2015 ANSI Conference: Standards and the Service Economy Proceedings

Tuesday, September 29, 2015

Conference: 1 to 5 pm | Reception: 5 to 6 pm

FHI 360 Conference Center
1825 Connecticut Ave. NW, 8th Floor
Washington, DC 20009

1:00pm – 1:10 pm

Welcoming Remarks

Kevan Lawlor, President and CEO, NSF International;
Chair of the Board of Directors, American National Standards Institute (ANSI)

1:10pm – 2:30pm

Discussion Strategies for Addressing Standards Needs in the Services Sector

A panel discussion exploring how various international, regional, and foreign standards bodies have developed strategic policies for addressing the specific needs of the services sector.

Moderator

Mary Saunders, Associate Director for Management Resources,
National Institute of Standards and Technology (NIST)

Panelists

Torsten Bahke, Chairman of the Executive Board,
DIN (German Institute for Standardization)

Kevin McKinley, Acting Secretary General, ISO (International Organization for Standardization)

Sauw-Kook Choy, Assistant Chief Executive, SPRING Singapore (plus a video)

Ashok Ganesh, Director of Innovation, CEN/CENELEC (European Committee for Standardization, European Committee for Electrotechnical Standardization)

Richard Taylor, Director of Standards Market Development, BSI Group

2:30pm – 3:00pm

Q&A with attendees

3:00pm – 3:20pm

Break

3:20pm – 4:25pm

Discussion Stakeholders Speak – Service Industry Needs

A panel discussion including a number of service providers from different
sectors, all with diverse but pressing standards and conformity assessment needs. How can our domestic and international standardization system work better to meet their needs? And what about the influence of the SMEs – small and medium-sized enterprises – in this sector? Are their voices being adequately heard?

**Moderator**

- Laura Hitchcock, Senior Project Manager, Boeing

**Panelists**

- Ron Dearing, Jr., Manager, Worldwide Program Development and Technology, Walt Disney Parks and Resorts
- Donald Deutsch, Vice President, Chief Standards Officer, Oracle
- David Heumann, Los Angeles Department of Water and Power
- Ari Marcus, Director, Information Services Group, Citi

**Schedule**

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