



ANSI Joint Member Forum
Workshop on Anti-Counterfeiting Standards and Conformance Measures:
Developing a public-private partnership for addressing gaps in the global supply chain

AGENDA

Wednesday, April 14, 2010: 9:00 a.m. – 12:00 noon

Consumer Electronics Association
 1919 S. Eads Street
 Arlington, VA 22202

An opportunity to share information about health and safety counterfeiting issues that industries are facing, what they are doing to address the issues, and to explore the role that standards and conformity assessment systems can play in devising solutions.

Time	Topic	Presenter
9:00 am	Welcome and Opening Remarks	Joe Bhatia President and CEO, American National Standards Institute (ANSI)
9:05 am	The “Problem Statement” – An Overview of Counterfeiting Issues from the Public Sector Perspective	Mark Crawford Senior Trade & Industry Analyst, Bureau of Industry and Security, U.S. Department of Commerce
9:20 am	Information Sharing: Current Initiatives in Standards and Conformity Assessment <u>Cracking Down on Counterfeit Certification Marks</u> <ul style="list-style-type: none"> Mr. Monks chairs the Certification Industry Against Counterfeiting, an international network of certification organizations, coordinated by INTERPOL, and committed to stopping the worldwide proliferation of products bearing counterfeit certification marks that may endanger public health and safety. 	Brian H. Monks Vice President, Anti-Counterfeiting Operations, Underwriters Laboratories, Inc. (UL)

	<p><u>New ISO Initiatives to Detect, Prevent and Control Fraud</u></p> <ul style="list-style-type: none"> ■ Mr. O’Neil serves as secretary for ISO/TC 247, <i>Fraud Countermeasures and Controls</i>. He also serves as the U.S. Technical Advisory Group (TAG) administrator for ISO/TC 247 and for ISO/PC 246, <i>Anti-Counterfeiting Tools</i>. <p><u>Supply Chain Vulnerabilities</u></p> <ul style="list-style-type: none"> ■ Dr. Spink chairs the U.S. Technical Advisory Group to ISO/TC 247, <i>Fraud Countermeasures and Controls</i>, and ISO/PC 246, <i>Anti-Counterfeiting Tools</i>. 	<p>Mike O’Neil</p> <p>Executive Director, North American Security Products Organization (NASPO)</p> <p>John Spink, Ph.D.</p> <p>Associate Director, Anti-Counterfeiting and Product Protection Program (A-CAPPP), School of Criminal Justice, and Instructor, National Food Safety & Toxicology Center, Michigan State University</p>
10:30 am	Break	
10:45 am	<p>Going Forward: A Moderated Discussion on Next Steps</p> <p><i>During this session, audience members will participate alongside a head roundtable in a moderated discussion to determine next steps for the U.S. standards and conformance community.</i></p> <ul style="list-style-type: none"> ■ What does this community want or need to accomplish? ■ Where are there gaps to be filled? ■ What role should ANSI play in this process? <p>Roundtable participants include:</p> <ul style="list-style-type: none"> ■ Mark Crawford, U.S. Department of Commerce ■ Brian Monks, UL ■ Mike O’Neil, NASPO ■ John Spink, Michigan State University ■ Linda Golodner, National Consumers League ■ Bruce Mahone, SAE International 	<p>Scott Cooper</p> <p>Vice President, Government Affairs, ANSI</p>
11:55 am	Wrap Up and Adjournment	<p>Joe Bhatia</p> <p>President and CEO, ANSI</p>