 92:1
cultural 169:2
curious 145:12,16
current 3:11,13 24:6
82:18 83:19 86:4,12
87:8 90:13 95:5 128:3
149:17
currently 14:13 52:14
125:2
curriculum 85:14 91:7
91:12
customers 143:2
cycles 152:4

D

D 93:18 96:4 109:15
D.C 1:12
dangerous 86:18
dark 86:17
DAS 3:6 6:11 108:20
118:15 132:7 167:5
data 9:10 17:7 23:19
94:21 132:14 157:10
159:1,4
date 41:12 109:12
110:1,14 135:3
dates 131:8 136:19
137:3
David 2:17 161:1,1,3,7
164:1
Dawn 1:21 109:9
day 7:8,22 10:18 12:3,4
12:11,15 16:21 23:11
25:3 38:9 46:21 50:13
54:21 55:6,8,19,19
56:6 57:4,7,11,21
59:12,13,21 60:1
61:14 62:19,21 63:5
64:1,2,15 66:3,5,5,9
79:15 136:17 138:10
139:4 141:8,11,14
155:13,14,15
day-to-day 97:8
days 21:11,11 57:2
155:12
deadline 130:9
deadlines 19:3 21:18
deal 19:21 20:2,6,9
106:16
deals 23:15
death 113:4
debate 22:9,10
debrief 127:2
decades 161:18
December 131:9

decent 41:2
decide 11:11 158:5
decision 126:13
decisions 79:2
deep 61:1 151:11
deeper 44:12 91:21
101:12,19
Defense 52:15
definitely 41:17 106:11
123:6 125:11 146:14
definition 153:9
Degenef 136:7
DEGENEFF 1:17
degree 92:20 157:15
delegations 44:21
deliver 61:6
delivered 48:9 129:14
delivering 132:3
delivery 73:18
Deloitte 57:10
demand 42:22
department 1:1,11 3:5
5:15 7:3,18 8:2,5,9,18
9:10 12:19 13:15 14:7
23:16 34:9 52:4,9,15
52:16 54:8 61:1 74:11
74:12 85:20 91:22
94:1 106:6 111:1
117:2 126:4 129:16
140:21 141:10 142:21
155:7 166:12 167:4
Department's 12:15
81:4
depends 59:4
deploy 9:7
depth 43:1
Deputy 2:9,14,18 3:4
15:16 16:7 27:6 29:8
33:18 34:10 46:11
82:22 109:2 162:11
descend 13:4
describes 128:11
deserves 35:16
design 100:5
desired 93:14
despite 18:17 86:16
detail 53:11 80:3 86:10
90:5 130:10
detailed 95:18 129:22
details 13:12 41:22
42:2 85:8 119:3
134:18 141:18
Detroit 63:12,14
develop 81:8 91:13
105:5 122:12 136:14
138:6
developed 10:3 49:22
91:8 92:10 123:3
131:2

developing 56:17
142:19 143:19
development 29:6 50:2
54:7,13 72:11,15
73:13 77:9,10 108:10
109:5 139:3 156:20
157:8 160:17
develops 91:11
devices 45:12
dialogue 14:4 79:2
81:21 82:2,6,14 98:8
106:16 116:6 124:13
154:3
dictates 5:15
Die 2:1 154:14
difference 39:16 40:1
119:5
differences 102:6
120:16
different 28:14 37:6
44:2 45:18 50:9 62:8
65:16 66:6,20 67:16
67:17 70:15 72:17
91:2 100:18 102:8
114:21 119:22 120:8
140:6 148:20
differently 16:5
difficult 5:22 38:17 43:6
144:10 147:22 148:3
dig 45:9
digging 117:8
digital 48:18 113:17
Direct 42:11 43:9
direction 66:21 94:13
directly 85:18 115:21
Director 2:12,14 79:7
150:15
Directors 50:22,22
dirty 86:18
disagree 134:10
disconcerted 5:13
discuss 166:20
discussed 80:18 90:16
92:15 164:15
discussing 142:18
discussion 3:8,10,13
61:13 62:2 77:21 78:7
78:10 82:17 124:13
128:2 135:20 144:6
147:17 163:9 168:17
discussions 29:7
125:21 135:12
display 13:5
distillation 95:1
distilling 20:6
districts 30:16
dive 61:1 151:11
diversification 45:4
diversify 45:11

DMI 2:5
DOC 106:14 117:21
 138:13 140:10
document 80:12 119:14
documents 132:16
DOE 97:4 138:3 147:6
doing 4:9 16:14 37:3,16
 38:3 43:16 46:8 52:6
 55:2 58:6 67:7,12,16
 69:16,22 71:8 77:14
 97:18 98:20 102:1
 122:20 123:5 125:9
 133:14 143:14,18
 144:17 157:2 160:6
 171:11
dollars 112:6 162:4,5
domestic 24:16 47:8
 48:4,11 51:2 136:12
domestically 161:21
dominates 152:6
door 7:8 8:22
dots 89:13 136:17
download 39:1
downtown 155:13
Dr 138:2 142:5
draft 83:3,12 88:13
 102:4 129:18 142:11
draw 4:17
DRES 145:7
drive 88:3 138:10
driving 171:8
drumbeat 32:21
dual 94:3
dull 86:18
duties 162:6
duty 161:20

E

E 115:13
earlier 8:4 49:5 60:19
 104:22 133:22 165:20
 169:15
earliest 21:15
early 20:22 47:20
 116:18
easier 126:3 135:2
 161:4
easy 110:19 132:11
 146:9
echo 47:11 86:13 172:9
echoed 33:22
echoing 171:21
echos 87:2
econometric 9:10
economic 7:15 17:15
 54:7 76:8 109:16
 159:22
ecosystem 111:8,22
 112:15 113:9 137:13

141:17
edits 5:8
educate 91:17
educating 24:12
education 85:17 88:5
 90:10 91:14,22 92:1
 93:19 94:2 106:6,7
 107:18,21 108:5
 157:14 160:16
educational 91:8 98:21
 99:2
effective 112:18 116:16
effectively 113:6
effects 57:11
efficiency 145:3
efficiently 155:16
effort 4:10 19:17 22:4
 49:12 51:14 74:1
 79:14 84:16 139:13
 141:9 143:15
efforts 4:20 16:17 55:3
 56:4 62:9,18 67:12,16
 68:2,3 76:22 77:1
 81:4 86:17 109:8
 139:22
eight 51:9
either 90:14 98:15
 116:12 120:3 172:17
elected 56:11
Electrodynamics 1:19
electronic 126:5
electronically 44:18
element 92:13
elementary 65:1
elements 72:18 98:22
elevated 109:21
eloquence 78:17
else's 86:15
email 82:7 86:9 153:18
embassies 44:20
embed 97:7
emerge 114:3
emerged 77:11 116:18
emerging 76:13 114:13
 118:12 130:4
emphasize 36:18 44:1
 52:1 70:16
emphasizing 93:1
employees 59:21 93:9
employers 93:6,7
employment 89:2 94:5
 100:22 105:17,20
enable 137:18 143:1,5
 143:9,11 158:12
enabling 7:15
encourage 12:10 58:16
 88:13
encouraged 30:1 66:12
encouraging 44:15

endeavor 67:7
ended 74:6 172:19
endorse 88:3 89:10
energizing 111:7
energy 1:19 10:12
 29:21 52:16 74:11
 103:6 135:22 136:2
 136:13 137:5,11,11
 137:12,13 138:1,4,7
 138:11,15,18,19
 139:18 141:1,12,17
 142:1 143:22 144:9
 144:17 145:3,20
 146:2,4,11,14 148:7
 150:10,15 151:20
 152:1,5,10 153:5,19
 171:17
enforcement 25:6,12
 25:22
engage 85:9 94:1
engaged 68:22
engagement 5:7 55:22
engaging 91:12
engine 73:5
engineering 2:1 101:12
engineers 72:19 73:9
 112:12
enhance 25:2 99:4
 117:10 137:18
enhancement 40:1
enhancements 90:11
enhancing 7:14 85:17
 98:18
enjoy 124:3 147:3
enjoys 13:16
enormous 49:3
ensure 18:12 25:15
 111:13
ensuring 25:10
enterprises 37:22
 45:20 112:1,20
entertaining 30:7
entire 6:20 10:8 17:5
 39:20 107:22 144:4
entrepreneurs 48:15
entrepreneurship 41:6
entry 112:8
envelope 77:16
environmental 148:8
 149:17
envision 104:21
EPA 148:10,13,17,22
equally 119:21 133:3
equate 102:13
equivalent 143:9
Eric 1:22 84:21
Erin 2:16 3:7 12:13
 34:11 46:18 66:12
 80:4 118:18 121:18

especially 7:19 26:15
 28:12 29:20 122:1
 145:13
essential 87:14
essentially 49:20
establish 53:6
establishing 52:22
et 67:18 144:2
Europe 153:4
European 163:6
evaluation 166:13
event 4:13 12:17 42:4
 42:21 44:11 46:8,22
 51:3,7 58:9 61:22
 64:3,6 65:20 68:15
 76:4 124:12
events 4:13 12:1,3,6,8
 34:2 42:14 47:19 55:9
 55:12,13 56:7 58:8,17
 58:18 60:8 68:7 69:8
 69:14 81:13 154:15
 154:18
eventually 60:5 158:11
everybody 4:8,11 16:15
 18:11 24:20 25:8
 60:13 72:22 75:13
 90:12 123:16 126:18
 127:5 155:1 170:17
 171:4,5
everybody's 71:4
everyone's 88:15
 153:22
evolution 77:18 110:3
ex-born 40:4
exactly 152:13 167:17
examining 109:19
example 29:11 37:7
 38:4,11 45:11 50:10
 62:12 67:21 68:11
 71:8,16 72:14 95:18
 96:11,16 97:19 98:1
 104:13 106:22 107:2
 107:8 112:4,13
 113:17,20 114:13
 119:6 121:4 139:1
 141:4,7 144:16,22
 145:8 148:6,13
examples 71:1,4 76:12
 122:13
excellence 87:17
excellent 65:4 75:11
 142:9 165:4 166:8
exceptional 27:5 125:4
exceptionally 28:12
exchange 54:12
excited 7:10 8:21 9:13
 30:19 39:10 54:16
 59:7 83:2 111:5
 154:20 155:4

exciting 47:21 66:9
Excuse 72:20
executable 136:18
execute 11:6
executives 50:18
 146:12
exhibitors 13:3 40:15
EXIM 32:11,22 33:5
 130:4 134:1
exist 24:13 84:4
existed 29:10
existence 8:6,9 111:14
existing 49:14 52:11,16
 114:6 137:17
exists 138:6
expand 45:15 51:4
 58:13 76:21
expanded 56:9 63:19
 64:12
expanding 24:11 57:8
 131:19
expect 44:2 127:6
expected 81:21
expecting 15:16
expediency 110:4
experienced 133:12
experiences 139:1
expert 133:13,18
expertise 9:9 23:8,12
 27:12 41:6 75:18
 111:16 146:22
experts 115:6 118:8
 129:3,9 131:14
 132:20 133:1,8,19
expired 162:1
explain 90:2
explicit 83:17
explore 141:8
Expo 42:11
export 9:4 24:17 127:22
 128:5 133:6 136:12
exported 133:2,2
exporter 24:11
exports 133:16
express 6:8
Extension 50:21
extent 122:18 159:6
extra 74:1 161:12
extract 81:10
extremely 78:22 160:13
 162:14
eye 4:21

F

fabulous 69:4 162:14
face 16:2 17:9
face-to-face 130:15
 154:7

Facebook 141:4
facilitate 61:13 77:3
 89:10 90:3
facility 60:1 64:18 72:19
facing 23:19
fact 17:18 19:11 20:13
 20:18,18 21:2,5 80:4
 120:12 125:10
factory 57:10 98:16
fair 12:22,22 34:8 39:10
 39:15,15 41:11
fairgrounds 40:6
fairly 142:10
fairs 10:1
fall 33:7 85:18
familiar 12:18 13:2
 54:22 92:2 163:3
family 8:12
fantastic 42:15 148:18
fantastically 95:20
far 125:10
fashion 34:6 62:11
favorite 34:16,17 96:3
favorites 34:17
FDI 34:8
February 136:21
federal 50:7,20 158:18
 162:18 163:14,18
fee 112:5 119:11,20
feedback 37:18 83:7,15
 95:10,18 96:21 97:10
 97:21 129:6,20
 132:12,14 133:21
 144:9
feel 18:18 28:16 74:15
 107:20 116:16 117:14
 118:3 126:10 135:18
 143:13 153:19
feels 28:21 75:14
feet 40:7
fellow 27:17 97:14
felt 74:15 130:17
field 24:16 25:16
fields 117:4
fight 33:5
figure 20:13 133:14
 153:7
figured 105:6
figuring 105:4 159:18
file 25:14
fill 72:5 125:8
final 14:16 17:21 83:8
 88:18 90:7,9 106:21
 108:7 162:16 170:13
finalization 22:22
finalize 22:17
finalized 20:3,9 22:13
 24:3 31:8
finally 5:20 8:21 54:20
 60:7 113:22 162:9
financial 112:14
find 7:8 10:4 21:4 32:11
 100:22 133:5,16
 144:14 145:5 146:15
 148:2
finding 87:16 120:12
 149:8
findings 10:19
fine 156:13 167:18
 168:1
finish 18:13 156:14
firm 125:17
first 11:3 12:3 13:1
 26:10,15 27:2 29:4
 35:1 37:15,17 39:7,11
 43:5,7,16 47:11 52:21
 55:4,7 60:21 63:9,13
 64:1,1 73:21 79:11
 81:17 83:18 85:6
 94:12,16 95:13 98:4
 100:13 106:18 108:20
 110:16 111:12 125:3
 128:6,16,18,19,21
 129:16 152:9 166:21
five 56:15 62:22 68:16
 69:18 95:15 108:18
 114:6 131:17 137:10
 137:14 144:13 145:5
 145:22 148:19
five-dimensional 21:21
fix 107:18
flag 4:18 5:4 12:2
 162:22
flexibility 134:3
floor 94:11 101:20
 108:18 132:7 135:10
 144:7
Florida 57:14
flow 116:13
flows 121:3 158:8
Fluidic 1:19 103:5
 171:17
flyer 18:4 36:16 42:8
flying 124:14
focus 31:18 37:22
 83:18 84:1 87:19 90:7
 99:2 109:20 116:11
 124:2 128:19 129:7
 137:11 156:18
focused 48:13 75:15,15
 104:15 120:3 137:15
 137:19 138:18 139:15
 140:4
focuses 101:11
focusing 117:10
folks 10:9,13 17:20
 18:8,18 19:13 36:1
 41:7 42:6,12 43:2,15

