

## SUMMARY:

- Group was created to launch forward photonics initiative, focuses on branding, advocacy and lobbying for photonics industry.
- Strive to increase collaboration and coordination among US industry, government and academia to advance photonics-driven fields.
- Most recently have been focused on bringing the message to Washington
- Launched white paper, have had industry visits with legislators with hopes that it will benefit the industry
- Group Comments:
  - o Collaborations in the industry: Have focused on key cluster states - want to highlight that bridge to politicians
  - o Timeline for initiative: NPI is putting tools to build those bridged with community colleges and academic, but it's up to state to build the bridge. NPI then highlights stories and showcases them with individuals.
- No set end date to initiative - have made strong contacts that highlight the good work that is being done and there is no cut-off date.
  - o Membership: work through membership of photonics institutions that already exist - represent industry and academia side - membership of those institutions.
  - o Other funding vehicles: RAMI - have worked to get photonics language there as well.



**Emily Pappas**

Vice President, Podesta Group

September 10, 2014

# What is the NPI?

The logo for the National Photonics Initiative (NPI), consisting of the letters "NPI" in white, bold, sans-serif font inside a dark grey square.

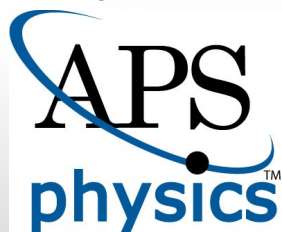
- A collaborative alliance seeking to unite industry, academia and government to identify and advance areas of photonics critical to maintaining US competitiveness and national security:
  - Advanced Manufacturing
  - Health and Medicine
  - Defense and National Security
  - Communications and Information Technology
  - Energy
- Launched in May 2013

# Who is the NPI?

- NPI Founding Sponsors:

The logo for SPIE (Society of Photo-Optical Instrumentation Engineers) consists of the word "SPIE" in a bold, black, sans-serif font, followed by a solid red dot.The logo for OSA (The Optical Society) features the letters "OSA" in a large, blue, sans-serif font. A registered trademark symbol (®) is located to the upper right of the "A". Below "OSA" is the text "The Optical Society" in a smaller, blue, sans-serif font.

- NPI Sponsors:

The logo for APS (American Physical Society) features the letters "APS" in a large, black, serif font. A blue arc curves around the "S". Below "APS" is the word "physics" in a blue, sans-serif font, with a trademark symbol (™) to its upper right.The logo for IEEE Photonics Society features a stylized orange sunburst icon to the left of the text "IEEE photonics" in a blue, sans-serif font. Below "photonics" is the word "SOCIETY" in a smaller, orange, sans-serif font. At the bottom, the tagline "Transforming science into technology™" is written in a small, black, sans-serif font.

**Laser Institute  
of America**  
*Laser Applications and Safety*

# Critical Timeframe

**NPI**

- Historically the US has been the world leader in deploying photonics research to power cutting-edge technologies, driving global awareness and investment.
- Global competition has put US leadership in photonics at risk.
- The US has lost a substantial share of the global market to overseas competitors as well as thousands of jobs.
- US investment in photonics-driven fields will create jobs in the US and help grow international economies.
- 2012 National Research Council report, “Optics and Photonics: Essential Technologies for our Nation.”

# NPI Goals

The logo consists of the letters "NPI" in a bold, white, sans-serif font, centered within a dark gray square.

- Raise awareness about photonics and the impact of photonics on our everyday lives.
- Increase collaboration and coordination among US industry, government and academia to advance photonics-driven fields.
- Drive US funding and investment in areas of photonics critical to maintaining competitiveness and national security.

# NPI Audience

The logo consists of the letters 'NPI' in a bold, white, sans-serif font, centered within a dark gray square.

