

**National Standards Strategy Committee
Kick-Off Meeting
May 18, 2004**

**Remarks by Dr. George W. Arnold
Chairman, ANSI Board of Directors**

- Good morning, ladies and gentlemen. For those of you whom I have not yet had the opportunity to meet, my name is George Arnold and I am chairman of the American National Standards Institute (ANSI).
- On behalf of the entire U.S. standardization and conformity assessment community, it is my pleasure to welcome you to the first meeting of the National Standards Strategy Committee, a new group that has been formed to consider possible revisions to the National Standards Strategy for the United States, more commonly known as the “NSS”.
- The NSS was developed by a collaborative public-private sector effort undertaken by a committee very similar to the one you are on today. When it was approved a little more than three years ago, the Strategy’s primary focus was to improve U.S. competitiveness in the global marketplace while continuing to provide strong support for domestic markets and key quality-of-life issues such as health, safety and the environment.
- The NSS was intended to be a living document. In fact, one of its recommendations was that it be reviewed in three years’ time to determine whether it needed to be revised to reflect current issues and anticipated trends.
- Well, here we are, right on schedule, to kick off that review and revision. Today, we launch a comprehensive evaluation of the Strategy, including the principles, objectives and tactics it contains. We must focus our efforts with a view towards not only current practices and circumstances, but also with a view towards the future. Interesting choices will need to be made.
- For example, as I re-read the strategy, it has a decidedly U.S.-centric focus. Although it emphasizes the need for the U.S. to expand its standards influence globally, it does so with an eye to getting others to adopt U.S. technology and U.S. practices – a win-lose proposition, if you will.
- Since 2000, our view of globalization has matured. Industry increasingly wants the synthesis of globally relevant solutions: one standard and one test that can be used around the world. Through ANSI’s leadership, ISO and IEC now embrace this concept. So I ask, does our national standards strategy fully reflect this?
- As another example, the original NSS observed that the standards system is quite diverse, both traditional and consortia organizations play critical roles. Perhaps the time has come for our strategy to be more specific as to how our system should combine the best of both worlds.
- A third example is funding of the standards system. Going forward, who should be paying for it, and how? Should it continue to rely on document sales? If not, what is the alternative?
- There are many tough issues to consider. I am confident that there will be differing opinions among this group. This is what we expected – and what we desired when forming the NSS Committee.
- This group of twenty-two members has been carefully selected to ensure a broad representation of diverse interests, industry sectors, small/medium and large organizations, federal and state government, and more. The range of interests and perspectives around this table is appropriate for

addressing the nation's long-term standardization strategy. But you cannot do this by yourselves. A key task of this committee will be to reach out to the broader community that must contribute its ideas and embrace the strategy – and engage them in this work.

(pause)

- I have asked Joe Bhatia of Underwriters Laboratories to serve as your chair. I extend special thanks to Joe for his enthusiasm and commitment to the review process.
- I also thank each of you for your willingness to participate in this important endeavor on behalf of the U.S. standardization community.
- We look forward to receiving progress reports on your efforts, and your final report to the Executive Committee of the ANSI Board.
- It is now my pleasure to introduce Dr. Mark Hurwitz, ANSI president and CEO.
- Mark, . . .

