

“You guys look a little underdone.”



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“And you were worried about the cat!”



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Standards Make Our Lives Easier



- Ensure products work for their intended applications
- Improve performance
- Protect consumer safety, health and the environment
- Save resources, time and energy
- Make products more economical to produce
- Promote competition
- Contribute to technological progress



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American National Standards For the Home Environment

- Safety of Appliances
 - electric coffee makers (UL 1082)
 - household trash compactors (UL 1086)
- Performance of appliances
 - household refrigerators and freezers (ANSI/AHAM HRF-1)
 - portable air cleaners (ANSI/AHAM AC-1)
- Indoor air quality (ANSI/ASHRAE 62.1)
- Energy-efficient design (ANSI/ASHRAE 90.2)
- Safe electrical installation (NFPA 70)
- Accessible and usable buildings and facilities (ICC/ANSI A117.1)

And many others . . .



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Definitions (ISO/IEC Guide 2)



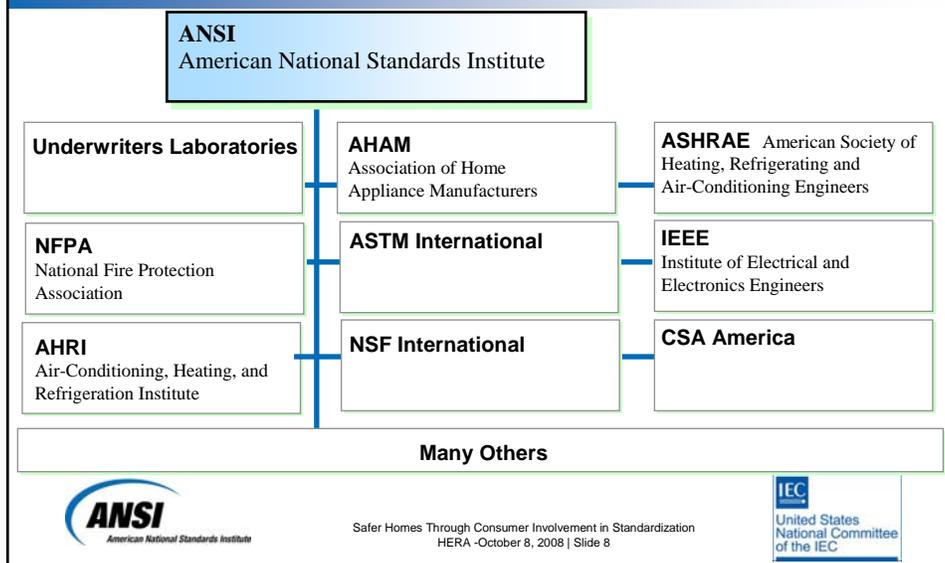
- **Standard** - a **document**, established by **consensus**, approved by a **recognized body**, that provides for common and repeated use, rules, **guidelines** or characteristics for activities or their results, aimed at achieving the optimum degree of order...
- **Conformity Assessment** - any activity concerned with determining directly or indirectly that relevant requirements are fulfilled.
 - For example, a process whereby products, services, systems, or personnel are evaluated or measured against a standard(s)



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ANSI Accredited Standards Developers



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What is ANSI?



- A not-for-profit 501c3 membership organization
- A private-public sector partnership
- Accreditor of standards developers and conformity assessment bodies
- Approves standards as American National Standards
- Provides access to international and regional standards bodies
- Seller of publications

ANSI is not a government agency or a standards developer.



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International Standardization in IEC and ISO



The purpose of IEC (founded in 1906) is to promote international cooperation on all questions of standardization in the fields of **electricity, electronics and related technologies**



The purpose of ISO (founded in 1947) is to facilitate the internationalization and unification of standards and related activities over almost the **entire range of technology** (except that covered by IEC)



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Globally Accepted Principles of Standardization

Transparency – Easy access to essential information. Adequate time and opportunity to comment.

Openness – Participation by anyone on a non-discriminatory basis.

Impartiality and Consensus – No favouring of particular interests. Consideration of all views and attempted reconciliation of conflicting arguments.

Effectiveness and Relevance – Address regulatory and market needs, scientific and technological developments.

Coherence - Avoid conflict with other international standards.

Development Dimension - Facilitate developing country participation.

