

Thank you, David.

Good morning, everyone.

It is a pleasure and honor to be here today at NASDAQ.

On behalf of the American National Standards Institute, I am here representing thousands of member companies, organizations, and individuals who rely upon standards and conformity assessment to increase efficiency, improve competitiveness, and foster international commerce.

Just as standards impact all industry and service sectors, they make an enormous contribution to the financial services world. You may not realize it, but every day you come into contact with standards:

- the size and configuration of checks;
- protocols for messaging;
- numbering systems for credit cards and securities transactions;
- even the hardware and software platforms used to power the NASDAQ stock market itself.

And many leading NASDAQ-listed companies are also ANSI members and active participants in the U.S. standardization system: Microsoft . . . Apple . . . Sears . . . Intel . . . and Cisco Systems . . . to name just a few.

ANSI is a non-profit organization that coordinates this nation's private sector-led and public sector-supported standards and conformity assessment system. For more than ninety years, ANSI and its members have worked to demonstrate the strength of market-driven, standards-based solutions that are characterized by consensus, openness, and balance. Currently, we are tackling such front-page issues as homeland security, healthcare information technology, upgrading the national electrical grid, and environment and climate change.

On the financial services front, ANSI is working with organizations like the American Bankers Association, Certified Financial Planners, FINRA, X-9, and others to help identify solutions for the finance community.

And ANSI is recognized by many U.S. states as an accreditor of personnel certifications under new regulations that protect senior investors from unethical business practices.

On another front, today ANSI is proud to announce new efforts underway in the area of sustainability – of the environment, of systems, and even of products that consumers buy. We

will be meeting tomorrow and Thursday in Washington DC with over 300 stakeholders to explore effective product standards for sustainability in today's marketplace.

Standards and conformity assessment play a critical role in the economy, impacting more than 80% of global commodity trade. That is roughly 13.5 trillion dollars in 2008 alone.

Simply put, standards and conformance boost business. When used effectively, they can build consumer confidence and restore trust, provide extra cost savings, increase efficiencies, attract and retain customers, foster innovation, and facilitate trade – enabling companies to survive, grow, and thrive.

As you can see, standards do a lot . . . for industry, for consumers, and for our economy.

If your company is not already active in the standardization community, I encourage you to reach out to ANSI. Your voice is important and we need your participation.

As we get ready to open the floor, I would like to express my appreciation to all of ANSI's members for their continued support . . . and to NASDAQ for this wonderful opportunity. Thank you.