



## FOCUS ON MEMBERSHIP & STANDARDS BOOST BUSINESS

The U.S. and international standardization communities rely upon the active participation of thousands of dedicated volunteers – experts in various technologies, industry professionals, leaders in policy, processes, and procedures, academics, regulators and government representatives, consumers, and stakeholders of all kinds. The diverse membership of standards organizations are the key component to developing the strongest standardization solutions, addressing global priorities, and boosting business growth.

## Engagement Can Fuel Your Organization – If You Find an Engine

By Stephanie Montgomery, Vice President of Technology and Standards, and Zachary Carr, Director of Member Engagement, Telecommunications Industry Association (TIA)

Everyone in membership organizations has heard the phrase “member engagement.” A quick search yields dozens of articles and posts extolling the value of member engagement, offering the top-10 winning strategies, or claiming to “reveal the secret to a good program” others have missed. It’s tempting to dismiss member engagement as a fad, the latest buzz phrase, or the new face of membership retention. To the contrary, member engagement is the fuel that propels the engine of a membership organization.

Membership organizations – association or otherwise – are, at their most basic level, communities of interest. The degree to which these communities of interest are made up of engaged members will define the sustained success of an organization. In her book *The Art of Membership*, Sheri Jacobs observed that members can renew year after year, but this does not necessarily mean they are engaged. We’ve all seen these members: They reliably renew, but are generally invisible at your events, online communities, or other forums for members. They only keep up their membership for one or two reasons (e.g., the discount on events and the e-newsletter), and these are working for them.

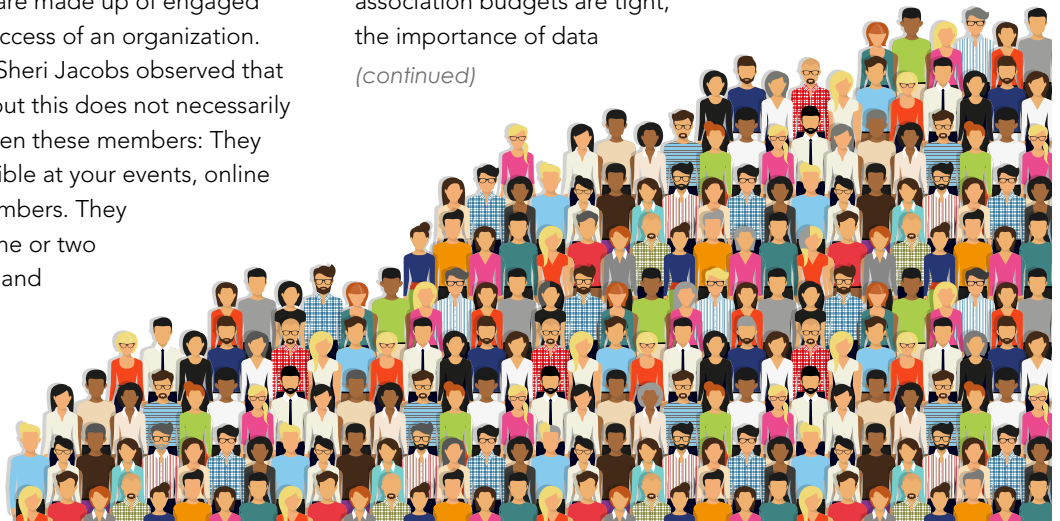
In short, it’s possible to have decent retention rates, but low levels of passion, participation, and engagement. Budget considerations and realities of

the present day dictate a clear requirement for organizations and individuals to realize a tangible return on membership investment.

### DATA AND SEGMENTATION STRATEGIES ARE CRITICAL

Many organizations struggle with capturing, managing, and deriving meaningful benefit from membership data. Having valid data on member activities and knowing what to do with it is a good first step. What trends in membership behavior can be plucked from data and compared to renewal rates, volunteerism, event attendance, or any other behavior or outcome? Unfortunately, when association budgets are tight, the importance of data

*(continued)*



### IN THIS ISSUE

1 Focus on: Membership & Standards Boost Business

8 Decision Depot

10 Laugh Track

11 Documents of Interest

12 IEC Headlines

13 Standardization News

14 Save the Date



IEC symbols for electrical current:



ALTERNATING CURRENT (AC)



DIRECT CURRENT (DC)



AC/DC

Engagement Can Fuel Your Organization – If You Find an Engine *(continued)*

management and analytics may be underestimated. The deeper the data mining efforts, the more benefit will be derived. However, don't succumb to the temptation of thinking that transactional data holds the key to engagement.

It is also important to recognize that a one-size-fits-all approach is limiting. Membership organizations must realize that segmentation is not just a marketing term, it's a fundamental strategy.

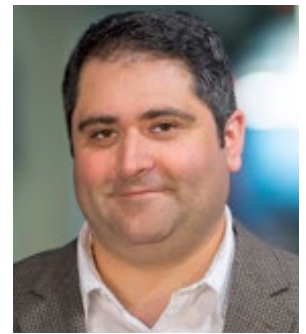
Segmentation allows you to deliberately steer what your members want to them. This allows you to tailor the members' likelihood of deriving ROI by giving them more of what they find valuable.

On a deeper level, segmentation is developing a series of related strategies for each segment that identifies which stakeholders really matter, and what they want. In *Accelerating Strategic Member Engagement*, Steve Lane and his co-authors offer up four segments for defining members and how they engage: Your stakeholder may be a

disconnected observer, an appreciative recipient, a knowledge contributor, or a solutions collaborator. Building strategies to serve each type of member is a difficult task, but it is essential. No organization can successfully be all things to all constituents.