Annex 4 Second Triennial Review of the WTO's Technical Barriers to Trade Agreement



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Consumer Involvement Helps Standardization

- Promotes safer, healthier, more environmentally-friendly products
- Raises awareness of consumers with special needs
- Introduces new subjects for standardization and conformity assessment
- Facilitates the flow of goods and services into the marketplace
- Fosters government reliance on voluntary standards and conformity assessment programs
- Enhances the credibility of the system



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Opportunities for Consumers to Participate

- Committees of ANSI accredited standards developers
- U.S. Technical Advisory Groups (TAGs) to ISO / IEC
- Public review and comment
- Appointed expert to ISO / IEC working groups
- International meetings of ISO / IEC technical committees
- ANSI policy committees
- ANSI Consumer Interest Forum



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ANSI's Consumer Interest Forum (CIF)

Promoting consumer education . . . consumer representation in standardization . . . providing U.S. leadership in ISO's Consumer Policy Committee (COPOLCO) www.ansi.org/consumer

- Assn. of Home Equipment Educators
- Consumer Federation of America
- Consumers Union
- Direct Selling Education Foundation
- Intertek Testing Services
- National Assn. of Consumer Agency Administrators
- National Consumers League
- Pacific Institute
- Social Accountability International
- U.S. Consumer Product Safety Commission
- U.S. Dept. of Agriculture—CSREES
- U.S. Dept. of Commerce—ITA
- Underwriters Laboratories, Inc.
- Toy Industry Assn.
- Individual Consumer Advocates



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ISO's Consumer Policy Committee (COPOLCO)

- Established in 1978 - Policy development committee
- 103 member countries from around the world, plus IEC. Consumers International and OECD have liaison status.
- Provides closer linkage between standards world and consumers
 - Identifies priority areas of standardization of interest to consumers
 - Promotes consumer protection and consumer participation
 - Recommends new standards activity
 - Develops guides and policy statements to address consumer needs



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United States National Committee of IEC (USNC)

- A committee of ANSI
- One of the original IEC National Committees from its inception
- Represents stakeholders in U.S. electrotechnical community
- Includes representatives of academia, consumers, government agencies, manufacturers, professional societies, testing organizations, trade associations and more
- JoAnn Emmel serves on USNC Council, the policy committee
- Seeking to get consumers involved in U.S. TAGs to IEC technical committees
 - Safety and performance of domestic household appliances



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Challenges Associated with Consumer Participation

- Funding for Travel
 - Some ANSI-accredited standards developers provide funding
 - Participate electronically by reviewing draft standards out for comment
- Professional Incentive
 - Publish an article in a peer-reviewed journal
 - Build standards into your university curricula
- Training in Standardization
 - ANSI and standards developers offer web and classroom training



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ANSI Education Portal www.StandardsLearn.org

- Free, introductory e-learning courses on standardization
- Schedule of classroom training and webinars
- Committee on Education
- University outreach program
- Standards Education Database
 - One-stop resource for online education and distance-learning resources provided by ANSI-accredited standards developers, ANSI members and other academic institutions



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Thank You

- For More Information / To Participate . . .

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Supplemental Information

Additional Educational Resources



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Other ANSI Educational Resources

- USNC/IEC Training (contact ANSI for access)
www.ansi.org/usnc
- Media tips and case studies www.ansi.org/mediatips
 - For journalists, consumers and educators/students
 - Uses non-technical language to illustrate standards in daily life
- Published articles, Library of presentations www.ansi.org/news
- National student design competition for sustainability
www.ansi.org/p3
 - ANSI's partnership with EPA
 - Provides grants to college student teams and faculty to research, develop, and design sustainable solutions to environmental challenges



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Sample Educational Resources of SDOs

- The ISO Cafe www.iso.org/isocafe
 - For students, educators and journalists
 - Provides an overview of ISO standardization and examples / benefits of ISO standards in many areas of life and work
- 100 years of the IEC www.iec.ch/100years
- ASTM International Campus
<http://www.astm.org/studentmember/>
 - Student Membership, Student Forum, Professor's podium and Standards 101
- IEEE Standards Assn, Standards Development Online
<http://standards.ieee.org/resources/development/index.html>



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Standards Databases

- ANSI portals
 - Search for standards www.StandardsMall.org
 - Electronic standards store <http://webstore.ansi.org>
- U.S. government standards portal www.Standards.gov
 - Includes a searchable database of standards referenced by Federal agencies in regulations and procurement activities



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HERA - October 8, 2008 | Slide 23



HERA Presentation – Safer Homes Through Consumer Involvement in Standardization

Slide 1 - Title Slide

Good afternoon. Thanks for joining us.

