



GLOBAL STANDARD SETTING 2007
An Interactive Discussion



Panel: The Business of Standards Setting

Chaired by
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Open Forum for Standards Developers
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The Dual Nature of Standards Organizations

- ❑ Accomplishing the organization's mission of developing standards
- ❑ Running the organization as a business

Necessity of Running a Successful Business

- The organization must be an ongoing business
 - A financial failure will result in not accomplishing the organization's mission of developing standards
- Most standards work done by volunteers, but...
- Organization must provide direction and support

Support From the Organization Allows Work to be Successful

- Staffing
 - secretariat
 - member mgmt, accounting, etc.
- Infrastructure
 - email
 - web
 - doc mgmt
 - balloting
 - etc.
- Technical and strategic direction
- Adoption-related activities
 - educational seminars
 - conformance, certification, etc.
- Distribution and maintenance of completed work

Organizational Business Issues

- Business Model; Revenue Sources
 - dues, sponsorships, sales, events, etc.
- Staffing Models and Levels
 - paid staff vs. volunteers
 - in-house vs. outsourced
- Membership Recruiting and Retention
 - membership levels and benefits
 - technical strategy; work interesting and beneficial to members
- Etc.

Panelists: The Business of Standards Setting

- Drew Azzara, ASTM Int'l
 - Growing the organization; adapting to market changes
- Jeff Burnett, Open Geospatial Consortium
 - Making standards relevant to user requirements
- Chris Dubay, Nat'l Fire Protection Assoc.
 - Providing infrastructure to make committees successful
- Andy Freed, Virtual
- Jeff Ravencraft, USB Implementers Forum