

# A DEFINITION OF STANDARDS

A technical Standard is a documented and industry/market applied agreement containing uniform engineering or technical guidelines to ensure that materials, products, processes, practices and/or services can be consistently produced and used and remain adequate for their purpose within a given context. This includes ensuring safety and enabling required interoperability with other materials, products, etc.

## **Dramatically oversimplified:**

Standards are the agreed-on rules of the competitive game for products, technologies and services.

# STANDARDS AS BRIDGE

Technology – Strategy

Innovation – Legacies

Product – Market

Corporation – Ecosystem

Industry – Government

Data - Data

# WHO IS HERE TODAY

## As intended:

good mix with

- 18 academic/research institutions, 20 industrial organizations and 11 government agencies represented
- Over 40% little or no prior experience/expertise in standards; few covering in courses

As will be evident in the industry panel, we will consider varying supply chains and multiple standards (though less on individual standards) and standards issues.

# AGENDA

## Day 1

**WELCOME AND SETTING THE STAGE** (begins with **LUNCH SPONSORED BY ASTM INT'L**)

Noon **David Lightfoot**, Professor and Director, Communication, Culture & Technology Program, Georgetown University  
**Gordon Gillerman**, Acting Director, Standards Coordination Office, National Institute of Standards and Technology (NIST)

**Keynote address:**

**Dieter Ernst**, Senior Fellow and Professor, East-West Center

1:30pm **Overview of agenda**

**Jeffrey Strauss**, Acting Director, Northwestern BCICS CTIM

1:40pm **Panel 1: (Industry/government) Laying out the problems: Global supply chain perspectives and challenges**

Facilitator: **Charles Y. Chen**, Director, Renewable Energy & Advanced Manufacturing, Energetics Incorporated

**Alexander McMillan** – Rockwell International

**Bruce Mahone** – SAE International

**Robert Ryan** – IBM Global Business Services

**Carl Cargill**, Adobe Systems

2:55pm **BREAK SPONSORED BY IBM**

## **Day 1 (continued)**

3:10pm **Special presentation: From innovation-incubator to force-multiplier: The key roles voluntary standards play in achieving mission-critical public health and safety objectives**  
**Joseph Mohorovic**, Commissioner of the U.S. Consumer Product Safety Commission

## **GETTING TO WORK**

3:40pm **Response and academia call to action**  
**Sandor Boyson**, Robert H. Smith School of Business, University of Maryland

4:00pm **Breakout Introduction and expectations**  
**Patricia Harris**, International Standards Specialist, NIST

4:10pm **Breakouts: Implications for course content**

5:00pm **Breakout group reports, open discussion**

5:45pm **Lead into Day 2 Standards Negotiation**  
**Jeff Strauss**

6:00pm **ADJOURN**

**Day 2**

8:00am **CONTINENTAL BREAKFAST/COFFEE SPONSORED BY NSF INT'L AND SAE INT'L**

8:30am **EXERCISE:** (working in assigned groups)

10:00am **BREAK**

10:00am **Exercise continues**

10:415am **Group reports, Discussion of exercise, value and potential use/further adaptation in different courses/ institutional contexts**

11:00am **Special Presentation: White House Supply Chain Innovation Initiative**  
**Vikrum Aiyer**, Senior Advisor, White House National Economic Council

11:30am **Activities of the Council of Supply Chain Professionals**  
**Tobin Porterfield**, Associate Professor, Supply Chain Management, Towson University;  
Roundtable Education Chair, Academic Strategies Committee Member, Council of Supply Chain Management Professionals

11:45am **LUNCH SPONSORED BY THE IAPMO GROUP**

## **Day 2 (continued)**

12:30pm **Academic panel: Research and teaching perspectives**

Facilitator: **D. Linda Garcia**, Associate Professor, Communication, Culture & Technology, Georgetown University, former Senior Associate and Project Director, Office of Technology Assessment, US Congress

**Evan Barba**, Georgetown University

**Chaodong Han**, Towson University

**Jim Haddow**, Howard University School of Business

**Stephen K. Kwan**, San Jose State University

1:45pm **Breakouts: Pedagogy challenges and approaches**

2:45pm **Break out reports, discussion**

3:15pm **Wrap-up discussion; Resources and Next Steps**

Moderators: **Erik Puskar, Jeff Strauss**

3:45pm **ADJOURN**