66th Annual SES Conference

Building Alliances in Standards and Conformity Assessment

August 7 – 10, 2017
The Drake Hotel
Chicago, Illinois

www.ses-standards.org
MONDAY, AUGUST 7, 2017

4:00 PM to 6:00 PM Registration
4:00 PM to 5:30 PM Exhibits
5:00 PM to 6:00 PM New member Orientation and SES’ Next Steps in Professional Certification
6:00 PM to 8:00 PM Welcome Reception Including Meet The Exhibitors

TUESDAY, AUGUST 8, 2017

7:30 AM Registration, Breakfast, and Exhibits
8:45 AM Official Opening
Kerri Haresign, Consumer Technology Association (CTA), Conference Chair
Richard Forselius, CStd, FSES, Sikorsky Aircraft, SES President

9:00 AM Keynote Address
Jim Shannon, IEC President

9:45 AM Refreshment Break and Exhibits

10:15 AM SESSION 1 – From Discord to Accord: Getting to Harmonization

In the language of standards and conformity assessment, harmonization is the process to get to one common standard or one test from divergent standards or tests. In many cases the business benefits of harmonization are desirable. What is the process to sort through the myriad of differences to identify the commonalities and what impact does this process have on standards development and relationship building among the materially affected parties? In this session we will hear about how harmonization is addressed in different standards systems, current major harmonization initiatives in various sectors and the lessons and best practices that can be drawn from them.

Moderator: Guilaine Fournet, International Electrotechnical Commission (IEC)
Stephen Head, Standards Council of Canada (SCC)
Yonas Nebiyeloul-Kifle, U.S. Department of Homeland Security

Speaker Invited

Questions & Answers

11:45 AM Luncheon and SES Awards Presentation
Carol Herman, Awards Committee Chair

1:15 PM SESSION 2 – Conformity Assessment: Perspectives on Reducing the Regulatory Burden

Conformity assessment’s systems address key regulated characteristics and attributes. Demonstrating conformity with regulatory requirements can be resource intensive for the industry. This session will explore the evolving role of conformity assessment (testing and certification) and take a look at the impact in the medical electrical equipment sector. Our panel of speakers will describe various conformity assessment solutions and approaches that made market entry more efficient within this industry.

Moderator: Elisabeth George, Philips Healthcare
Steven Margis, Underwriters Laboratories, LLC
Gordon Gillerman, National Institute of Standards and Technology (NIST)
Scott Colburn, U.S. Food and Drug Administration

2:45 PM Refreshment Break and Exhibits

3:15 PM SESSION 3 – Case Study: Standards Success through Alliances

The InterAgency Board (IAB) is a group of emergency preparedness and response practitioners, Federal employees, and subject matter experts tasked with facilitating the development of standards for the responder and public safety community. This session will focus on the IAB’s approach to these issues and address:
• Understanding and remaining focused on the needs and requirements of the end user.
• Having marketplace competitors cooperate for the greater good.
• Development and validation of test methods with no funding.

This will be an interactive discussion with stakeholders sharing their perspectives on how their collaborations led to success through a process that can be duplicated by others.

Moderator: Jen Marshall, NIST
Phil Mattson, Department of Homeland Security
Rob Kinsler, HP White
Amanda Battisti, Warwick Mills

Questions & Answers

4:45 PM Day One Ends

TUESDAY EVENING EVENT

6:00 PM to 9:30 PM Dinner - The Signature Room/Hancock Tower
Join your SES colleagues for a dining experience on the 96th floor of one of Chicago’s tallest buildings! The Signature Room features upscale dining and a menu of contemporary American cuisine. We will depart the hotel as a group on foot at 5:45 PM. The dinner culminates around 9:30/10:00 PM.
7:30 AM  Registration, Breakfast, and Exhibits

8:15 AM  Mini Keynote – Update from International Partners
International Federation of Standards Users (IFAN) and
the International Cooperation for Education about
Standardization (ICES)

Dave Felinski, IFAN
Jeff Strauss, ICES
Questions & Answers

8:45 AM  SESSION 4 – Balancing of Innovation and
Standardization

This panel will explore how standards are used within new and
emerging industries to support growth and continued innovation.
Specifically, the session will address the first mover advantage where
standards developed around emerging technologies provide
companies involved in standards setting process with a leg up on their
competition in defining marketplace rules for new industries, creating
conditions that allow these businesses to scale-up, avoiding
unnecessary regulation, and generating jobs and economic growth.
Moderator: Veronica Lancaster, CTA
Speaker Invited
Nicki Islic, CSA Group
Adam Newman, IEEE
Questions & Answers

