This year, 2008, marked a key point in the Standards Engineering Society as it transitions to the future. We are at our strongest point in history in individual and organization memberships. We have kicked off our new professional certification program and continue to bring a quality annual conference program to the industry. One of the strengths making our annual conference a success is the face-to-face networking to share ideas and challenges we face in each of our day-to-day operations. Whether presenting on a panel or simply sitting in the audience assimilating the knowledge, each participant becomes an integral part of this event. The annual conference, such as this year’s “The World of Standards – Is It Really a Zoo Out There?” was one unique event in the industry that brought together a well-balanced mix of standards users and professionals from corporations, organizations, government, and academia. The total collection of intellectual capital about standards and conformity assessment resident within the conference walls continues to be utterly amazing. Unlike many conferences, this is one fueled by volunteers. The Society is fortified by participation of its members.

In today’s business environment, the pace has picked up exponentially from what it was just a few years ago. Today, we face a critical shortage of seasoned standards veterans. It is paramount to the industry that we keep SES a strong and vital society to foster the next generation of capable standards users and developers. Just as our annual conference is a cornerstone of the standards community, so too is our certification program the keystone to the over-arching principles of SES. SES has recently created the Associate Standards Professional (AStd) certification to demonstrate an individual’s basic understanding of standards, the standards development process, and how standards play a role in trade and commerce. As a result, industry now has a two-tiered certification program to assist in boosting the strength of the standards community. The more experienced veterans have the SES CStd certification to demonstrate advanced expertise. These designations promise to shortly become increasingly more prevalent on business cards as the program permeates the industry.

Over the last year, the Society Board of Directors has developed and implemented a strategic mapping process to better manage the progress towards attaining those strategic and tactical goals necessary to grow the Society. We will be closely following progress of the SES committees as they become increasingly more involved in our strategic program. The annual conference and the new AStd certification program will be receiving a significant emphasis from our marketing committee. Also, to better facilitate the functioning of the committees, while keeping in mind that we need to optimize the use of the volunteers’ time, we have adopted new web conferencing capabilities. This tool will be used not only for more effective committee meetings, but also for delivery of major offerings to boost the education and training programs as the Society increases emphasis in these areas.

With the Information Age well upon us and the business pressures of a global economy turning things into what seems to be a pressure cooker, it sometimes actually feels like it is a zoo out there. We are excited about the offerings of the Standards Engineering Society and the critical role we are performing for industry. Tapping the expertise resident within our membership promises to provide the Society with the unmatched capabilities to provide business and industry the knowledge, tools, and insight necessary to confidently succeed in reaching their strategic goals.

The following Officers and Directors, comprising the Board of Directors of the Standards Engineering Society, began their new terms of office at this year’s annual conference:

**President:**
Edward F. Mikoski Jr.  
(Telecommunications Industry Association)

**Vice President:**
Paul J. Crosta  
(SAI Global)

**Secretary:**
Maryann Gorman  
(ASTM International)

**Treasurer:**
Michael D. Morrell  
(Deere and Company)

**Education Council Director:**
Stephen E. Ezar Jr.  
(Standards Management International)

**Marketing Council Director:**
Patti Ensor  
(Canadian Standards Association)

**Membership Council Director:**
Sonya M. Bird  
(Underwriters Laboratories Inc.)

**Publications Council Director:**
L. Anne Sharkey  
(Standards Council of Canada)

**Technical Council Director:**
Trudie L. Williams  
(US Department of Defense)

**Immediate Past President:**
Jim Walters  
(Air-Conditioning, Heating, and Refrigeration Institute)

**Executive Director:**
H. Glenn Ziegenfuss (Ex-Officio)