



INTERNATIONAL
TRADE
ADMINISTRATION

NAM National Association
of Manufacturers

THE VOLUNTARY STANDARDS SYSTEM:

A DYNAMIC TOOL FOR U.S. ECONOMIC GROWTH AND INNOVATION

Friday, July 24, 2009 | 9:00 am–12:00 pm

Department of Commerce Auditorium | 1401 Constitution Ave NW
Washington, D.C.

9:00 - 9:15

Introductory remarks:

Mary Saunders, Acting Assistant Secretary for Manufacturing and Services,
International Trade Administration, Department of Commerce

9:15 - 9:30

Keynote address:

Laura Hitchcock, The Boeing Company, Director External Standards

9:30 - 10:15

The Voluntary Standards System: An exploration of the characteristics that enable global competitiveness

Panelists will discuss prominent features of the standards system such as openness, transparency and flexibility to respond to developing technology and stimulate innovation. They will also explore opportunities the public and private sector have to collaborate to maximize the standards system.

Moderator:

Kent Baker, Qualcomm, Vice President, Standards and IPR

Panelists:

Gordon Gillerman, NIST, Standards Services Division, Chief

Susan Miller, President and CEO, ATIS

Chuck Powers, Motorola, Standards Strategy, Director

Greg Saunders, U.S. Department of Defense, Defense Standardization Program Office, Director

10:15 - 10:30 **Q & A**

10:45 – 11:30 **Is the Standards System Poised To Accomplish Public Policy Objectives?**

The voluntary standards system has been a key to driving technical innovation and maintaining the United States' position as a global leader in technology. The system is a critical tool for maintaining our competitive edge in today's global economy.

Panelists will discuss the ability of the system to accommodate diverse industries and business models and to evolve to address emerging technologies such as Smart Grid, healthcare IT, and cyber security.

Moderator:

Earl Nied, Intel Corporation, Standards and IPR, Program Director

Panelists:

Christopher M. Byrd, Evolution Benefits, Inc. Executive Vice President

Ed Gray, Elster Integrated Solutions, Regulatory Affairs, Vice President

Dr. Mary McKiel, U.S. Environmental Protection Agency,
Standards Executive

Robert Noth, Deere & Company, Engineering Standards, Manager

11:30 - 11:45 **Q & A**

11:45 - 12:00 **Closing remarks:**

Shaun Donnelly, Sr. Director International Business Policy,
National Association of Manufacturers