10:15 AM  Refreshment Break and Exhibits

10:45 AM  SESSION 5 – Reassessing and Balancing the Impact of
Standards Versus Regulations

With the anticipated reduction in technical regulations by the new US
administration, the offsetting economic impact of voluntary standards
versus regulations is important to review. This international panel
representing government, industry and academia, will review relevant
previous and ongoing global studies on the impact of standards to feed
a discussion of strategy and policy.
Moderator: Joe Mohorovic, U.S. Consumer Product Safety Commission
Jeff Okun-Kozlowicki, U.S. Department of Commerce
Speaker Invited
Keith Wilson, IFAN/British Standards Society
Questions & Answers

12:15 PM  Luncheon and SES Annual Meeting
Richard Forsellius, CStd, FSES, Sikorsky Aircraft, SES President

1:30 PM  SESSION 6 – Contextualizing Standards to Increase
Understanding

The value of standards and participation in their development can be
subtle and overlooked by non-standards professionals and particularly
students (and faculty). Presenting this in full relevant strategic
operational and decision application contexts, particularly when the
contexts are recognized as critical, can help. This panel looks at some
examples and includes participation by SDO, industry and academic
speakers.
Moderator: Invited
Erik Puskar, NIST
Alec McMillan, Rockwell Automation
Signe Annette Bogh, Danish Standards
Questions & Answers

3:00 PM  Refreshment Break and Exhibits

3:30 PM  SESSION 7 – Sustaining Engagement: Keeping the Flow
Going

The standards profession is a unique role. At times, a silent partner;
other times the driver and also the peacekeeper. A key role for
standards professionals is ensuring a successful outcome for the
standards they oversee. In many countries standards utilization are
the ways of determining compliance. Some standards have taken the
world by storm and driven not just conformity assessment but
consistency. Others have their standards referenced repeatedly in
other related standards throughout the world. Codes, laws,
regulations etc. call out numerous standards. It is therefore essential
to engage those who reference standards in the development and
utilization of the standards. What are the constraints, experiences
and best practices that can maximize engagement?
Moderator: Rae Dulmage, Consultant-standards, regulations, and
codes
Travis Murdoch, ASTM International
Luis Ivan Hernandez, Asociación Nacional de Normalización y
Certificación
Pierre Desilets, Leviton Manufacturing of Canada
Questions & Answers

5:00 PM  Conference Ends
This full-day course will provide fundamentals on standardization, along with tools and resources to be used throughout one’s career. Attendees will also earn 15 credits towards the SES Certification program for standards professionals. **NOTE:** ½ day registration is available for either the morning or afternoon sessions, for those who do not wish to attend the entire day.

**Introductory Concepts (8:00 am – Noon)**

**Format** Lecture with Q&A

This high-energy course covers the fundamentals of standards, conformity assessment, and the various processes and business models involved in standards setting and conformity assessment practices. Key concepts include the importance of standards and conformity assessment to global trade, international standards for conformity assessment, and issues and drivers facing today’s standards community.

**Topics**
- Introduction to Standardization
- Introduction to Conformity Assessment
- Introduction to ISO/IEC
- Standardization – SDO Perspective
- Standardization – Federal Government Perspective
- Standardization – Industry Perspective

**Instructors**
- Adam Newman, IEEE
- Gordon Gillerman, NIST
- Michael Leering, CSA Group
- Michael Palm, Underwriters Laboratories, LLC
- Karen Reczek, NIST
- Richard Gardner, Baxter Healthcare Corporation

**Who should attend:** New standards professionals, corporate managers, engineers, government and public administration staff, standards developing organization staff and volunteers, consumers, faculty, and students, that want to enhance his/her working knowledge of standards and conformity topics.

**IEEE Standards University’s Mars Space Colony Standardization (1:00 pm – 4:00 pm)**

**Format** Interactive simulation game

This standardization role-playing game is designed to teach about technical standards and standards development while developing team and negotiation skills. Topics include the importance of standards to industry, fundamentals of standards development, and a case study on standards. Players participate as members of standards working groups, incorporating roles that reflect the economic, political, and technical realities of standards development.