43:19 44:20 46:6
 94:20 133:1 148:1
 149:11 151:19
follow 42:3 83:13
 125:17 132:11 135:2
 149:21 151:9 160:14
follow-up 105:8
following 116:12
follows 136:20
foot 144:3
force 159:1,7
Forces 100:21
forcing 25:9
foreign 9:11 24:14
 42:10,17 43:9 44:7
 45:3,5,14
forget 35:11
forgot 126:16,17
form 161:10
formal 62:8 67:15 68:3
 125:20
formally 124:20 125:13
 171:7
format 29:19 119:22
 120:20 171:9
formation 109:17
forming 140:10
formulating 117:4
forth 5:14 26:17
fortunate 27:20
forward 7:11 19:9 22:1
 51:21 83:14 98:22
 110:4 116:4,21 118:5
 134:19 144:4 153:3,3
 153:10
found 103:14 133:1
foundation 101:16
foundations 156:21
four 10:19 25:18 26:16
 47:14 120:6 125:3
 170:22
four-year 90:22 98:12
 105:15 157:15
fourth 86:20 130:14
frame 14:19 48:8
framed 144:13
frames 135:15
framework 88:12 160:3
frankly 6:19 79:21
free 135:18 153:19
Freedman 1:18,18
 84:21
frequent 18:4
Friday 62:13
Friedland 1:18 100:13
 101:21 102:16,18
 136:6
friends 34:19 35:4
Friesen 1:19 103:5,5,8

105:8,12,19 135:21
136:3 142:8 152:7,12
153:12 171:17
Froman 17:22
front 14:14 24:20 91:19
91:20 169:22
fruit 30:3
FTA 24:6
FTAs 21:5
FTC 163:1
Fujita 1:19 135:21
136:1 151:3 171:18
full 80:7,8 94:14 112:15
118:7,11 136:22
fully 111:15
fun 34:13 66:1,2,3
function 8:3
fundamental 15:1 79:1
funded 156:20
funding 50:8 53:2,20
funnel 128:12
funny 40:13
further 86:8 98:8
101:18 106:14 123:13
135:20 170:20
furthest 143:16
future 9:3 59:21 76:8
84:5 94:5 111:4 139:7
FY 53:2
FYI 5:11

G

gainful 105:17,20
gap 149:8
gaps 143:3 148:2
gathering 128:12 131:4
142:11
geared 90:21
GEMCITY 2:1
general 103:13 165:2
generalized 71:2
generals 44:20
generate 155:5
generation 103:21
generically 56:14
gentleman 99:15
geographic 61:20
George 2:11 3:19 156:8
Georgia 115:7
germane 10:6,13
Germany's 12:20
gestation 116:20
getting 17:20 18:21
53:20 87:11 106:9
112:3 123:15 129:18
145:2 147:3 160:4
GI 90:2
gifts 64:5

Girls 68:21
give 22:20 27:16 28:7
29:1 40:11,18 46:20
48:3 49:2 55:2 62:13
63:4 68:6,10 70:18
74:8 93:8 94:13 95:10
95:16,17 96:22 97:10
125:19 132:21 136:4
144:15,21 148:5
154:6 158:17
giveaway 64:5
given 4:21 28:15
108:14
giving 66:22 74:7 79:19
154:22
glad 107:1 111:4
global 2:2 44:9 45:7
132:15 145:14 151:16
159:19 171:14
go 5:6 10:8 17:21 20:9
20:19 21:3 27:13 29:2
29:14,15 30:2 32:7,8
37:10 39:1 44:14
45:21 53:10,21 59:12
63:9,22 66:6 67:4
70:19 74:22 80:3
82:12 87:1 92:17 96:2
97:11 104:1,2,2,3
105:15 113:2 126:19
126:20 134:6 139:18
139:20 142:3,11
149:16,18 152:4
169:11
goal 12:7 55:5 109:13
131:8
goals 7:13,13 150:8
goes 21:1,16 169:7
going 4:21 7:7,16 9:15
10:17 11:10 13:12
14:1,2,4,8,10,14,16
15:13 16:8,18 18:3,11
19:1,16 20:8 22:3,16
23:6 27:13 28:17
30:15,16,20 31:18
32:18,20,22 33:5,6,9
34:21,22 38:11 40:21
41:10 52:1 53:21,21
59:10 67:6 68:10
69:13 71:10,16 75:19
78:15,16,18,19 81:6
85:22 86:3 87:6 90:6
91:21 97:13 101:12
106:15,18 108:9
110:4,15 123:16
124:16 125:16,20
130:10 137:15 139:13
139:14 141:13,21,22
143:21 144:18 147:13
152:6 153:2,3,3 154:6

154:8 155:18,22
156:1,11,14 159:18
161:11 162:12,14
165:1 172:9
good 7:10 16:1 22:11
34:12 36:6 40:13
43:13 60:5 62:14
67:11,20,20,22 69:20
71:5 73:17 81:1 83:1
96:2 102:1 103:1
106:11,22 114:19
121:6 126:21 127:16
127:17 128:7 133:7
133:17 135:5 151:3
155:11 156:7 159:4
160:19 167:2 172:18
goodness 15:19
goods 145:15 148:9
gotten 32:19
governance 52:13,19
111:3,18 113:22
114:14
governing 113:16
government 49:19
50:11 74:9 89:17
96:22 112:12 113:9
118:7 144:21 145:9
145:10 159:4 163:16
172:12
government's 122:2
governments 78:8
governors 43:19 56:10
78:9
grab 108:3
gracious 15:19
Graduated 105:19
graphing 120:9
grateful 6:11 7:5 12:13
13:13 28:4
grave 89:3
great 6:17 11:18 13:5,8
13:22 14:9,20 15:10
15:16 18:4 19:21
28:10 34:20 50:10
53:10 60:12 70:20
76:2 77:13 94:15,20
95:3,19 96:8,17 97:22
100:14 106:15,22
107:1,6,10,20 110:22
118:17 120:18,22
121:20 126:7 143:15
144:9
greater 51:20 143:11
greatly 133:21
Greene 109:9
ground 9:11 23:13
28:22
group 2:3 13:11 16:12
45:1 57:14 83:8 98:3

121:5 131:5 140:10
groups 135:13 143:1
147:2
Grove 1:21 109:9
grow 93:21 138:19
169:20
growing 43:10
growth 7:15 54:14
127:22 128:5
guess 27:22 84:18
90:12 106:20
guest 164:20
guidance 90:19 91:17
103:10,18 104:8,12
104:22 105:13 106:2
guide 70:14 149:3
guys 31:11,14 33:13
38:21 71:3 121:21
133:21 146:10 151:17
165:15 168:3 172:4
GW 156:17

H

hair 16:18
half 170:18,21
hammer 103:12
Hancock 1:21,21
hand 110:16 126:18
handout 128:17
hands 126:21 167:3
hands-on 91:5,16
Hannover 12:21 13:4
34:8 39:9 40:3 41:11
happen 32:18 141:13
141:21 153:3 163:8
happened 57:21
happening 29:20
141:21
happy 13:20 25:22 26:3
53:10 75:7 157:21
hard 19:3 20:9 34:14
36:2 46:13 48:1 79:12
108:5 109:12 145:6
145:17
harder 39:4
hardest 145:5
hat 162:11
head 22:22 30:13,15
126:17
heading 160:15,16
164:2
heads 42:2 108:19
hear 6:2 10:19 23:10
30:17 81:20 111:4
126:3 133:18 160:5
heard 8:11 9:6 19:19
23:9 39:15 53:12
110:19 120:20 128:15
129:10 157:3 170:21

hearing 10:18 76:11
 99:16 151:9
heart 14:3 26:19
held 27:15
help 9:19 10:14 11:10
 20:13 23:14 45:15
 50:6 51:11 53:15 55:3
 56:2 57:22 58:4 60:3
 65:11 66:15,16 72:18
 73:10,11 76:21 88:3,8
 89:10 90:2 93:15
 109:14 110:11 116:16
 122:12 151:1
helped 16:16
helpful 11:18 37:20
 71:10 133:5,11,17
 134:12 144:14 150:13
helping 17:2,8 53:22
 59:9,16 100:22 122:4
helps 75:5
hey 120:8
high 61:15,21 73:19
 85:14,18 90:10,21
 91:20 92:4,5,14,17
 94:3 95:22 98:10
 105:13 106:1 126:21
 157:11,14
high-paying 83:21
high-tech 102:10
higher 87:12
highlight 31:5 62:18
 95:8 124:5 128:16
 129:15 142:17 155:5
highlighted 141:9
highlighting 41:5
 116:15 152:14
highlights 10:9 47:10
 49:2 59:20 155:10
highly 152:1
Hill 31:16
hire 90:2
hired 59:22
hiring 98:16
Hiro 142:8,18 152:9
Hiroyuki 1:19 135:21
 171:18
history 11:17 39:11
hit 28:22 47:9
hitting 70:8
hold 80:13 82:13
 108:15
holding 97:5
holistic 24:21
home 30:17 89:1
hook 31:14
hooked 106:10
hooks 105:6
hope 9:19 13:9 17:21
 19:8 27:19 75:13

136:11
hopefully 19:5 22:16
 30:14 41:7 44:11 46:1
 59:14 74:3 97:20
 155:5 158:10
hoping 19:4 106:8
 124:13
horizon 152:21
horrible 89:7
horses 172:3,4
host 154:9,22 155:9
hosting 42:10 124:11
hot 7:9 31:20 130:5
hour 123:22
house 4:14 27:21 33:21
 46:22 50:14 62:19
 71:22 73:13,14 75:19
 76:6 78:7 94:1 100:20
 110:11 115:8,15,22
 116:3,7 117:7
housekeeping 124:19
Houston 84:22
huge 17:2 18:19 20:5
 25:9 29:22 36:20
 42:15,21 51:6 58:5
 70:17 71:7
hundred 36:21 112:6
hundreds 38:8
Hydralex 2:2 151:16
 171:13

I

I's 87:2
ICANN 117:21
ICANN's 118:2
iconic 56:18
idea 64:17 139:12 141:8
 149:7,15 153:14
ideally 142:22
ideas 11:6,18 58:3 69:6
 70:20 116:18 128:13
 141:3
identify 59:21 102:20
 137:17 140:11 143:3
 172:8
identifying 172:6
image 85:7 87:17
imaginative 86:19
imagine 89:8
IMCP 49:9
immediate 32:12 60:4
 99:9
immediately 116:22
 124:15
impact 51:20 58:13
 60:4,6 64:13,16 65:3
 66:10 108:4 169:2,4
impactful 84:13

impacting 11:15 104:22
implement 141:12
implementation 23:2
 23:21 25:21
import 122:18 161:16
 161:19 162:6
importance 14:11 31:6
 55:1 111:6
important 12:17 30:17
 33:1 49:17 50:20 53:4
 53:8 78:22 81:6 86:14
 88:9 95:9,14 113:7
 130:17 159:5
impressed 47:14
impressive 55:12,15
improve 7:3 116:13
improvement 74:3,4
improving 118:2
in-depth 86:10
in-person 80:9
incentives 106:1
incentivize 73:15,20
incentivizing 99:1
include 56:10 98:13
 110:2 114:15 131:20
included 59:19 83:13
 115:14
includes 27:2 124:16
 127:4
including 9:22 31:11
 45:10 131:18
inclusive 141:16
income 63:15 68:13
incorporate 54:13
increase 78:20 118:3
increased 89:6 136:12
incredible 34:18 64:13
 94:21 98:2 146:22
incredibly 34:5 35:14
 107:15 112:18 133:17
 144:10,11,14 148:2
indefinite 151:21
independent 101:6
 153:22
indicated 9:17
indication 4:22
individual 30:18 37:1
 47:17 59:8
individuals 115:11
 116:8
Industrial 1:17
industries 9:5 38:18
 54:19 78:2 87:4 140:7
 162:3
industry 2:8,13,15 8:2
 11:15 20:7,16,17
 22:15 23:10 25:2,14
 31:4,9 38:15 43:15
 44:15 53:7 66:13 76:6

