



S. JOE BHATIA
PRESIDENT AND CEO
Tel: +1.202.331.3605
Email: jbhatia@ansi.org

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Vivien Lou Chen
Reporter, *Bloomberg Businessweek*

Ellen Joan Pollock
Executive Editor, *Bloomberg Businessweek*

Dear Ms. Chen and Ms. Pollock:

As you point out in your recent article "[Companies Are Hiring. Just Not You.](#)" today's job market reveals an unexpected paradox. Despite the highest jobless numbers in a quarter century, companies across industry sectors are reporting difficulty in finding skilled workers.

At the same time, there are millions of people across America with abilities and ambition waiting to be tapped. Quality credentialing programs accredited by a neutral third-party such as [American National Standards Institute](#) (ANSI) play an important role in capitalizing on this talent and fostering a more robust and qualified American workforce. Recognized and market valued credentials are a win-win situation: employees are empowered to retool their skillset, and employers can identify qualified workers with the appropriate expertise. Too often, individuals have been enticed to pursue credentials that have no market value, which can become a "credential to nowhere." Calls from the public and private sectors have cited a need for a national database to assist consumers in identifying legitimate credentials that lead to employment.

Together with partners across a range of sectors and disciplines, ANSI is engaged in a number of activities that enhance the credentialing of personnel and support secondary and post-secondary career pathways. Most recently, ANSI announced an [initiative](#) with the Interstate Renewable Energy Council (IREC) to bolster the American workforce for the growing number of clean energy jobs of the future. With advisory support from the U.S. Department of Energy's National Renewable Energy Laboratory, ANSI and IREC will pursue an independent, joint accreditation program for energy efficiency and renewable energy-related certificate programs offered in formal educational institutions and other legal entities.

And under the Skills for America's Future campaign, ANSI member and accredited standards developer the [National Association of Manufacturers](#) (NAM) and its affiliate [The Manufacturing Institute](#) are leading an effort to credential 500,000 community college students with skills certifications aligned to manufacturers' hiring needs. The [NAM-Endorsed Manufacturing Skills Certification System](#) will give students the opportunity to earn industry-recognized credentials that will travel across state lines, be valued by a range of employers, and improve earning power.

These are just two of myriad initiatives underway in the standardization community that directly respond to the needs of industry, government, and the American public. And with job creation and economic growth topping everyone's list of priorities, ANSI couldn't be prouder to be the facilitator of these types of critical standards and conformance-based solutions.

(continued)

Should you wish to include future coverage on the value of credentialing programs in *Bloomberg Businessweek*, I invite you to consider the American National Standards Institute as an open resource and reference for information. I have asked Elizabeth Neiman, ANSI's director of communications and public relations to follow up with you to answer any questions you might have.

Sincerely,

A handwritten signature in black ink, appearing to read "S. Bhatia". The signature is fluid and cursive, with a long horizontal stroke at the end.

S. Joe Bhatia
President and CEO