

S. Joe Bhatia President and CEO American National Standards Institute	Meeting of U.S. Delegates, IEC 2010 Seattle, WA Remarks on SBB and standards sales October 10, 2010 – 4:00 – 6:00 p.m.
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Good afternoon, everyone.

My name is Joe Bhatia, and I am president and CEO of the American National Standards Institute.

I am very pleased to welcome all of you to Seattle for the IEC 2010 General Meeting.

For those of you who may not know us well, I would like to take a moment to tell you a bit more about ANSI, and about the U.S. National Committee.

ANSI is a private, non-profit organization that administers and coordinates the U.S. voluntary standards and conformity assessment system.

Since its formation, the Institute has held the unique ability of bringing together all the key constituencies – including SDOs, certification bodies, government agencies, consumers, industry, and academia – and coordinating the standardization efforts of these diverse interests. In its role as a neutral forum, the Institute has helped to forge and continues to facilitate the robust public-private partnership that now exists in the United States.

Unlike many of our counterparts in other nations, ANSI does not develop standards. Rather, we oversee the creation, promulgation, and use of tens of thousands of standards, guidelines, and conformity assessment activities that directly impact businesses and consumers in nearly every industry and product line. ANSI has accredited over 220 bodies that are working to set these standards, including many of the standards developing organizations that are present in this room. Additionally, ANSI has accredited nearly 700 conformity assessment bodies offering a broad range of programs . . . from product and personnel certification to quality management, testing and calibration laboratories, and even greenhouse gas verification.

We also speak as the U.S. voice in standardization forums around the globe, ensuring that U.S.-based technologies and experts like yourselves have a prominent voice on the global standardization stage.

That is where the U.S. National Committee comes in. A totally integrated committee of ANSI, the USNC serves as the focal point for U.S. parties who are interested in the development and use of globally-relevant standards for the electrotechnical industry. The Committee is also engaged in the assessment of conformance to standards, undertaking work in areas such as testing, certification and accreditation.

As the U.S. representative to the IEC and many related regional standardization bodies, the USNC serves as a conduit to the global standards-setting community.

This is an historic moment for the IEC. This year's meeting will bring together over 2,800 delegates from more than 80 countries . . . by far, that makes this the largest IEC meeting to date.

As the host country, we are especially proud of this turnout, and of all of the excellent work that you and your fellow delegates will accomplish over the next several days.

There are a few reasons why we think it is so important that the U.S. is hosting this year.

- 1) We are reaffirming U.S. commitment to international standardization.
- 2) We are creating opportunities for U.S. industry to participate in standards activities that promote global market access.
- 3) We are raising awareness of IEC international standards to U.S. industry.
- 4) And finally, we are fostering continued international cooperation in electrotechnical standards activities.

The USNC is one of the most active national committees in the IEC family. On the policy front, Jim Matthews of Corning, who is currently president of the USNC, has been has been nominated as chairman of the IEC Standardization Management Board and vice president of the IEC.

And in terms of technical work., we hold 157 "P" memberships, and we administer secretariats for 13 technical committees and 11 subcommittees. In addition, we hold 29 chairmanships.

These figures are impressive, but more importantly, they underscore the USNC's dedication to ensuring that U.S. interests are well-served in the international standardization arena.

As the technical experts and delegates who attend IEC meetings and populate our U.S. Technical Advisory Groups, you and other participants play an absolutely critical role in our continued success.

And I mean that in more ways than one . . .

You have the expertise that drives the standards development process, but many of you are also standards users and purchasers.

You may not be aware of this, but where and how you buy your IEC standards makes a difference. Sure, you can get them from the IEC website, from the ANSI webstore, and even from third-party resellers. But if you make the choice to get your standards from ANSI, the proceeds from standards sales go right back into our domestic and international standards programs.

As I mentioned earlier, the USNC is a totally integrated ANSI committee. That means that we provide full administrative, strategic, and operational support to the USNC and its nearly 1,400 managerial, engineering, scientific, and professional participants – that means you! ANSI also provides the fiduciary framework by which the USNC’s financial obligations are met, including the payment of annual dues to the IEC. USNC Council membership fees as well as TAG participation and Secretariat fees account for roughly 38 to 42% of our overall USNC related expenses. We look to cover the rest from IEC publications sales.

