

BNSL News 2009

November 22, 2009: *Region can grow if players contribute.* By Lisa Colquitt-Muñoz /
Special to the Times

Editor's note: To mark Global Entrepreneurship Week, Nov. 16-22, the El Paso Times is publishing a series of columns presented by the Mayor's Lyceum.

The Paso del Norte region confronts the challenge of remaking its economy to retain the talent and capability it exports. Demand for this talent must be cultivated by focusing on entrepreneurial business; a key factor to create the wealth necessary for a sustainable and growing economy. Critical players to attain this objective are our region's institutions of higher education. Consultants from the prestigious Organization for Economic Development and Cooperation, or OECD, recently assisted in bringing together entities involved in the educational, economic, cultural and social progress of the Paso del Norte region. The OECD met with the Paso del Norte Group and higher education institutions in El Paso, Ciudad Juárez and Las Cruces to identify and improve regional opportunities. For complete article go to <http://www.bnsl.org/Documents/ElPasoTimes-Regioncangrowifplayerscontribute-112209.pdf>

November 21, 2009: *Quality of place matters to economy.* By Richard Florida / *Special to the Times*

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Welcome to the age of the authentic. The rise of global cities such as Zurich, Auckland, Vancouver and Honolulu and even the Downtown redevelopment aspirations of El Paso testify to the need to refine our ideas about quality of life. In fact, I'm starting to think we need to dump that term altogether. What matters now is quality of place. I define it as the intersection of three key elements of our cities: what's there (the natural and built environments), who's there (the people), and what's going on (what people are doing, our relationship with the natural and built environments). The key factor today revolves around the ability of places to attract talent and unleash it in a broad cross-section of the population. An energized city is the place where creative, entrepreneurial and forward-thinking people from every walk of life, every class, every lifestyle want to be. For complete article visit <http://www.bnsl.org/Documents/ElPasoTimes-Qualityofplacematterstoecconomy-112109.pdf>

November 20, 2009: *Tier One for UTEP has many possibilities.* By Gary Williams / Special to the Times

Editor's note: To mark Global Entrepreneurship Week, Nov. 16-22, the El Paso Times is publishing a series of columns presented by the Mayor's Lyceum.

On Nov. 3, Texans made a great investment in their future when they voted to pass Proposition 4, the constitutional amendment that builds a framework for developing more Tier One, or national research, universities in the state. The University of Texas at El Paso is one of the state's seven "emerging research universities" that will now begin to compete for money from the \$500 million National Research University Fund that Prop 4 established. In its quest for Tier One status, UTEP aims to grow its annual research spending from more than \$50 million a year, as it currently stands, to \$100 million or more. The economic impact of establishing more Tier One universities in the state will be significant. The Perryman Group estimates that if four of the seven universities achieve Tier One status by 2035, it would result in \$603 billion in annual business activity and the creation of 1.3 million permanent jobs. To read the complete article click <http://www.bnsl.org/Documents/ElPasoTimes-TierOneforUTEPhasmanypossibilities-112009.pdf>

November 19, 2009: *Jorge Ramos: Regions are key to economic progress.* By Jorge Ramos / Special to the Times

Editor's note: To mark Global Entrepreneurship Week, Nov. 16-22, the El Paso Times is publishing a series of columns presented by the Mayor's Lyceum.

It is a seeming paradox that in today's world economy, despite an overwhelming trend toward globalization, the "power of place" matters more than ever. In fact, studies show that regional and local policies matter more than national policies in fostering economic growth. The Organization for Economic Cooperation and Development (OECD) recently published two reports on this phenomenon, with direct consequences for regions such as Paso del Norte. OECD is an international organization based in Paris, composed of the 30 wealthiest nations in the world. Recently, the Paso del Norte Group and OECD engaged with higher education institutions, economic development organizations and local government agencies here in a self-assessment of regional higher education institutions and their role in economic development. These reports, "Why Regions Matter" and "How Regions Grow," summarized here, analyze the importance of regions, and provide the framework for sustainable economic development. For complete article click <http://www.bnsl.org/Documents/ElPasoTimes-Regionsarekeytoeconomicprogress-111909.pdf>

November 18, 2009: *Innovation vital for businesses to expand.* By Larry Peterson /
Special to the Times

Editor's note: To mark Global Entrepreneurship Week, Nov. 16-22, the El Paso Times is publishing a series of columns presented by the Mayor's Lyceum.

