

**2010 World Standards Week**  
**Advancing American Competitiveness through Conformity Assessment:**  
**Legal Issues and Best Practices**  
**Speaker Biographies**

<p><b>S. Joe Bhatia</b>  <i>Opening and Closing Remarks</i></p>	<p>S. Joe Bhatia is the president and chief executive officer of the American National Standards Institute (ANSI).</p> <p>In 2009, Mr. Bhatia was elected to serve as vice president for the Pan American Standards Commission (COPANT) for a two-year term. He also 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. A member of the International Organization for Standardization (ISO) Council and its Standing Committee on Strategies, Mr. Bhatia 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>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). During his 35-year tenure with UL Mr. Bhatia assumed positions of progressive leadership in global business operations. His areas of responsibility included engineering, governmental and congressional liaisons, external affairs, follow-up (certification) services, and direction of UL's \$300+ million international operations.</p>
<p><b>Ann Bowles</b>  <i>Moderator, panel three</i></p>	<p>As senior manager for the American National Standards Institute's (ANSI) new accreditation program for greenhouse gas (GHG) validation and verification bodies, Ann Bowles oversees the development, implementation, and management of ANSI's accreditation program for organizations carrying out GHG validation/verification in conformance with the ISO 14065 series of standards as well as applicable GHG program requirements.</p> <p>Prior to joining ANSI, Ms. Bowles spent six years at the U.S. Green Building Council supporting the development and implementation of LEED rating systems including the development of the LEED Professional Accreditation program.</p>
<p><b>Craig Coulter</b>  <i>Panelist, panel three</i></p>	<p>Craig Coulter is the business manager for sustainability services at UL Environment, responsible for organizational sustainability standards and greenhouse gas (GHG) strategy. Previous to UL Environment, Mr. Coulter was a senior consultant at Jacques Whitford (now Stantec) specializing in GHG management, GHG verification, carbon offset strategies, and integrated corporate sustainability. Prior to Jacques Whitford, he was the director of partnerships at Carbonfund, the largest non-profit offset provider in the U.S.</p>
<p><b>Dale Cyr</b>  <i>Panelist, panel one</i></p>	<p>Dale Cyr is the chief executive officer and executive director of the American Registry for Diagnostic Medical Sonography (ARDMS), which credentials diagnostic medical ultrasound professionals (physicians and sonographers).</p> <p>Mr. Cyr has presented at the Association of Testing Professionals and National Organization of Competency Assurance, focusing on the business of certification including strategic development. In 2005, Mr. Cyr was a key note speaker at the Chinese Medical Association in Beijing, lecturing on the importance of competency assessments through models of credentialing in healthcare. Mr. Cyr has consulted with several Fortune 500 companies relating to healthcare issues and is presently a board member of the Rockville, Maryland Economic Development Council. Dale is presently a member of the ANSI Personnel Certification Accreditation Committee (PCAC).</p>

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<p><b>Susan Dorn</b>  <i>Panelist, panel one</i></p>	<p>Susan Dorn is general counsel for the U.S. Green Building Council and its credentialing subsidiary, the Green Building Certification Institute. A nationally recognized expert in legal and governance issues for non-profits, she joined the organization in 2009 after two years as outside counsel to the organization with Dorn &amp; Hanson, where she had been a founder and managing partner since establishing her firm in 1996.</p> <p>Ms. Dorn is co-author of a booklet published by the National Center for Nonprofit Boards entitled <i>The Nonprofit Board's Guide to Bylaws</i>; one of the authors of <i>The Licensure and Certification Mission: Legal, Social, and Political Foundations</i>; a contributor to the American Bar Association's <i>Tax-Exempt Tool Kit</i>; and a contributor to numerous legal and risk management publications. She is also a member of the bar in Pennsylvania, Maryland, and the District of Columbia, and an American National Standards Institute (ANSI) assessor.</p>
<p><b>William Ferretti, Ph.D.</b>  <i>Panelist, panel three</i></p>	<p>Will Ferretti is vice president with Chicago Climate Exchange (CCX) where his portfolio of responsibilities includes recruitment and liaising with governmental and public policy entities.</p> <p>Before joining CCX, Dr. Ferretti was the executive director of GLOBE USA, a nonpartisan membership organization comprised of environmentally minded senators and representatives from the U.S. Congress.</p> <p>Previously, Dr. Ferretti was executive director of the National Recycling Coalition. From 1988 to 1996 he served with the New York State Department of Economic Development, where he was founding director of the nation's first market development program for recycling. For their work, Dr. Ferretti and the department received a Presidential award for sustainable development.</p>
<p><b>Gerri Fiala</b>  <i>Keynote Speaker</i></p>	<p>Gerri Fiala recently joined the U.S. Department of Labor (DOL) as deputy assistant secretary for employment and training. Prior to this, Gerri served as staff director to the HELP Subcommittee on Employment and Workplace Safety chaired by Senator Patty Murray.</p> <p>Before coming to Capitol Hill, Gerri served as director of workforce research for the Workforce Development Strategies Group at the National Center on Education and the Economy, and administrator of the Office of Policy Development, Evaluation, and Research at the DOL. During that time she served as senior counselor for economic development to the American Association of Community Colleges. As administrator, she led interagency efforts to drive job-training reform. This work culminated in the Workforce Investment Act of 1998, and Older Americans Act Amendments of 2000 (creating the Senior Community Service Employment Program). Her leadership also secured the Trade Adjustment Assistance Act and Welfare to Work program, and provided direction to craft and implement regulations for each of these programs.</p>