Since ANSI is a non-profit organization, the revenue earned from your purchase helps to support the programs and services offered to USNC members. If you have ever enjoyed an issue of the USNC News and Notes newsletter or attended a workshop for U.S. TAG Administrators, then you have seen first hand why your support matters. And we are absolutely committed to supporting the USNC and bolstering the U.S. leadership at the IEC table.

Holding a strong leadership position within IEC is something that we all care about. But here is an even more fundamental challenge: how can we increase or even maintain participation in standards development?

Although many feel that the worst aspects of the economic downturn are behind us, even some of the largest organizations have made cutbacks that have resulted in ongoing reduced funding and manpower for standardization activities.

We have heard it before:

- “Standards development takes too long.”
- “Why should my staff spend company time and travel dollars on standards development?”
- “Participation is too expensive, and I have to make cuts somewhere.”

That is why we have launched a new campaign called Standards Boost Business. This is not an ANSI program; it is a program for our entire standardization community. And it is not branded ANSI, it has its own brand logo. This new tool will help all of us to build understanding and recognition of the strategic value of standards and conformity assessment for the benefit of the C-suite executives in the corporate world.

From design and manufacturing to distribution and marketing, every industry’s products and services are affected at some point by standardization. But how much of an impact are we talking about?

Just ask the U.S. Department of Defense, which is projecting \$789 million in cost avoidance over just one of their programs. How did they do it? They focused on parts standardization and process standardization.

Or ask the electrical fire safety industry. By collaborating on a critical standard for Arc Fault Circuit Interrupters, NEMA, NFPA, and UL have helped to prevent more than 40,000 home fires, 350 deaths, and 1,400 injuries each year.

Or ask Deere & Company, whose agriculture and construction equipment is exported and used around the world. By participating in standards development for component pieces like fittings and fasteners, Deere knows that these components will meet their needs “off the shelf.” And the more standardized components they can use, the less they, and their customers, have to pay.

By participating in standards development activities – and by implementing standards and conformance tools – each of these organizations has been able to streamline processes, trim costs, earn and maintain market access, and boost their bottom line.

This initiative is truly a call to action for corporate America to devote resources to the U.S. standardization system and its activities . . . and when we say resources, we mean time, money, and manpower.

But here is our challenge. Executives won't make a business decision like this just because we tell them that it's the right thing to do. This community needs to show them, in concrete, easy-to-understand terms, just how important standards and conformance are to their business success.

I hope you will take a look at our website, www.standardsboostbusiness.org. I urge you to get involved – sign up for the program or submit a case study from your own professional experience. By doing so, you will help demonstrate to top level executives and policy makers that standardization is a vital component of the U.S. economy and a key element of their own companies' success.

It is important to underscore that this is not solely an ANSI program; it is a system-wide campaign. The Institute is coordinating the effort, but its success will benefit all of us: companies, SDOs, and government agencies large and small.

A number of sponsors have already joined in support of the Standards Boost Business initiative. I would like to take a moment to acknowledge them now:

- ASME, the American Society of Mechanical Engineers,
- IAPMO, the International Association of Plumbing and Mechanical Officials,
- NFPA, the National Fire Protection Association,
- NSF International,
- SAE International, the Society of Automotive Engineers,
- AAMI, the Association for the Advancement of Medical Instrumentation,
- Square D / Schneider Electric,
- ASIS International, the American Society for Industrial Security,
- U.S. Pharmacopeia, and
- SEI, the Safety Equipment Institute.

Thank you to all of these organizations, whose support will ensure that we – as a community – can shine some light on the critical role that standardization plays in our national and global economy. But more support will help us accomplish even more. If you believe in what we're trying to do with this campaign, I urge you to get in touch with me or any member of ANSI staff to talk about how your organization can play a role. We need sponsorship of course . . . but we also need case studies, examples . . . and especially your ideas and suggestions for how we can make the campaign even more effective.

Finally, in looking around the room I see many familiar faces from the USNC. But there are many of you here who are not active members. As the focal point for U.S. interests in international and regional electrotechnical standards and conformance, the USNC needs your support and active participation. Efforts are already underway to recruit more companies and organizations to the USNC Council, the policy body that drives our national electrotechnical standardization strategy. If a strong U.S. voice at the IEC table is important to you and to your organization, I hope you will consider taking an even more active role.

In closing, I would like to thank all of you for being part of this General Meeting. We are very proud to have so many delegates here in the U.S., and I know that each of you will be excellent ambassadors within your own committee meetings.

Thank you for your kind attention. I look forward to any questions you may have.

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