

WORLD STANDARDS WEEK 2023

EVENT PROGRAM

SYNERGIES AND SHARED INTERESTS IN STANDARDS

Wednesday, October 11, 2023

In-person

Ronald Reagan Building and International Trade Center (Pavilion Room)
1300 Pennsylvania Avenue NW, Washington DC

Virtual

via Zoom

In today's rich standards landscape, traditional standards developing organizations (SDOs) and consortia are facing common, cross-cutting issues—including an ever-quickening pace of change in critical and emerging technologies, an increasing level of politicization of standards and related standards processes at home and abroad, and the need to attract and upskill the future standards workforce.

This community-wide conference will bring together standards-setting bodies of all kinds—including consortia and other forums and ANSI-accredited standards developers—to exchange best practices and identify opportunities to address common challenges and concerns.

Time	Discussion and Speakers
8:30-9:30	Networking Breakfast
9:30-9:35	Welcome
9:35-9:50	Keynote Andy Updegrove , Partner, Gesmer Updegrove LLP
9:50-12:15 Including a 15-minute break	Getting the Job Done: Standards Development in a Changing Landscape <i>Standards organizations have limited resources and rely heavily on member involvement. At the same time, new technologies are creating both opportunities and challenges —including calls for standards to be developed faster. With increasing pressures on bottom lines and competition from other open collaboration activities, such as open source projects, developing standards amid this changing landscape can be challenging. The discussions for this session will focus on issues including:</i> Moderator: Andy Updegrove , Partner, Gesmer Updegrove LLP <ul style="list-style-type: none">• Scott McGrath, Chief Operating Officer, OASIS <i>Increasing the speed or agility of standards development</i>• Travis Murdock, Manager, Technical Committee Operations, ASTM International <i>Training standards professionals at all levels</i>

	<ul style="list-style-type: none"> • Andrew Russell, Professor, SUNY Polytechnic Institute <i>Creating the talent pipeline/next generation</i> • W. Charlton Adams, Jr., Ph.D., Distinguished Standards Strategist, Futurewei Technologies; Past President IEEE Standards Association <i>Impact of open source on standards development</i> • Nicole Gray CEO, VTM <i>Generating member interest in work group participation/Doing more with fewer paid staff</i> <p><i>Interactive Q&A and discussion will follow each speaker.</i></p>
12:15 – 1:15	<p>Annual Business Meeting Luncheon</p> <p><i>Luncheon: 12:15 pm – 12:45 pm ET (in person); Remarks: 12:45 pm – 1:15 pm ET (hybrid)</i></p> <p>Phil Piqueira, Chair of the Board of Directors, ANSI Joe Bhatia, President and CEO, ANSI</p> <p><i>ANSI leadership will highlight recent accomplishments and vision for the future.</i></p>
1:15-1:30	<p>Keynote on Politicization Issues</p> <p>Nigel Cory, Associate Director, Trade Policy, Information Technology and Innovation Foundation</p>
1:30-4:00 Including a 15-minute break	<p>Politicization of Standards Development</p> <p><i>Recently, standards development has found itself in the center of political debate amid growing trade tensions. National standards strategies have begun to proliferate, the EU has limited participation in some development activities to EU-headquartered companies, and U.S. legislators have submitted bills calling for “democratic values in standards organizations.” All of which puts standards stakeholders in a delicate place. Through interactive discussions, this session will explore how the standards community can navigate these complicated times, and what needs to be done to assure that the global standards infrastructure that has served so well for more than a hundred years can be protected.</i></p> <p>Moderator: Ajit Jillavenkatesa, Chair ANSI International Policy Advisory Group; Senior Standards Policy Legal Advisor, Apple</p> <ul style="list-style-type: none"> • Ken Ko, Managing Director, Broadband Forum <i>A view from the trenches</i> • Jessica Fitzgerald-McKay, Co-Lead, Center for Cybersecurity Standards, National Security Agency <i>A view on security</i> • Dawn Shackleford, Executive Director for Trade Agreements, Policy, and Negotiations, U.S. Department of Commerce, International Trade Administration <i>An agency view</i> • Elaine Newton, Senior Director, Global Standards Policy and Compliance, Oracle <i>A view from a participant</i> • Carter Eltzroth, Legal Director, DVB Project <i>A look across the Atlantic</i> <p><i>Interactive Q&A and discussion will follow each speaker.</i></p>
4:00	Adjournment