76:17 77:14,17 79:8
 86:16 91:5 92:6,9
 95:21 113:7 118:7
 139:18 140:5,15
 147:1 158:10 159:2,8
 162:3,19,21 163:10
 163:12
industry-specific 31:12
 42:22
influence 14:7,21 85:21
 160:9
influencer 106:5
infographic 120:10
inform 157:20
information 14:17 34:7
 41:13,14 42:3 44:19
 45:22 116:13 128:13
 129:3,22 142:11
 143:7,12 154:16
 164:5 170:18
informative 138:5
informed 5:9 42:1
Informing 87:14
infrastructure 48:17
 50:3 153:1
initial 10:18 58:1,4
initially 137:9
initiated 147:22
initiative 54:6 100:21
 101:2 115:15,22
 116:3,8 117:16
initiatives 48:6 54:13
 100:20 145:14
inject 91:13
injecting 91:3
inner 120:9
innovate 109:14
innovating 115:18
innovation 29:6 41:6
 48:15 49:3,5 51:22
 52:2 108:10 109:4
 110:5,12 111:8 115:5
innovations 110:3
 138:10
innovative 13:6 68:11
 68:18 86:19
input 9:18 47:19 49:22
 52:19 53:15 58:4
 61:14 62:9,13 63:4
 82:3,6 88:15 108:9,20
 120:14 130:20 131:4
 131:9,11
inputs 110:11 161:16
insert 31:9
inside 143:5 169:18
insights 116:5
inspire 59:15
Inspiring 86:22 87:1
instant 41:12

institute 2:10 54:9 88:7
107:5 111:18 113:18
institutes 52:12,17,20
53:1,3 54:2 92:7
110:10 113:14 114:1
120:11 122:6 123:1
157:18
institutionalizing 49:18
institutions 114:12
122:8
integrate 113:18 139:22
integrated 1:22 113:13
integrating 144:2
integration 172:6
intellectual 23:5 110:6
117:5
intend 63:1
intending 136:21
intends 78:7
intensive 54:11
intent 19:13 21:9
inter 158:22
inter-agency 49:12
100:17
interacted 47:16
interacting 103:20
interaction 168:5
interactions 47:18
interest 44:8 82:15
90:17
interested 42:17 43:3,3
43:21 90:21 133:4,10
135:14 145:19 156:21
166:16
interesting 33:7 38:17
45:1 77:20 100:18
143:8
interests 44:5
interject 68:4
interlacing 147:10
internal 81:11 135:17
international 10:2
150:1 160:1,2
Internet 141:20
interns 64:21
internship 57:9
interrupt 15:21
interrupting 99:14
170:10
intersect 33:2
interview 95:21 151:5
interviewed 115:10
introduce 26:6 33:18
46:17 64:2 78:19
81:16 82:9 83:11
108:17 126:14 127:19
154:3 156:6 161:1
introduction 47:4
106:17 159:16

inventions 138:10
inventive 86:20
inventory 73:11,12
invest 138:16 152:22
investigate 86:8
investing 43:4,14 48:14
48:16 49:8 142:1
investment 20:21 42:11
43:9 47:1 73:8,8
109:15 113:8
invitation 6:19 12:20
invite 60:17 72:1
inviting 45:5
involved 8:12 25:19
61:17 66:13 112:4
118:20
involvement 56:12
IOT 141:20
IP 114:11 118:4
Iran 33:6
IRD 29:22 52:5 109:22
118:10 125:2 144:1
151:6
Irwin 109:9
issuance 117:11,13
issue 67:20 68:14 105:3
issues 18:3,7 19:12
26:3 30:8 33:9 111:3
115:16 164:17 168:17
it'll 5:14 36:6 40:19
44:10 60:5
ITA 9:21 23:5 24:20,22
25:12
ITA.gov/FTA 21:4
ITAC's 23:9
ITC 21:19
item 81:7,15 124:19
151:9
items 61:9 74:7,8 129:8
129:12 130:11 170:1

J

Jadotte 2:8 3:3 6:7,15
6:16 13:19,20 14:9,20
15:3,6,10,13 27:4
JAMES 1:22
Jan 1:15 126:14 127:19
128:4 132:6 135:19
160:14 164:1 171:15
January 136:20
Jeff 71:19 75:22 108:11
109:6,11 110:16
150:20 151:8 171:14
172:9
JEFFREY 2:4
Jennifer 157:16
Jenny 84:21
jet 73:5

Jim 128:8
job 67:11,22 102:1
106:22 121:17 125:4
125:9,16 143:15
156:22 165:16 171:11
job-to-job 158:8
jobs 17:15 20:20 83:21
84:4 85:12 86:14 87:7
87:9,11 90:15 102:11
140:11 157:13,13
jokeys 172:3
Joe 71:19,20,21 72:20
73:2 75:10 98:8 99:17
136:7 143:14 169:15
Joe's 76:3 143:4
jogged 69:12
Johnson 138:3
join 44:9 153:19
joined 79:18
joining 16:8 49:14
100:21
joint 54:7 146:18
JOSEPH 2:4
Josh 5:22 126:12 161:4
171:5
journey 78:2
joy 79:21
July 1:8 129:1
jump 17:20

K

Karsten 1:21
keep 7:8 18:12 42:1
62:15 81:3 124:17
137:21 138:19 169:22
keeping 124:1,2 136:15
keeps 152:5
Kelly 1:22 84:21
Keppler 1:22 128:8
kept 153:18
KEVIN 1:21
key 63:21 72:18 129:7
keyed 28:17
kicked 123:22
kicks 19:14 21:10
kid's 66:10
kids 66:17 94:5 104:15
106:10
kind 15:1 18:10,16,17
19:2,14 21:6,9,13,16
21:17,21 22:3,8 25:18
25:19 30:22 31:2,9,14
31:19 33:2,8,9 35:6
36:11 39:22 44:16
45:17 48:8 55:22 59:5
73:18 74:14,19 80:14
94:17,22 102:5 104:4
108:3 111:2,12 112:7
114:8 120:15 121:16

125:5 128:12,15
130:11,12 131:22
132:4 133:22 134:20
135:1,3 137:3 144:7
144:11 145:5 146:15
147:9,19 149:4,11
150:8 154:8 166:13
kinds 57:20 60:2
knew 16:17 40:8 167:22
know 8:1 10:9 11:13,16
12:18 13:3 16:20 17:7
18:8,18 19:4,4,13,16
19:20 20:14,15,16,20
21:7,12 22:2,8,9,10
23:12,17 25:6,7,8,13
26:12,17 27:19 29:21
31:10 32:7,14,17 33:3
33:4 34:15,15,16 35:5
35:9,19,21,22 37:9,14
37:20 38:10,13 39:16
39:18 40:14,20,22
41:1,7,8,16 42:12
43:2,6,12,13 44:5,8,9
45:5,14 46:1,2 47:19
47:22 51:19,22 53:11
53:19 54:17 58:7,11
58:18 59:3,14 61:4
63:10 66:2,3,14,16
68:12 69:20 70:12,17
70:22 71:7,7,10 72:7
72:17,18 73:7,14,14
73:17 74:7,16,21 75:1
75:3,5,6,8 77:15 78:3
80:6 88:22 95:4,13,21
96:1,17,22 97:7,15,17
97:22 98:3,15,19
100:16 101:8 102:2,7
102:13 103:16 105:20
106:4,21,21 107:7,10
107:13,16,22 108:2,5
108:17 119:13,15
120:2,15 121:5,12
122:1,3,7,14,15 124:3
129:7,12 130:14
131:4,11 132:19
134:1,1,12,17,18,20
135:1,6,17 136:9,14
137:5,6,7,14,16,19
138:5,12,13,17 139:7
139:19 140:4,6,15,20
141:2,5,9,12,16,16,20
142:2 144:1,13,18
145:4,6,12 146:17,20
147:1,3,3,7,21 148:3
149:4,5,7,14,17,21
150:6 152:15 155:10
156:3 157:17 158:21
160:17 162:4 164:11
164:14,17 165:14

166:5,14,17,18,22
 167:13,17,19,20,21
 168:18,18,19,19
 169:4,8,10,10,11,12
knowing 63:17 89:5
knowledge 63:7 85:13
 104:9
known 87:18
knows 79:13
KORUS 24:7 35:9
kudos 95:2 98:3

L

L 1:22
La 48:10
Lab 50:22
labeled 80:15
labor 87:3 88:5 94:2
 107:21
lack 90:17,18 104:9
laid 26:20
lakes 65:17
land 18:11
languages 148:20
large 13:9 45:3,19
 75:14 76:19,19 78:4
larger 51:8,17 64:9
largest 12:22
lastly 25:5
Laughter 16:4 27:9,18
 40:10 46:15 47:7
 53:18 63:11 86:21
 110:20 127:3 165:10
 165:21 166:4 171:2
launched 8:17 117:16
launching 85:6 92:3
law 25:9
layout 95:7
lead 63:22 87:13
leaders 92:11
leadership 6:18 13:14
 27:21 28:5 140:22
leading 50:18 51:3
 52:11 143:15
learn 100:16
learned 24:6,7 42:19
 57:16 68:8 69:5
 138:22 169:19
learning 54:11 83:22
 94:22
learnings 63:21
leaving 158:15
led 76:16 140:10
left 65:21 69:18 165:3
 167:18,19
legacy 8:10
legal 112:13
legislation 117:6

legislative 53:9
leisure 39:2
lenses 10:22 11:19
lesson 58:1 69:5
lessons 24:5 42:19
 54:18 68:8 138:22
 169:19
let's 31:13 108:21
 111:12 133:2 147:2
 169:22 172:7
letter 14:16 27:2 29:17
 29:18 30:6,7 31:1,12
 31:15 32:11 35:12
 57:4 81:17 83:12
 84:17 86:4 87:20
 88:12 93:12 98:4 99:7
 100:14 104:1 107:2,3
 107:8 121:11 129:19
 130:4 131:21 134:3
 136:15,22 137:2
 140:3 142:3 143:19
letters 14:15 56:5,11
 61:7,7 70:9 101:7
 119:6 120:4,4 121:7
 134:6,15,22
letting 40:21
level 21:6 25:15 43:1
 57:20 61:15 73:19
 79:20 84:17 91:3 92:5
levels 91:2 100:18
leverage 68:20 111:16
 129:5 171:22 172:12
 172:13
leveraged 64:20,21
leveraging 24:18
Lieutenant 43:19
life 66:10,20 89:2
lifelong 83:22
lift 31:5,22
liked 119:8 121:15
likened 147:19
limited 53:5 155:22
line 19:2 26:18 132:3
 134:21
lined 58:19
lines 22:13
link 9:3 149:4 157:21
linkage 171:22 172:14
LinkedIn 141:5
links 86:9
list 10:8 11:13 49:16
 56:17 151:6 164:19
listed 88:11
listening 37:10 66:4
lists 68:7
literally 149:18
little 4:21 16:3,5 23:15
 25:7 36:14 54:20 56:3
 60:19 72:2 74:1 78:13

97:22 99:18 100:1
 102:11 126:9 130:13
 168:12 169:2
local 17:8 21:6 51:10
 91:5 92:7,9,10 105:20
 105:21
locally 162:7
Lockheed 2:4 75:21
 108:12 171:14
logical 99:6
logistics 155:21
long 53:20 66:16
long-range 151:20
long-standing 8:14
long-term 109:15
 152:21
longer 21:9
look 24:22 37:6 39:2,5
 42:6 43:12,13 55:10
 67:3 69:2 73:17 74:22
 76:6 83:14 96:10
 123:10 129:13 134:19
 135:2 144:5 149:19
 158:9 169:17 172:5
looked 99:5 102:3
looking 7:11 8:1 11:6
 17:11 37:18 38:8,21
 41:18 45:4,10,13,18
 50:4 51:21 54:12
 63:10 82:1,3 85:9
 93:9 112:16 113:10
 113:12,13 114:1
 117:12 121:22 123:10
 132:13 134:16 162:7
 162:17 165:3 171:5
 172:2,3
looks 25:1 113:15
Los 42:9
lost 5:9
lot 14:4 19:19 21:20
 33:9 37:4 43:8 47:9
 48:1,22 62:8,9 64:16
 78:14 80:4 86:16 89:4
 89:12 91:3 102:10
 114:21 122:16 128:13
 139:13 144:8 145:14
 146:21 147:11 152:17
 154:19 155:21,21
 159:17 165:17
lots 23:4 44:19 81:1
 147:15
love 56:19 120:14
 148:18 149:7,15
 167:12 168:3
low 63:15 68:13 72:2
 112:5
low-hanging 30:2
lower 112:5 119:11,20
 153:1

lowering 112:11
loyalties 4:22
luckily 41:10
LUDWIG 2:5
Lumber 1:21

M

M 102:11
Mac 1:16 75:20 108:12
 171:15
machine 16:22
machining 73:13,14
Madam 13:13 109:1
 136:1 154:5
Madame 154:13
main 34:21 52:7
major 69:13 77:7
 136:19 137:14 144:13
majority 36:19 82:5
making 10:14 26:15
 34:3 56:2,12 61:21
 85:5 97:13 102:1
 118:10 122:21 170:12
Malaysia 18:10
man 82:1 88:14
managing 151:17
mantra 172:13
manufacturer 70:18
 73:6
manufacturers 7:4,19
 8:10 12:10 13:10 57:3
 65:7 77:4 104:5
 105:21 109:14 110:5
 115:17 118:4 138:15
 139:13 140:12 161:9
Manufactures 161:16
manufacturing 1:3,21
 2:2,9,16 3:5,9,14 5:16
 7:15 12:3,4,11,15
 27:11 30:5 31:3 34:9
 34:11 40:18 46:19,21
 47:1 48:4 49:6,8 50:2
 50:15,18,21 52:2
 54:16,21 55:6,7,18,19
 56:6 57:2,4,7,11,17
 57:18,21 59:12,13,21
 60:1 61:14 62:19,21
 63:5,13,14 64:2,15,18
 65:14,22 66:19 67:2
 67:17 79:5 83:5,19
 84:3,4 85:7,11,11,13
 85:13 86:12,13 87:5,8
 88:6,10,21 89:11
 90:14 91:6 93:7,16,17
 94:6 101:13,13,19
 102:10,12 103:9,18
 104:4,10,10,19,20
 107:5,19 109:10
 110:2 113:18 115:20

