



Reflections from the President and CEO

Presented to the
ANSI Board of Directors
December 11, 2003

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President and Chief Executive Officer



The Earth, moon, and stars are aligning here.

Three years ago, who would have thought . . .

International

- ANSI would have five (5) persons in key leadership positions in international and regional organizations
- global relevancy policies would exist in IEC and ISO
- the USNC/IEC would have undergone a comprehensive reorganization
- the U.S. and all the other member bodies would have been invited to help set the long-range strategic direction of ISO



Three years ago, who would have thought . . .

National

- ANSI would implement the *Essential Requirements* to streamline and increase the flexibility of the ANS development process
- the ANSI programs for the accreditation and regular audit of standards developers, as well as for the approval of American National Standards, would be consolidated
- SDOs would be able to submit PINS and BSR-8 forms via the World Wide Web



Three years ago, who would have thought . . .

Conformity Assessment

- demand for ANSI's accreditation services would result in a tripling of revenue
- a customer satisfaction survey would identify the ANSI-RAB-NAP program as being the most respected of the national accreditation programs
- ANSI would be first ISO member body to implement an accreditation program for Personnel Certification Bodies under ISO/IEC 17024
 - ANSI would receive 13 accreditation requests from personnel certifiers during the program's first year



Three years ago, who would have thought . . .

Conformity Assessment

- a U.S. Senator would be the keynote speaker at a workshop on conformity assessment
- the U.S. Department of Agriculture would have selected ANSI for a peer review of their accreditation process
- the Canadian government would recognize the FCC-NIST-ANSI accreditation program for Telecommunication Certification Bodies



Three years ago, who would have thought . . .

Government Relations and Public Policy

- the U.S. Secretary of Commerce would be actively and regularly talking about the importance of standards and conformity assessment to global trade
 - “Standards and testing are key to our international competitiveness”
- the EPA would cite standards as a primary principle for managing the nation’s natural assets
- ANSI and the standards community would have leading roles in meeting urgent national priorities such as homeland security and voting reform



Three years ago, who would have thought . . .

Government Relations and Public Policy

- ANSI would be named in multiple bills in Congress
- two primary Congressional support agencies – the Congressional Research Service and the General Accounting Office – would be talking about ANSI and voluntary consensus standards to congressional staff



Three years ago, who would have thought . . .

Legal

- ANSI's Patent Group would achieve global recognition as an authority on patent issues
- ANSI staff would have been invited to participate on the ITU-T Ad Hoc Group on Intellectual Property
- That ANSI's Legal Issues Forum would have nearly 200 subscribers and that it would serve as "the" resource for updates on current legal issues affecting the standardization community

Three years ago, who would have thought . . .

Governance

- ANSI would implement a new governance structure leading to
 - a more efficient “one-touch” approach to addressing policy matters
 - the greater involvement of the broad-based membership in setting policies for the Institute



Three years ago, who would have thought . . .

Consumer Relations

- ANSI would establish a foundation to facilitate consumer participation in standardization activities
- consumer participation on the ANSI Board would increase by 25%
- the U.S. would be playing a leadership role in the development of international standards for consumer interests, including
 - corporate social responsibility
 - consumer complaints handling
 - alternative dispute resolution

Three years ago, who would have thought . . .

Membership Development

- ANSI would introduce a new membership dues structure that would . . .
 - reverse a multi-year trend of membership losses
 - become a model for other associations who are seeking to restructure their dues schedule

Three years ago, who would have thought . . .

Communications

- media coverage of ANSI-related activities would increase by more than 500%*
- contact with the media would increase by 60%
- ANSI would publish nearly 400 news items per year
- ANSI would receive multiple awards for its website and print collateral

*since formal tracking system was implemented in 2002.

Three years ago, who would have thought . . .

Education and Training

- that ANSI would have launched an e-learning program that would receive more than 1000 registrations during its first year
- that a comprehensive outreach program to introduce standardization and conformity assessment into the curriculum of colleges, universities and technical schools would have been launched



Three years ago, who would have thought . . .

Publications Management

- ANSI would be playing a leadership role in Digital Rights Management (DRM) and the protection of Intellectual Property Rights (IPR)
- ANSI would distribute 100% of its documents electronically
- the ANSI eStandards Store would launch a “first of its kind” eSubscription service

Three years ago, who would have thought . . .

Operations

- ANSI would
 - be both financially and programmatically sound post 9/11
 - have a growing reserve fund
 - enable us to address future priorities
 - meet nearly six months of operating expenses
 - have back-to-back years of totally clean audits with no findings
 - have a comprehensive and sophisticated IT-infrastructure that includes three *terabytes* of data storage
 - offer a “best-in-class” internship program
 - launch an ISO 9001 implementation project



Into the future . . .

During 2004

- ANSI will launch a review and update of the National Standards Strategy for the United States
- A lot has been done, but there is still much to do.
- Given our recent accomplishments, it's evident that we are up for the challenge.