I'm JoAnn Emmel of Virginia Tech and I will be doing the first half of the presentation.

Jim McCabe of ANSI will cover the second half.

As we go through the presentation, we'd like you to be thinking about how you, as housing educators, might become involved in the development of standards for products used in the home environment – on behalf of the interests of consumers.

* * *

Rarely do we stop to reflect on the impact that standards have on our everyday lives.

Yet standards are ubiquitous—they address the design, safety and performance aspects of the products and services that we use everyday.

Products for the home are among those influenced by standards.

Let's look at a few examples.

Slide 2 – Light Bulbs

Without standards, a simple thing like replacing a light bulb would be very frustrating.

Thanks to an American National Standard for the dimensions and forms of bulb bases and their holders, replacing a light bulb is relatively easy.

When a light bulb burns out, all we as consumers need to worry about are the watts needed and the price.

As long as we buy any bulb of the same general type, we don't worry about it fitting, no matter who manufactured it.

So standards address product design and interoperability.

* * *

The specifications developed by the National Electrical Manufacturers Assn committee C81 pertain to light bulbs and fixtures.

This American National Standards Committee also cooperates with other groups that develop standards for components, nomenclature, and the performance of light bulbs of different types.

Their voluntary use by industry saves us time, money, and considerable inconvenience.

Slide 3 – Gingerbread Men

Without performance standards, cooking would be a game of chance, full of unwelcome surprises.

Thanks to American National Standards, our gas ranges and ovens cook and bake evenly, efficiently, and safely.

There'd be little point in whipping up marvelous concoctions if our ranges didn't always perform well and we couldn't predict what would come out of the oven.

Ovens, broilers, and top burners need to provide sufficient heat, evenly distributed.

Controls should be easily accessible and clearly marked.

Heat must be contained and not escape to surfaces and controls we are likely to touch.

To see to it that gas ranges have these and other necessary features, consumer advocates have worked alongside representatives of manufacturers, government agencies and professional societies to develop the American National Standard Z21.1 on the efficiency, dependability, and safety of these appliances.

This standard is maintained by CSA America.

Other safety and performance standards exist for clothes dryers, air conditioners, refrigerators, furnaces, and water heaters.

Slide 4 – Ladders

Consumers shouldn't have to be acrobats to escape the mishaps of ladders tipping over easily or not holding their weight.

Having a ladder collapse under us or falling off the top step – where we don't belong – can be disastrous.

Reducing accidents from both these causes – structural defects and careless use – is the aim of three American National Standards for the safety of portable wood, metal and reinforced plastic ladders.

Take portable wood stepladders.

American National Standard A14.1 contains requirements for the materials and specifications for side rails, legs, steps, and a locking device to securely hold the ladder open.

This standard is the work of subject matter experts representing manufacturers, users, labor and safety interests, and government.

The committees' work is administered by the American Ladder Institute.

Widespread voluntary use of the A14 standards prevents thousands of injuries each year, at home and in the workplace.

* * *

At the same time, some consumer advocates have called for even tougher, mandatory ladder standards owing to the rates of injury associated with them—and because certain ladders did not perform well under testing, particularly multiuse and telescoping ladders.

This is an important point.

Consumers can influence the standards development process in the same way that they influence the regulatory process.

As materials and technologies evolve and new products are produced, there is a growing need for consumer involvement.

This is particularly true as voluntary standards increasingly are being referenced in regulation.

Slide 5 – Standards Make our Lives Easier

I hope it's clear that standards make all of our lives simpler when they address basic human needs—such as interoperability, performance and safety.

They perform an important societal benefit in that governments often rely on standards to fulfill public policy objectives to protect consumers' safety, health, and the environment.

Standards also save manufacturers time, resources and money since they do not have to “reinvent the wheel” every time they design a new product.

This makes products more economical to produce which in turn provides consumers with a greater selection of goods and services.

Standards also help to break down trade barriers, enabling access to new markets, promoting competition and technological innovation.

Slide 6 – American National Standards for the Home Environment

Today there are more than 10,000 American National Standards.