116:2,9 124:7 136:9
 136:13,22 140:1,8
 141:8,11 146:6
 154:10 155:4,11
 157:17 158:13,14
 159:7
manufacturing-related
 91:4,14
map 113:19 159:18
mapping 111:17 113:1
maps 113:11,13
Marcus 2:8 3:3 6:15
 15:21 17:6 20:8,11
 24:20 36:14 37:14
 39:7 55:5
Marine 1:15 57:3
 127:19 171:16
Marinette 1:15 127:19
 171:16
Mark 138:2
market 8:18 9:2 10:3
 17:11 36:15 65:1
 74:16 128:20 132:16
 162:13
marketing 41:15 42:3
 44:16 88:1
markets 17:13,13 24:13
 36:22,22 38:7 42:9
 132:15 152:1
Marsha 2:3 136:5
marshal 93:16
Martin 2:4 75:21
Martinez 1:15 3:4,8 4:5
 26:7,9 28:2 29:18
 30:10 32:1,4 33:14
 61:13 62:3,4 65:4
 67:1,9,14 68:9 69:10
 70:2,6 71:15,21 72:20
 73:4 75:11 123:21
 125:8 126:16 127:4,9
 127:13,17 170:2
mass 155:3
match 46:5,6 149:19
matching 149:8
matchmaking 42:18
 46:3
material 68:6 82:12
 86:7 129:1,4 170:22
materials 41:15 49:16
 59:19
math 102:12
mathematics 101:17
matter 37:5 67:19 115:6
 118:8 123:18 129:2,9
 131:14 132:20 133:1
 133:7,18,19 172:20
matters 117:8
Maui 17:21 23:6
maximum 31:22

mayors 56:6 78:9
McCormick 40:8
McNelly 157:16
mean 21:5 22:15 30:20
 32:13 60:2 70:13
 95:19 96:1 97:4,4,7
 97:16 105:22 107:20
 121:20 134:16 140:11
 141:5,21 142:4
meaning 147:14
meaningful 14:18 61:8
 82:14
means 20:20
meant 101:4
measure 159:19
measures 73:19
mechanisms 116:11
media 55:17,18 141:4
medical 45:12
medium 71:6 112:19
medium-size 37:21
 45:19
medium-sized 24:9
 56:21 111:22
meet 51:9 84:2 148:17
meeting 1:5 3:15 4:6,10
 5:21 7:11 17:18 26:21
 27:15 42:18 44:19
 62:20 71:22 75:8,20
 80:9 82:5 83:15,16
 110:12 129:8 130:15
 130:15 131:6,16
 151:12 154:7,11
 162:11 165:4 168:16
 169:8 172:19
meetings 4:12 6:10,12
 34:20 131:7 146:18
 153:20 165:14 168:4
 172:2
meld 148:2
member 15:9 30:18
 32:9 63:9 65:6 69:11
 69:21 72:4 73:2,5
 76:2 82:21 86:2,22
 87:1 90:8 98:6,9 99:5
 99:19 100:2,7,8,9,12
 100:13 101:9,21
 102:18 104:6 106:3
 109:1 110:18 114:5,6
 115:3 123:6 125:7
 127:12 128:6 132:17
 135:7,8 136:1 142:8
 150:22 151:3,4,15
 152:7,12 153:12
 154:5,13 157:18
 164:18 165:6,8,13,22
 166:5,10,13 168:2,7,9
 168:11 169:21
members 5:2 17:4 23:4

30:15 47:17 50:16
 52:20 56:10 57:5 59:8
 115:20 139:17 147:18
 166:15,15 167:1
membership 114:3,11
 119:11
memory 69:12
mention 45:1 54:3
 159:17
mentioned 8:19 10:13
 23:5 55:5 115:19
 122:21 139:17 153:21
 156:17
MEP 46:21 51:10,10,15
 112:17,21 122:22
 151:2
message 87:11 147:5
Messe 12:21 39:9
met 1:11 110:7
MET's 150:4
Metal 2:3
methodology 74:20
metrics 43:12 105:13
 105:16,22
MFG 3:6,7
Michigan 64:22
microphone 127:7
 150:9
mid-sized 72:12
middle 65:1 85:14,17
 90:10 91:2,14,18
 92:14 98:10 157:8
middle-skilled 157:13
migrating 142:10
miles 18:4
military 89:1,15,21
million 13:8 40:6 55:17
 87:7,9
millions 162:3
mind 124:17 136:16
 137:4,22
mindful 140:17 142:2
minimize 6:4
ministerial 19:7 22:17
ministerials 23:7
minor 5:7 82:2
minute 34:5 79:19
 106:13 111:19 151:13
minutes 5:10,21 7:17
 7:21 62:22 78:13 79:3
 79:9 82:13 102:22
 105:11 108:15,18
 128:1 156:10 161:6
mirror 76:6
Miscellaneous 161:22
 162:8
mission 53:5
missions 10:1
Missouri 59:20

mistake 139:7 152:18
mitigation 148:15
mix 66:3
Mm-hmm 67:13 68:9
 71:13
mode 142:11,12
modernize 80:20
modify 103:16
modifying 103:11
moment 5:6 35:5,6,11
 53:9
momentum 117:15
Mondays 130:16
monitoring 25:10
month 19:7,10 28:9,20
 49:6
monthly 80:11 162:5
months 11:2,12 26:16
 47:14 69:17,18 114:9
 125:3
morning 131:7 138:2
 164:19
Mottl 2:1 3:16 128:9
 154:3,5,12,13,14
move 51:15 92:19
 118:5 135:21 154:2
 158:9
moving 22:1 70:2 96:15
 116:4 134:1
MTV 164:13
MTV's 164:9
multi 71:7
multi-faceted 104:21
multi-media 91:15
multi-national 72:7
 133:12
multi-pronged 88:1
multiple 166:14

N

N.W 1:12
NAFTA 1:17
NAM 8:5,7,15 88:7
NAM's 149:10
name 16:3 72:16
 102:21
names 72:17 158:17,18
narrative 122:13
narrow 153:9
nation 111:8 114:17
nation's 93:17 151:20
national 48:10 50:22
 52:2 57:3,20 59:13
 87:19 89:19 93:3
 96:14 106:9 110:2
 115:6,9 137:11 138:1
 138:4 149:8 152:10
 153:5 157:7

nationally 115:1
nationals 71:8
NCRC 96:17
near 155:14
necessarily 38:5 44:3
 119:18 157:15
need 5:17 9:7 10:14
 11:12 38:6 52:18
 53:15 54:22 56:2
 58:10 62:13 67:5,21
 71:1 77:2 80:3 81:7
 81:18 86:20 88:9
 99:19,21 101:15
 152:3 161:12,16
 163:18 172:5
needed 75:18 86:18
 92:11 101:19
needs 82:6 84:3 92:8
 105:5 134:6,7 168:13
 172:12
negative 83:19 105:4
 167:21
negotiate 20:2
negotiated 114:8
negotiating 145:15
negotiation 23:3 25:20
negotiations 17:22
 26:2 163:6
negotiators 23:13
Neither 172:18
NEP 138:4,5
network 52:2,11 76:18
 77:9 110:2 111:14
 112:19,20,21
networking 140:14
networks 40:21 42:6
 45:22 114:16,16,21
 115:1 172:10
never 64:17 110:18
 133:2 140:15
new 9:13 24:13 49:7,13
 49:16 57:9,17 63:13
 65:22 66:11 79:20
 80:15 100:15 109:21
 125:16 140:18 152:2
 164:16 172:2
news 18:9
NextGen 149:3,5
nice 16:2 95:6 119:2,13
 121:17 132:11 134:20
 160:20
Nielsen 84:20
nimble 132:1
nimbleness 134:2
NIST 112:12 122:17
NNMI 52:3,12,17 53:1
 110:4,10,17,19
 112:20 122:1 123:1
NNMI's 113:3

NNMIs 112:7 113:17
 114:18
non 69:2
non-degree 159:2
non-subject 133:19
non-traditional 71:17
North 2:5
note 71:14 125:12,13
notes 99:16 127:6
notice 105:3
noticed 98:11 162:16
notion 113:2
NSME's 133:19
number 55:13,13 65:15
 76:15 104:13 110:9
 110:10 115:11 116:14
 116:15 132:13 142:13
numbers 31:10,11
 60:13
numerous 36:8 61:18
 131:16

O

o'clock 124:17
O'Hare 155:14,16
O'Meara 2:1 59:10
 84:20
objective 60:22
objectives 88:11
obtained 105:20
obviously 19:18,22
 31:4 35:14 39:14
 94:15 106:15 118:19
 126:1 134:6,17
 145:18 146:6 165:20
occupation 158:11
October 3:14 12:4,16
 21:14 35:7 42:7,9
 43:17 78:8 154:10
OEM's 50:19
off-the-cuff 135:6
offer 80:15 90:5 101:21
 106:5
offering 90:1
offers 98:13
office 2:12,14 24:21
 25:3 32:6 46:7 79:7
 79:13,21 116:9
 117:12
officers 24:14
offices 164:10
official 58:22 127:1
 154:17 155:12
officials 49:12 56:12
offline 82:16
offshores 139:4
oh 102:18 132:7 133:13
 151:3

oil 152:5
okay 4:6 15:12,15,20
 22:14 26:5 30:9 33:17
 46:10,16,17 63:9 68:3
 71:13,15 78:12 81:4
 81:21 82:9 86:15
 99:13 102:15 108:14
 123:14 125:22 126:14
 127:10,11,15,18
 128:6 144:8 150:19
 153:16 155:17 156:4
 158:1,13 159:11,15
 160:22 161:5 164:22
 165:1 170:16
once 10:4 13:4 31:12
 68:22 135:11,19
 140:13 164:1
one's 170:9
one-on 47:17
one-on-one 51:16
ones 36:5 37:6 98:4
 146:7 152:14 163:15
online 9:14 33:4 36:15
 46:5 131:2
OnSite 1:18
op-ed 32:15
open 7:8 14:2 15:5
 41:20 46:11 53:5
 66:10 81:18 94:10
 98:7 116:6 118:16
 123:12 132:7 135:10
 156:4 165:1
opening 3:2 4:3 17:13
 57:9
operate 75:7 163:1
opportunities 9:4 24:12
 41:9 66:19 74:13,17
 77:5 83:21 87:13
 88:10 89:2 103:15
 140:19 141:3 166:18
opportunity 10:5 13:5,9
 17:12 66:15,22 74:4
 75:1 77:20 98:17 99:3
 103:22 109:3 154:21
 154:22 163:21
opposed 102:8
optimism 111:5
optimist 53:17
order 36:22 58:8 71:5
 108:16 121:8,9,13
 126:11 146:1
organic 140:14
organization 65:16
 131:10
organizations 77:22
 114:7 115:18 130:20
organized 57:15
organizers 41:18
Orlando 65:14

ought 6:19
outcomes 93:14
outlining 48:10
outlook 53:9
outreach 2:13,15 12:10
 42:2 55:3 56:4,7 58:4
 62:9 71:17 79:8
 119:16,18 120:6
outreached 145:11
outside 91:9 160:9
 166:6
outstanding 18:8
overall 43:15 97:21
 107:18 109:13 153:1
overarching 113:16
 144:10 146:7 147:16
 168:21
Overland 1:22
overlap 48:20 120:13
 146:15
overlooked 25:7
oversight 117:22
overview 110:16
owe 8:9
owned 142:21