- General public
- Policymakers
- Industry and academia
- Media

# Timeline

**NPI**

## *Months 1-8*

- Define a vision for the NPI
- Engage stakeholders from within the photonics industry
- Initiate outreach to the media and secure media placements
- Raise the profile of the initiative and photonics

## *Months 9 to present*

- Bring the NPI message to Washington
- Secure favorable policies and funding opportunities for photonics





# Building the NPI Brand

## PHOTONICS: A PRIORITY FOR THE UNITED STATES

### A HISTORY LESSON

A 1998 National Research Council report, "Harnessing Light," presented... and photonics on important industries. In response, several economies... funding several programs targeting photonics supply chains; and, the F... program, has directed \$1.6 billion (over \$2 billion in USD) to photonics... The United States, however, did not develop a cohesive strategy. His... in deploying photonics research to power cutting-edge technology... position, which is causing a substantial loss of global market share

### THE NATIONAL PHOTONICS INITIATIVE

In 2012, the National Research Council released a sequel to "H... to identify and advance areas of photonics critical to maintaini... more than 100 experts from industry, academia and government... funding and investment in five key photonics-driven fields: e... telecommunications, advanced manufacturing, and nationa... New opportunities in these fields — including solar powe... nuclear threat identification, cancer detection and new of... potential for even greater societal impact in the next few... and improve the lives of our people, and position the U...

### DEFENSE & NATIONAL SECURITY

Optics and photonics greatly enhance the... its troops. Current and future communicat... throughout the defense and security infra... environmental stability, size, weight, pow... more high-bandwidth, secure, reliable c... sensitive data and knowledge to strate... Lasers also play a key role in defense... illuminators, rangefinders and intellig... weapons provide the potential of ult... nearly an unlimited magazine. The "a... incoming rockets, artillery shells a...

### ENERGY

The renewable energy sector r... on foreign oil, stronger nation... Over the next 20 years, indu... demand, creating a global r... the US to regain its leader... technologies and high-eff...

## NATIONAL PHOTONICS INITIATIVE

## LIGHTING THE PATH TO A COMPETITIVE, SECURE FUTURE

A WHITE PAPER BY THE NATIONAL PHOTONICS INITIATIVE  
MAY 23, 2013

NATIONAL PHOTONICS INITIATIVE

LIGHT  
*Innovating the Future*

Light Our Future

The National Photonics Initiative (NPI) is a collaborative alliance among industry, academia and government seeking to raise awareness of photonics - the application of light - and drive US funding and investment in five key photonics-driven fields critical to US competitiveness and national security: advanced manufacturing, communications and information technology, defense and national security, energy, and health and medicine.

[NPI white paper, "Lighting the Path to a Competitive, Secure Future"](#)

- About NPI
  - What is photonics?
  - News & Resources
  - Contact
  - Sponsors
- Recommendations & Resources
  - Advanced Manufacturing
  - Communications & IT
  - Defense & National Security
  - Energy
  - Health & Medicine

## National Photonics Initiative Lights a Path to Economic Growth, Competitiveness, Security

Today marks the launch of the [National Photonics Initiative \(NPI\)](#), a collaborative alliance among industry, academia and government seeking to raise awareness of photonics – the applications of light.

The launch coincides with the release of an NPI [white paper](#), "Lighting the Path to a Competitive, Secure Future," detailing recommendations for US funding and investment in five key photonics-driven fields critical to US competitiveness and national security: advanced manufacturing, communications and information technology, defense and national security, energy, and health and medicine.

### "LIGHTING THE PATH TO A COMPETITIVE, SECURE FUTURE," A WHITE PAPER BY THE NPI

**CLICK TO READ**

From your phone to your TV to your computer, photonics is all around you. Specifically, photonics detects, generates and harnesses light to form the backbone of the internet, guide energy exploration and keep our troops safe on the battlefield with night vision, GPS, and physiological feedback. Simply put, photonics is addressing and