Many of them are standards for the home environment – standards relating to issues such as the safety and performance of electrical appliances, indoor air quality, and energy-efficient design.

The list is quite long.

* * *

Most of the standards used for products and services are voluntary standards.

They become mandatory when they are adopted into regulations or codes used in home building.

A good example is NFPA 70, the National Electrical Code, for safe electrical installation.

It has been adopted in virtually all fifty states and in many other jurisdictions around the world.

* * *

Another example is the International Code Council's standard on accessible and usable buildings and facilities, which is referenced in the International Building Code that has been widely adopted by the states, as well as in HUD regulations and ADA accessibility guidelines

There are many other examples.

Slide 7 – Definitions

To facilitate understanding, let's define a few terms:

A **standard** is essentially a document, *established by a consensus of subject matter experts and approved by a recognized body*, which provides guidance on the design, use or performance of products or services.

Standards also exist for test methods and materials, processes and systems, and personnel qualifications.

* * *

Conformity Assessment refers to any process of evaluating or measuring whether given requirements are fulfilled, for example, to ascertain whether products, services, systems or personnel conform to a standard(s).

Conformity assessment may include a supplier's declaration of conformity.

Or it may include independent testing and third party certification that specified requirements have been met.

Slide 8 –ANSI accredited standards developers

For over 100 years, the standards community has worked to address safety risks before a product ever gets to market—and to prevent the recurrence of injuries from unforeseen hazards.

Standards are developed by a large number of recognized standards developing organizations or SDOs.

At the national level, many individuals are very familiar with organizations such as Underwriters Laboratories and the Association of Home Appliance Manufacturers, but there are some 200 SDOs accredited by ANSI.

ANSI is sometimes incorrectly identified as a standards developing organization.

ANSI's role is actually that of an independent third-party that accredits groups involved in either standards-setting or conformity assessment.

The Institute serves as the umbrella organization that administers and coordinates the U.S. voluntary system of standardization, and ensures its integrity.

Slide 9 – What is ANSI?

ANSI was founded in 1918 by five engineering societies and three government agencies, which recognized the need for a focal point for standards coordination, harmonization and information.

Throughout its history, the Institute has provided an infrastructure where the private and public sectors can work cooperatively to develop standards that benefit the nation.

ANSI's roles include:

- Accrediting U.S. standards developing organizations, as well as certification, testing and inspection bodies
- Approving candidate American National Standards submitted by ANSI-accredited SDOs

- Providing access to international and regional standards bodies, and
- Serving as one-stop resource for access to standards and standards information.

The consensus process overseen by ANSI is fair, open and transparent, with numerous checks and balances, designed to protect the rights and interests of every participant.

Accreditation by ANSI—and subsequent approval of a candidate American National Standard—signifies that a standards developer’s procedures follow ANSI’s requirements for openness, due process and consensus.

Slide 10 – International Standardization in IEC and ISO

In today’s global marketplace, international standards increasingly are relied upon.

Two non-treaty organizations based in Geneva, Switzerland are home to much of the international standardization work taking place.

The International Electrotechnical Commission (IEC) addresses standardization in the fields of **electricity, electronics and related technologies**.

ANSI participates in the IEC through its U.S. National Committee.

The International Organization for Standardization (ISO) covers standardization over almost the **entire range of technology** (except that covered by IEC).

ANSI is the U.S. member of ISO.

The USNC and ANSI hold leadership positions in the governance of the respective organizations, and U.S. industry is actively involved in many areas of the technical work.

Slide 11 – Globally Accepted Principles of Standardization

The World Trade Organization has identified certain principles relevant to the work of organizations developing international standards.

These principles include:

Transparency – That essential information regarding standardization work programmes is **easily accessible** and that **procedures** allow for adequate notification of standards activity and opportunity to comment.

Openness – That any interested party may participate on a non-discriminatory basis at the policy level and at all stages of standards development.

Impartiality and Consensus – That the standard development process should not favor the interests of particular suppliers, countries or regions, that **consensus** takes into account the views of all concerned parties and attempts to reconcile conflicting arguments.

Effectiveness and Relevance – That international standards should **respond to regulatory and market needs**, as well as scientific and technological developments.

Coherence – That international standards should not conflict with one another

And, finally, the **Development Dimension** – That tangible ways of facilitating **developing country participation** should be sought.