P

P-R-O-C-E-E-D-I-N-G-S
 4:1
p.m 1:12 4:2 123:19,20
 172:21
pace 87:8
package 4:19 80:22
packages 83:13
packet 36:16 42:8
 59:19 154:15
packets 44:16 80:2
 161:10
page 128:17 130:14
 132:3
pages 36:21 99:7
 128:18
paid 64:7
paint 19:1 22:20
paper 71:10,11 142:16
papers 115:8 119:7
 120:16 157:10,11,12
 157:22 158:1
paradigm 64:18
parcel 75:6
Pareek 2:2 82:10,19,21
 90:8 98:6 101:9 104:6
 151:15,16 160:16
 171:13
parents 64:4 86:13
 105:1 106:9
parse 14:17 29:19
parsed 61:7

part 13:10 17:2 35:13
45:7 51:14 55:21
64:22 74:1 75:6 77:19
80:21 90:18,18 113:8
132:21 142:17 160:7
160:8
participant 112:15
participants 55:10,14
55:14 57:16 74:9
140:14
participate 12:11 47:18
54:5 56:19 58:16,22
75:8 111:15 115:21
167:14
participated 56:18
participating 12:13
37:10 50:13 66:11
67:4 116:7 166:17
participation 57:5
63:17 111:13 112:6
112:11 124:21 125:14
166:16
particular 26:3 27:5
68:1 97:12 115:7
117:9 140:5
particularly 31:3 35:4
36:1 44:22 121:1
132:13 157:5 159:7
168:19
parties 18:13 42:17
partner 12:21 13:1
18:19 39:12,17 40:22
41:5 45:14
partnered 43:17 65:6
partners 59:13 69:3
107:16
partnership 49:9 50:21
111:7
partnerships 51:5
parts 10:11,12 38:3,10
party 18:17
pass 16:14 18:17 30:6
35:11 45:22 63:6
85:22 164:11
passage 17:5 29:12
164:13
passed 14:13 16:15
23:15 30:3 35:8,15
80:22 129:18
passing 35:17
pasts 40:1
patent 25:3 117:8,11,13
117:15
patents 117:11
pathway 89:10
patient 142:12
pavilion 39:21 41:19,20
pavilions 39:21
pay 87:13 95:22

paying 69:14 161:19
162:5
Payment 73:21
pending 117:7
Penny 8:11,19 23:16,22
32:14
people 4:15 5:13 17:5
20:8 23:17 24:8 38:1
40:3,22 41:11 48:14
55:16,17 59:22 61:16
64:17 65:16 78:14
81:10 88:22 89:12
103:19 111:14 124:14
126:9 132:22 148:18
149:18 155:15 158:9
158:14 169:9,10
people's 31:18 103:11
perceive 86:6
perceived 86:17
percent 43:10 57:15
87:12
percentage 105:14,16
perception 57:12 60:6
83:19 88:4 104:22
105:5,7 154:20 155:6
perceptions 84:10
93:15
perfect 58:6 70:1 152:8
performance 73:17
period 84:16
Perkins 93:18 96:4
person 63:22 158:20
167:9
personal 170:9
personally 6:9 33:19
34:2 40:4
personnel 156:2
perspective 30:13
40:19 87:6 103:11
104:3 114:15 122:9
144:21 171:1
phenomenal 4:10
171:11 172:7
philanthropic 156:21
phone 158:21
photovoltaic 139:2
physical 48:18
physics 101:17
pick 43:7 63:1 126:12
picked 43:8
picture 19:2 22:21
piece 35:16 143:16
pilot 69:17
place 4:14 11:9 12:8
52:14,17 55:8 170:8
172:18
places 48:15,16 63:14
112:12 153:5
plan 9:18,21 60:8 83:7

116:4,10 118:1
119:16 120:10 133:6
plane 17:20
planes 38:4 124:15
planned 117:21
planner 24:2 53:13,17
planning 19:5,8 73:12
111:5 137:2
plans 49:21 50:9
plant 12:2
platform 57:7 140:1
play 20:6
players 77:12,17
playing 25:16 65:17
plays 22:21
please 6:2,3 56:15 60:7
70:6 142:6,12 153:19
153:19 155:19,22
156:2 164:8 165:7
pleased 111:9 136:4
pleasure 34:14 47:13
125:7 160:12
plus 36:21 43:14
pockets 87:16
point 5:18 19:15 20:22
40:18 41:11 62:5 70:5
70:8,9 77:18 84:11
87:15 102:16 107:12
122:13 123:9 132:11
134:10 136:4 147:12
161:14 169:20 170:17
pointed 83:6
points 34:4 92:22 93:9
97:8 121:19 132:12
133:9 136:16 144:13
policies 76:16 153:6
policy 2:11 17:20
127:21 128:4 137:11
138:2,4,7,11,15
152:10 156:19,20
polite 16:3
pollenization 116:1
popular 102:2
population 89:7
portal 139:12 142:20,22
147:12,13,16 148:7,8
148:9,18,21 149:7,18
150:7
position 50:6
positive 66:21 97:20
positively 102:3
possibility 39:18
possible 11:5 19:18
20:2 58:19 67:5 82:15
107:11 152:15 155:19
possibly 37:8 161:20
posted 135:16
potential 10:20 83:20
95:22 146:20

potentially 20:20 33:4
45:14 130:22 149:13
Power 132:11
powerful 31:1 68:5
practice 70:14 81:8
112:4 130:22
practices 59:6 68:8
70:13 71:12 72:10
76:11,16 77:8 103:16
112:3,8 114:2 116:16
119:17,17 120:9
124:6
Pratt 2:4 72:21 73:3
75:18
preemption 163:18
Prefaced 16:5
preparation 12:15
prepare 54:1 94:4
prepared 7:3 27:1
28:12
preparing 117:20
presence 28:4
present 2:7 83:8 157:10
presented 91:10
presenter 124:18
presenting 83:2
presents 138:8
President 18:16 19:12
21:8 39:19 52:4
President's 3:3 6:14
16:9 53:1
presiding 1:12
press 31:14
pressure 163:5
pretty 7:9 26:13,22 38:7
39:10 40:12 46:2
63:13,15 80:10 86:13
96:2 116:5
preventing 115:16
preview 8:21
previous 29:9,11 35:4
80:19 84:9,9 94:18
109:19 125:1 170:20
previously 26:16 119:2
primarily 37:21 122:17
primary 8:3 85:5 109:18
primes 45:19
Principal 2:17
printing 113:19
prior 3:9 64:6 78:18,20
79:5
priorities 26:20 48:5,11
49:4 110:15 111:1
prioritization 121:1
123:11
prioritize 14:11
prioritized 95:12
121:13
prioritizing 129:13

145:21
priority 11:9,21 48:20
 52:3 121:10,12
 145:20,22
Pritzker 11:3 23:22
 26:12 46:19 48:6,9
 49:11 51:8 56:5 88:3
 106:5 109:21 110:7
 136:10 137:3 138:21
 169:1,3
Pritzkers 8:14
private 49:22 52:18,20
 89:15 122:5,9,11
 143:10 144:19 145:1
 149:10 155:10
privilege 79:15,18
prizes 70:18
pro 85:6 86:11
probably 21:14 32:16
 38:5,7,16 39:14
 103:12,21 121:6
 143:16 144:18 149:9
 151:10 166:5
problem 51:12 68:11,18
 69:4,16 103:13 120:5
 148:14
problems 99:16 126:1
 172:7
process 7:21 17:5
 21:20 26:1 110:9
 118:13 130:13 161:17
procurement 76:15
produce 11:18
product 8:16 9:14
 73:12 128:14 159:20
production 101:13
 136:12
productivity 171:1
products 7:17 13:6
 162:6
professionalism 79:21
professor 2:10 3:18
 156:6,8,13,16,17
 159:11,15 160:11,12
 160:20
profile 61:21
program 10:2 49:10,17
 49:20 51:15 57:9
 72:15 73:7 74:2 89:19
 90:22 91:16 116:9
 150:4,13,15
programming 73:16
programs 9:22 47:18
 72:17 74:10 77:10
 91:13 92:4,10,20,20
 93:20 94:3 98:13
 100:10 101:6 137:17
 172:12
progress 26:15 83:7

168:4
project 54:7 64:22 91:5
 126:11
prominence 38:17
promising 48:22
promote 96:19 97:3,6
 97:17
promoted 96:18
promoting 93:3,5 96:14
 97:1 99:1 112:3
promotion 9:22
prompt 155:18
property 23:6 110:6
 117:5
proposal 91:10
prosperity 17:15
protect 109:14
protection 110:5 118:4
protocol 5:14 102:19
Proton 1:18 102:17
proud 40:5
provide 9:5 16:8 17:14
 23:19 31:10 47:19
 69:8 86:6 110:14
 129:6,21 138:14
 146:22
provided 64:9 86:8
 87:20
providing 6:10 23:8,12
 159:21
PTO 23:6
public 2:10 3:18 8:22
 19:16,20 20:4 21:1
 23:19 55:22 57:12
 60:6 117:17 128:22
 137:12 141:1,12
 144:16,19 145:4
 154:19 155:6 156:5
 156:12 170:13
public/private 111:7
publications 81:11
publicize 81:14
publicizing 31:16
publicly 145:10
publish 9:18 10:15
published 33:4
pull 14:15 113:8,12
 134:3,15 170:18
pulling 130:6 132:1
pursue 172:6
purview 85:19
push 53:21 77:15
put 16:2 19:22 52:17
 55:5 57:17 62:6 68:14
 71:4 79:14 81:9 84:16
 87:6 88:18 128:10
 130:21 144:7 149:9
 153:10 171:5 172:3
putting 17:9 40:20

52:13 70:13 104:15
 128:21 131:2 144:3
PV 139:1

Q

QED 171:18
quality 1:19,22 47:15
 47:19 73:10,18
 117:11,13,16 153:13
quarter 13:7 28:17
question 15:8 29:5,14
 32:10 38:2 46:17
 65:21 96:18 100:2,19
 101:4 105:9 108:20
 111:21 135:11 151:15
 152:8
questions 13:21 14:2
 15:5,11 26:1,4 32:5,6
 34:3 46:12,14 94:9,11
 95:10 103:3 119:1
 123:13 132:5 153:17
 153:18
quick 19:2 22:20 55:2
 63:4 99:9 124:20
 132:12 133:20 134:8
 134:11,11 170:6
quicker 134:1
quickly 54:3 98:9
 105:12 155:15 165:13
quiet 30:14
quietly 126:9
quite 4:14
quote 170:21

R

R 109:15
raise 126:18
ran 80:4
range 9:5 72:6
rank 36:21
ranking 11:20
ratified 23:2
Ray 2:5 15:7 85:1
Raza 48:10
re-issue 29:16
re-up 36:6
reac 149:16
reach 24:8 28:13 56:14
 56:15,21 59:13 100:9
 164:4
reached 55:16,18
reaching 24:9 58:15
 112:19 160:17
read 18:8 87:21 93:11
 129:4 157:22 161:11
Readiness 93:3 96:15
ready 17:20 29:14
 53:14,16 54:1

reaffirm 129:22 131:22
 164:17
Reagan 16:13
real 6:22 22:7 99:6,9
 113:7 116:5 122:6
 124:20 162:21 163:5
realize 114:22
realizes 90:13
really 9:7 10:6 14:14,17
 18:2,4,6,7 19:1 21:13
 22:12,14,20 24:18,21
 27:11 28:5,11 30:14
 30:16,19 31:17,21
 33:1 36:2 37:18 40:2
 40:4,13 41:5,7 44:14
 45:9 47:14,16,21
 48:13,22 49:18 50:10
 50:20 51:19 52:18
 56:1 58:3,6,9 59:19
 60:3,11,20 65:9 66:9
 66:9,9,10,14,15 67:10
 69:21 71:9 74:16 81:6
 81:19 86:14 91:3,13
 91:17,20 92:3,8,22
 94:4,16,19,22 95:18
 96:12 97:10 100:14
 101:18 104:1,20
 106:22 107:3,6 121:2
 121:15,17 122:16
 124:3,5,8 125:13
 128:10,18,19 129:13
 130:11 131:15 134:12
 134:14 142:22 143:2
 143:4,5,14 144:4
 149:16 153:13 164:3
 165:13,17
realm 158:2
Reamer 2:10 3:18 156:6
 156:13,16 159:11,15
 160:11,12,20
reason 38:3 39:13
 40:17 114:10,19
 148:20 168:22
reasons 43:8
reauthorization 96:5
recapture 100:1
receive 34:6 88:16
received 5:2
reception 124:12
 155:10
recess 32:19
recognition 4:20 27:16
 28:8 29:1
recognize 6:21 8:11
 85:16 89:20 142:9
 165:12
recognized 159:3,8
recognizing 14:21
 49:20 143:17

recommend 29:12 37:7
65:11 88:1 93:17 96:5
96:14 119:10,11
136:18 145:9 166:11
recommendation 8:7
35:8,13,18 36:10
80:20 81:22 83:12
87:20 88:18 89:19
90:9 91:1 92:14 93:2
98:21 116:11 119:6
119:19,20 120:4,4,12
164:11 169:5
recommendations 3:9
3:11,13 7:12 10:20,22
11:5,10,20,20 29:10
36:7 52:8 62:8 67:15
78:21 79:6 80:14 81:2
82:18 83:3 84:6,11
85:4,5 86:6 93:11,14
95:6,9,11 96:3,13
97:13 106:11 109:20
111:10 114:2 116:21
117:4,10,14,20 118:1
118:6 119:5,8,12,13
120:17 121:7,22
122:4,19 123:4,8
128:3 134:18 142:14
145:7 146:3,13
147:12 158:6
recommended 164:13
reconvene 123:17
record 33:16 79:11
84:16 123:19 125:13
166:3 170:7,13 171:6
recourse 25:13
recruitment 10:1
red 162:21
redo 94:17
reducing 116:14
reeducation 100:6
refer 55:4 110:3
reference 130:21
referencing 131:15
referred 110:19 114:19
refine 9:20
reflect 67:21 144:4
reform 117:8
refusal 73:21
regard 61:2,14 169:14
regarding 162:19
region 92:12
regional 54:10,14 57:15
65:7 67:7 78:9 92:9
114:18
regionally 58:12
regions 54:5 57:13
61:20
register 44:14 58:9 60:9
67:4