About the Speakers



W. Charlton (Chuck) Adams, Jr., Ph.D. (Presenter: Getting the Job Done) is an IEEE Senior Life Member and has been actively engaged in the IEEE-SA's global advancement in governance, standards development, and open-source strategy for two decades. Adams served as the IEEE SA president and coordinated the founding of the IEEE SA Corporate Advisory Group, with a goal of integrating and expanding industry and entity community involvement within Asia, Europe, and developing communities. Adams has served on the IEEE-SA Board of Governors, Standards Board, Corporate Advisory Group Board, and the ISTO Board. He also engaged in the initiation of the IEEE SA Open-Source strategy, Vertical Industry Engagement strategy, Standards Life Cycle strategy, and Foundational Technology strategies. Adams is a Distinguished Standards Strategist for Futurewei Technologies. His 40-year career with IBM included worldwide standards management, intellectual property coordination, global open source policy development, product development, business planning, finance, and marketing.



Joe Bhatia (Welcome; Annual Business Meeting) has been president and CEO of ANSI since 2006. He previously served as executive vice president and COO of the international group at Underwriters Laboratories (UL). Among his leadership positions in domestic and global forums, Bhatia serves as vice chair of the Industry Trade Advisory Committee on Standards and Technical Trade Barriers (ITAC 15), a joint program of the Department of Commerce and U.S. Trade Representative. He is a member of the ISO Council and its Standing Committee on Finance. And he served two terms as president of the Pan American Standards Commission (COPANT) and four years as vice president. Bhatia has a B.S. in electrical engineering and an M.S. in business management.



Nigel Cory (Keynote: Politicization of Standards Development) is an associate director covering trade policy at the Information Technology and Innovation Foundation. He focuses on cross-border data flows, data governance, intellectual property, and how they each relate to digital trade and the broader digital economy. Cory has provided in-person testimony and written submissions and has published reports and op-eds relating to these issues in the United States, the European Union, Australia, China, India, and New Zealand, among other countries and regions, and he has completed research projects for international bodies such as the Asia Pacific Economic Cooperation and the World Trade Organization. Cory is a member of the United Kingdom's International Data Transfer Expert Council. Cory previously worked for eight years in Australia's Department of Foreign Affairs and Trade.



Carter Eltzroth (Presenter: Politicization of Standards Development) is legal director of the DVB Project, the standards development organization in Geneva that sets technical standards for digital video broadcasting and related fields. Among his activities at DVB is development and management of DVB's IPR policy. In private practice, he has also represented other standards bodies, such as the IEEE and Smart Grid Interoperability Panel, and has been active within DVB and for the Media Coding Industry Forum (MC-IF) in the fostering of the formation of patent pools for standard essential patents. Eltzroth has also been instrumental in audiovisual copyright, having formed and managed a European association fighting the piracy of audiovisual works. Under his leadership, this association brought about the adoption within the European Union of legislation protecting encrypted audiovisual works and services. Prior to his activity with DVB, he was the general counsel for a European pay-TV broadcaster.



Jessica Fitzgerald-McKay (Presenter: Politicization of Standards Development) is the co-lead for NSA's Center for Cybersecurity Standards. In this position she drives NSA's standards strategy, leads multi-agency cooperative efforts with industry to improve the interoperability of network security solutions, has authored international open standards, and expanded standards adoption. She started her career at NSA as a cryptanalyst, with experience in network security and computer programming. She has served as a vulnerabilities analyst, using software reverse engineering, code analysis, and fuzzing techniques to evaluate commercial cryptographic products.



Nicole Gray (Presenter: Getting the Job Done) is CEO of VTM Group. In this role, Gray develops and oversees the strategic vision and direction of VTM Group, a \$16 million-plus global management and marketing firm serving many of the world's most influential and successful technology associations. She's been at VTM for over 20 years, growing with the organization and breadth of experience garnered through two decades of client management, business development, and organization leadership. Gray held a seat on the Board of the Oregon Society of Association Management and served as their Treasurer and Secretary. In 2015, she was selected as a Forty Under 40 honoree by the Association Forum of Chicagoland for her outstanding contributions to the association industry. She holds a B.A. in business administration with an emphasis in marketing and management from Portland State University.