**LOOKING BEYOND MEMBERSHIP**

The solution we are moving towards at the Telecommunications Industry Association (TIA) is to recognize that we have stakeholders outside of the traditional membership structure. Rather than seeing just one community, we are embracing that TIA is comprised of multiple communities. TIA membership offers a broad and rich value proposition for members. Our members can participate in engineering standards committees, government affairs,



STEPHANIE MONTGOMERY AND ZACHARY CARR

advocacy, content development, market acceleration, networking, and helping to drive our conceptual working groups that determine how we respond to industry's biggest challenges.

If this sounds like a lot, you are absolutely right! This is the challenge of a one-size-fits-all approach. As TIA embraces multiple communities, we are learning that some of our members do want this full level of engagement and to be active across *(continued)*



A Partnership to Spread the Word about the **POWER OF STANDARDIZATION**

There has never been a more crucial time for American businesses to leverage standardization (standards, codes, and conformance activities) to gain a powerful advantage in the global marketplace. Standards have the power to turbocharge innovation and fuel business growth. From design and manufacturing to distribution and marketing, all products and services are affected at some point by standardization – standards and conformance impact the strength of the American workforce, inform the direction of innovation, and underpin global commerce.

**Put simply, standards boost business.**

Consider this: the United States reigned supreme as the innovation leader of the 20th Century. And while we still

possess the talent, drive, and resources that fuel continual innovation, translating that promise into business growth has become our greatest challenge. We need effective tools to turn our ingenuity into the innovation and business strength that will drive U.S. competitiveness for the 21st Century. And strategic standardization is one of those tools.

Standards and conformity assessment play a critical role in removing barriers to trade, enforcing free trade agreements, and expanding foreign markets for U.S. goods and services. They impact more than 92% of U.S. goods exports, and are a key to the acceptance and success of U.S. products, personnel, and services overseas. With 95 percent of the world's consumers outside the United States we *(continued)*

## Engagement Can Fuel Your Organization – If You Find an Engine *(continued)*

all the association offers. Others want a more focused way to engage with TIA. Their goals are narrower. Their time is more constrained.

In fact, working with more focused communities can provide an engine that engagement fuels. It allows for volunteer and leadership opportunities that are more meaningful to our constituents. It helps make TIA a place that the industry comes to get things done.

### CASE STUDY: TIA'S STANDARDS DEVELOPING ORGANIZATION (SDO)

TIA has been an SDO for decades, developing technical standards for manufacturers, suppliers, and installers



of information and communications technology (ICT) equipment. Our member companies understand the value of having a product that is backed by an industry standard. They get the necessity of interoperability when installing equipment and operating extensive ICT networks. Their sales teams understand that the customer is making an investment in their purchase and requires assurance

MEMBERSHIP ORGANIZATIONS MUST REALIZE THAT A ONE-SIZE-FITS-ALL APPROACH IS LIMITING, AND SEGMENTATION IS A BETTER STRATEGY. IT ALLOWS YOU TO DELIBERATELY STEER WHAT YOUR MEMBERS WANT TO THEM AND TAILOR THEIR LIKELIHOOD OF DERIVING ROI FROM THEIR MEMBERSHIP.

that there is quality and reliability in the product in which they are investing. A technical standard can give them all these things and more.

The standards development method, as defined by the American National Standards Institute (ANSI), is a tried-and-trusted method that allows all stakeholders, including users, manufacturers, consumers, *(continued)*



need to grow our exports to grow our economy.

But many American companies and manufacturers

are missing the boat. Their leadership is often uninformed or misinformed about the value of standards and conformance as strategic business tools. Few of those who don't work directly in standardization are found to really have an understanding of its impact and potential power. Together, our community must commit to changing this perception.

We need to help C-suite executives and senior public policy officials understand that standards and conformance activities are powerful business tools at their disposal. They can help individual businesses out-innovate competitors in the global market and tap into new and expanding technologies, and help U.S. government and industry to fuel overall business growth. Executives must understand that if they don't position their organization to take a seat at the table and be part of the standardization process, they will be letting their competitors dictate the way they do business.

To lead that effort, the American National Standards Institute (ANSI) has worked in partnership with 30 other organizations to launch the Standards Boost Business (SBB) awareness campaign. SBB aims to inform and educate C-suite executives and senior public policy officials about the ways in which standards and conformance activities can boost business performance and innovation, lower costs, and help U.S. industry to be more competitive in the global marketplace. SBB is also a call to action for corporate America to devote more resources – time, money, and manpower – to standardization activities.

Through case studies and video testimonials, the StandardsBoostBusiness.org website provides real-world demonstrations of how U.S. businesses are leveraging standards to their advantage. Both by using standards and conformity assessment in their day-to-day operations, and by actively participating in the development of the documents that shape their industry and govern their markets, business leaders are gaining a competitive advantage over their competitors – both foreign and domestic. *(continued)*

## Engagement Can Fuel Your Organization, If You Find an Engine *(continued)*



TIA IS USING NEW ELECTRONIC METHODS TO STREAMLINE WHAT ARE ALREADY ROBUST STANDARDS DEVELOPMENT TOOLS.

government regulatory agencies, independent experts, and academics, to come together to discuss ways to improve systems and the performance of products in a manner that does not allow dominance by any single special interest.

In the case of TIA, we are united around the mission of accelerating improved performance in all aspects of the ICT network. While certainly we have

These "super members" are the life blood of our SDO. They are the volunteers who take leadership positions, edit documents, and propose new work.

