



Reflections from the President and CEO

Presented to the

ANSI Board of Directors December 11, 2003

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The Earth, moon, and stars are aligning here.



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



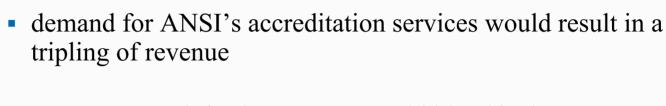
National



- 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



Conformity Assessment

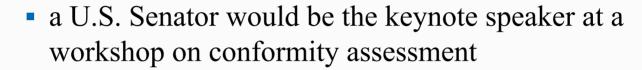


- a customer satisfaction survey would identify the ANSI-RAB-NAP program as being the most respected of the national accreditation programs
- ANSI would be first ISO member body to implement an accreditation program for Personnel Certification Bodies under ISO/IEC 17024
 - ANSI would receive 13 accreditation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





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





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



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





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



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



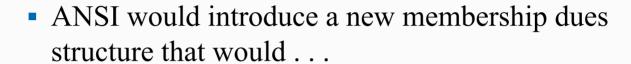
Consumer Relations



- 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



Membership Development

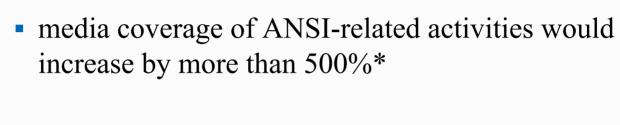


- reverse a multi-year trend of membership losses
- become a model for other associations who are seeking to restructure their dues schedule





Communications

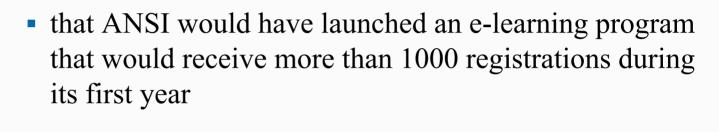


- contact with the media would increase by 60%
- ANSI would publish nearly 400 news items per year
- ANSI would receive multiple awards for its website and print collateral

^{*}since formal tracking system was implemented in 2002.



Education and Training

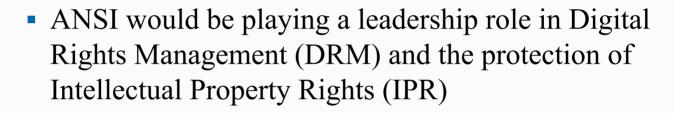


 that a comprehensive outreach program to introduce standardization and conformity assessment into the curriculum of colleges, universities and technical schools would have been launched





Publications Management



- ANSI would distribute 100% of its documents electronically
- the ANSI eStandards Store would launch a "first of its kind" eSubscription service





Operations



- 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







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.

