

<p>Peter R. Benson <i>panelist</i></p>	<p>The executive director and chief technical officer at the Electronic Commerce Code Management Association (ECCMA), Peter Benson is responsible for the design of the eOTD, an internationally recognized open technical dictionary.</p> <p>Peter is also the project leader for ISO 8000, the international standard for data quality, and for ISO 22745, the standard for open technical dictionaries and their application to master data; moreover, he serves as convener of the working group on quality for ISO Technical Committee 184/Subcommittee 4, <i>Industrial data</i>.</p> <p>Peter is an expert in the creation and maintenance of quality master data and standardized descriptions that determine the accuracy and speed of information retrieval systems.</p>
<p>William Berger <i>panelist</i></p>	<p>William Berger is managing director for technical codes and standards at the American Society of Mechanical Engineers (ASME). With more than thirty years of experience at ASME, he is responsible for the development and maintenance of hundreds of technical standards.</p> <p>William is also responsible for supervising the training of approximately 4,000 ASME staff and volunteers. In addition, he oversees all matters related to ASME's accreditation as a developer of American National Standards.</p> <p>He currently serves as chairman of ANSI's Executive Standards Council.</p>
<p>S. Joe Bhatia <i>president and CEO of host organization</i></p>	<p>S. Joe Bhatia is the president and chief executive officer of the American National Standards Institute (ANSI). Prior to joining ANSI, Mr. Bhatia held the position of executive vice president and chief operating officer of the international group at Underwriters Laboratories Inc. (UL).</p> <p>Joe is the former chairman of the United States Standards Strategy Committee. He currently serves as vice chairman of the Industry Trade Advisory Committee on Standards and Technical Trade Barriers (ITAC 16), a joint program of the U.S. Department of Commerce and U.S. Trade Representative.</p> <p>A member of the International Organization for Standardization (ISO) Council Standing Committee on Strategies, he also holds a seat on the Oakton Community College Education Foundation Board and recently retired as a member of the National Fire Protection Association Board of Directors.</p>
<p>Judy Brewer <i>panelist</i></p>	<p>Currently directing the Web Accessibility Initiative (WAI), Judy Brewer is the chief liaison on accessibility policy and standardization at the World Wide Web Consortium (W3C). In this position, she promotes awareness and implementation of web accessibility, ensuring dialog among industry, the disability community, accessibility researchers, and government on the</p>

	<p>development of consensus-based accessibility solutions.</p> <p>The recipient of many awards for her efforts and advocacy in this field, she serves on the U.S. National Council on Disability's International Watch Task Force, and previously served on the U.S. Access Board's Telecommunications and Electronic Information Technology Advisory Committee (TEITAC).</p> <p>Prior to joining W3C, Judy worked on several U.S.-based initiatives to increase access to mainstream technology for people with disabilities. She has a background in management, technical writing, education, applied linguistics, and disability advocacy.</p>
<p>Dr. Richard Forselius <i>panelist</i></p>	<p>Dr. Richard Forselius is manager for records and standards at Hamilton Sundstrand/United Technologies Corporation. He recently served as interim environmental program manager supporting the company's policy to create products that minimize environmental impact. Rich leads a number of cross-functional teams and business enterprises in improving processes, and developing and implementing policies.</p> <p>Rich serves on the ANSI Board of Directors and its Executive Committee. He also sits on the National Policy Committee, the International Policy Committee, and the ANSI Company Member Forum (CMF), and is chairman of the ANSI Committee on Education. Rich is also a member of the steering team of the ANSI-NAM Network on Chemical Regulation, where he co-chairs Working Group 3, Standards and Conformity Assessment.</p> <p>An adjunct instructor for Albertus Magnus College, Rich also participates in the Aerospace Industries Association (AIA) Engineering Management Committee and the Strategic Standardization Forum for Aerospace.</p>
<p>Christopher Gift <i>panelist</i></p>	<p>Chris Gift is vice president of marketing at Kavi Corporation with responsibility for product strategy and demand creation.</p> <p>Prior to joining Kavi in 2007, Chris was director of marketing at Viacore, which built the largest automated private trading networks. Previously, he held numerous senior marketing positions at IBM, Ingram Micro, and Printrak International. In addition, Chris served as a member of the RosettaNet Service Provider Board.</p>
<p>Lynne Gilbertson <i>moderator</i></p>	<p>Lynne Gilbertson is vice president for standards development with the National Council for Prescription Drug Programs (NCPDP). She is responsible for providing technical assistance on developing standards to the association's membership. A member of NCPDP since 1990, she helped produce the Batch Standards, Telecommunication Standards, and the SCRIPT Standards.</p> <p>Lynne is staff liaison to two ISO/IEC JTC1 working groups on <i>Telecommunication (WG1)</i> and <i>ePrescribing and Related Transactions (WG11)</i>. She is a board member of ANSI's Healthcare Information Technology Standards Panel (HITSP) and a representative of NCPDP to HITSP. She is secretary to the Designated Standards Maintenance Organization (DSMO).</p>

