

# CMF Agenda

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[Registration Link](#)

## Event Information

**Thursday, September 14, 2023 - 1:00 PM – 4:00 PM ET**  
**Virtual**

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- 1:00 PM – 1:15 PM **Welcome and Opening Items**
- Alan Manche, VP, External Affairs - Schneider Electric and ANSI CMF Chair
  - Housekeeping Items
  - Joe Bhatia, ANSI President and CEO
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- 1:15 PM – 1:30 PM **Update from ANSI Committee on Education**  
**Speaker:** Muhammad Ali, Sr. Standards Strategy and Policy Leader at HP, Inc. and ANSI CoE Co-Vice Chair
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- 1:30 PM - 2:00 PM **Generative Artificial Intelligence**
- We will explore the fascinating world of generative models and their ability to autonomously create unstructured content like speech, text, images, code, and videos. Our speaker will discuss why GenAI is an extraordinary topic now, describe examples of business applications, opine on the new risks and challenges presented, bust some of the myths, and offer strategies on how to achieve the benefits while managing the risks. Join us as we delve into the impact of this rapidly evolving technology and envision a future where human and artificial creativity intertwine.
- Speaker:** Courtney Lang, Vice President of Policy for Trust, Data, and Technology at Information Technology Industry Council (ITI)
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- 2:00 PM – 2:45 PM **Panel Session: Standard is Published. What's Next?**
- This session is focused on what happens once a standard is published. Are there strategies that SDOs and industry use to ensure that it gets implemented or do you just let the market decide? The success of standards is contingent on the market adoption and implementation or else they are just documents. This panel session will explore the strategies of getting standards adopted and implemented once published and some of the common roadblocks and barriers to standards adoption, as well as the best practices to mitigate those challenges.
- Moderator:** Suzanne Alfano, Executive Director at Canadian Fire Alarm Association  
**Speaker:** Wallie Zoller, Global Product Standards and Regulations at Rockwell Automation; Kirk Anderson, Director of Government Relations at Nidec Motor; Michael Atlaas, Senior Director and Legal Counsel at Qualcomm
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- 2:45 PM – 3:00 PM **Break**
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3:00 PM – 3:40 PM **Panel Session: Collaboration, Coordination and Connect in Standardization**  
Using the 3 “C” approach of collaborating, coordinating, and connecting within standardization is essential to ensure meaningful outcomes for all stakeholders. This panel session is going to explore how different models such as standards center of excellence, standards forum and collaboratives could serve as a catalyst to promote a healthy standards ecosystem.

**Moderator:** Dan Schaffer, Director of Strategic Partnerships and Programs at Accuris  
**Speakers:** Brian Meincke, Vice President, Global Business Development and Innovation Strategy at ASTM AM CoE; Matt Williams, MBA, LSSBB, Vice President of Standards at Association for the Advancement of Medical Instrumentation (AAMI)

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03:40 PM – 03:55 PM **Update from ANSI International Policy Advisory Group**  
**Speaker:** Ajit Jillavenkatesa, Senior Standards Policy Legal Advisor at Apple, ANSI IPAG Chair

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03:55 PM – 04:00 PM **Adjournment**

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**Save the Date:**  
CMF Virtual Meeting  
Tuesday, December 5, 2023 - 1:00 PM – 4:00 PM ET