As an organization, we are challenged to ensure that these members are supported, engaged, and appreciated. We also need to ensure that we are growing the next group of super members. At TIA we are developing enhanced program

members of all four member types in our engineering committees, without the expert knowledge contributors and hands-on solutions collaborators, no work would get done.

models around these communities and using new electronic methods to streamline our already robust standards development tools. Through this continuing investigation, evaluation and deployment method, we are enabling our members to more effectively accomplish the goal of improved quality, reliability, and performance for every user of ICT products.

Our SDO has proven to be a reliable engine for getting work that matters to the ICT industry done. Keeping this engine running, however, is dependent on the time, dedication, and engagement of our constituents. Without this investment on their part, the whole thing grinds to a stop. In short, engagement animates the process and fuels our success. ☺



[Click Here to Find Out How!](#)

To help executives reap the rewards of standardization, here are four important steps they can take:

- 1. Participate in standards development activities, both domestic and international.** Active participation enables a company to exert influence on technical content and align its products and services with changing market demand. It provides insiders' knowledge and early access to information on emerging issues, and helps reduce redundancy, minimize errors, and shorten time to market.
- 2. Rely on standards to design your products and services, and turn to recognized conformity assessment systems to test, inspect, certify, and accredit them.** Demonstrating compliance to standards helps a company's products, services, and personnel to cross borders. Standards also make cross-border interoperability possible, ensuring that

products manufactured in one country can be sold and used in another.

- 3. Treat standardization as a strategic business tool. Standards and conformance are a marathon, not a sprint.** As critical business tools, standards and conformance should be managed right alongside an organization's quality, safety, and environmental policies. They are just as important to the long-term health of a business.
- 4. Make a resource commitment – of time, money, and manpower - to the U.S. standardization system.**

At a time when the public and private sectors are looking to foster economic growth and create good jobs for the future, it is more important than ever that U.S. companies understand the value of standards and conformance. Our nation's standardization system can help to ensure America's strength in the innovation age while driving business growth and advancing U.S. competitiveness on the global stage.

Visit [www.standardsboostbusiness.org](http://www.standardsboostbusiness.org)

## AAMI Provides Unique Niche for Health Technology to Serve Diverse Membership

By Sabrina Reilly, Vice President of Membership, Jennifer Padberg, Senior Vice President, Standards Program and Policy, and Hae Choe, Director, Standards, Association for the Advancement of Medical Instrumentation (AAMI)

The Association for the Advancement of Medical Instrumentation (AAMI) is celebrating 50 years as a global leader dedicated to the development, management, and use of safe and effective health technology. AAMI's diverse community represents more than 7,000 stakeholders from a wide range of sectors including manufacturing, testing, regulatory, academia, clinical and biomedical engineering, clinicians, sterilization professionals, and others. AAMI serves a unique niche in the medical device and health technology space.

The medical device industry is one of the most highly regulated of all industries. In order for medical device manufacturers to market their devices in the United States, the U.S. Food and Drug Administration (FDA) requires notification of intent through submission of a [Premarket Notification or 501\(k\)](#) for certain class of devices. In meeting the 501(k), a manufacturer must demonstrate that it has met standards, like those published by AAMI, that have been recognized by the FDA. Often,



within AAMI standards committees, representatives from the FDA, different manufacturers of devices, and users of the devices or methods will sit together to develop consensus standards.

### KEY STANDARDS ACTIVITIES

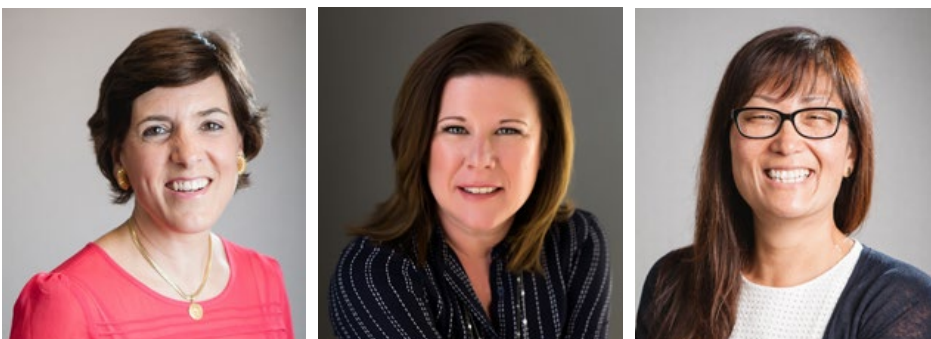
At its core is AAMI's vast experience in standards development. Internationally, AAMI serves as the Secretariat for several International Organization for Standardization (ISO) Technical Committees (TCs), including ISO TC 210 on *Quality management and corresponding general aspects for medical devices*, and ISO TC 198 on *Sterilization of health care products*, as well as Administrator of the TCs' U.S. Technical Advisory Groups (TAGs)

through ANSI. Through the USNC, a committee of ANSI, AAMI administers the Secretariat for IEC Subcommittee (SC) 62A on *Common aspects of electrical equipment used in medical practice*, and IEC SC 62D on *Electromedical equipment*. Domestically, AAMI holds the U.S. TAGs for these SCs and the main TC 62. Professionals who participate in AAMI's domestic standards program are often nominated as experts to IEC or ISO groups, and work directly with their international counterparts in developing international standards.

Jeffery Eggleston of Medtronic serves as the Secretary for IEC SC 62D, and had this to say: "Both my personal membership and my company's corporate membership in AAMI have enabled participation in standards activities that positively impact our industry and, more importantly, the patients we serve. Participation in AAMI's domestic activities served as a stepping stone into the larger international standards arena, allowing me to become effective more quickly."