registers 60:14
registration 58:8
registries 67:6
regularly 80:10
regulation 137:12
139:10,16 148:13
regulations 139:19
148:10 162:18
regulator 149:1
regulators 148:12
reinvent 137:20
related 90:15 91:6
117:20 163:11
relationship 8:13,14
13:15 120:10
relay 98:14
release 21:2
relevance 42:5
relevant 10:16
remainder 11:7 48:11
remaining 11:12
remains 52:3
remarks 3:2,21 4:3 48:9
165:3 170:15
remind 72:22 170:17
reminded 8:4
reminder 5:20 135:11
remove 103:17
renew 80:20
renewable 10:12
137:11 138:18,19
145:19 146:2,4,11,14
148:7
repeat 99:20,21 102:21
repeated 79:1
reply 155:19
report 10:11 27:1
115:10 128:11,22
132:4 137:8 162:13
reporting 4:16 67:11
reports 8:19 9:2,3,5,8
9:16,18,21 10:5,7,15
36:15,19,20 37:6,11
37:14 38:22 43:6 61:2
132:18 157:4 162:17
representations 5:1
representative 8:4
representatives 160:2
represented 10:7 42:16
93:6 109:9
representing 128:7
represents 140:8
request 78:16 94:11
103:2 117:2 136:10
requested 53:2 110:8
115:4 129:6
requesting 11:9 118:6
requests 110:13 157:5
require 157:13

requirements 89:14
requires 6:22 52:13
research 29:6 104:19
108:10 109:4,9
113:4,7,10 114:15,20
114:21 115:5 116:10
156:20 172:11
researchers 158:9,12
reselling 38:12
reserve 31:5 142:15
reshape 93:15
resign 167:9
resonate 122:10
resonated 40:4
resources 7:1 9:8 38:19
93:16 138:16 141:14
149:12 157:10
respect 127:21 138:8
respectfully 93:13
respond 155:19
response 106:19 134:8
134:9,11 157:5
170:14
responsibility 52:11
responsible 113:15
rest 17:17 22:2 82:16
134:4
restricted 82:2,5
result 8:6
results 51:16 59:7
resumed 123:19
retire 167:1
retrain 98:16
retraining 100:5
returning 89:1
review 3:9 10:5 21:10
21:12 79:5 98:5
136:22
reviewed 115:5 117:18
reviews 21:19
rich 72:3,3
rides 65:18 69:14
right 15:17 29:15 31:2
31:19 41:20 61:4 62:6
63:1 64:15 67:8 73:21
86:3 101:16 105:12
105:21 108:8 119:20
123:9,16,21 124:16
127:8,16 134:21
145:15 148:8 150:22
152:11 155:14 159:4
159:9,12 165:5 169:3
rights 110:6 118:4
rise 89:6
rises 11:13
road 111:17 113:1,10
113:13,18
Rob 1:18 102:16 103:1
136:6

ROBERT 1:17
robust 24:22 46:2
Roche 2:12 3:9 78:19
79:7,9
Roger 84:20
role 20:5 22:21 25:9
65:17
roll 36:4
rolling 20:17
Ronald 16:13
room 1:11 5:21 7:7 9:16
10:7,10,14 12:9 77:12
99:15 126:2 127:5
root 117:12
roots 93:20
roughly 40:14 43:20
80:10
round 17:22 49:13
roundtable 50:14,17
115:13 116:19 165:2
roundtables 97:5
RSVP 155:22
rubber 82:2
rubric 125:18
rules 5:7 163:1,7,9,13
run 46:7 66:16 156:14
172:3
running 26:13 27:13
28:22 62:22 72:1
78:13 172:4
runs 146:11
Rush 2:3,3 63:9 69:11
69:21 82:10,19 83:11
85:2 86:2 87:1 99:5
100:2,8,12 106:3
160:15 171:12,13

S

S 115:13
sacrifice 6:22
SAHGAL 2:14 127:12
sample 131:3
sat 33:20
savvy 38:8
saw 16:12 57:15,17
112:5
saying 26:11 30:19
56:14 70:22 101:10
107:9
says 96:13
scale 40:12 44:11 51:20
77:6 115:12
Schaumburg 155:14
schedule 5:5 21:16
63:1 78:14 130:13
131:2 154:17
schedules 28:16
Scholastic 91:11

school 63:22 64:1
85:14,15,18,18 90:10
90:22 91:3,11,14,19
91:20 92:4,4,14,17
94:4 95:22 98:10,11
104:13 106:2 157:11
157:14
schooling 99:2
schools 65:1,2,8 67:19
92:5 93:5 104:16
105:14
science 101:11,17
scope 169:15,17
scouting 150:5
Scrap 2:3
scratch 114:8
Seating 1:18
second 11:8 12:17 42:4
49:13 52:22 77:2 84:1
85:8 111:16 115:3
secondary 109:19
Secondly 163:11
165:22
secret 19:21
secretaries 39:20 96:7
Secretary 2:8,9,19 3:3
6:7,8,15 9:17 11:3,8
13:19 17:3 23:22
26:12,20 27:3,4,7
29:2,8 33:18 34:10
46:11,19 48:6,9 49:4
49:11 51:7 52:3 53:12
56:5 76:5 83:1 84:12
85:19,21 88:2,5,5
93:22 94:2 106:5,6
109:2,21 110:7 111:2
115:4 119:2 136:10
137:2 138:20 145:19
158:6 160:8 162:12
169:1,3
Secretary's 11:2 32:6
section 66:8 81:19
97:12 131:13
sections 14:15 132:2
sector 21:6 27:13 50:1
52:18,20 87:8 89:16
94:6 122:5,9,11
143:10 144:19 145:1
149:10
sector-specific 9:3,9
sectors 10:6 28:14 87:4
secure 109:15
see 6:17 7:10 22:3
34:13 47:17,21 49:19
51:12,14 54:16 56:19
58:7 63:5 66:6 75:17
94:22 100:18 118:12
126:5 134:6 136:11
149:16 155:12 156:7

158:13 159:20 160:19
163:7,8
seeing 48:20 61:2 62:5
91:10 129:5
seen 4:18 16:22 57:13
89:6 153:4
segment 90:7
segue 88:20
select 95:22
selected 54:5
selection 110:9
SelectUSA 42:13,14
44:2 46:4,7
self 147:21
self-form 143:1
self-forming 152:17
Selig 24:19
sell 45:7 54:22 56:1,2
selling 38:12
semiconductor 20:16
Senate 117:7
Senators 17:4
send 41:16,16 44:18
72:19 73:9 157:21
sending 56:11 99:12
132:20
senior 2:16 3:7 34:11
46:18 50:17
sense 14:12 32:2 73:8
95:7 99:6 133:3
sent 35:7 56:5 57:4
separate 4:13 14:6
101:5 163:1
separately 114:7
separating 111:3
September 21:1 31:17
58:8,9
series 8:19 9:14 10:4
128:20 154:15
serious 18:21
Serlin 2:3 136:6
serve 109:3 125:15
served 27:10 29:11
125:2
service 7:1,6 9:12
10:20 24:14 79:12
100:22 125:14 150:7
167:12
services 64:12
serving 89:9
session 156:5 170:19
set 66:20 81:19 85:10
104:5 136:19
sets 87:4
setting 48:19 110:22
seven 43:10 54:5,10,15
Shannon 2:12 3:9 28:8
28:10 41:10 78:19,19
79:7

shape 110:11
share 7:13 34:7 59:6,17
64:14 69:6 75:7 76:12
77:14 98:19 112:15
116:5 118:1
shared 74:5 76:17,17
sharing 80:7 130:19
143:7
sheet 154:16
sheets 20:13,18,18
21:2,5
shift 64:19 88:3 106:10
171:9
ship 28:11
Shirish 2:2 82:10,19
86:2 90:7 151:14,16
152:7 160:15 171:13
shoes 125:9
shop 70:20
shopping 32:15
short 87:9 110:14 154:7
shortages 87:3
shot 53:20
show 12:18 13:3,8
18:20 39:22 60:3
75:12
showing 18:15
shows 131:3
Shur 109:10
sic 164:2
side 8:13 17:7 62:7
70:11 71:3 103:4
142:19 146:2 159:17
167:11
sides 27:7 33:20
sign 19:13 21:9 46:5
signal 18:15,19
signals 32:19
signed 43:22
significant 82:3 84:15
similar 40:19 81:12
91:12 104:6 139:7,22
149:2
simple 60:11
simply 121:8
Simultaneous 69:19
sincere 6:8
single 23:11 25:2 38:20
168:16
sir 156:15
sit 161:3
site 21:4 44:13 60:10,14
65:13,14 67:4 81:9
157:22
sits 5:15,17
sitting 4:11,18 66:4
situation 86:5,12 95:5
six 18:1 27:22 69:17
95:15

size 40:8 68:16 70:16
72:7
sized 112:20
skill 84:3,9 85:10 87:4
104:5
skilled 88:9 93:9
skills 49:3 54:4 89:8,20
90:4 101:14,20 157:8
slipped 165:19
small 24:9 37:21 45:19
51:1 56:21 64:12 72:8
72:12 74:12,14 75:15
77:3 111:22 112:19
115:17 133:15 149:17
162:4
smaller 44:11 50:19
51:5,16,18 75:21
smart 49:19 50:11
SME's 133:11 168:20
SMEs 111:21 116:15,16
SMITH 99:13,21 171:3
Smyth 1:12,14 4:4,6
13:18,22 14:10 15:1,4
15:7,11,15,18,22 16:2
26:5 33:11,17 46:10
46:16 47:6 60:16
61:12 67:8,13 68:4,10
71:13,20 75:9 78:12
81:5 94:10 98:7
102:15,19 103:7
105:10,18 106:12
108:8 118:15 123:12
125:22 127:1,6,8,11
127:15,18 132:6
135:9 150:19 151:8
152:11 153:11,16
154:6 155:17 156:15
159:10,13 160:10,13
160:22 161:6 163:22
164:8 165:1,7,11,19
166:8,22 167:15
168:6,8,10 169:12,22
170:4,11,16
social 141:4 146:20
sold 166:7
solicit 107:5
solicited 107:9
solutions 120:7 172:8
solve 103:13 169:13
solves 148:14
solving 68:19 69:5
somebody 66:7 114:19
somewhat 148:3
soon 20:9 67:5 155:19
169:5
soonest 21:13
sorry 69:12 70:5 102:18
126:15 165:6 170:10
sort 58:1 59:8 66:2

71:17 77:10 92:9,13
 100:18 101:18 103:8
 123:2 126:6 143:2,6
 152:17 170:8
sorts 45:18
sound 79:10 81:8,12
sounding 77:13 118:9
sounds 15:15
source 41:12
space 48:7 49:3,5 51:22
Sparks 2:16 3:7 12:14
 34:11 46:18 47:3,8
 59:5 60:17 61:11
 69:20 121:20 123:7
 149:20 150:12 151:11
speak 6:2,3 28:18 30:3
 60:8 65:15 99:17
 102:5 108:11,16
 126:9,11 156:18
 163:21
speakers 41:8 126:6
 164:20
speaking 48:16 59:7,10
 69:19 127:21
special 27:16 28:7 29:1
specific 5:16 11:4 14:3
 20:18 31:9 35:17
 51:11,12 56:13 61:20
 62:10 87:3,5 93:2
 95:20 100:16,20
 101:7,22 107:6 110:8
 117:2 119:13,19
 120:6 121:18 122:13
 129:11 135:14 142:13
 145:8 147:1,2,11,15
 148:6,9,13,21 150:10
 151:16 153:14 162:20
 163:12
specifically 30:20 72:12
 101:1 111:11 119:10
 122:21 143:19 145:10
 146:13 150:4
specificity 96:21 97:11
 108:2 121:16
specifics 22:7,12
spend 7:20 10:18 11:11
 11:14 13:11 111:18
 137:7
spent 139:2
spike 58:7
spirit 61:19
spoke 49:6
spoken 58:1
sponsoring 64:3
sponsors 41:18
sponsorships 41:21
square 40:7
stability 152:3
stacked 92:15 96:10

staff 2:18 3:4 6:13 16:7
 24:16 26:14 109:7
 115:14 122:17 155:1
 157:21 158:17,18,19
 160:4
staffers 116:6
stage 81:19 84:2 90:9
 110:22
stake 126:20
stamp 82:2
standard 148:17
standardization 138:9
standardized 130:17
standards 145:3
standing 100:10 126:10
 172:16,18
start 5:13 21:18 26:11
 26:13 27:2 36:12 72:5
 86:3,11 93:7 107:1
 119:16 138:1
started 4:7 27:21 83:10
 99:7 108:22 114:18
starting 57:9 61:6 96:14
 114:2
stat 40:13
state 17:8 20:8,18
 22:15 64:22 78:8 87:2
 121:11
state's 138:15
statement 26:8 103:9
states 1:1 7:4,16 12:8
 20:21 42:16,18 43:18
 43:20 44:3,4,4,10
 57:13 87:18 108:1,7
 138:6,20 139:2,6,9
statistic 40:3
stats 43:13
stay 73:19 137:15
 138:17 139:9,14
 140:4
staying 158:14
steering 28:11
Stefan 24:19
STEM 57:17 101:2,9,11
 101:22 102:1
step 125:6
Stephanie 2:18 3:4 16:7
 35:2 53:12
stepping 31:19
Steve 124:20
stick 15:13
stickiness 114:20
stigma 103:17
stood 166:20
stop 94:7 156:11
Storage 1:22
stories 23:19 59:6,17
 60:2
story 59:18

