

WHO CARES

about standards?

YOU SHOULD

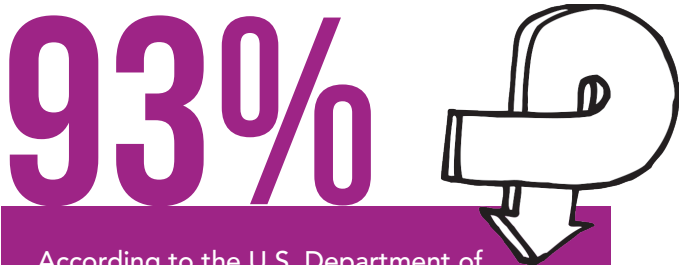
and it all begins with **membership**



why should i care

A QUICK THOUGHT EXPERIMENT

What would happen if you took **93%** of your business and ignored it? How long would it take for your competitors to pass you by?



According to the U.S. Department of Commerce, standards and technical regulations impact more than 93% of global exports.

So, if you aren't already engaged in the standards work that impacts your business, you are missing a huge opportunity... and you could also be hurting your prospects for growth and advancement.

INSURANCE

You wouldn't buy a car or a house without also buying insurance. Trying to compete in the global marketplace without understanding standardization is just as foolhardy. Think of ANSI membership as a form of insurance, helping you use standards and conformity assessment to your advantage.

FIRST THINGS FIRST

Standards and conformity assessment are vitally important to your organization, and they touch everything you do, whether you realize it or not.

What are standards? Behind the scenes, standards make everyday life work. They can establish size, shape, or capacity of a product, process, or system. They can define terms. And they can specify performance of products or personnel. For example, standards help ensure that you can take money out of any ATM in the world and that products on store shelves are safe.

What is conformity assessment? Conformity assessment is a key link between standards and the products/services themselves. For example, it can verify whether a product meets requirements for quality or safety.

ANSI'S ROLE

The American National Standards Institute (ANSI) is the coordinator of the U.S. standardization system. ANSI accredits standards developers, U.S. technical advisory groups, and conformity assessment bodies. ANSI is also your venue for standardization policy, and for connecting with international and regional standards bodies.



what's in it for **me**

SURGE AHEAD

Participating actively in standards will give you an edge – helping you access new markets, advance your positions, reduce costs, and increase efficiencies. ANSI has a globally respected voice, and spearheads standards coordination activities in leading technology areas.

Membership is your ticket to this sphere of influence.

GET A HEADS UP

ANSI membership gives you early warning about emerging issues that could threaten your business. And because of ANSI's strong relationships in Washington, in Beijing, in Europe, and around the world, we can help you address trade challenges and get a foothold in expanding markets.

BECOME A MEMBER AND BE HEARD

Standards are truly the international language of commerce, and ANSI membership will help you become fluent in how standards and conformance can impact your organization for the better.

The alternative? Your competition speaks the language. Your competition is at the table. And your competition makes decisions for you.

Become an ANSI member and be an influencer. **Be heard.**

MEET THE RIGHT PEOPLE

ANSI membership will help you build relationships within the standardization community and get intelligence you won't find elsewhere.

It's all about visibility and insight – networking and collaboration with government and industry leaders.

DON'T GET LEFT IN THE DUST

Standards work doesn't wait for you. Nearly every day, a standards group is making technical decisions that affect the future direction of your industry. And on the policy side, because ANSI is the front-line organization for standardization issues, ANSI members have the strongest voices in solving these challenges.

Shouldn't you be there?



www.ansi.org/membership



what are my options

TYPES OF MEMBERSHIP

Company Member – A corporation, partnership, or other entity that is created under the laws of the U.S. or any state thereof.

Government Member – A department or agency of the U.S. government or of any state, interstate, or regional authority.

Organizational Member – A not-for-profit scientific, technical, professional, labor, consumer, trade or other association.

Educational Member – A domestic, non-for-profit institution of higher learning.

International Member – An entity that is engaged in the activities of an organizational, company, or educational member that is not created under the laws of the U.S. or any state thereof.