### OUTREACH AND INFORMATION

Participation in standards development, cutting edge education and training, certifications, and community engagement through its *(continued)*



SABRINA REILLY, JENNIFER PADBERG, AND HAE CHOE

## AAMI Provides Unique Niche for Health Technology... (continued)

annual conference are among AAMI's most valued services. Through AAMI University, high-quality education and training programs are available on a wide range of topics. Much of AAMI's educational programming is based on our published standards. AAMI also offers certification for biomedical equipment technicians, specialists in radiology and laboratory equipment, and health technology and quality system managers.

Members of AAMI have access to our award-winning publications including *AAMI News*, a monthly newsletter with updates on industry, regulatory, and standards news and activities; *BI&T*, a peer-reviewed journal with articles providing practical guidance, timely news, research papers, and features to assist those working in health technology and sterile processing; and *Horizons*, a biannual publication offering a comprehensive and focused look at a specific topic. Recent editions of *Horizons* focused on cybersecurity and the role of systems engineering in healthcare technology.

### OPPORTUNITIES ABOUND

Helping to set the strategy for the future of AAMI in general and standards, specifically, through participation on AAMI's standing committees (e.g., the Committee on Standards Strategy) and the Board of Directors are additional and important opportunities offered only to members.

Whether paying a committee participation fee or becoming a member



AAMI ALSO DRAWS PARTICIPATION FROM CLINICIANS AND HEALTHCARE TECHNOLOGY MANAGEMENT PROFESSIONALS. AS A RESULT, VALUABLE INPUT FROM USERS OF THE DEVICES CAN BE SHARED WITH THE DEVELOPERS OF THE DEVICES AND INTEGRATED INTO THE DEVELOPMENT OF THE CONSENSUS-DRIVEN VOLUNTARY STANDARDS.

of AAMI, engagement in AAMI standards development is easy and the benefits are extraordinary. Active participation on our committees ensures that your voice, or that of your company or institution, is heard. Having a direct voice at the table as a participant in the AAMI's standards development program enables our stakeholders to boost their business by keeping tabs on new standards and activities that can be important to their product line.

AAMI also draws participation from clinicians and healthcare technology management (HTM) professionals. This is helpful in developing standards, as valuable input from users of the devices can be shared with the developers of the devices or equipment and

can be integrated into the development of the consensus-driven voluntary standards. AAMI's ultimate goal of patient safety is a philosophy and a goal for many of the members of AAMI who participate in standards development.

"AAMI has allowed me and my organization the valuable opportunity to interact with a broad scope of regulatory and standards professionals in the medical device arena to discuss domestic and international standards as well as to share best practices, to learn, and to 'argue' key points in a safe way," said Elisabeth George, vice president, global regulations and standards, at Philips.

AAMI's strong reputation both within the medical device industry and the HTM community has been beneficial in drawing new members and keeping current members. Our membership department also reaches out to non-members

with information, especially when new standards or new topics are being launched or being worked on by AAMI.

Continued commitment to ensuring that health technology is safe and effective through its work in standards and other programs will propel AAMI another 50 years and beyond.

### MORE INFORMATION

If you would like to learn more about AAMI membership and activities, visit [www.aami.org](http://www.aami.org). For questions about membership, contact [Sabrina Reilly](#). For questions regarding standards, contact [Jennifer Padberg](#). For questions about specific IEC standards that are overseen by AAMI, contact [Hae Choe](#). ☺

## U.S. FDA Participation in USNC Activities

By Jianchao Zeng, Senior Standards Advisor, CDRH Standards Program, U.S. Food and Drug Administration (FDA), USNC Council Member; and Scott Colburn, Director, CDRH Standards Program, U.S. FDA

The U.S. Food and Drug Administration (FDA) is responsible for protecting the public health by ensuring the safety, efficacy, and security of human and veterinary drugs, biological products, and medical devices; and by ensuring the safety of our nation's food supply, cosmetics, and products that emit radiation.



### USE OF CONSENSUS STANDARDS FOR FDA'S REGULATORY PURPOSES

Following the guidance of Circular A-119, FDA has developed its policy on standards to encourage active participation in the development and use of voluntary consensus standards, wherever possible, for its regulatory purposes, and for manufacturers in their design and development of

### GOVERNMENT-UNIQUE VS. VOLUNTARY CONSENSUS STANDARDS

The *National Technology Transfer and Advancement Act of 1995* (NTTAA) mandates that all U.S. federal agencies must use voluntary consensus standards in lieu of government-unique standards in their procurement and regulatory activities, except where inconsistent with law or otherwise impractical. The Office of Budget and Management (OMB) has developed Circular A-119, "Federal Participation in the Development and Use of Voluntary Consensus Standards and in Conformity Assessment Activities," last revised in 2016, which provides guidance for agencies participating in the work of voluntary consensus standards bodies.

Circular A-119 states that many voluntary consensus standards are appropriate or adaptable for the federal government's purposes, and the use of such standards, whenever practicable and appropriate, is intended to achieve the following goals:

- Eliminating the cost to the federal government of developing its own standards and decreasing the cost of goods procured and the burden of complying with agency regulation;
- Providing incentives and opportunities to establish standards that serve national needs, encouraging long-term growth for U.S. enterprises and promoting efficiency, economic competition, and trade; and
- Furthering the reliance upon private sector expertise to supply the federal government with cost-efficient goods and services.

products under FDA's regulatory authority. Use of consensus standards in regulation helps streamline regulatory review processes, accelerate U.S. market entry for high-quality safe and effective medical products, reduce regulatory burdens and increase benefit to cost ratio, improve interagency and global harmonization, and spur technological innovations and further development of more high-quality standards. It helps FDA fulfill its mission of protecting and promoting public health in a more cost-effective manner.

