Welcome to the SES/ANSI September Webinar
Developing Standards Professionals: Perspectives from New Professionals
Wednesday, September 14, 2016
1:00 - 2:30 pm ET

Guest Speakers:
Keith Jansa, Manager, Strategic Policy and Sector Engagement, Standards Council of Canada
Travis Murdock, Manager, Technical Committees, ASTM International
Marianna Kramarikova, Manager, Technology and Standards, TIA

Moderator
Ron Jones, VP, Business Development Jouve

Keith Jansa
Marianna Kramarikova
Travis Murdock
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Becoming a Standards Expert

Keith Jansa
Manager, Strategic Policy and Sector Engagement
Standards Council of Canada
Keith Jansa, SCC

- Me as a Use-Case
  - Introduction to standards
  - Leveraging the lattice
  - Solving for $x$
    - What gets me out of bed in the morning?
    - What helps me be better at what I do?
Opportunities and Challenges

- Challenges as a new professional
  - Perceptions impacting credibility
  - Work / life balance
- Opportunities as a new professional
  - Branding
Enhancing Skills and Knowledge

How to enhance skills and knowledge in standards?

- Have adequate and readily available support systems in place
- Know the “what” and challenge the “how”
- Time to grow; embrace and leverage different vantage points
My Stumble into Standards

Travis Murdock
Manager, Technical Committee Operations
ASTM International
Stumble into Standards

- Graduated undergrad in 2009
  - Entered workforce after 2008 Financial Crisis/Recession
- Focused on career in field relevant to degree
- Started with Society of Cable Telecommunications Engineers (SCTE)
  - Telecomm in the name; seemed like no-brainer
  - Accepted Standards position in 2010 knowing nothing about standards
- Organizational changes forced independent development
  - Went back to school
  - Took advantage of organization’s training
- Got involved in standards community
  - Networking led to my current position
Experiences

• Standards work is hard sell: Internally and Externally
  • Difficulties advancing program
  • Difficulties recruiting the right people
• Better appreciation for employed volunteers
  • Experience on both sides: manager and volunteer
  • Reliance on member’s contributions
• Passion is blessing and curse
  • Willingness to do the work, but may be resilient to compromise
• Limited educational and training resources
  • Getting better
• Similar limitations in professional growth opportunities
Advice

• Never stop learning
• Get involved
  • In your industry
  • In the Standards Community
• Build your network
  • Leverage tools like LinkedIn
  • Expect offers for help
  • Maintain relationships
• Don’t be afraid to say Yes
• And don’t be afraid to say No
Marianna Kramáříková, TIA

Manager, Technology and Standards,
Telecommunications Industry Association
My background

Education

- University of Matej Bel – MS PSCI
- Hochschule Harz – Public Administration
- Georgetown – Public Relations
- ANSI - The American Way
- SES – Associate Standards Professional

Experience

- 9 years marketing and sales
- 7 years standards and technology
- 4 years policy

Current role at TIA

Public Safety, Telecommunications Towers, Accessibility and Product Performance and Smart Grid
Challenges

• Time constraint
• Understanding the terminology
• Procedures and processes
• Acquire knowledge of various industries
  - needs of members and users
  - key players
  - collaboration with partner associations
  - supporters from media
Opportunities

- Presentations and outreach
  - U.S. Government
  - Associations
- Networking opportunities
- Technical knowledge from experts
- Tour HQ of member companies
- Industry conferences

• Help people give them their dignity back and in some cases save their life.
Please join the National Capital Area Section of SES for a Networking Event and Happy Hour during World Standards Week 2016

Tuesday, October 25, 2016
6:00 - 7:30 PM EDT

The Front Page
1333 New Hampshire Ave, NW Washington DC 20036
Food and Drink Available for Purchase

Metered street parking & public parking structures within walking distance
Public Transit: Dupont Circle and Farragut North Red Line, 3 blocks away

 RSVP by Friday, October 17th to Logen.Johnson@sae.org
US Celebration of World Standards Day 2016
Exhibition, Reception and Dinner, co-hosted by:

Thursday, October 27, 2016
5:30 - 9:00 PM
The Fairmont Washington, Washington DC

Winners of the 2016 Student Paper Competition sponsored by SES & the US World Standards Day Planning Committee will be announced

Be sure to visit the SES Exhibit!

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Upcoming SES Webinars

Wednesday, November 16, 2016 at 1:00 PM EDT
Mark Ramlochan, Standards Project Manager at ULC Standards and Tricia Sena, Standards Project Manager at UL Standards

Next up in the Series of SES Standards:
SES-3: The Essential Framework for Joint Standards Development
This webinar is FREE for members/non-members

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Visit the SES website at http://ses-standards.org for webinar information

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Thank you for attending today’s webinar

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