# Launching the NPI

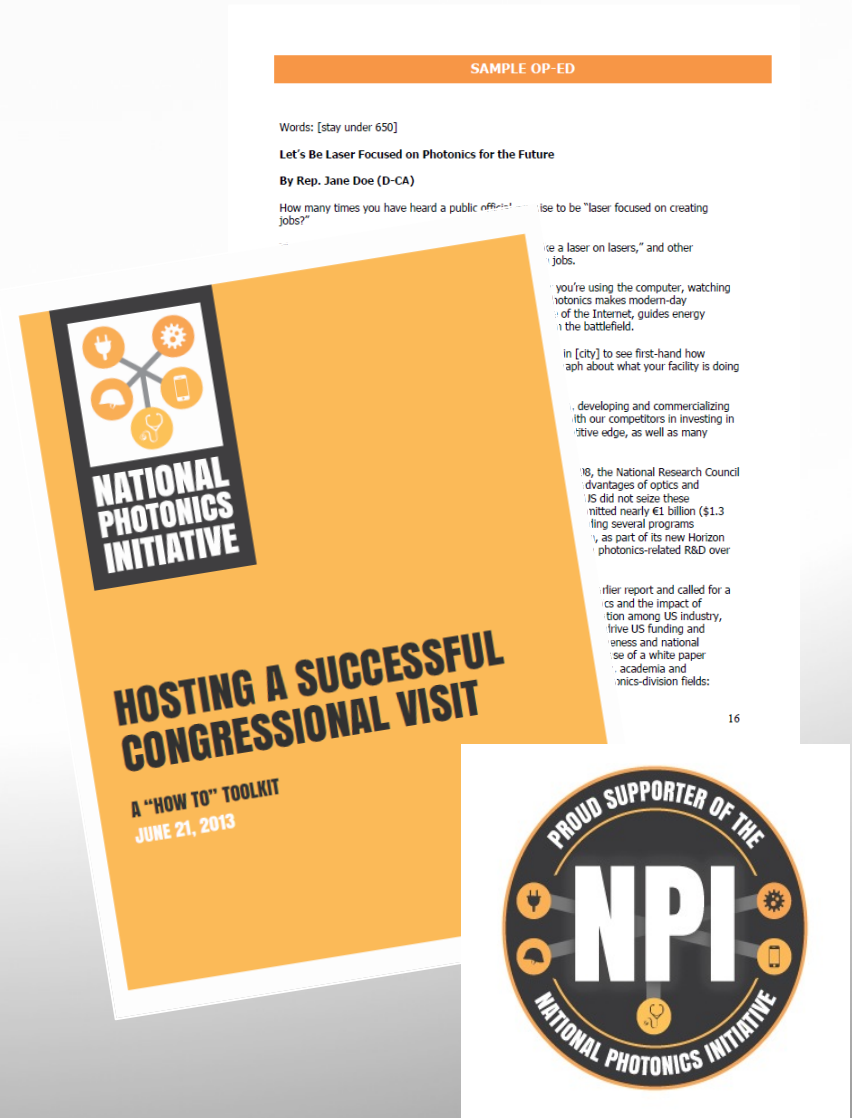
The logo for the National Policy Institute (NPI) consists of the letters "NPI" in a bold, white, sans-serif font, centered within a dark gray square.

- Launched the NPI website – [www.lightourfuture.org](http://www.lightourfuture.org)
- Distributed a press release that appears on 370 media websites
- 18 unique articles about the NPI launch published in key trade publications
- Reached more than 50,000 people as a result of tweets
- Over 70 took part in the launch day webinar to discuss the release of the NPI white paper
- e-blast sent to nearly 200 select staff on Capitol Hill

# Engaging the Industry



- Created Congressional Toolkit for NPI supporters
- Designed web sticker for NPI supporter organizations and individuals to display on webpages and printed materials
- Disseminated NPI social media messages for stakeholders to push out via Twitter and Facebook
- Held webinars to train and educate NPI supporters on opportunities to advocate



# Educating Elected Officials

Rep. Ron Barber

Rep. Ron Barber Timeline Recent

Rep. Ron Barber August 15

Rep. Barber Visits UA's College of Optical Sciences (4 photos)

Rep. Ron Barber visited the University of Arizona's College of Optical Sciences on August 14. He met with students, faculty and business leaders to talk about jobs in the optics industry. The college does a great job preparing young people to enter optics and grow our economy in Arizona. The Congressman also toured the Steward Observatory Mirror Lab. — at The University of Arizona.