### FDA PARTICIPATION IN SDO COMMITTEES

According to the NTTAA Annual Report for FY 2014 prepared by the National Institute of Science and Technology (NIST), the number of federal government employees participating in standards developing organization *(continued)*



JIANCHAO ZENG AND SCOTT COLBURN

### Participation in IEC Committees by FDA/CDRH Employees during 2016-2017

# of IEC Committees/WGs	# of IEC/ISO JWGs	# of IEC/IEEE Committees	# of US TAGs
65	27	3	25

## U.S. FDA Participation in USNC Activities *(continued)*

(SDO) committees reached 3,385 in during 2013-2014. As of July 2017, 889 FDA employees have participated in standards development in 1,059 SDO committees. Almost half of those employees (425) are staff from the Center for Devices and Radiological Health (CDRH) who have participated in more than half of those committees (584), including 65 IEC committees, 27 IEC/ISO joint committees, 3 IECEE committees, and 25 U.S. Technical Advisory Groups (TAGs) for IEC committees or IEC/ISO joint committees.

### RECOGNITION OF VOLUNTARY CONSENSUS STANDARDS BY FDA/CDRH

The CDRH is the FDA's device center, which regulates medical device industries that manufacture, repackage, relabel, and/or import medical devices sold in the United States. CDRH also regulates radiation-emitting electronic products (medical and non-medical) such as lasers, x-ray systems, ultrasound equipment, microwave ovens, and color televisions.

### Recognition of Consensus Standards by FDA as of October 2017

# of FDA-Recognized Standards	# of FDA-Recognized IEC or IEC/ISO Standards
1,254	152 (12%)

Section 514(c) of the *Food, Drug and Cosmetic (FD&C) Act* authorizes FDA to recognize consensus standards that medical device manufacturers can use to satisfy part of the FDA premarket requirements. Currently, a total number of 1,254 consensus standards have been recognized by FDA for medical devices. Among them, 152 (12%) of the standards are developed by IEC or jointly by IEC and ISO, including corresponding U.S. adopted versions.

### WHY DOES FDA PARTICIPATE IN USNC?

Along with a few other federal agencies including NIST, the Department of Defense (DoD), and the Occupational Safety and Health Administration (OSHA), FDA has been a member of the USNC Council for many years. It has been a mutually

beneficial public private partnership. On one hand, by actively participating in USNC, FDA has been directly involved in the decision-making process on USNC policies and it is able to ensure that U.S. positions

on IEC policy and processes are not inadvertently affecting those of the FDA. FDA can leverage the rich expertise and experiences of USNC and its member organizations to help it develop new programs or initiatives in new areas such as conformity assessment. It is also an excellent platform for FDA to directly engage with its industry stakeholders, trade associations, and conformity assessment bodies to discuss issues of common interest in a timely manner.

On the other hand, USNC can leverage FDA's regulatory science expertise to better support U.S. manufacturers and other stakeholders in areas of standards use so that they can better compete in the global market. FDA can also support USNC with necessary expertise in certain specialty areas such as cybersecurity. ☺

### DECISION DEPOT

This quarterly column provides easy access to recent decisions that have been made regarding IEC and USNC policies and procedures that directly affect our members. Click the links below to access the recent decisions.



- [SMB DECISION LIST](#)  
[SMB/6250/DL](#)
- [CAB DECISION LIST](#)  
[CAB/1699/DL](#)
- [IEC COUNCIL DECISION LIST](#)  
[LIST C/2065/DL](#)





## Membership, the Lifblood of Standards Development

By Stephen Sharples, Director of Standards, CSA Group

It is widely known that standards are critical to assuring the safety of products, but their economic importance is often underestimated. This is where a critical linkage between our national technical resources and participation in international standards development becomes so important to boosting business and assuring that national interests are well represented. National, bi-national, and international standards lay a foundation for trade and economic prosperity, and participating in standards development offers individuals an incredible learning experience, a critical networking opportunity, and, most importantly, a voice for them and the organizations they represent.

CSA Group is a member-based organization, and an important distinction is the qualitative difference in the relationship between our organization and our members, a relationship that contributes to advancing their industries, both nationally and internationally. The quality of any standard increases proportionately when individuals representing a balanced cross-section of industry, academia, governments, regulators, and consumers all have an opportunity to participate in its creation. The process of engaging members and creating a member experience that is rewarding and fulfilling is one of the most



valuable attributes of a standards developing organization (SDO).

With this said, the challenges in standards development are not unlike those of every organization, i.e., changing demographics, changing employment conditions, new technologies, and the need for new knowledge and a solid succession planning process. The strategic opportunities for standards developers are pondered with four key questions:

1. How do we create awareness of the need for new members?
2. How do we encourage participation in standards development and becoming a member?
3. How do we qualify new members and develop current members?
4. How do we help members realize the necessary results and then appropriately recognize their achievements?

CSA Group draws on many parallels to the principles of strategic human resource management with one critical shift to a focus on volunteer members as opposed to directly compensated employee resources. That said, CSA Group has initiated several activities to engage, motivate, develop, and retain members and increase their overall satisfaction with standards development and the membership experience.

### ENGAGING THE YOUNGER GENERATION AND FUTURE STANDARDIZATION LEADERS

Succession planning on Technical Committees (TCs) is crucial to the transfer of important knowledge. The demographics within TCs are skewed towards more experienced individuals, and it's time to shift this to more balance between younger members and experienced members. To that end, CSA Group introduced a Young Professionals Member

program, to ensure younger members' perspectives are reflected in our standards and to encourage and support the future generation of standards community leaders.

