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