**Instructors**
- Jennifer McClain, IEEE
- Susan Tatiner, IEEE

**Who should attend:** Educators, students, new, and seasoned standards professionals looking for a fun and effective way to learn more about working in teams, negotiating, and consensus building.
SES - The Society for Standards Professionals
presents the following event
in conjunction with the 66th Annual SES Conference

Educational Tour of Underwriters Laboratories (UL)
9:00 AM – 3:00 PM
(Time at UL approximately 10:00 AM – 2:00 PM)
Thursday, August 10, 2017

Description
Since 1894, UL has been helping companies demonstrate safety, confirm compliance, enhance sustainability, manage transparency, deliver quality and performance, strengthen security, protect brand reputation, build workplace excellence, and advance societal well-being. Some of the services offered by UL include: standards development, inspection, education and training, testing, auditing, certification, and validation. UL conducts research on technologically advancing products, and converts that research to standards requirements, which form the basis of its conformity assessment programs. Come tour the UL corporate headquarters, located in Northbrook, Illinois.

Bus transportation from the Drake Hotel and lunch will be provided by UL. Return transportation to the Drake Hotel or to Chicago O'Hare International airport will be provided by UL following the tour.

Format
A guided, walking tour of the UL campus including the UL Museum and select testing laboratories. Some presentations and demonstrations will be provided.

Who Should Attend
Standards professionals, corporate managers, engineers, government and public administration staff, standards developing organization staff and volunteers, consumers, and faculty and students, who want to learn more about standards development, certification, and conformity assessment, and who are interested in learning more about UL, its history and mission, and in seeing the UL testing facilities and witnessing tests.

The fee to attend this tour has been waived for attendees of the 66th Annual SES Conference thanks to sponsorship by UL. Registration is still required.
66th ANNUAL SES CONFERENCE AND COURSE RATES

(All prices are in US Dollars)

Register by July 14 | Register after July 14

**Full Conference Rates:**
- SES/IFAN/ICES Member: $695 | $795
- Nonmember: $795 | $895
- SES Retired/Student Member: $350 | $450

**One Day Rates:**
- SES/IFAN/ICES Member: $365 | $415
- Nonmember: $415 | $465
- SES Retired/Student Member: $200 | $250

**Rates for Fundamentals of Standards and Conformity Assessment Course:**
- SES/IFAN/ICES Member: $460 | $510
- Nonmember: $510 | $560
- SES Retired/Student Member: $370 | $420

The Underwriters Laboratories tour to be held on Thursday, August 10 is sponsored by Underwriters Laboratories, registration is still required.

**Tuesday Evening Dinner at The Signature Room/Hancock Tower:** $95 per person

*Visit the Conference page of the SES website to register online or to download a PDF registration form.*

### 66th ANNUAL SES CONFERENCE SPONSOR AND EXHIBITOR RATES

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| **Gold:** | $3,000 | - Signage recognition (Logo to be displayed on SES signs throughout the event)
- Website recognition (Logo to be displayed on ses-standards.org)
- Table display
- Complimentary full page advertisement in SES conference brochure
- Information on organization can be distributed in participant tote bags and/or provided with the table display
- **INCLUDED**—Advertising in SES eReader App for 6 months *

| **Silver:** | $2,000 | - Signage recognition (Logo to be displayed on SES signs throughout the event)
- Website recognition (Logo to be displayed on ses-standards.org)
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- Additional advertising in SES eReader App for 6 months * |

| **Bronze:** | $1,000 | - Signage recognition (Logo to be displayed on SES signs throughout the event)
- Website recognition (Logo to be displayed on ses-standards.org)
- Additional advertising in SES eReader App for 6 months * |

| **EXHIBITOR (table top)** | $750 | Note: Exhibitors are invited to participate in a “Meet the Exhibitors” gathering on Monday, August 7th at the Welcome Reception. |

**ADVERTISE IN FINAL CONFERENCE PROGRAM** (Deadline for inclusion in this year’s program is July 1, 2017.)
- Full Page | $300
- Inside Front Cover | $500
- Inside Back Cover | $400
- Two-page Center Spread | $1,000

* You can advertise on SES’ Mobile App developed to digitally distribute the SES Journal, Conference Program, and other content! Your company logo will be a “True Responsive Ad” on the SES eReader App and will look the same on every mobile device - Apple, Droid and Windows. The presentation of your company logo will be dynamically controlled and resized according to the properties of each screen/device so your Ad always looks great. Your company logo will have a URL click through of your choice and will rotate with other SES sponsors every few seconds. Just send us a URL link and an eps company logo you want displayed on the SES eReader App.