An exciting component of this program each year is the CSA Academic Challenge, where students are invited to participate and share their research and perspectives about industry practices or issues that are influenced by standards or those that should be addressed in the future. Challenge finalists, selected by a judging panel, are then sponsored to attend the CSA Group Annual Conference to present their project to members who will vote to select a winning presentation. It has proven to be a very effective method of broadening reach beyond young professionals who have already begun their careers.

### INNOVATION IN STANDARDS DEVELOPMENT

Working collaboratively and achieving consensus is essential to the timely development of standards. Solutions for complex issues and systems require the active participation of experts and consumers across diverse sectors and industries to collaborate on holistic issues affecting consumer safety, interoperability, worker safety, and product *(continued)*



STEPHEN SHARPLES

## Membership, the Lifblood of Standards Development *(continued)*

performance. It can be said that effective standards development is derived from a community.

To address the need for community, the CSA Group Communities platform was introduced – a collaborative online space where members of TCs, CSA Group staff, and users of standards from all walks of life can connect and engage in a dialogue about standards. The Communities allow experts from around the world to collaborate, making the entire standards development process more flexible, inclusive, and efficient.

As traditional methods of developing standards struggle to keep pace with advancing technologies (e.g., cloud computing, mobile, and social media), CSA Group is rapidly evolving new virtual collaboration tools to engage an increasingly diverse and global membership, as well as the next generation of standards writers. The Communities support virtual standards development and facilitate synchronous and asynchronous collaboration. Building the Communities has also engaged the

greater public in standards development while creating a more connected membership, and has significantly contributed to a reduction of overall standards development time, which is a universal focus of industry, government, and standards developers.

### MEMBER ONBOARDING

Volunteer member experts are key contributors to standards development, and creating a member-friendly standards development process is very important to retaining members. A key component of this is the member on-boarding process, which includes activities ranging from outreach to the sign up process, and assuring that members are informed of the appropriate procedure and practices as well as the important aspects of collaboration and achieving consensus. At CSA Group, we offer online training material to members and in-person education for the chairs of TCs and our strategic steering committees.

### RECOGNITION OF ACHIEVEMENT

CSA Group is committed to celebrating the success of its members.


Committees are essentially cross-functional teams that work together for a number of years and produce impactful output. For many, being a member is much more than participating on a committee; it is professional development and a large part of their career. Being

recognized for key achievements by member peers is incredibly rewarding. CSA Group receives nominations each year for members that have gone above and beyond, and they are formally recognized with awards at CSA Group's annual general meeting. These award ceremonies are very emotional and really display the pride that comes from participating in standards development, truly making the world a better, safer place.

### MEASURING PERFORMANCE

Lastly, but of paramount importance, is measuring our members satisfaction with the standards development process. CSA Group continually surveys its members and collects data to calculate a Net Promoter Score (NPS). Members are treated no differently than commercial customers and it's their feedback that enables us to continually improve our standards development process, be it national, bi-national, or international. The NPS is of particular importance because we want to be assured that our members will recommend participation in standards development to their peers and their organizations. It's key to bringing the best minds to the standards development table!

### FOSTERING A STRONG FUTURE

Participating in standards development can be an incredibly rewarding experience, and the quality of any standard increases when individuals representing a balanced cross-section of stakeholders share their voice in its development. CSA Group understands that everything we do in our mission to create a better, safer, more sustainable world is achieved through the efforts of more than 9,000 volunteer members and has built robust membership programs to support and grow that base. For more information on becoming a member, visit CSA Group's website at [www.csagroup.org](http://www.csagroup.org). 

### LAUGH TRACK



***“What if this time, more heads has made us more stupid?”***

CartoonStock.com

## Explore ANSI's Activities through Annual Report and Membership Overview Webinar

**M**ore than 1,200 companies, organizations, and institutions are reaping the benefits of membership in the American National Standards Institute (ANSI), and that number continually grows as the Institute's areas of activity expand domestically and globally. Those interested in learning about the most recent accomplishments of this diverse, collaborative group can download the recently published [2017 ANSI Annual Report](#).

### ANSI MEMBERSHIP WEBINAR

There is a lot written about ANSI and its role as coordinator of the U.S. standardization system – but there's no better way to learn how you can benefit than by talking with ANSI staff directly. Find out why so many people value their membership in ANSI. Join an upcoming webinar and ask questions!

The free one-hour webinar is hosted live and provides an overview of ANSI's activities and engagement opportunities, as well as how to take full advantage of



**ANSI membership.** A Q&A session encourages active dialogue between ANSI members and membership staff.

Additionally, participants will get information about:

- Ways to contribute and develop important connections in your field.
- International standards and their impact on you and your business.

- The vital role international standards play in reducing costs at every level and ensuring quality, safety, and interoperability.
- The role of U.S. Technical Advisory Groups (TAGs) and the qualifications to serve on a TAG.
- Which technical areas are currently working in collaboratives and workshops and how you can be part of the action.
- How the U.S. standardization system aligns with the World Trade Organization (WTO's) internationally recognized principles for standards development.
- Exclusive discounts and access to standardization events

The ANSI Membership Overview Webinar is held monthly on the first Friday of each month; current dates and registration information are [available here](#). For more information, contact ANSI's membership team at 212-642-8922 or [membership@ansi.org](mailto:membership@ansi.org). ☺

## DOCUMENTS OF INTEREST



Stay up on the latest policies, documents, and other resources from the USNC, IEC, ANSI, and other partners in the standards and conformity assessment community.