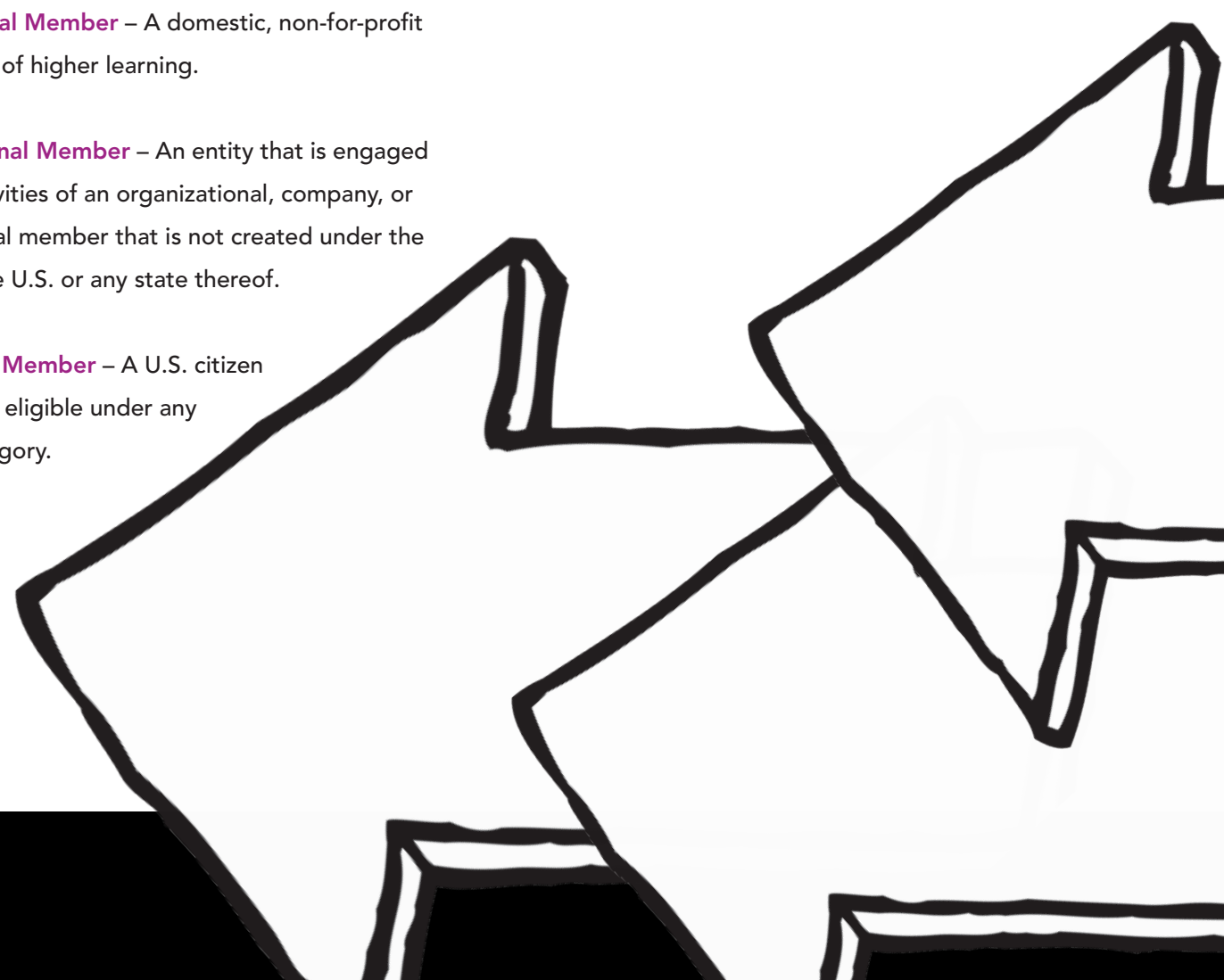
Individual Member – A U.S. citizen who is not eligible under any other category.

IN GOOD COMPANY

ANSI members comprise more than **270,000** companies, organizations, government agencies, academic and international bodies, and individuals.

In total, that's well over **30 million professionals** across nearly all industries and disciplines.

Join ANSI to get involved in standards work and have your voice heard – you'll find yourself in good company.





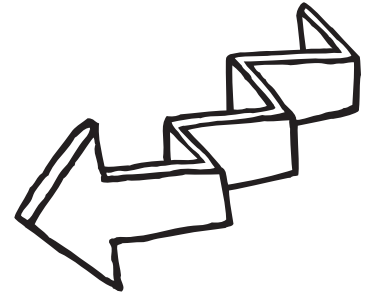
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OPERATIONS

ANSI GOVERNANCE AND POLICY COMMITTEES

National Policy Committee (NPC):

Develops policy and position decisions regarding national standards and conformity assessment issues, and government relations and public policy issues. This includes oversight of ANSI Executive Standards Council (ExSC), the Board of Standards Review (BSR), and the Appeals Board.

International Policy Committee (IPC):

Develops policy and position decisions on regional and international standards, conformity assessment, public policy, and other issues not related to either the International Organization for Standardization (ISO) or the International Electrotechnical Commission (IEC).

Intellectual Property Rights Policy Committee (IPRPC):

Develops policy and position decisions regarding national, regional, and international intellectual property matters and issues relating to copyright and incorporation of proprietary intellectual property in standards.

Conformity Assessment Policy Committee (CAPC):

Develops policy and position decisions on national, regional, and international conformity assessment issues. CAPC oversees the International Conformity Assessment Committee (ICAC) as well as the committees that make decisions on ANSI's accreditation programs for certification bodies.

Regional Standing Committees (RSC):

Develops policy positions on standards and conformity assessment activities in regional standards bodies (one RSC covers the Americas; another the Asia-Pacific region; and a third, Europe, the Middle East, and Africa).

ANSI ISO Council (AIC):

Develops ANSI policy positions on standards and conformity assessment issues exclusive to ISO.

United States National Committee of the IEC (USNC):

Develops policy and technical positions on standards and conformity assessment issues exclusive to IEC.