* * *

Jim McCabe will pick it up from here to talk more about consumer participation in standards-setting.

Slide 12 – Consumer Involvement Helps Standardization

Thanks, JoAnn.

The slide shows many of the often cited benefits from having consumers interests represented in standardization.

While an engineer working for a manufacturer will bring a specific type of technical expertise to the standards-setting table, it is also helpful to hear the views of the end-user consumer.

A number of years ago I wrote an article for ISO's magazine the title of which was "If it pleases the consumer, it is likely to sell well," emphasizing that consumer

involvement at the standards development stage results in economic benefits downstream when a product hits the store shelves.

Today, it's becoming more important than ever for consumers to participate in the development of standards both at the national and the international level.

On the domestic side, we have the National Technology Transfer and Advancement Act, signed into law in 1996, which requires all U.S. Federal government agencies and departments to rely on voluntary consensus standards whenever possible for regulatory and procurement purposes.

Having consumer interests represented at the table fosters such reliance and lends credibility that the system encompasses the views of all stakeholders.

Some of the push for international standards comes from the WTO's Agreement on Technical Barriers to Trade which says that the national standards of one country may not exceed the requirements of any existing international standards without a showing of good cause.

With globalization and the internet, there has been a rapid expansion of markets creating unprecedented opportunities for cross-border trading of goods and services.

All of this has helped to fuel an evolution in international standardization work programmes so that they now encompass such issues as the cross-border trading of second hand goods and recall procedures for consumer products.

So let's look at some of the ways that you as housing educators might participate as consumer representatives in standardization.

Slide 13 – Opportunities for Consumers to Participate

At the national level, ANSI accredited standards developers have committees that develop standards for the home environment.

Having user interests represented in this work is required under ANSI's procedures.

In the case of international standards being developed in ISO or IEC, there are mirror committees in the U.S. called Technical Advisory Groups or TAGs.

These TAGs formulate U.S. comments and positions on the standards being developed internationally.

ANSI staff can put you in touch with a developer or U.S. TAG administrator working in your specific area of expertise.

In both cases, your participation can be by correspondence if you do not have the time or resources to attend committee meetings.

You can also independently review and comment on draft standards as an interested member of the general public.

In fact, reviewing and commenting on draft standards is a good way to get your feet wet in standardization.

If you wish to take a more proactive role, you may consider applying to be an appointed subject matter expert to an ISO or IEC working group.

These experts come together to create the initial working draft of a standard.

Or you may apply to be part of a U.S. delegation to an international meeting of an ISO or IEC technical committee.

* * *

ANSI also has a number of policy and program oversight committees that address various strategic policy and procedural issues.

And ANSI's Consumer Interest Forum (CIF) is another way to influence the development of standards and standardization policy both nationally and internationally.

Slide 14 – ANSI's Consumer Interest Forum (CIF)

The Consumer Interest Forum works to promote the education of consumers regarding the activities of ANSI and the standards development community.

It also seeks to facilitate the representation of consumer interests in voluntary standards and conformity assessment activities.

In addition, it serves as a venue for dialogue and information sharing on key consumer issues

The CIF brings together knowledgeable representatives from diverse constituencies including:

- Academia
- Consumer Groups
- Testing Organizations
- NGOs
- Government
- Standards Developers
- Industry Trade Associations
- Individual Consumer Advocates

Participation generally is open to any consumer representative who is willing to actively participate, including non-ANSI members.

* * *

Some other objectives that CIF works to advance are:

- influencing standards and conformity assessment policies and procedures
- recommending and supporting standardization initiatives that protect the health and safety of consumers, are environmentally sound, and improve the quality of life
- providing strong U.S. leadership in the International Organization for Standardization's Consumer Policy Committee (COPOLCO)

Slide 15 – ISO's Consumer Policy Committee (COPOLCO)

COPOLCO is a policy development committee of ISO, where representatives of national standards bodies, like ANSI, and consumer interests meet to discuss standardization issues of concern.

The U.S. participates through ANSI's Consumer Interest Forum.

COPOLCO works to identify standardization areas of priority interest to consumers and to promote consumer participation in those areas.

Its current priorities include the safety and performance of domestic household appliances which work is actually carried out in IEC.

* * *

While COPOLCO does not develop standards, it frequently proposes new standards projects when there is a perceived gap in consumer protection or a potential need from the consumer perspective.