- [USTR Foreign Trade Barriers Report](#)
- [Cybersecurity for the Modern Grid](#)
- [Tried and Tested: LVDC Projects Pave the Way for Standardization](#)
- [Fossil Fuels in the Energy Mix: Ensuring Safety in the Oil, Gas, and Coal Sector](#)

## USNC's Joseph Musso among Recipients of IEC's Prestigious Thomas Edison Award

At the 81st IEC General Meeting in Vladivostok, Russia, seven persons were presented with the 2017 Thomas A. Edison Award, including the USNC's Thomas Musso, Secretary of IEC Technical Committee (TC) 72, *Automatic electrical controls*. The Edison Award recognizes exceptional leaders of the IEC family who, through their outstanding commitment and expertise, have contributed to making products and electrical systems safer, more energy efficient and more compatible.

The seven 2017 honorees are:

- Joe Gryn, Chair, IECEE PAC
- Kyung-Tae Kang, Secretary, TC 119
- Joseph Musso, Secretary, TC 72
- Fumio Ueno, Chair, TC 105
- Uberto Vercellotti, Past Chair, TC 89
- Alexander Zalogin, Vice-Chair, IECEx
- Peter Zwanziger, Past Chair, TC 22



JOSEPH MUSSO



Joseph Musso, standards program manager, UL, has fundamentally transformed the way IEC TC 72 operates and delivers its important work as the committee's Secretary. With his calm and professional demeanour, Mr. Musso he has facilitated communication with other technical committees, ensuring cooperation and balancing country participation and influence in standardization work.

IEC TC 72 develops international standards for the increasing number of connected appliances that are controlled

from a distance using ever smaller electronic controls. They open and shut blinds, windows and vents to control temperature. They also operate fans, dampers, valves and pumps so that water or air can flow in heating and cooling systems. Their operation is triggered by timers or sensors that react to light, temperature or humidity levels. A key requirement is that these controls operate when called for and do so securely without the danger of being hacked.

The IEC's Edison Award was established in the spirit of Thomas Alva Edison, 1847-1931, one of the greatest inventors in history. Mr. Edison developed a system of electric power generation and distribution which was a major break-through in the modern industrialized world. His over 1,000 patents included improving the incandescent lamp, film projection, and sound recording, which still have an impact on our daily lives. ☺

## Joint IEC, ISO, and ITU Team Honored with Emmy Award for Video Engineering

On October 25 the U.S. Academy of Television Arts & Sciences presented the Joint Collaborative Team on Video Coding (JCT-VC) with a Primetime Emmy Engineering Award for outstanding achievement for video engineering work in "High Efficiency Video Coding," or HEVC (H.265) – a video compression standard that has emerged as the primary coding format for ultra-high definition (UHD) TV.

Experts on the JCT-VC represent the International Telecommunication Union (ITU) Video Coding Experts Group of ITU-T Study Group 16 and the ISO/IEC Moving Pictures Expert Group of ISO/IEC Joint Technical Committee (JTC) 1 on Information Technology, Subcommittee (SC) 29, Coding of audio, picture,

multimedia and hypermedia information. The team that developed the HEVC standard included representatives from about 200 industry and academic global institutions.

IEC General Secretary and CEO Frans Vreeswijk said, "My sincere congratulations to the team of experts behind this standard and a big thank you to the U.S. Academy of Television Arts &

Sciences for recognizing the importance of international standards, which are the result of fruitful collaboration between many countries and organizations."

Video accounts for about 75 percent of all consumer Internet traffic, and is expected to rise to over 80 percent by 2020. The majority of this video is coded using international standards developed in collaboration by IEC, ISO, and ITU.

The U.S. plays a leading role in ISO/IEC JTC 1, with ANSI holding the secretariat and Karen Higginbottom of HP serving as JTC 1's chair through the end of 2017. The ANSI-accredited U.S. Technical Advisory Group (TAG) Administrator to ISO/IEC JTC 1, SC 29, is the InterNational Committee for Information Technology Standards (INCITS). ☺



## Vertical Edge Intelligence – New IEC White Paper Released

Originally published on the IEC blog, <https://blog.iec.ch/>

To enable and realize the true value of the Internet of Things (IoT), edge intelligence pushes processing for data intensive applications away from the core of the cloud to the edge of the network. This radical transformation will support trillions of sensors and billions of systems. Edge intelligence will treat data in motion differently from data at rest.

Yun Chao Hu, senior director, strategies, standardization, and industry development, at Huawei Technologies Co., Ltd, said: "We are very pleased with the publication of the IEC White Paper on Edge Intelligence. It is evident that electrotechnology is undergoing a digital transformation which goes well beyond connectivity and requires evolved data processing. The demand of real-time networking also requires real-time decision making based on data retrieved within the electrotechnical solutions. Therefore, the combination of edge computing with machine learning, data processing and (cyber) security capabilities into 'edge intelligence' will contribute towards the provisioning of artificial intelligence close to where the data is collected. This will drive new business and technology opportunities for the whole market. The White Paper calls for an extended role of the IEC in this area and in establishing test beds to solicit industry feedback on the IEC specifications and interoperability with open source implementations."

The paper synthesizes current trends in the areas of cloud-computing, mobile networking, IoT, and other domains that require low delay in communication and decision. Such domains include for example smart manufacturing, video analysis for security and safety, automotive, intelligent city furniture or virtual reality. The publication explores market potential and vertical use-case requirements, analyzes gaps, and produces recommendations for adopting vertical edge intelligence technologies.

The White Paper was developed by the IEC Market Strategy Board (MSB), which brings together chief technology officers (CTOs) of major technology companies in collaboration with the Fraunhofer Institute for Open Communications Systems, FOKUS NGNI, of Germany.