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<p><b>Lane Hallenbeck</b>  <i>Moderator, panel two</i></p>	<p>Lane Hallenbeck is vice president of accreditation services at the American National Standards Institute (ANSI). He is responsible for the direction and development of ANSI's accreditation programs, including the accreditation of standards developing organizations and their associated American National Standards, as well as the accreditation of conformity assessment bodies that certify products, personnel, and (in alliance with the ANSI-ASQ National Accreditation Board - ANAB) management systems.</p> <p>Previously, Mr. Hallenbeck held positions as director of audit, director of operations, and vice president at ABS Quality Evaluations; earlier, he served as program manager for TRW Space &amp; Electronics Group.</p> <p>Mr. Hallenbeck is a founding member and past president of the Independent Association of Accredited Registrars (IAAR). He has been certified as a quality systems lead auditor through IRCA and ASQ, a trained TL 9000 auditor and approved TL 9000 trainer by QuEST, and qualified as a QS-9000 auditor by the AIAG Supplier Taskforce. Mr. Hallenbeck is also the chair of the communications and marketing committee for the Pacific Accreditation Cooperation (PAC) and vice chair of the communications and marketing committee for the International Accreditation Forum (IAF).</p>
<p><b>Jill Hollingsworth</b>  <i>Panelist, panel two</i></p>	<p>Dr. Jill Hollingsworth is the group vice president for Food Safety Programs at the Food Marketing Institute (FMI).</p> <p>Prior to joining FMI, Dr. Hollingsworth worked at the U.S. Department of Agriculture (USDA) for 15 years, where she was responsible for a wide variety of scientific activities including outbreak investigations, recalls, and public health policy. She served as a special assistant to the administrator providing scientific and technical advice to the agency and to the secretary of agriculture.</p> <p>Dr. Hollingsworth received a USDA Award of Excellence for her role in investigating <i>E. coli</i> 0157:H7 outbreaks. She worked with the Centers for Disease Control (CDC) in developing the first FoodNet system for tracking foodborne illness in the U.S. She also served as a captain in the U.S. Air Force Reserves as part of the Biomedical Science Corps, specializing in biological warfare and food defense.</p>
<p><b>John Kadyszewski</b>  <i>Panelist, panel three</i></p>	<p>John Kadyszewski is the director of Winrock International's American Carbon Registry. For more than 30 years he has worked to apply science and economics to energy and resource management issues with experience in the U.S. and more than 20 countries in Africa, Latin America, Asia, and Europe. Mr. Kadyszewski has led efforts to develop and field-test peer-reviewed methods and procedures for measuring carbon storage in forestry and agroforestry projects. He directed collaboration efforts with the electric power industry and the environmental community resulting in the design, development, and implementation of multiple forestry, land use change, and renewable energy projects to sequester carbon or reduce emissions of greenhouse gases.</p> <p>Mr. Kadyszewski founded the Ecosystem Services Group at Winrock in 2001 and was the co-leader of terrestrial sequestration work for the Southeast Regional Carbon Sequestration Partnership. He co-led work sponsored by the California Energy Commission's PIER program to establish baselines and quantify terrestrial carbon sequestration opportunities for the State of California. He is a co-founder of the Environmental Enterprises Assistance Fund and the International Cane Energy Network and has authored studies and reports, and testified before congressional committees.</p>