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View 4 more comments

ONLINE | www.azstarnet.com

## Arizona Daily Star

### University of Arizona joins push for better understanding of photonics

By Tom Beal  
August 14, 2013

The "average person, or average congressman" doesn't know much about photonics, according to a coalition of industry and academic groups pushing a National Photonics Initiative.

Part of the problem could easily be the name, said Thomas Koch, dean of the University of Arizona College of Optical Sciences, who hosted a push for greater recognition at the college Wednesday, inviting Rep. Ron Barber, D-Ariz., to hear pleas for greater federal involvement in promoting the industry and funding research.

People recognize the term "optics" as dealing with lenses and generation and detection of that light, puts the science of optics

"We use the terms interchangeably most of the time in the field

Koch called photonics the "ubiquitous and invisible" industry. In a smartphone, which would not exist without it, he said.

"We are not recognized as an industry," said Jack W. Schuman, president of the Arizona Optics Industry Association.

Optics and photonics are critical to a number of industries but

It's a big industry, said Koch, accounting for \$3 trillion and 10 per

The U.S. share of the optics industry is eroding, he said, as Europe



Search for people, places and things

John L. Mica Photos

Photos Albums

Touring the College of Optics and Photonics (CREOL) at UCF  
August 7

Share

23 others like this.

Write a comment...

J. Solleau Great to have Congressman Mica visit CREOL (a jewel of the 7th District) and become an optics fan, or, as you might say, a Congressman Mica.

Reply · August 8 at 3:20pm

Mike Whiteside Thank you for taking time out of your busy schedule to meet with us!

Reply · August 8 at 12:50pm

more comments

## Orlando Sentinel

### Let's be laser-focused on photonics for the future

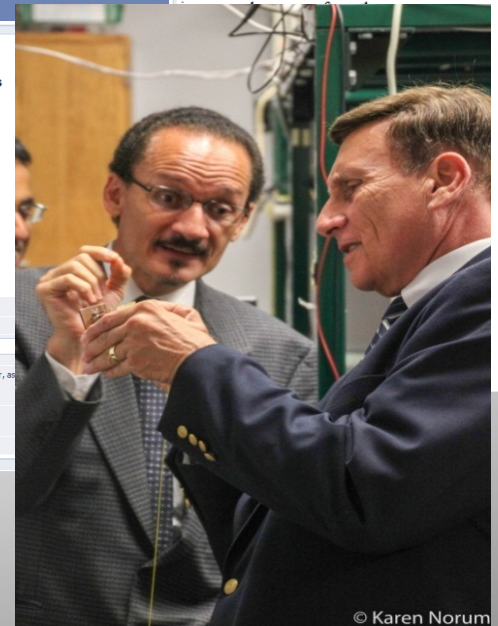
By John Mica Guest columnist

August 20, 2013

How many times you have heard a public official promise to be "laser-focused on creating jobs?"

The next time you hear that ask him or her to "focus like a laser on lasers," and other things that will create American jobs.

Whether you're using the computer, the smartphone, photonics makes up the backbone of the Internet.



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# NPI Next Steps

- Bring together experts to explore, identify and pursue other areas where private sector and federal government interests align.
  - Biophotonics
  - High powered lasers
  - Sensors
  - Education

# NPI Next Steps

The logo consists of the letters "NPI" in a bold, white, sans-serif font, centered within a dark gray square.

- Continue to press for legislation highlighting importance of optics and photonics and advancing NPI objectives.
- Continue to build support in the House and Senate and expand congressional champions.
- Engage the White House, federal agencies and the Congress in new photonics areas.

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# Contact

**NPI**

Emily Pappas

Podesta Group

[epappas@podestagroup.com](mailto:epappas@podestagroup.com)