	<p>Previously, Lynne was assistant vice president of Pharmacy Systems at ENVOY Corporation. Her professional career began in therapeutic recreation with elderly and psychiatric environments.</p>
<p>George A. Gulla <i>moderator</i></p>	<p>George Gulla is vice president of publications at the American National Standards Institute (ANSI). In this position, Mr. Gulla is responsible for establishing and implementing ANSI’s strategic and operational goals for sales and revenue growth through product diversification in areas such as publications sales and membership. He is also focused on the development of relationships that will align the Institute with applicable regional and world-wide sales and marketing initiatives.</p> <p>A career professional in the development and delivery of information services for industry, government, academia and consumers, Mr. Gulla’s skills and expertise span across financial and investment services to more consumer-focused Internet-based initiatives.</p> <p>He joined ANSI after more than 15 years with Standard & Poor’s, where he held positions such as vice president and general manager, reference market services; vice president of investment research services; senior director of retail and individual investor services; and director of ratings information services.</p>
<p>Jim Hughes <i>moderator</i></p>	<p>Jim Hughes is a senior standards strategist at Microsoft Corporation. In this position, he develops strategic standards policies and leads Microsoft’s engagements in numerous standards activities. Among them, Jim is a member of the INCITS Executive Board, representing the U.S. in ISO/IEC JTC 1 standards activities, and he is also a member of the Standards Board and Corporate Advisory Group of the Institute of Electrical and Electronics Engineers (IEEE).</p> <p>During his thirty years experience in the industry, Jim has held development and standards roles at Microsoft, HP, Fujitsu, UniSoft, Amdahl and IBM. He has also served on many standards consortia boards, including the Organization for the Advancement of Structured Information Standards (OASIS), WS-I, Object Management Tool (OMG), Open Software Foundation (OSF), Open Group, Liberty Alliance, Globus Consortium and others.</p>
<p>Peter Lefkin <i>panelist</i></p>	<p>Peter Lefkin is the cofounder of the IEEE Industry Standards and Technology Organization (IEEE-ISTO) that was launched in January 1999 as an independent, not-for-profit corporation affiliated with IEEE and the IEEE Standards Association. Acting as a flexible operational forum, IEEE-ISTO offers strategic management support to facilitate standards development and post-development related activities to industry groups (e.g., consortia, special interest groups, alliances, forums, working groups).</p> <p>Peter has served as the executive director or secretary for a number of programs under the IEEE-ISTO umbrella. Additionally, he manages ISTO’s day-to-day operations. He is a frequent speaker, moderator and facilitator at trade shows, meetings, press and analyst events and industry conferences.</p>

<p>Geoffrey D. Oliver <i>keynote speaker</i></p>	<p>Geoffrey Oliver is a partner in the Washington, DC, office of the global law firm Jones Day. His practice focuses on antitrust matters, with particular emphasis on government investigations.</p> <p>He previously held various positions in the Federal Trade Commission's Bureau of Competition, including serving as the assistant director responsible for the Anticompetitive Practices Division from 2004 to 2007. During the time he worked at the Federal Trade Commission, he participated in multiple investigations and policy initiatives involving standard-setting, intellectual property and other issues.</p> <p>Prior to joining the Federal Trade Commission, Geoff practiced antitrust law in Washington, DC, and Brussels.</p>
<p>Robert Noth <i>keynote speaker and chairman of the hosting organization</i></p>	<p>Robert Noth is manager of engineering standards for Deere & Company, where he is responsible for overseeing the development, deployment, utilization and administration of standards affecting the Deere product line worldwide.</p> <p>Bob also serves as a chairman of the ANSI Board of Directors. He is a former member of the Company Member Forum Executive Committee, and a former chair of the ANSI International Committee.</p> <p>Bob is active in several professional societies and standards developing organizations, including the American Society of Agricultural and Biological Engineers (ASABE), SAE International, and the Institute of Industrial Engineers (IIE).</p>
<p>John Quinn <i>panelist</i></p>	<p>John Quinn is the chief technology officer of Health Level Seven (HL7) and has served in this position since September 2007.</p> <p>John is also a senior executive and chief technology officer in Accenture's Health Life Science's Provider Practice focusing on health care information systems technologies, architectures and data, and messaging standards.</p> <p>John has over thirty years experience in the healthcare IT and computer industries; he has participated on the HL7 Board of Directors since its inception and served as the chair of its Technical Steering Committee from 1989 – 2007.</p>
<p>Mary Saunders <i>keynote speaker</i></p>	<p>Mary Saunders is the chief of the Standards Services Division (SSD) at the National Institute of Standards and Technology (NIST). SSD administers a range of standards-related programs providing solutions to regulatory and industry needs and increasing trade opportunities.</p> <p>Mary also chairs the Interagency Committee on Standards Policy, which is charged with coordinating federal agency standards-related activities. Very active in ANSI's governance activities, she currently serves as chair of the Institute's International Policy Committee.</p>