*Visit the Conference page of the SES website to download the full Sponsor/Exhibitor form.*
SES – The Society for Standards Professionals is very pleased to announce that this year we will be partnering with two international organizations, the International Cooperation for Education about Standardization (ICES) and the International Federation of Standards Users (IFAN) on the second day of our annual conference, August 9th at the Drake hotel in Chicago IL.

Jeff Strauss from ICES and the Northwestern University Buffett Institute and Dave Felinski from IFAN will be giving opening remarks that day followed by four panels of speakers on topics of interest (cooperatively determined by representatives of the three organizations) in the following areas; Session 4: Balancing of Innovation and Standardization; Session 5: Reassessing and Balancing the Impact of Standards versus Regulations; Session 6: Contextualizing Standards to Increase Understanding; and Session 7: Sustaining Engagement – Keeping the Flow Going. Each panel will have three speakers and a moderator. There will be Q&A and discussion at the end of each session.

SES participants are also invited to attend either the IFAN 44th annual Members Assembly on the day before (Monday, August 7) or the ICES annual meeting on the following day (Thursday, August 10).

IFAN
The IFAN Members Assembly will also be held at the Drake Hotel. The IFAN meeting is open to non-Members (as observers) at no charge; please contact the IFAN Secretary at ifan@ifan.org for more information.

ICES
The ICES annual meeting will be held at the Northwestern University School of Law at 375 E. Chicago Avenue (approximately a 5-10 minute walk from the Drake) from 8:30-5:30. The ICES meeting will build on the August 9 sessions. Designed to stimulate active discussion, it will feature speakers from the US and several other countries representing industry, academia, and standards developing organizations. There will be presentations and discussions on standardization skill requirements and related research and pedagogy through cases, course models, exercises, and teaching/training games/simulations. Thanks to sponsors, there is no charge but registration is limited.

You may also wish to attend the annual World Standards Cooperation Academic Day (WSC is an alliance of IEC, ISO, and ITU), an annual event aiming to promote dialog between universities and the international standards community. The WSC-AD is planned for Northwestern University on August 11. Contact Jeff Strauss (this year’s ESICES chair) at j-strauss@northwestern.edu for more information and to reserve your spot for either or both of the ICES and WSC-AD programs.

Week at a Glance

Monday, August 7
- Professional Development
- IFAN Member’s Assembly

Tuesday, August 8
- SES Conference

Wednesday, August 9
- SES Conference
- Joint Sessions with IFAN, ICES

Thursday, August 10
- ICES Meeting
- Underwriters Laboratories Tour

Friday, August 11
- World Standards Cooperation Academic Day

Learn about the week’s events on the SES website at www.ses-standards.org.
HOTEL INFORMATION

The Drake Hotel, Chicago, Illinois is the site for the 66th Annual SES Conference.

The Drake Hotel is in the heart of the Windy City! The best attractions are within walking distance. Dining and shopping are just a brief stroll away. The accommodations provide old world charm and modern amenities.

The Drake Hotel
140 East Walton Place
Chicago, IL 60611
UNITED STATES

Go to https://aws.passkey.com/go/Societystandards or call +1 800 55 DRAKE (800 553 7253). Reference group code SSP.

SES Conference Room Rate:
Standard: $195+ tax (single, double)

Hotel reservations made after July 14, 2017 will be confirmed only on a space-available basis. These room rates may exceed the special SES conference rate.

For additional information on activities in and around Chicago, visit http://www.chicago.org.

MONDAY EVENING WELCOME RECEPTION

Come join your fellow meeting attendees, moderators, speakers, and exhibitors at the opening Welcome Reception located in the The Drake Hotel in Chicago Illinois from 6:00 PM to 8:00 PM.

This event, included in your registration, is a great opportunity to catch up with fellow members and colleagues, and make new connections while enjoying cocktails and light hors d’oeuvres.

TUESDAY EVENING DINNER – The Signature Room/Hancock Tower

Join your SES colleagues for a dining experience on the 96th floor of one of Chicago’s tallest buildings! The Signature Room features upscale dining and a menu of contemporary American cuisine. You’d be hard pressed to find a better view of downtown Chicago anywhere else in the city. The evening’s dinner options include halibut, steak, chicken or vegetarian. Please note there is a dress code: Business Casual; no shorts or athletic wear. Jacket and tie are optional. Ripped or torn jeans are not permitted.

The cost for this event will be $95.00, be sure to sign up when you register for the conference and choose your dinner selection.

The Hancock Tower is walking distance from The Drake. We will depart the hotel at 5:45 PM on foot, and we have reserved The Signature Room until 10:00 PM.

Contact SES with any additional questions:
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