Ajit Jilavenkatesa, Ph.D., (Moderator: Politicization of Standards Development) is chair of ANSI's International Policy Advisory Group (IPAG). He is also senior standards legal policy adviser at Apple, having joined Apple after more than 20 years at the National Institute of Standards and Technology (NIST), where he addressed standards, technology, and digital economy–related issues, including standardization for emerging technologies. Jilavenkatesa steered international standards policy discussions in multilateral bodies such as the G20 and G7 digital economy/ICT working groups. He chaired the U.S. Technical Advisory Group (TAG) to ISO Technical Committee (TC) 229, Nanotechnologies, and is an active member of the U.S. delegation to the Telecommunications Standardization Advisory Group of the ITU Standardization Sector. His work also supported various federal government dialogs and engagements with foreign counterparts, bridging the worlds of standards, technology, innovation, trade, and regulatory policy. He is a recipient of the Department of Commerce Silver and Bronze medals and the ANSI George Wham Leadership Medal.



Ken Ko (Presenter: Politicization of Standards Development) is managing director of the Broadband Forum. Ko has spent most of his career contributing to the communications standards industry, first as an engineer and technologist for several telecommunications systems vendors, and then in his present position. In his engineering role, Ko developed multiple generations of communications equipment, providing the foundation for over 25 years, working as an industry expert with the ITU-T, BBF, ATIS, ETSI, and numerous other standards organizations, as well as with the FCC, Ofcom, and other regional regulators. Ko has authored hundreds of contributions and articles, edited multiple industry standards and reports, and spoken frequently at industry conferences.



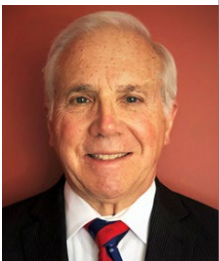
Scott McGrath (Presenter: Getting the Job Done) serves as chief operating officer for OASIS. Acting as an advocate for member interests, he manages member service operations, membership renewals, financial operations, and staffing resources to bring maximum benefit to all consortium participants. McGrath assists special interest groups, clarifies member issues, oversees technology, and enhances member benefits and programs. A frequent industry speaker, he is conversant on the latest advances in interoperable computing solutions and well-versed on industry studies and research related to the work of OASIS. He holds an MBA from Boston College.



Travis Murdock (Presenter: Getting the Job Done) is manager of technical committee operations at ASTM International. His primary function at ASTM is the management of numerous technical committees responsible for developing various standards related, but not limited, to bio/pharmaceutical product manufacturing, occupational health and safety, pedestrian/walkway safety, and footwear. Murdock is also responsible for the ASTM Academic Outreach program designed to promote awareness and education of standards to the next generation. From 2018-2020, he served as chair of the ANSI Committee on Education. Prior to joining ASTM in 2016, he began his standards career in 2010 with the Society of Cable Telecommunications Engineers (SCTE), where he managed the development and continued maintenance of coaxial and fiber optical cabling standards and practices. Murdock holds a bachelor's degree in telecommunications from Penn State and an MPA in nonprofit administration from West Chester University.



Elaine Newton, Ph.D., (Presenter: Politicization of Standards Development) is a senior director at Oracle for global standards policy and compliance and serves on the ANSI Board of Directors. Previously, Elaine worked for over a decade at the National Institute of Standards and Technology (NIST), where she most recently served as the standards lead for applied cybersecurity. In that role, she led efforts to establish security and privacy requirements for biometrics (in government and consortia) and spearheaded the initiative that produced international standards based on the NIST Cybersecurity Framework. Newton earned a BS from Georgia Tech and MS and PhD degrees from the Engineering and Public Policy Department at Carnegie Mellon University. Part of her dissertation ("Preserving privacy by de-identifying face images" published in IEEE TKDE) has over 600 citations.



