

U.S. FIRST

The COMPETITION

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TEAM

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E-SYSTEMS



MOTOROLA

Procter & Gamble

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WORK To WIN

Dear Competitors and Guests:

America's young people today inhabit a world of popular television. In that world, lawyers are heroes, recording artists are idols and athletes are superstars. Scientists barely exist. Technological achievement is unknown. It's no wonder that kids today dream of MTV stardom or making millions playing basketball, but not of building a better microchip or winning a Nobel Prize.

Games are fun, and the arts are enriching. But we've got to show that the worlds of science and technology are also worlds of wonder and excitement, richly rewarding and immensely fulfilling. We've got to make the next generation see and feel the challenge of science and the joy and value of mastering its mysteries.

That's what U.S. FIRST is about.

It's about changing the way the kids of America think about science and technology.

One way we do that is through competitions like MAIZE CRAZE, RUG RAGE, and TOWER POWER—competitions that present science as a made-for-television sporting event, complete with cheering squads and banners and play-by-play announcers. The competitors learn by doing, but even more important is the excitement they generate in their schools and communities and ultimately all across America.

In all that U.S. FIRST does, our corporate participants hold the key to success. This is partly because we are deliberately a private sector organization, even though our franchise includes helping meld together public and private efforts. But more importantly, it is because corporate America is expert at persuasion, and already spends billions of dollars each year on changing the way people think—through advertising, promotion and the sponsorship of sports, cultural and other events.

We expect corporate America to join with us in honoring the heroes of science and technology. And we expect the leaders of corporate America to take the lead, with us, in using the talent and resources with which they now so successfully sell their products, to sell the next generation on developing the skills that make those products possible.

Thank you for being here—and enjoy.

Dean Kamen
Founder, U.S. FIRST

COMPETITION WINNERS HONORED AT WHITE HOUSE

Each year the National Champions of The U.S. FIRST Competition, and the Chairman's Award winners, have been invited to the White House Rose Garden to be honored by the President of the United States. The following excerpts are taken from President Clinton's and former President Bush's remarks to the members of the winning teams:

May 28, 1993—President Bill Clinton

"Today, it is my pleasure to welcome the winners of the U.S. FIRST Competition to the White House with great enthusiasm because this effort combines three principles in which I deeply believe: it demonstrates the power of partnerships between schools and corporations, it illustrates the effectiveness of empowering our students with modern skills, and it represents the need that we all have in this country to retool our work force and to rebuild our companies to develop the kinds of skills and the products we need to compete in the global economy..."

"U.S. FIRST is a four-year-old national non-profit organization aimed at exciting the next generation about science and technology using all the modern techniques of mass-marketing and media....Our children have the energy and the ability to be the best in the world. The challenge we face is how to best harness that ability and that energy..."

"Today we honor two winning teams....I'm proud of these teams, their teachers, and advisors. All of you have set a real example for other students around our nation, and for teachers and companies as well. With your help we can insure that every American student will be a winner in math and science education..."

June 23, 1992—President George Bush

"There's a church in Sussex, England that bears a wonderful inscription which captures the pioneer spirit of innovation. It says: 'A vision without a task is but a dream; a task without a vision is drudgery; but a vision with a task is the hope of the world.' The hope of our world lies with individuals who asked why and then followed wherever the question led..."

"You all proved that America's greatest resource is the genius of our people. We must encourage—we must support it. ...The world economy of the 21st Century will demand a new age of American competitiveness in a fiercely challenging global marketplace. In order to compete we must make immediate, drastic changes beginning with the need for the best-educated, the most well-educated workers. ...The terrible fact (is) that in some math and science studies we rank last—almost last—among the industrialized nations..."

"...I was enormously impressed...by how this Maize Craze teams high school students with high-powered engineering teams from major universities and corporations, a great example of the private-public partnership that will lead us to excellence in the next century. ...Maize Craze is part of U.S. FIRST, a national alliance of business, education and government working to reverse the declining student interest and performance in science and math..."

"...We're honoring today a spectrum of achievers that goes from the high school to the pinnacle of research. And in turn we need to nurture every step of the educational ladder. ...Congratulations to all of you...who show the triumph of the human mind and the unfolding drama of the human imagination."