What distinguishes the fastest-growing companies from their less successful counterparts? Not surprisingly, it's the same factor that determines success in regional economic growth: innovation. The week-long celebration that is Global Entrepreneurship Week is dedicated to the impact that entrepreneurship makes in our communities, an impact particularly visible on economic growth. Entrepreneurs must use many tools to create successful, high-growth companies. However, the single most important element is a sustainable competitive advantage. Innovating to provide unique products or services of value is the primary path to rapid, steady growth. Many companies providing innovative products are household names, including Apple, Intel and Amgen. Other companies innovate in their business models, delivering products in a way more convenient for consumers, or slashing costs dramatically due to breakthrough insights. Think Fedex (overnight delivery), Southwest Airlines (fast plane turnaround maximizing use), and Dell (mass PC customization). For full article go to <http://www.bnsi.org/Documents/ElPasoTimes-Innovationvitalforbusinessestoexpand-111809.pdf>

November 17, 2009: *Gazelles needed in Paso del Norte.* By Dr. Frank Hoy and Ernesto Gamboa / Special to the Times

Editor's Note: To mark Global Entrepreneurship Week, Nov. 16-22, the El Paso Times is publishing a series of columns presented by the Mayor's Lyceum.

Entrepreneurs play a crucial role in the economic health of a region, but that role is often not well understood. The details hold significant meaning for the future of the Paso del Norte region. Virtually all net job growth, according to the United States Small Business Administration and others, occurs in the small business sector. As a result, there has been broad interest in supporting the development of entrepreneurs. There are different types of entrepreneurs, however, and they all do not have the same impact on job creation and economic development. Therefore, it is vital to understand what we mean when we connect the terms "entrepreneur" and "economic development." One distinction that has emerged through research is the contrast between "lifestyle" and "opportunity" entrepreneurs. Lifestyle entrepreneurs typically start businesses as hobbies or to maintain a certain lifestyle, but have limited growth aspirations or capabilities. Their companies typically do not grow beyond a limited region. Lifestyle entrepreneurs rarely sell their companies, often aspiring to pass them on to their children. For full article click <http://www.bnsi.org/Documents/ElPasoTimes-GazellesneededinPasodelNorte-111709.pdf>

November 16, 2009: *The U.S. Army has embraced renewable energy. Is the green movement behind it? Nope. It's all about the Department of Defense's massive energy tab and national security – the DOD is calling it “energy security.” Fort Bliss is the first military post in the nation to be designated a Center for Renewable Energy, which means more federal funding and private sector investment here. “Fort Bliss is the test bed for addressing energy security,” says Douglas Dahle with the U.S. Department of Energy's National Renewable Energy Laboratory. “It is one of the most critical bases in the Department of Defense.” By 2015, Dahle said, solar power, geothermal power and a waste-to-energy facility on Fort Bliss could provide enough power for the base to operate completely independent of the local power grid. That investment in renewable energy here, Dahle said, could total about \$400 million. For full article click <http://www.bnsl.org/Documents/ElPasoInc-Blissoffthegridby2015-111609.pdf>*

September 18, 2009: *The U.S. Small Business Administration (SBA) has awarded the Bi-National Sustainability Laboratory (BNSL) a \$196,514 federal grant to support technology innovation and commercialization in the U.S.-Mexico border region. The SBA grant will support BNSL in its efforts to develop regionally based technology innovation and commercialization by promoting technology based entrepreneurship, providing a forum for innovation development, and facilitating the commercialization of new technologies by entrepreneurs. The Bi-National Sustainability Laboratory is a nonprofit focused on technology driven entrepreneurship. The BNSL works with public and private entities to promote regional wealth through innovation.*

August 21, 2009: *The U.S. Department of Commerce's Economic Development Administration (EDA) has awarded the Bi-National Sustainability Laboratory (BNSL) a \$650,000 federal grant to support technology innovation in the U.S.-Mexico border region. The EDA grant will support BNSL in its efforts to create an economically rich and vibrant United States/Mexico border anchored by innovative and competitive enterprises. The Bi-National Sustainability Laboratory is a nonprofit focused on technology driven entrepreneurship. The BNSL works with public and private entities to promote regional wealth through innovation.*

June 29, 2009: *Dr. William Harris, currently the President and Chief Executive Officer of Science Foundation Arizona (SFAz), joins the BNSL as a member of the Board of Directors. Dr. Harris served as director general of Science Foundation Ireland (SFI), a new Irish agency that helped facilitate tremendous growth in Ireland's R&D sector. He has had strong experience as well in academia and served at the National Science Foundation for a number of years. His complete bio can be found here http://www.bnsl.org/Documents/WilliamHarris_biow_pic.pdf*