straight 50:12
strategic 10:3 30:13
 49:21
strategically 138:16
strategies 50:5 54:14
strategy 151:21
straw 82:1 88:14
street 75:4
strengthening 51:1
strick 125:18
Strike 166:2
strokes 142:10
strong 56:1 75:4 76:13
 153:5
stronger 75:6
strongly 143:14
structure 52:14,19
 113:16 118:2
struggling 108:1
student 57:16 90:20
students 65:9,20 90:13
 90:17 92:17 93:4 94:4
 94:4 103:20 104:4,13
 105:15,17 106:1
studies 37:1 57:14
 103:15
study 57:11 69:17
stuff 14:13 31:13
 134:22 162:14
sub-sector 146:8
sub-sectors 36:22
 38:18 95:12
subcommittee 3:10,13
 29:7 35:19 47:15 52:6
 58:2 60:18 68:1 82:8
 82:11,11,17,20 83:4
 83:17 84:7,10,15,19
 94:8 104:11 109:8,13
 109:18,22 110:1
 116:1 118:10 125:21
 127:22 128:2,5
 134:13 136:2,5,20
 137:9 143:17 150:17
 151:12,18 153:20
 154:1 157:3,20 158:4
 158:20 162:17 164:2
subcommittees 10:19
 28:15 48:21 109:6
 140:2 157:6
subject 34:18 37:5
 115:6 118:8 129:2,9
 131:14 132:20,22
 133:7,18 137:6 140:6
 141:19 153:21 164:7
submit 129:19 136:21
 137:2
submits 93:13
submitted 130:7 161:9
subsets 121:4

substantive 86:7
substantively 29:4
success 51:6 59:18
 81:9
successful 12:5 42:21
 61:22 63:6
suggest 31:10 108:15
 157:16,19 158:6,20
 160:4
suggestion 31:7 126:7
suggestions 71:5 157:4
suicide 89:6
suited 120:19
summarize 70:11
summarizing 67:22
summary 93:11
summer 31:20
summit 49:7 50:13
super 35:14 133:11
supplement 117:19
supplier 72:11,15 76:18
 77:9
supplier's 150:5
suppliers 45:3 72:6,11
 74:14,16 139:12
 140:12 143:2 148:1
supply 1:22 4:13 44:9
 45:5,8 46:22 50:3,14
 50:19 51:2,13,18
 58:12,15 64:11 71:22
 74:22 75:5,19 76:7,14
 77:9 78:4 110:4,11
 115:4,12,22 116:13
 123:8 137:12 139:10
 139:11,19,19 140:18
 140:22 142:19 143:3
 143:5,11,12,18,20
 144:1,1,5 147:16
 149:8 150:3 169:16
support 6:10,13 8:2
 50:1,7,9 51:18 59:15
 73:15 89:21 107:5
 110:8,13 118:6 163:3
supporting 16:6 92:8
 155:2
supposed 34:15
sure 9:15 10:14 15:6
 21:2 31:2 40:7 53:15
 56:21 58:21 60:9,13
 68:2 95:11 119:18
 121:20 122:19,22
 123:4 125:4 126:21
 129:11 135:13 139:8
 150:16 152:15 169:6
surety 153:2
surprised 151:4
Susan 1:12,14 4:4 6:17
 66:21 67:9 82:22 83:6
 88:14 124:5,16

156:16 168:12
Susan's 47:4
Sylvestro 2:4 72:4 73:2
 73:2,5 98:9 99:19
 100:7,9 136:7
sympathy 107:20
symposium 157:9
synergies 114:22
synergized 112:21
synthesize 140:18
synthetic 143:6,20
system 73:11 91:8
 107:19 161:21
Systems 1:17

T

T 102:11
table 4:11 5:12 13:17
 16:16 17:11 18:12,14
 20:1 27:8 34:19 61:16
 62:7 74:14 88:21
 90:13 103:4 126:8
 166:21 171:4
tackle 107:17
tactical 88:12
tag 102:7
take 5:6 7:16 12:8 13:20
 18:16 25:22 26:3 29:2
 32:4 34:5 35:5,10,11
 36:8 39:4 46:13 50:5
 62:21 66:8 76:6 77:21
 81:7 82:16 93:20 94:8
 102:11 113:17 123:16
 130:2 152:3 161:6
takeaway 74:6 76:3
taken 14:3 26:19 71:14
 169:20
takes 39:6 47:22
talent 87:3 93:17
talk 7:17 12:1 18:3
 34:21 37:13 39:7
 50:22 51:10 54:20
 66:7 72:9 95:16
 104:20 120:15 130:13
 139:16 147:15 149:7
 151:19 165:14
talked 23:15 51:22
 60:19 72:14 73:7 74:9
 131:17 132:14,19
 133:22 146:18 149:12
 152:9 154:19 168:4
 168:12 172:1
talking 7:21 16:13 25:2
 31:6 36:14 39:13
 42:20 48:17 61:19
 67:10,22 75:13 96:20
 97:8 101:1 112:10
 118:22 119:9,16
 120:21 128:19 132:19

140:9 143:19 156:11
 157:19 169:9
talks 128:18
target 37:21 63:16
 136:19
targeted 44:12
targeting 30:4
tariff 22:13 161:22
 162:8
task 67:2 124:2 159:1
tasks 62:10,14
Tax 35:19 127:21 128:4
teachers 90:19 91:17
 103:10 104:7 105:1
 106:2
team 6:20 12:1 17:7,19
 20:5,8 23:4,5,6 24:4
 27:5 36:18 37:16 72:5
 81:18 108:11 128:9
 128:21 146:10
teams 37:12 54:10
 130:22
tech 115:7 149:18
technical 92:1,7 93:19
technologies 1:16,17
 138:20 139:5 152:2,5
technology 24:8 111:17
 113:1 116:14 148:8
tee 35:1
teed 29:5,13
tell 26:2 38:6 40:17 47:4
 47:12 94:19 114:5
 132:8 147:13 161:15
tells 53:7
template 20:13
ten 43:21 78:13 108:16
 148:16
ten-person 70:20
tens 162:5
tenure 11:7
term 21:10 28:11 143:4
 166:19
terms 11:15,21 14:11
 14:12 22:21 30:22
 60:4 72:6,10 73:21
 111:1,7,20 112:2,3,7
 113:1 114:11 121:21
 123:7,9
terrorism 25:8
text 5:13 21:12 31:8
textile 161:2
textiles 161:9 162:13
 163:2
texting 5:12
thank 4:7,8 5:3 6:1,13
 6:16,18 13:18 14:20
 16:1,6,10,15 26:5,9
 26:11 27:3 28:5,6
 33:11,12,14,19 34:1

35:22 36:10 46:9,10
 47:2,3,12,22 48:2
 60:14,16 66:21 73:4
 75:9 78:12 79:4,11,16
 79:19,22 81:5,18
 82:16,21,22 84:14
 86:2 90:8 98:2,5,6
 100:12 102:22 103:7
 106:10,12 108:8,21
 109:1,2,5,11 110:18
 123:14 124:1,20
 125:13,22 127:12,13
 127:15,22 132:6,11
 135:7,8,9,19,22 136:1
 138:3 142:8 152:7
 153:16 154:5,13,22
 155:17 156:3,15
 160:10,20,22 161:5
 163:20,22 164:5,22
 166:8,9 169:21 170:2
 170:12 171:3,6,7,12
 171:18 172:19
thanking 6:20 27:3
thanks 4:16 6:8,18 57:1
 75:10 103:1 125:20
 132:8
theme 62:20 75:12 77:2
 77:7
themes 76:13 77:10
theological 22:9
theoretical 22:10
theory 141:19
thing 4:8 22:19 36:13
 44:22 45:2 60:5 61:4
 69:11 94:16 112:10
 129:15 137:21 144:17
 168:12 169:2,18
things 4:19 18:9,11
 19:5 21:22 26:4 34:22
 35:10 36:17 37:3
 41:21 42:22 48:14
 54:3 57:20 59:3 62:17
 66:6 68:5 73:22 74:18
 80:17 81:1 90:15
 107:4,13 114:3
 116:12 119:4,9,15,16
 120:18 121:2,13
 122:17,20 123:2,22
 128:16 136:15 139:14
 141:20 144:20 145:2
 146:20 151:17 157:1
 158:3 161:17 162:9
 168:2
think 5:8 7:7,18 10:4,21
 14:2,21 16:11 17:2,3
 17:22 18:8,15 19:8,13
 22:2,6 23:21 25:6
 29:20 30:12,16 31:4
 31:17,21 32:13,14,16

32:19,21 33:8,22 35:3
 36:4 38:7,21 41:22
 48:19 49:15 53:11
 55:12,22 59:18 60:20
 60:22 61:15,22 64:14
 65:2,19,21 68:5 69:4
 69:6,8 70:7 71:9
 76:12 77:13,19 78:7
 79:13 81:6 87:22 89:8
 94:15 95:3,6,8 96:16
 97:2 98:17 99:6 100:1
 100:14 101:22 107:6
 108:3 116:19 118:21
 119:21 120:13,22
 121:3,16 122:3 123:9
 124:4,6 131:17
 134:10 135:4 144:9
 146:14,16,21 150:6
 150:13 152:8,12,18
 153:20 157:17 158:3
 158:15 159:5 165:19
 166:6,7 167:2,9,20
 168:13,21 169:20
 171:21 172:5,7
thinking 24:5 44:21
 45:17 58:10 66:19
 118:12 119:5 149:22
 151:17
thinks 25:8
third 77:7 85:12 90:9
 92:13 111:17 117:1
 168:16
thought 40:12 62:21
 98:20 120:17 157:2
 168:7 171:20
thoughts 116:19 122:2
 133:4 151:18
thousands 13:3 42:16
 59:14 162:5
three 23:20 48:14 55:8
 76:13 77:10 85:4 91:2
 93:10 95:14 111:11
 115:20 116:12,15
 118:21 120:6 121:2,3
 123:8 156:10 157:9
 161:18
three-dimensional
 21:22
thrilled 47:17 50:15
threw 34:22
thrown 165:17
tier 76:19 112:5
tiers 76:21 78:5
tight 5:5 32:7
Tim 59:10 84:19
time 5:8 6:22 9:20
 11:11,15 13:1,12
 14:19 16:12 17:17
 19:2 26:18 30:14 32:7

33:15 37:17,17 39:11
 48:1 58:6 63:2 72:2
 73:18 78:15 81:14
 82:4,13,15 84:17
 107:8 108:14 116:5
 123:15 126:6 132:3
 134:21 135:15,18
 137:7,16,19 148:4
 155:22,22 156:18
 159:17 167:15,16
 170:18,21
time's 159:9
timely 29:15 34:6 62:10
 140:19
times 40:8 52:1 79:1
 170:22
TIMOTHY 2:1
tiny 71:6 148:21
tip 162:11
today 5:4 13:12 16:8
 27:1 28:6 30:7 34:7
 60:20 82:8 84:4,21,22
 114:20 131:18 138:5
 161:15 169:1
today's 162:10
tokens 64:7
told 26:14 53:19 145:22
tool 2:1 24:18 31:1 63:5
 154:14 158:8
toolbox 24:19
tools 149:22 150:3
top 8:18 9:2 10:3 11:13
 33:6 36:15 42:9 52:3
 104:16 128:20 132:15
 162:13
topic 108:6 109:4
 112:22 115:4,9 140:4
 144:10 145:13 151:22
 152:9
topics 29:21,22 34:22
 39:7 72:3 109:20,21
 110:1 117:3 118:9
 131:20 138:17
total 9:2 108:15
totally 134:2
touch 8:16 42:7
touched 39:8
touches 43:14
touching 11:1
tough 18:3
tour 57:15 65:15
TPA 16:14,15 17:14
 18:17 22:5,8 29:13
 35:8,17 80:22 129:18
 130:1 134:15
TPP 17:11,18,19 18:1
 18:19,21 22:5,6,12
 23:2 24:3,15 29:12
 30:8,19 31:6,18 33:3

36:5
track 81:3 121:21
 131:16
tracker 35:20 80:2
traction 66:14
trade 3:3 6:14 9:22 10:1
 10:1 12:17,21,22 16:9
 17:9 22:11 25:9,11
 29:22 31:21 35:18
 37:8 39:3 56:20 58:13
 67:17 80:21 101:14
 101:20 127:21 128:4
 133:12 145:1 150:1
 157:6 158:18 159:17
 159:19 160:1,15
 161:2 162:18
trade.gov/TopMarkets
 39:1
Trademark 25:3
trades 88:10
traditional 69:3,7 73:18
training 85:10 89:19,22
 89:22 91:4 172:11
trajectory 158:13
transcribed 72:21
transcribing 6:1
transcript 6:4
transfer 92:19
transferred 89:15
transition 117:21
translated 148:19
transparency 118:3
transparent 19:18 20:4
Transport 68:13
transportation 63:17
 64:8 69:16
travel 78:14
traveling 156:2
tremendous 26:22 32:2
 65:3
trending 55:19
Trexel 124:22
tried 63:16 108:3 122:7
Trucking 171:13
true 39:8 59:5 141:22
truly 7:5 11:13
Trumbell 161:8
Trumbull 2:17 161:1,5
 161:7 163:22
try 6:3 14:17 16:14 47:9
 66:3 73:15 77:11
 95:17 102:11,13,14
 115:15 122:10 137:20
 139:6 140:13 169:18
trying 18:2 20:1 23:18
 45:2,9 89:18 100:15
 102:8 107:18 132:1
 137:17 139:11 140:17
 141:2,6 147:10 149:4