Remarks by Dr. Mark W. Hurwitz
ANSI President and CEO

- Thank you, George. Good morning everyone.
- “The proof of a strategy is in its execution.”
- Section 6 of the current NSS called for ANSI to coordinate, integrate, and report on implementation activities and progress – which we did through a proactive promotional campaign and the development of an online tracking system.
- Regrettably, little input was received from the broader standards community regarding implementation efforts. ANSI staff, however, provided considerable input to the tracking system. As a result, we do know that a few items referenced in the first NSS were not addressed. We also know that many successes were achieved. Fran Schrotter will provide a comprehensive status report later this morning on implementation efforts.
- In addition to the tracking report, fifty (50) distinct entities provided to ANSI an endorsement or statement of direct support of the NSS.
- In subsequent discussions, we have come to realize that – by virtue of their involvement with ANSI – all of the Institute’s members are actually supporting *in concept* the NSS. Some members may take issue with particular words, phrases, or even sections of the document – but in principle, the NSS is a document of ANSI and of the larger U.S. standardization system.
- This is why we considered ANSI as the logical choice to lead the review and to determine whether new situations dictate strategic revisions and offer new opportunities.
- The NSSC has been convened to spearhead the review efforts. I add my personal thanks to those already expressed by Dr. Arnold – each of you are making a significant contribution to the long-term future of the global standardization community.
- You are not working alone. A formal invitation has already been extended to each ANSI member to provide input for consideration by this committee during your review of the NSS. We will also look to the ANSI policy committees and membership forums to solicit and/or coordinate input from the various constituencies of the Institute.
- Your work will be publicized broadly with a view to soliciting input from the broader U.S. standardization community. This is a critically important endeavor that we will advance together.
- I have asked Fran Schrotter and Joe Tretler to serve as the staff liaisons to the NSSC. I know that you will be in very capable hands.
- Do not hesitate to let me know how I, or any other member of the ANSI team, can support your efforts.

<< *George Arnold to introduce Joe Bhatia* >>

**Remarks by Mr. Joe Bhatia
Chairman, National Standards Strategy Committee**

- Thank you Dr. Arnold.
- Let me begin by saying that it is an honor to have been selected to serve as chairman of the National Standards Strategy Committee. I look forward to the opportunity to work with so many esteemed colleagues from the U.S. standardization community. There are few forums where such a diverse representation of industry, academia, professional societies, trade associations, consumer representatives and government agencies can come together for mutual benefit.
- In the past, the U.S. has been fully committed to a system in which the market dictates the timing, content requirements, and number of standards that are to be developed under a voluntary, consensus-based, private-sector led and public-sector supported, standards process. And speaking of the private and public sector cooperation, we have been invited and have agreed to participate in the DOC Secretary's press conference on Standards later today. More information on this later.
- Most likely, we will "stay the course" of a sector-based approach to standardization and a system that maintains alignment with Annex 4 of the WTO's Technical Barriers to Trade Agreement.
- We must also consider our definition of "international standards" as broader than simply those documents produced by ISO, IEC and ITU.
- We will evaluate whether these – and other – of our past U.S. approaches continue to stand strong today. If so, we must consider how to move forward with these viewpoints in the global community.
- The development and widespread endorsement of a National Standards Strategy will help us take great strides towards implementation. Yet, certain aspects of the movement towards implementation by not only ANSI but also other involved organizations may present our most significant challenges.
- Our intent is to update the NSS in a way that will benefit the nation and the international community. The strategies and tactics we recommend must be valid for implementation by those outside ANSI and the traditional standards system.
- We must remember, too, that this group comes together with a new approach and somewhat different perspective than those who worked to develop the first Strategy.
- With this revision process, we are building on what currently exists, not starting from scratch. While this makes our task somewhat easier, we must be mindful of where we came from, where we are today, what are the changed business needs and tomorrow's changing global environment.

(pause)

- As Mark and George have each mentioned, the NSSC's work will be publicized widely. The intent is to solicit input from the extended U.S. standardization community.
- The function of this committee is to remain focused on a broad frame of reference at the strategic level – this is not an opportunity to rehash old issues that have been addressed in other policy committees or

forums. Our goal should not be to address ANSI's operational and business issues. This is a chance to move forward in a proactive and productive way.

- A comprehensive review of the existing document is important. Fran's overview is a good start.
- The ANSI Executive Committee has already suggested several topics for our consideration. And some of you have already provided comments. I thank you for these contributions and hope that you will freely offer your ideas and encourage others to do so in an open discussion.
- Again – it is my firm belief that any actions we take shall be open, balanced and achieved through a transparent and participatory process. Regardless of the source, we will carefully consider the input received from all members and from ANSI's various constituencies.
- We can use this first meeting as a brainstorming opportunity to define how we plan to address and resolve various issues as we look forward in our review process.
- Our objective will be to develop recommendations for review and approval by the ANSI Board of Directors and its Executive Committee. I expect that the majority of our work will be conducted during the course of this calendar year.
- I look forward to working with each of you as we review the current NSS and consider proposing changes, as appropriate, for the future.
- Thank you.