<p>Daniel Schultz <i>panelist</i></p>	<p>Dan Schultz is director of committee services at ASTM International. This division provides support services – from online meetings to balloting logistics – to the standards-writing activities of ASTM’s technical committees.</p> <p>Dan began his career at ASTM International in 1998 as a manager in the Technical Committee Operations Division. He has helped develop and manage several of the organization’s interactive programs aimed at increasing global access to standardization while reducing development times, and has managed over a dozen technical committees. He has also played a role in the start-up of many new activities representing advanced technologies, such as Unmanned Maritime Systems and Tissue Engineered Medical Products.</p> <p>A member of ANSI’s Executive Standards Council, Dan has also acted as ASTM’s staff lead for the Committee on Technical Committee Operations (COTCO), a standing committee of the Board of Directors overseeing the development and application of ASTM’s Regulations.</p> <p>Schultz holds a Bachelor of Civil Engineering from Villanova University and an MS in Engineering Management from Drexel University. He practiced as a civil engineer before joining ASTM International.</p>
<p>Dana K. Smith <i>panelist</i></p>	<p>Dana Smith is the executive director of the BuildingSMART Alliance, a program of the National Institute of Building Sciences (NIBS) to improve construction productivity through interoperability.</p> <p>Deke was the founder and former chair of the NIBS Facility Information Council, home of the U.S. National Computer Aided Design (CAD) Standard and the National Building Information Modeling (BIM) Standard.</p>
<p>David Soffrin <i>moderator</i></p>	<p>The downstream standards manager for the American Petroleum Institute (API), David Soffrin has overall responsibility for the API refining, marketing, fire and process safety standards program.</p> <p>Prior to joining API in 1996, he was director of engineering for the Edison Electric Institute. He currently serves as a member of the ANSI Executive Standards Council.</p> <p>David is also a senior member of IEEE and a member of the Standards Engineering Society (SES).</p>
<p>James H. Turner, Jr. <i>reception speaker</i></p>	<p>James H. Turner, Jr. is chief counsel of the U.S. House of Representatives Committee on Science and Technology. During his twenty years of service on the committee’s staff, he worked to raise general awareness of the importance of standards and to promote the voluntary consensus standards system throughout the legislative and regulatory process.</p> <p>Among numerous legislative accomplishments, Jim played a leading role in the enactment of Public Law 104-113, the National Technology Transfer and Advancement Act (NTTAA) of 1995. The law has played a critical role in advancing the mission of ASTM International, the American Society of Mechanical Engineers (ASME), plus other organizations and has helped</p>

	<p>facilitating the development of private sector standards that respond to government and private sector needs.</p> <p>In recognition of his service and accomplishments, Jim has received awards from both ASTM and ASME, and was recently nominated for the 2008 Ronald H. Brown Standards Leadership Award. Jim serves on ANSI's Board of Directors and served on ASTM's Board from 2005 to 2007.</p>
<p>Rich Urban <i>panelist</i></p>	<p>Rich Urban has served as the president of IFX Forum since April 2003. Under his leadership, the company has continuously renewed its commitment to a global perspective, open governance and technical excellence.</p> <p>He joined the IFX Forum in 1998 and has participated in the development of every version of the IFX standard since its inception. Rich has worked on the development of business and financial systems software since 1978 and he has held executive management positions since the early 1980s. With thirty years experience in software development, software commercialization, e-commerce and standardization, Rich has been involved in the financial services industry throughout his career and now acts as a consultant to various large financial service companies in the U.S.</p>
<p>John Vitale <i>panelist</i></p>	<p>As vice president of Citation Technologies, Inc., John Vitale has helped guide the company to become a premier provider of technology products and services for the presentation and management of change of intellectual properties.</p> <p>Prior to joining Citation, he was chief operating officer and president of UAI Group, Inc., the founder of startup company VITAL enterprises and district manager of Waste Management, Inc.</p>
<p>Nan Wolfslayer <i>panelist</i></p>	<p>Nan Wolfslayer is project management specialist at the Project Management Institute (PMI), where she held the role of project and program manager for over fifteen years.</p> <p>Prior to joining PMI, she managed a virtual program team of roughly one hundred individuals that were responsible for the third party logistics outsourcing of an international supply chain.</p> <p>With her experience in commercial product launch for pharmaceuticals and new organization start-up, she has effectively lead virtual standards development teams with international range at PMI. Nan is also secretary for the U.S. TAG to ISO PC 236, <i>Project Management</i>.</p> <p>A member of the Standards Engineering Society (SES), she was recently certified by the association as an Associate Standards Developer (AStd).</p>