The White Paper can be downloaded or ordered here: <http://www.iec.ch/whitepaper/edgeintelligence>.



## Register for ANSI Certificate Issuers' Accreditation Workshop

ANSI will hold a Certificate Issuers' Accreditation Workshop on November 6-7, 2017, from 9 a.m. to 5 p.m. at ANSI headquarters in Washington, DC.

The two-day workshop is designed to introduce interested stakeholders to the American National Standard (ANS) ASTM E2659-09, *Standard Practice for Certificate Programs*, and its requirements for developing a quality education/training course that has an assessment at the end to determine if the learning outcomes have been achieved.

The course will cover such areas as: terminology, significance and use of the standard, requirements for certificate issuers, and certificate program and certificate issuance and use. Presentations will include the following:

- Defining terminology and identifying documents, best practices, and other resources that can be helpful in building an understanding of the standard
- Describing the specific requirements of ASTM E2659
- Identifying what content (including types of documents and data) may be helpful in demonstrating compliance with each requirement and how this content will be reviewed during an accreditation visit
- Describing the ANSI accreditation process based on ISO/IEC 17011, *Conformity Assessment-General requirements for accreditation bodies accrediting conformity assessment bodies*

The workshop will provide those interested in entering the accreditation process for certificate programs with the ability to begin a self-assessment process that will identify strengths, as well as possible gaps, in meeting the specific requirements. Representatives of corporations, organizations, government agencies, and other groups that issue certificates based on a training or education course, as well as stakeholders who accept individuals with certificates within their organizations (e.g., HR directors), are encouraged to attend.

Learn more and register at [www.ansi.org/Accreditation/workshops/Certificate-Issuers-Accreditation](http://www.ansi.org/Accreditation/workshops/Certificate-Issuers-Accreditation).

The screenshot shows the ANSI Accreditation website. At the top, there is a banner with the text "CREDENTIALING ACCREDITATION" and "DEMONSTRATE THE QUALITY OF YOUR CREDENTIAL". Below this is a navigation menu with links: Benefits, ANSI Programs, Who's Accredited, Recognition, News, Workshops, Staff, and Feedback. The main content area features a section titled "Certificate Program Accreditation Overview" with a sub-header "Make Your Certificate Mean More... to Potential Students, to Certificate Holders, to Employers, and to Regulators". The text below explains that the American National Standards Institute Certificate Accreditation Program (ANSI-CAP) helps document that a program meets an American National Standard for quality. It also mentions that employers and regulators care about ANSI Accreditation. There is a small graphic of an American flag and the text "INTERNATIONAL STANDARD" on the right side of the screenshot.

SAVE THE DATE: IEC 2022

## Host City Announced: **SAN FRANCISCO!**

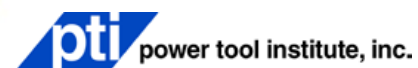
### Sponsor the IEC 2022 General Meeting Hosted by the USNC

For only the seventh time since 1904, the United States is gearing up to host the IEC General Meeting, 31 October – 4 November, 2022, in San Francisco. Organizations with a stake in all areas of electrotechnology are invited to demonstrate their commitment to international standardization and conformity assessment through sponsorship of the ten-day event.

For more information, see the [IEC 2022 Sponsorship Brochure](#) or contact USNC/IEC Secretary General Tony Zertuche at [tzertuche@ansi.org](mailto:tzertuche@ansi.org) or 212-642-4892.



## Thank You to the Organizations Already on Board as IEC 2022 Sponsors



SAVE THE DATE

## Mark Your Calendar for Upcoming Meetings & Events

### ABOUT THIS PUBLICATION

The USNC Current newsletter is distributed to the constituency of the U.S. National Committee (USNC) of the International Electrotechnical Commission (IEC). It provides updates on technical activities and other information of interest to members of the electrotechnical community. Some articles are reprinted with permission from the IEC News log.

### DISCLAIMER

The opinions expressed by the authors are theirs alone and do not necessarily reflect the opinions of the USNC/IEC nor of ANSI.

### HOW TO CONTRIBUTE

Contributions are gladly accepted for review and possible publication, subject to revision by the editors. Submit proposed news items to: Kendall Szulewski-Francis, [ksfrancis@ansi.org](mailto:ksfrancis@ansi.org)

### Published in ANSI's NYC Office

25 West 43rd Street  
Fourth Floor  
New York, NY 10036  
[www.ansi.org](http://www.ansi.org)



## 2018

**23 – 25 January**  
**USNC Management Meetings**  
**UL, Research Triangle Park, NC**

**11 – 12 February**  
**SMB Meeting**  
**Vienna, Austria**

**16 – 20 April**  
**COPANT**  
**Montego Bay, Jamaica**

**1 – 3 May**  
**USNC Management Meetings**  
**Dell, Austin, TX**

**14 – 18 May**  
**PASC**  
**Okayama, Japan**

**11 – 12 June**  
**SMB, CAB Meetings**  
**Geneva, Switzerland**

**September**  
**USNC Management Meetings**  
**TBD**



**22 – 26 October**  
**82nd IEC General Meeting**  
**22 October: SMB, CAB**  
**Busan, South Korea**

## 2022

**31 October – 4 November**  
**86th IEC General Meeting**  
**San Francisco, CA, USA**

Hosted by



**United States  
National Committee  
of the IEC**

For additional event info, visit [www.ansi.org/calendar](http://www.ansi.org/calendar)  
and search for "USNC" or "IEC"

UPCOMING 2017 ISSUES OF THE *USNC CURRENT*

[www.ansi.org/usnc](http://www.ansi.org/usnc)

Q IV Standards in Trade