

S. Joe Bhatia President and CEO American National Standards Institute	ANSI Workshop: <i>Generating U.S. Input on the ISO Strategic Plan 2011-2015</i> Washington, DC Closing Remarks – June 26, 2009 12:20 p.m.
--	---

Good afternoon, everyone.

On behalf of the members, Board of Directors, and staff of the American National Standards Institute, I would like to thank you all for joining us for this workshop.

We have accomplished much over the past day and a half. Thanks to your active participation and feedback, we now have a great deal of information to process and present to ISO as the official U.S. input to their Strategic Plan for 2011 through 2015.

Steven Cornish, you have a massive job ahead of you to collate the information in a logical and precise fashion so that it is easily understood.

As you heard yourselves, there were many, many, many thoughts and opinions expressed yesterday and summarized during this morning's reports. There were a few thoughts I heard expressed over the course of the workshop that I would like to note. For example:

- In order to develop standards that have broad industry acceptance, ISO should focus its energies on standardization efforts that are truly needed and have demonstrated market relevance.
- ISO should review Technical Committee scopes and revise them wherever necessary to avoid duplication with IEC, ITU, or another development activity. The ISO of 2015 will do a much more effective job of coordinating with IEC and ITU on horizontal policy and cross-cutting issues like areas of converging technology.
- There should be a balance of stakeholders participating in the development of every work product. That balance is two-fold: one, ISO must ensure that development activities have broad and representative participation; and two, there should be a certain level of

geographic balance. No one type of participant, nation, or region should dominate. And furthermore, these participants must be trained properly. You would not travel to a foreign country without some idea of the local customs. But we do just that all the time by sending untrained and inexperienced delegates to TC meetings.

- On the conformity assessment front, CASCO needs to include more participation from labs and certification bodies. And while you felt that ISO should not be involved in market surveillance activities, I think we all agree that ISO needs to aggressively defend its brand against misrepresentation, especially in the area of management systems standards like 9000 and 14000.
- Finally, in the public policy arena, this group lived up to its timid and shy reputation. On one issue, I think we all agree: there are very real concerns when standards drive policy, and not the other way around.

These are not necessarily more important or of a higher priority than other comments – they are just a few representative messages. Please be assured that these important suggestions and concerns will be well captured in our final submittal to ISO.

We plan to transmit the document before the due date this fall and will make it freely available on ansi.org for your review and reference. Included in the ultimate process, I am sure, will be a very robust discussion at the Council meeting to review all the input from all the countries. I will have the privilege of advancing our cause, and please be assured that your messages will be appropriately and – if necessary – forcefully delivered.

Once ISO prepares and issues the Strategic Plan in the fall of 2010, we will share it with all of you as well.

At this point I would like to invite Bob and Rob to offer any additional thoughts they may have after having heard your feedback. Bob? Rob?

Thank you very much.

Before we all run off to get our weekends started, I would like to offer my thanks to Rob Steele for generously agreeing to join us for the entirety of this workshop. Rob, I know everyone in the room valued your presence and the opportunity to receive your thoughts first-hand and just as importantly, for you to hear our comments in person. Many thanks for taking the time to be here with us.

Next, I would like to thank Sharon Stanford, Belinda Collins, and Paula Watkins for moderating the breakout sessions yesterday and sharing the results of those discussions with us this morning. We very much appreciate your assistance.

Finally, many thanks are due to Bob Noth for serving as moderator of this workshop. As always, your guidance, clear thinking, and leadership are much appreciated by the entire ANSI community. Thank you, Bob.

Once again, many thanks to all of you for your attendance and active participation. Safe travels, everyone.

[END]