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Mr. Morris is the Vice President, Division Services of the Association of Home Appliance Manufacturers. This international trade association, headquartered in Washington, DC, conducts market research, certification, market statistics, joint technical standards development, and government relations activities for over one hundred sixty manufacturers of kitchen and laundry major appliances, portable electric appliances and their suppliers that are used throughout the home.

In his capacity, Mr. Morris is responsible for leadership of the Portable, Major and Floor Care Appliance Divisions, including such areas as division programs, financial management, business development, joint marketing programs, technical regulatory issues with the Department of Commerce, Consumer Product Safety Commission, the Environmental Protection Agency and other federal departments. The products served by this trade association include kitchen electrics, personal care and air treatment, white goods, and floor care motorized appliances. He has also served as a technical representative on product safety issues with the U.S. Consumer Product Safety Commission, Underwriters Laboratories and NFPA. Mr. Morris has been responsible for the Association's Bi-Annual Product Safety and Liability Conference since 1997. He is the AHAM staff coordinator of the IAAI/AHAM Fire Investigation Seminars held each year from 1998 to present. Mr. Morris is the technical leader for several environmental issues including appliance recycling and sustainability. In 2010, AHAM began an effort to develop industry-wide sustainability standards for which Mr. Morris serves as staff director. As the staff member responsible for technical trade issues, he currently serves as the Chairman of the Industry Trade Advisory Committee to the Department of Commerce on standards and conformity assessment.

Prior to coming to AHAM in 1994, Mr. Morris has held various engineering and technical positions with AHAM portable appliance member companies, including Black & Decker and Pollenex and has over 25 years experience with regulatory issues. He has extensive product design and compliance experience with air and water treatment products.

Mr. Morris has a B.S. Degree in Biology and Natural Sciences from West Virginia Wesleyan College and an M.S. Degree in Administration from Johns Hopkins University. He is the author of numerous technical papers on government activities and product safety.