For example, COPOLCO has proposed new standards on:

- consumer product safety and risk assessment throughout the supply chain
- consumer complaints handling and external dispute resolution, and
- cross-border trade in second hand goods including used household appliances

* * *

COPOLCO also produces guides to help standards developers address consumer concerns on issues such as:

- Instructions for use
- Packaging
- Child safety
- The needs of the elderly and persons with disabilities, and
- Graphical symbols

* * *

COPOLCO meets once a year to review its work in progress and to discuss a topical theme at an open workshop.

Workshops have focused on:

- Sustainable energy
- Environmental labeling, and

- Safety and security, among other areas.

* * *

COPOLCO also produces information publications and policy statements to promote the participation of consumers in standardization.

* * *

There is no counterpart to COPOLCO in the IEC.

However a representative of IEC participates in COPOLCO.

And like ISO, IEC has recognized the need to reinforce consumer representation in standardization, particularly by encouraging such efforts at the national level.

Slide 16 – United States National Committee of IEC (USNC)

The U.S. National Committee of IEC is the overarching ANSI committee responsible for U.S. engagement in that organization.

Members of the USNC participate in leadership positions in the IEC's governance bodies, serve as chairman and secretariats of IEC committees, as U.S. experts to IEC working groups, and as delegates to IEC technical committee meetings.

They also serve as members of, and technical advisors to, U.S. TAGs that develop positions on IEC proposals.

* * *

In January of 2006, the USNC adopted a strategic objective to build greater consumer involvement in the work of the USNC and the IEC, both at the policy and the technical level.

JoAnn Emmel currently serves as a consumer representative on the USNC Council, the governance body.

She also serves on the Consumer Interest Forum and previously served on the ANSI Committee on Education.

Our being here with you today is part of the effort to increase consumer participation—to identify members of the housing educators community who might be willing to serve as consumer representatives on U.S. TAGs to IEC.

To qualify as a consumer representative, you should be:

- committed to representing the consumer interest
- willing to participate actively
- able to listen, communicate effectively, and make decisions
- able to work well with others in a committee environment involving diverse stakeholder interests, and.
- have no conflict of interest with respect to the standards issues being discussed.

Our initial focus is on populating the TAGs for the IEC committees dealing with the safety and performance of domestic household appliances.

We'd be happy to collect business cards or speak with you individually after the session.

Slide 17 – Challenges Associated with Consumer Participation

We recognize that consumer participation in standards-setting is not without its challenges.

As educators, you may not have discretionary funding for travel to standards meetings.

Some SDOs do provide limited funding to help enable those representing consumer interests to sit at the standards table.

In any case, lack of travel funds needn't preclude your participation.

Much standards work takes place electronically, for example, reviewing and commenting on draft standards circulated for comment.

* * *

I understand that standards participation may not be recognized as a component of your continuing professional development.

However, the first-hand experience that you acquire from participation may provide an excellent perspective to write an article for a peer-reviewed journal.

You might also consider building standards into your academic curricula, in which case this experience can be invaluable to enhance your understanding.

At the same time, you will be making a useful contribution to improve the content of the standard being developed.

* * *

Lack of familiarity with how to participate in standards-setting also may be a concern.

ANSI and a number of its accredited SDOs offer both web and classroom training on the standards development process and procedures, as well as how to participate effectively.

Slide 18 – ANSI Educational Portal

ANSI's educational portal includes a number of resources that housing educators will find useful:

-- Learn "at your own speed" introductory courses on standardization written in easy to understand language, with illustrations and review quizzes.

-- A complete schedule of instructor-led classroom sessions and webinars offered by ANSI.

-- Information about ANSI's Committee on Education which seeks to promote awareness of standards and standards participation in the board room, and the development of standards education programs in the classroom.

-- Information on our University outreach program, which makes certain standards available for use by the academic community.

-- And a link to the Standards Education Database – a one-stop shop for online education and distance-learning resources provided by ANSI-accredited standards developers, members and other academic institutions.

* * *

Additional training and education resources appear at the end of this slide presentation.

Slide 19– Thank You

To reiterate – it is important that consumers be represented in standards-setting.

You, as housing educators, have an opportunity to represent consumer interests in standards development.

It will enhance your professional development and contribute to more robust standards.

We hope that you will consider becoming a part of this process.

Thanks. We'd be happy to answer any questions you may have.