Philip M. Piqueira (Annual Business Meeting) is vice president – global standards for UL Standards & Engagement, with responsibility for managing UL's global standards operation and for managing standards professionals in the U.S., Canada, China, Denmark, India, Mexico, Singapore, and Saudi Arabia. He also serves as the chairman of ANSI's Board of Directors. Prior to UL, he was the global standards leader for the General Electric Industrial Solutions business, with responsibility for unifying and integrating the Industrial Solutions standards activities on a global basis. He currently serves as chair of the ANSI Board of Directors and is a past president of the U.S. National Committee (USNC) of the IEC. Piqueira is a recipient of NEMA's Kite and Key Award and ANSI's Astin-Polk International Standards Medal and Meritorious Service Award. He has a B.S. in mechanical engineering from Worcester Polytechnic Institute and an M.S. in mechanical engineering from Rensselaer Polytechnic Institute, and is a registered professional engineer.



Andrew L. Russell, Ph.D. (Presenter: Getting the Job Done) is professor of history and dean of the College of Arts & Sciences at SUNY Polytechnic Institute in Utica, New York, and co-director of The Maintainers, a network of scholars and professionals focused on maintenance, repair, upkeep, and the everyday labor that keeps the world going. He is the author of *Open Standards and the Digital Age: History, Ideology, and Networks* (2014), and co-author of *The Innovation Delusion: How Our Obsession with the New Disrupts the Work that Matters Most* (2020) and *Circuits, Packets, and Protocols: Entrepreneurs and Computer Communications, 1968-1988* (2022). Russell serves on ANSI's Committee on Education, as well as editorial boards for the scholarly journals *Technology & Culture* and *Internet Histories*.



Dawn Shackelford (Presenter: Politicization of Standards Development) is executive director for trade agreements policy and negotiations at the International Trade Administration in the U.S. Department of Commerce. In this role, she oversees Commerce Department engagement in multilateral trade institutions, the monitoring of steel and aluminum trade and related matters, and U.S. foreign trade zones. Prior to this position, Shackelford served as an assistant U.S. Trade Representative, chaired the Trade Committee of the OECD, served as an adjunct professor at American University, and held positions within the Department of Defense. She holds a master's degree in international affairs from American University in Washington, DC, a bachelor's degree in politics from the University of California, Santa Cruz, and studied at the National University of Ireland, Galway, and Friedrich Schiller University, Jena, Germany.



Andy Updegrove (Keynote and Moderator: Getting the Job Done) is a co-founder of the Boston law firm of Gesmer Updegrove LLP. Since 1988, he has worked with over 220 standards development organizations and open source foundations, most of which he helped form. He has testified before multiple federal, state, and European Union committees and agencies regarding standard setting, and has filed pro bono "friend of the court" briefs with the Supreme Court and FTC on leading standards litigation. In 2002, he launched ConsortiumInfo.org, a site dedicated to standard setting. He has served on the boards of ANSI, the Free Standards Group, the Linux Foundation, and Workcred, and is a charter Fellow of OpenForum Europe, a standards and open source policy think tank. He is a graduate of Yale University and the Cornell University Law School.

THANK YOU TO OUR SPONSORS!