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<p><b>Jennifer McNelly</b>  <i>Panelist, panel one</i></p>	<p>Jennifer McNelly is senior vice president with The Manufacturing Institute, the non-profit, non-partisan affiliate of the National Association of Manufacturers (NAM). In this role, Ms. McNelly has supported the Institute's efforts to launch and implement a strategic national agenda on education reform and workforce development, innovation support and services, and research on behalf of U.S. manufacturers. Ms. McNelly is the chief architect of one of the Institute's flagship reform efforts, the NAM-Endorsed Manufacturing Skills Certification System. The System is a set of nationally portable, industry-recognized manufacturing skills certifications now influencing secondary and post-secondary education reform efforts in over 20 states.</p> <p>Prior to joining The Manufacturing Institute, Ms. McNelly was a member of the Senior Executive Service for the U.S. Department of Labor (DOL), Employment and Training Administration (ETA). Ms. McNelly served as the administrator for the Office of Regional Innovation and Transformation and managed ETA's regional offices. Ms. McNelly also served as the director of the Business Relations Group for ETA.</p> <p>Prior to joining the DOL, Ms. McNelly served as senior vice president of Strategic Partnerships, LLC, an international consulting firm specializing in assisting Fortune 500 corporations to build strategic partnerships with government agencies in support of workforce development.</p>
<p><b>Kristian Moeller</b>  <i>Panelist, panel two</i></p>	<p>Dr. Kristian Moeller, GLOBALGAP secretary, studied agricultural economy and agribusiness management at the Universities of Paderborn and Kiel in Germany as well as at Purdue University in the U.S. His experience was expanded by internships at Deutsche Bank, Hamburg; German-French Chamber of Commerce, Paris; and The Worldbank, Washington, D.C.</p> <p>His dissertation was on risks to invest into the central and eastern European food industries. After one year of basic agricultural training on farms in Germany and the UK he became manager european projects and senior consultant quality assurance at the EHI-EuroHandelsinstitut, Cologne, Germany, in the areas of food, fresh produce, meat, and dairy products.</p> <p>Dr. Moeller started with EUREPGAP in 1997 (now GLOBALGAP) where he has been the managing director since 2001.</p>
<p><b>Jay Pendergrass</b>  <i>Panelist, panel three</i></p>	<p>John "Jay" Pendergrass serves as senior attorney with the Environmental Law Institute (ELI). He leads ELI's Judicial Education Program to educate judges in the U.S. and throughout the world about environmental law. Since 1997, Mr. Pendergrass has been a member of the accreditation council overseeing ISO 14001 (environmental management systems) certification bodies in the U.S.</p> <p>He has researched and written on a broad range of legal and policy issues focusing on what works in practice and how to improve the implementation of law. He was among the first to address improving legal and administrative mechanisms for protecting public health and the environment from the risks at contaminated sites where some hazardous substances are left in place. His research and writing on such institutional controls and long-term stewardship have led to changes in national policy and in the laws of many states. He also writes regularly about innovative state environmental and natural resource programs as well as federal preemption of state laws.</p>

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<p><b>Mary Saunders</b>  <i>Moderator, open discussion</i></p>	<p>Mary Saunders is the deputy assistant secretary of commerce for manufacturing and services at the U.S. Department of Commerce (DOC) International Trade Administration (ITA). In this capacity, she manages the day-to-day operations of ITA's manufacturing and services division of more than 200 industry specialists, economists and international trade experts.</p> <p>Ms. Saunders began her DOC career in ITA, and returned in 2008 to take up her current position, following a 15-year career at the National Institute of Standards and Technology (NIST), where she served in a variety of positions, most recently as chief, standards services division. Ms. Saunders has managed programs to advance U.S. business and technology interests in the European Union, Russia, China, and Japan, and has worked with a broad range of sectors on competitiveness and market access issues.</p> <p>Ms. Saunders has been in federal service since 1979, serving in a variety of positions with the Department of the Army (DOA), including the Office of Institutional Research, U.S. Military Academy, before joining ITA in 1986.</p>
<p><b>Roy Swift, Ph.D.</b>  <i>Moderator, panel one</i></p>	<p>Roy Swift is the senior program director of the personnel certifier accreditation program at ANSI. Prior to his current position, he was a consultant to educational, certification, licensure, and health care organizations. From 1993 to 1998 he was the executive director of the National Board for Certification in Occupational Therapy (NBCOT). This appointment followed a 28-year career in the United States Army Medical Department. In his last position, he was Chief of the Army Medical Specialist Corps in the Army Surgeon General's Office with policy responsibility for Army occupational therapists, physical therapists, dietitians and physician assistants throughout the world.</p>
<p><b>Kevin Swoffer</b>  <i>Panelist, panel two</i></p>	<p>Mr. Swoffer, one of the founding members of the Global Food Safety Initiative (GFSI), was nominated as the chairman of GFSI Technical Committee by the GFSI Board in December 2007. He is an independent consultant to the food and drinks industry. With over 30 years experience within the food manufacture and retail sectors, holding executive positions within Nestle UK and Safeway Stores, he has been involved with the development of food safety standards since 1993 and was Head of Technical Services at the British Retail Consortium between 2002 and 2006. He has been appointed as a Board member of the UK Beef and Lamb Sector Levy Board and sits on the UK Advisory Committee on Novel Foods and Processes. In 2009 he was appointed as an expert on food quality and safety private standards for United Nations Industrial Development Organization.</p>
<p><b>David Wakelyn</b>  <i>Panelist, panel one</i></p>	<p>David Wakelyn is a program director at the National Governors Association (NGA) Center for Best Practices, where he leads the work on high school reform. He is the author of <i>Increasing College Success: A Roadmap for Governors</i> and is co-author of <i>Retooling Career Technical Education</i>.</p> <p>Previously, he worked for America's Choice School Design and researched efforts to turn around low-performing schools in Chicago and Kentucky. David began his career as a middle school math teacher in South Central Los Angeles.</p>