



USNC Strategy, Perspectives and Positions on IEC Policy and Technical Initiatives

**Conference on U.S. Leadership
in ISO and IEC Technical Committees**

Presented by
Steven Seeker

Vice President, International Operations, Cooper Power Systems



Overview

- USNC reorganized in 2000
 - Two management committees:
 - Council for Strategy and Policy
 - Technical Management Committee for technical matters
 - Broaden and strengthen industry representation
 - Stronger focus on strategy and policy issues
 - Separate resource for dealing with technical issues
 - Participation fees to stabilize finances
 - Leverage ANSI position

Strategy 1

- Provide leadership in IEC Management activities
 - US officer
 - Support PASC and COPANT management candidates
 - Increase US held Chairs and Secretariats
 - Broaden participation in PACT
 - Leverage CB, SMB, CAB, FinCo seats
 - Meet with IEC officers, NC's and CENELEC
 - Proactively participate in MasterPlan 2006 especially in “Positioning” and “Quality and Efficiency”

Strategy 2

- Guide and influence the structural and marketing positioning of IEC in global markets
 - IEC MasterPlan- “Positioning” task group
 - IEC/ISO/ITU cooperation, while maintaining identity
 - Dual logo/Partnerships
 - Brand/Label/Mark

Strategy 3

- Grow USNC membership through improvement in outreach, participation and diversity
 - Assure each industry sector is represented
 - Academia and consumers
 - Tie into ANSI new membership structure

Strategy 4

- Increase regional effectiveness and IEC participation
 - Liaison to ANSI RSCs
 - Develop PASC, COPANT, and CENELEC strategies
 - Expand Tri-National meeting to include Latin American countries
 - Mercosur/Canena relationships
 - Support IEC Latin American regional office
 - Host IEC AGM 2010

Strategy 5

- Develop comprehensive Standards strategy
 - Global Relevance initiative
 - Training of USNC constituency
 - Submit defensible initial EDRs
 - Sector specific strategies
 - National adoption plan
 - SDO liaisons
 - Proactively participate on IEC Masterplan “Services” and “Quality and Efficiency” task groups

Strategy 6

- Develop comprehensive Conformity Assessment strategy
 - Support/promote IEC CA schemes
 - Proactively participate in IEC Masterplan “Services”

Strategy 7

- Ensure sound financial base for USNC operations
 - Develop 5 year USNC funding plan
 - Develop policy for IEC royalties and retrocessions
 - Consider national adoption alternative of entire collection
 - Funding plan for 2010 AGM
 - Proactively participate in MasterPlan “Long Term Finance”

Strategy 8

- Develop effective communications process for USNC constituents
 - Survey of constituency
 - Training program
 - Distance learning and Instructor led web based
 - Identify and communicate success stories
 - HoD and other sources
 - Work with ANSI staff to improve website and develop communications program