DIAMOND SPONSORS



PLATINUM SPONSORS



GOLD SPONSORS

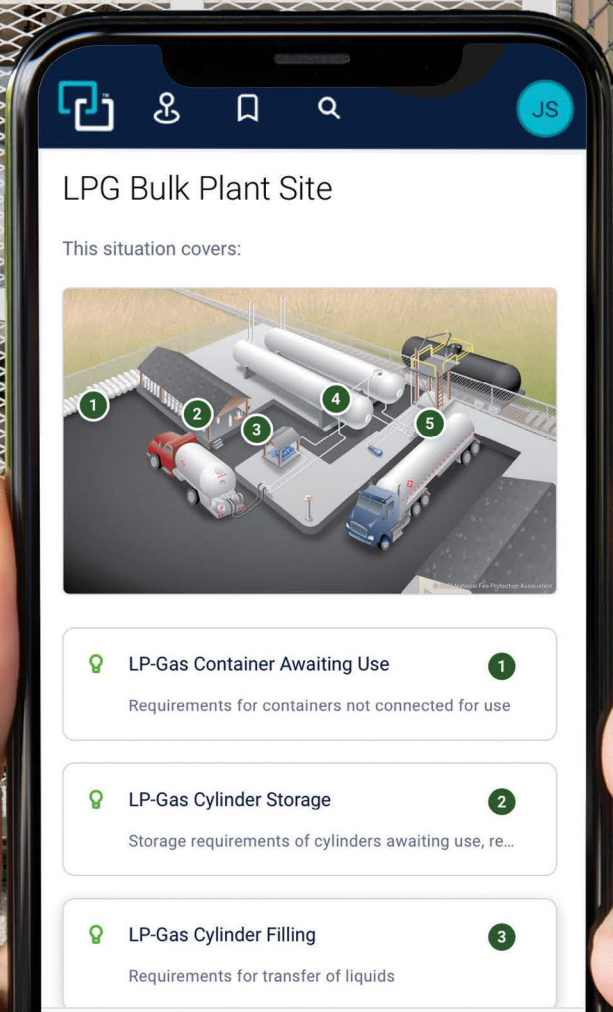


FRIENDS OF WORLD STANDARDS WEEK



NFPA LINK[®]

Your window
to productivity



WITH NFPA LINK[®] YOU HAVE ACCESS TO NFPA[®] CODES AND STANDARDS, EXPERT COMMENTARY, VISUAL AIDS, AND MORE—ALL IN THE PALM OF YOUR HAND.

LEARN MORE AND GET STARTED AT [NFPA.ORG/LINK](https://www.nfpa.org/link)



Standards & Engagement

120 Years of

Growing Trust.

We are a convenor, bringing together experts including manufacturers, government, academia, nonprofits, and more to ensure our standards are well-informed and impactful.

More than 4,000 experts sit on our technical committees, 20% of whom are based outside of North America

Preserving Access.

As a trusted resource for safety, our standards are a tool to preserve market access and protect availability.



Enabling Innovation.

Safety is the foundation of progress, a legacy we've reinforced throughout our history – from fire doors to home appliances – and are building on for our future – from clean energy to automation.



UL 2849

Standard for Electrical Systems for E-Bikes



UL 2272

Electrical Systems for Personal E-Mobility Devices



ANSI/CAN/UL 8400

Virtual Reality, Augmented Reality, and Mixed Reality Technology Equipment



ANSI/UL 4600

Safety for the Evaluation of Autonomous Products

This is why #StandardsMatter

We develop standards that address risks while guiding safety, performance, and sustainability to ensure products, systems, and services operate safely and effectively. To learn more, please visit [ULSE.org](https://ulse.org).

Happy World Standards Week from UL Standards & Engagement.

© 2023 ULSE Inc.

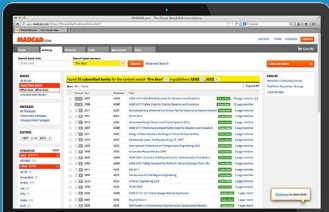


Stanza

BY INFOBEANS

MADCAD.com

A cloud-based reference library.



Intelligent digital content

Publications transformed into an interactive, connected, and searchable format, helping you to quickly make informed decisions.

Build for the future.

Create sustainable, resilient buildings and infrastructure that will be here for future generations.



A comprehensive library of licensed codes & standards.

Choose pre-made packages or pick and choose individual titles.

Model Codes & Standards

AABC	ASTM	CHD	SMACNA
AAMI	AWC	IAPMO	The Joint
ACI	AWWA	ICC	Commission
AISC	BICSI	IEC	TCNA
ASA	BIFMA	IEEE	TMS
ASCE	BHMA	IES	USGBC
ASHRAE	BOMA	ISO	WILEY
ASME	BSI	NETA	
ASSE	CRSI	NFPA	

US State Codes

For all 50 States & territories

US Local Codes & Amendments

For 23,000+ places

British Standards

Euro Codes

Manage risk.

Proactively and continually comply with codes and standards at every stage and step of your workflow.



Empowerment

Microsoft is a proud sponsor of World Standards Week.

Microsoft's mission is to empower every person and every organization on the planet to achieve more. This includes creating and delivering technology that is accessible and functional for everyone.



Market Development Through Standards

NEMA is an ANSI-accredited standards developing organization that publishes standards to advance **safety, efficiency, and sustainability**, expanding market opportunities for the electrical and medical imaging industries.

NEMA technical documents cover millions of products across multiple sectors: **buildings, lighting, utility, industrial, transportation, and medical imaging.**

Learn more at: nema.org/standards