153:7
TTIP 29:12 30:8 36:5
Tuesday 9:1
turn 17:17 31:18 75:22
 90:6 115:2 118:13
 134:11
turned 103:14
turning 20:10
tutelage 28:10
tweak 105:22
tweaking 105:22
twice 170:22
Twitter 55:20 141:5
two 4:15 5:13 11:19,22
 12:2 23:14 34:5,21,22
 39:6,7 42:13 52:7
 53:2 55:11 62:17 72:1
 79:3,9 83:17 98:15
 100:19 105:10 110:8
 110:10,15 116:14
 117:3,4 119:1 121:18
 128:18 136:8,16
 137:3 155:12 158:22
 162:9 164:12 167:1
 168:2 169:13
two-way 75:3
type 62:14 111:6 121:22
types 99:1
typically 13:7

U

U.S 1:3,11 7:14 8:2,10
 9:4 13:1 24:16 25:8
 25:13 39:11 41:3
 56:18 96:22 109:14
 109:16 110:5 112:11
 118:4,7 143:5,11,12
 152:16 156:18 159:6
 160:1,2 161:8,15
 163:16
U.S.A 39:21 40:22
 41:19,20
Uber 69:12
ultimately 107:3
unable 125:19 167:13
unaware 90:14
unclear 18:10
underneath 95:15
 148:14
understand 10:17
 71:18 115:15 117:6
 137:20 139:20 141:6
 159:5 170:12
understanding 78:20
 79:2 81:20 161:19
unfavorable 104:8
unfilled 87:9
unfortunately 38:19
 125:15 159:10

uniformity 138:9
 152:20
uninterested 90:14
Union 163:6
unique 77:20
United 1:1 2:3 7:4,16
 42:18 44:10 107:22
 108:6 138:20 139:2,6
 139:9
universities 107:15
university 2:11 3:19
 64:21 90:22 99:11
 100:4 156:9
unofficial 154:17
upcoming 12:1,3 81:13
update 3:14 16:9 46:20
 48:4 55:2 136:4 138:2
 138:18 139:10 141:1
 142:5,9 154:7,10
 157:1
updates 3:10,13 10:20
 80:5,15 82:17 119:3
 128:2
upgrade 116:17
urge 162:7
urgency 14:12
urgent 61:5
urgently 32:17
USA 162:19 163:9,14
 163:17

usable 10:16
use 9:21 22:5 24:8,13
 24:16 31:13 57:6,18
 74:21,21 80:12 81:10
 122:10 131:1 133:5
 165:16 166:13
useful 29:15 34:5 60:20
 135:13 160:13
uses 59:20
USPTO's 117:15
Utility 1:17
utilize 100:11 141:11
utilizing 98:15

V

Valencia 2:18 3:4 15:17
 15:20 16:1,7,11 20:12
 26:6 27:16 28:1 29:17
 30:9,12 32:3,5,13
 33:12
valley 113:4
valuable 7:19 119:21
 158:16 162:15 164:4
 168:9
value 60:3 69:9 75:17
 76:7 83:20 93:8 122:6
 122:8 157:2 159:19
 159:19,21

vantage 87:15
variety 41:21 146:5
various 39:21 77:12
 114:12 121:13 129:2
 129:9 130:20 131:10
vast 36:19
vehicles 64:10
vendor 149:3
vendors 149:5
versa 157:21
version 126:5
versions 8:22
versus 14:21 101:10,11
 120:20
vet 36:13
veteran 89:7
veterans 85:9 88:20
 89:1,22 90:2 100:22
 157:11
vetting 167:13
viable 145:15
vice 61:12 157:20
Vice-Chair 1:15 3:4,8
 4:5 26:6,9 28:2 29:18
 30:10 32:1,4 62:3,4
 65:4 67:1,9,14 68:9
 69:10 70:2,6 71:15,21
 72:20 73:4 75:11
 123:21 125:8 126:16
 127:4,9,13,17 166:11
 170:2
Vice-Chairs 30:2
view 9:11 102:8 122:5
visibility 138:14 140:6
visible 138:14 140:13
visitors 13:8 40:16
visits 91:4
vitality 76:9 109:16
voice 35:13 126:11
volatile 152:1
voluntarily 167:19
vote 21:14 35:15 88:19
voting 82:8

W

W 124:12 126:17
 172:17
wages 96:1
wait 31:8 32:12 129:20
waiting 14:16 24:3
waive 161:21
Wal-Mart 50:12
Wal-Mart's 49:6
walk 12:14
walking 63:18
want 5:18 11:22 15:21
 19:22 22:19 28:5,7
 29:1 31:2,21 32:12
 35:1 36:13 37:8,9

41:7,13,14 44:1,3
 45:13 47:11 55:21
 57:19 62:14 67:10
 69:21 70:16 71:1
 75:12 76:8 80:1 85:16
 86:8 97:10 102:4
 107:13 120:1 122:9
 123:22 128:15,20
 129:15,16,22 130:12
 131:20,22 134:8
 137:8 138:17,19
 139:5 142:1,17
 144:20 149:6 150:20
 151:10 152:14 158:5
 163:6,7 165:15,22
 167:7,16
wanted 4:19 8:16 12:2
 36:12,17 38:13 40:7
 44:22 55:1 79:17 80:6
 80:18 83:10 86:4
 120:15 125:12,19
 144:7 157:1 167:10
wanting 44:9
wants 18:11 39:3 53:14
 133:8
Washington 1:12 2:11
 3:19 156:9
wasn't 101:6 130:10
water 148:15
way 17:14 25:21 54:1
 60:12 71:17 73:12
 74:15 76:10 95:4 99:3
 107:1 110:22 144:12
 147:15 153:8
Wayne 64:22
ways 8:8 45:16 54:12
 59:9 85:9 100:7,8
 120:2 133:13 152:18
we'll 7:8 19:9 20:17
 30:6 41:8,22 46:1
 57:6 61:22 62:15
 82:15 110:3 116:20
 118:6 129:12 131:8
 142:14 151:6 155:13
we're 7:5 8:1,18 9:13,15
 12:9,13 14:4,8,10,14
 18:21 19:4,7 22:16
 24:11 26:10 27:1,12
 27:13 30:4,13,19 31:5
 33:9 34:14 37:18 38:3
 39:13 43:17 44:14,19
 45:2,9,17 50:4 52:14
 53:6,16,20,21 54:16
 55:2 56:11,17,20
 57:10 58:20 59:7 61:4
 61:6 62:22 63:15 64:2
 67:12,16 70:17 72:1
 73:5,14 75:7,13 81:6
 87:6,16 89:18 96:20

98:20 100:20 102:10
 106:8,15 111:4,5,12
 112:16 113:10,11,12
 120:2,9 122:20 123:5
 123:10 124:16 127:16
 127:17 128:12,12
 129:2,4 131:11,14,17
 131:18 134:16 137:14
 142:10 144:3,21
 145:14,21 152:16
 163:3 170:19 172:2,3
we've 14:2,4 19:19 23:9
 24:5 26:13,19,21,21
 28:13,21 29:5,8 30:1
 32:15 37:3,15,17 41:2
 42:13,15,16,20 51:22
 56:9 57:13 58:1,11,14
 62:12 66:1,13 71:13
 74:18 78:22 80:15
 86:8 99:5 112:10
 113:20 114:1 115:5
 120:3 131:17 143:18
 146:17 147:14,17,19
 148:19 149:11 153:4
 161:18 166:22 167:8
weaken 163:7
web 21:4 44:13 60:10
 60:14 67:4 81:9
 157:22
webinar 59:11
webinars 37:4
websites 97:1
Wednesday 1:7 155:9
week 8:4,17 48:8 54:4
 60:22 64:1,6 130:7
weekly 130:16
weeks 18:2 19:6 32:16
 51:9 157:9
weigh 21:20 94:12 96:7
 118:8
weight 102:5
welcome 3:2 4:3 6:6
 46:18 47:2 88:14
 108:10 118:18 156:6
well-coordinated 16:22
well-oiled 16:22
well-run 17:16
went 50:12 63:18 65:8
 68:21 123:19 139:4
weren't 22:13,14 66:4
 66:18
Western 115:7
wheel 137:20
white 4:14 27:21 46:22
 50:13 62:19 71:10,11
 71:22 75:19 76:5 78:7
 94:1 100:20 110:11
 115:7,8,14,21 116:3,7
 119:7 120:16

Whitney 2:4 72:22 73:3
 75:19
whittled 131:20
Wilcox 2:4 75:22
 108:11 109:6,11
 110:16,18 123:6
 125:5,7 150:21,22
 151:4 171:14
WILLISCH 2:5 86:22
wish 56:17
woman 40:5
wonder 151:21
wonderful 33:12 127:9
 165:15
wondering 100:3
Wong 1:16 76:2 108:12
 115:3 171:14
word 12:11 40:21
 165:17
words 102:5 122:10
work 4:9,20 20:9 23:16
 23:18 33:10 36:8,20
 46:8 47:8,13,15 48:1
 48:22 49:18 50:11
 52:5,7 54:6,11 58:11
 61:9 69:15 73:22
 79:12,15,18 83:6 84:8
 84:15 91:6,21 94:18
 94:21 95:2 98:2
 109:12 110:14 113:2
 117:3 126:3 128:14
 131:11 140:20 143:18
 145:2 147:4 150:6
 151:6 155:11 156:19
 157:19,20 159:7,18
 167:3 171:10
worked 16:21 36:2
 115:11 137:10
workers 25:16 103:21
workforce 50:2 54:13
 58:2 69:15 82:10,19
 83:4 84:2 157:6,8
 158:2,4 160:16
working 12:9 20:11,12
 23:17 28:20,21 32:10
 34:14 45:16 51:17
 52:14 56:20 57:10
 61:4 68:13 76:22
 89:17 92:5,6,10 102:7
 111:9,12 122:16
 129:18 130:4,12
 131:12 138:12 140:1
 148:11 159:1 164:21
workplace 99:11 100:5
works 2:1 51:16 52:19
 123:2 143:21 154:14
 166:18
world 12:22 13:4 66:11
worry 163:10

worth 165:20
 wouldn't 55:21
 wrap 144:11 159:14,15
 writing 101:16
 written 93:12 161:10
 wrote 35:12

X

X 107:10 148:13

Y

Yay 34:13
 Yeager 2:5 15:9 85:1
 Yeah 32:3 72:4 149:20
 150:22 153:11 159:11
 166:10 169:12
 year 9:19 12:4,5,7 13:4
 28:22 37:15,19 39:8
 39:16 43:11,11 55:11
 56:3,5,9,20 57:10
 137:1 168:16
 Yeargin 2:6 57:1 65:6
 127:20 128:4 135:8
 160:14 164:2 165:6,8
 165:13,22 166:5,10
 168:2,7,9,11 169:21
 171:16
 years 27:22 35:10,10
 36:8 37:16 49:19 55:8
 55:11 63:14 108:1
 139:3 147:18 163:3
 yeoman's 46:8
 yesterday 162:12 172:1
 yous 26:11

Z

Zach 2:1 3:16 128:9
 154:3,3,12,14 155:20
 zero 166:15

0

1

1 16:21
 1,600 12:6 55:11
 1:00 1:12 4:2
 100 36:21
 10th 88:17
 11 18:1 24:15 50:8 99:7
 12 24:15 49:7,13,14
 114:9
 128 3:13
 1401 1:11
 14th 129:1
 15 20:17 51:4 108:15
 128:1
 15-month 54:11
 154 3:16

156 3:19
 16 3:4 53:2
 17 11:11
 170 3:21 24:14
 18 9:3
 19 37:17 38:22
 19th 83:9 88:19 129:19
 130:8
 1s 76:19

2

2 87:9
 2,000 12:7
 2,200 40:15
 2.0 115:10,11
 2:52 123:19
 20 20:17 40:8 50:18
 2006 93:19 96:4
 2012 55:8,9
 2014 35:7
 2015 1:8
 2016 39:9 117:21
 136:21 137:1
 2025 87:6
 21 43:20
 21st 155:9
 22 1:8
 24 87:12
 240 55:9
 25 82:12
 250 17:5 23:17 25:11
 56:5
 25th 39:9
 26 3:4
 26th 42:9
 28th 42:9
 29th 39:9
 2nd 12:5

3

3-D 113:19
 3.4 87:7
 3:00 123:17
 3:04 123:20
 3:48 172:21
 30 55:17 63:14
 30-day 19:14
 34 3:6
 3407 1:11

4

4 3:2 124:17
 40 146:12
 400 56:11
 400,000 12:6 55:14
 47 3:7

5

50 12:8 20:18 36:21
 42:16 44:3,3,4 65:19

6

6 3:3
 6,500 40:14
 62 3:8
 63 139:2

7

7 132:3
 7,000 55:10
 70 40:15
 75 17:3
 79 3:9

8

82 3:11

9

90 21:11,11
 95 40:16 57:15

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