Company Member Forum (CMF)
Emerging, Strategic Standardization Issues Related to Company Members

Thursday, October 11, 2012
9:00 am – 12:00pm
Newseum, Knight Conference Center
Washington, DC

WHAT
Company Member Forum meeting

WHEN
Thursday, October 11, 2012 9:00 am – 12:00pm

WHO
This event is open to all ANSI Company members.

WHERE
Newseum, Knight Conference Center
555 Pennsylvania Ave. NW
Washington DC, 20001
(Please use Freedom Forum Entrance on 6th Street)
703.416.1600

FORMAT
Interactive Forum

ORGANIZER
AND HOST

American National Standards Institute
<table>
<thead>
<tr>
<th>Time</th>
<th>Discussion Topic</th>
<th>Moderator/Panelist</th>
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<tbody>
<tr>
<td>9:00 – 9:05 am</td>
<td>Welcome and Opening Remarks</td>
<td>CMF Chair</td>
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<td></td>
<td>• Approval of the draft agenda</td>
<td>Dr. John D. Kulick</td>
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<td></td>
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<td>Siemens</td>
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<td>9:05 – 9:20 am</td>
<td>The Benefits of Being Involved in Writing Standards</td>
<td>Dorothy Bowers</td>
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<td>Chair, ASQ Standards Group Council</td>
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<td>9:20 – 10:10 am</td>
<td>A Framework for Emerging Issues</td>
<td>CMF Chair</td>
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<td>• Having a better understanding of objectives and</td>
<td>Dr. John D. Kulick</td>
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<td>strategic issues from ISO, IEC, and US-SDOs</td>
<td>Siemens</td>
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<td>o Impact on companies (intelligence on what is</td>
<td>CMF Vice Chairs</td>
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<td></td>
<td>going on and what to expect that would</td>
<td>Dr. W. Martin Strauss</td>
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<td></td>
<td>affect companies)</td>
<td>Monsanto</td>
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<td></td>
<td>o Benefit or consequence to companies of</td>
<td>Dr. Richard J. Forselius, PE</td>
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<td>anything new coming out</td>
<td>United Technologies Corp.</td>
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<td>• Finding issues that unite and energize company</td>
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<td>members</td>
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<td>• Industry believes standards do not go far enough</td>
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<td>(ie: for testing and conformity assessment)</td>
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<td>• What are 3 threats and 3 opportunities?</td>
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<td>• Being proactive to policy issues, technology</td>
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<td>issues, and international issues</td>
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<td>• Sub-groups within forum to identify issues</td>
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<td>(incubator)</td>
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<td>10:10 – 10:25 am</td>
<td>International Connectivity &amp; Policy (ANSI/USNC)</td>
<td>Gary Kushnier</td>
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<td>• ISO and IEC strategies that will impact U.S.</td>
<td>ANSI Vice President,</td>
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<td>companies</td>
<td>International Policy</td>
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<td>• Update on China, India, and other markets</td>
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<td>• Aligning standards development between North</td>
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<td>America and Europe, including recent US-EU</td>
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<td>discussions</td>
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<td>• ITU update</td>
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<td>10:25 – 10:40 am</td>
<td>Break</td>
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<td>10:40 – 10:55 am</td>
<td>Update from the Council on Competitiveness</td>
<td>Jack McDougle</td>
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<td>10:55 – 11:10 am</td>
<td>Government Outreach and Relations</td>
<td>Scott Cooper</td>
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<td>• GMF Update</td>
<td>ANSI Vice President,</td>
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<td>• Update on Incorporation by Reference</td>
<td>Public Policy &amp; Government Relations</td>
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<td>Time</td>
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| 11:10 – 11:40 am | **Strategic Standards Issues Discussion** | - Working with government to understand and prioritize issues and challenges  
- Getting involved earlier in standards development process  
- 3 major issues on the horizon from government  
- Does industry believe they are connecting with the right people in government?  
- Are Company members working effectively with their government affairs departments?  
- Aligning industry priorities with government priorities (cyber security, energy, etc.)  
- How do companies find what government is doing?  
- Ways to increase participation in the standards development process utilizing technology  
- Rare earth/conflict materials |  
| 11:40 – 11:55 am | **Committee on Education** | - Update on current 2012 projects and possible 2013 initiatives | Lisa Rajchel  
ANSI Senior Director, International Secretariats |
| 11:55 am – 12:00 pm | **Closing Items** | - Future meetings  
- Closing remarks  
- Adjournment | CMF Chair  
Dr. John D. Kulick  
Siemens |