



Strategies for an Evolving World

2008 National Standards System (NSS) Conference Program

June 2-4, 2008
St. John's, Newfoundland and Labrador

Prepared by
Standards Council of Canada (SCC)

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Message from SCC Chairman

Welcome to St. John's, the vibrant backdrop for the 2008 National Standards System (NSS) Conference. The Standards Council of Canada is excited to be hosting this event once again and we are especially pleased with the mix of new and familiar faces that are participating as delegates and speakers.

We thank everyone who has traveled from near and far to take part in this conference. Now that you have arrived, it is our hope that you will take full advantage of the Conference program and related activities.

We have fashioned a 3-day Program that offers you many opportunities to explore and discuss a range of standards-related topics and activities.

As you engage in discussions about various emerging global dynamics and examine "Strategies for an Evolving World", we also encourage you to use the conference to strengthen your network of contacts through participation in both the structured and informal activities.

Whether you are a longtime NSS participant or newly introduced to this national network, the 2008 NSS Conference promises an animated exchange of ideas, best practices and expertise. We invite you to consider and discuss new strategic directions for standardization and for the National Standards System—as it continues to pursue its mandate of advancing the social and economic well-being of this great country, and the health and safety of its citizens.

Enjoy the Conference!



Hugh Krentz
Chairman, Standards Council of Canada

2008 NSS Conference Steering Committee

David Fardy	General Manager, Protrans Personnel Services Inc. Industry representative; Committee Chair
John Walter	Vice President, Standards Development, CSA SDO representative
Andrea Dicks	NL Ministry of Innovation, Trade and Rural Development Government representative
David N. Showell	Director, Economic Framework Policies, Industry Canada Government representative
Norma McCormick	President, Corporate Health Works Inc. Consumers representative
Joseph Neu	Vice President, Electro Federation of Canada Industry representative
Jim McCarthy	Executive Director, Canadian Celiac Association Industry representative
Jim Savary	Professor, York University Department of Economics Academia representative
Kernaghan Webb	Associate Professor, Ryerson University Academia representative
Pilar Castro	Manager, Communications, Standards Council of Canada (SCC)

In addition to the NSS Steering Committee, SCC staff has collaborated on various aspects of the Conference, including:

- Monica Pantusa, on the Conference Program and speaker coordination;
- Nicole Bosiak, on the SCC Awards Dinner and Member Program activities;
- Chantel Beaupre, on Logistics and Registration.

Special thanks to Jennifer Nakashima and Susan Murray of the Eastern School District for their support to the NSS Student Poster Competition.

Thanks also to McCarthy's Party for Destination Marketing and related services.

Sponsors

Our thanks to the following contributors:



Support for the Delegate Bag and Lunch on June 3rd



Support for the SCC Awards Pre-Dinner Reception



Student Poster Recognition Ceremony



Canadian Electricity Association
Association canadienne de l'électricité

Support for Badge Holders



Health Canada Santé Canada

Support for Simultaneous Interpretation services



Co-support for Track 2 sessions: Evolving Market Strategies / North American Trade Partnerships



Support for Refreshment Breaks



Support for session on
“Privacy in a Broadband Era”



Support for session on
“Designing a Sustainable Future”



Friends of the NSS

Conference Itinerary

Strategies for an Evolving World

Time	Activity	Location*
<i>Monday, June 2, 2008</i>		
11:00 – 18:00	Registration	Ballroom Foyer
13:00 – 16:30	Technical Tours	Front lobby
13:30 – 15:30	Canadian Standards Strategy (CSS) Renewal	Signal/Garrison
17:00 – 18:00	Opening Keynote – Brian Tobin	Salon A/B
18:00 – 20:00	Welcome Reception	Johnson GEO Centre
<i>Tuesday, June 3, 2008</i>		
07:00 – 08:30	Breakfast	Salon A/B
08:45 – 10:15	Concurrent Session 1.1) Privacy in the Broadband Era	Avalon/Battery
	Concurrent Session 1.2) In Case of Emergency: Anticipating the Unknown	Salon C/D
	Concurrent Sessions 1.3) Designing a Sustainable Future	Signal/Garrison
10:15 – 10:45	Refreshment Break	Outside of each meeting room
10:45 – 12:15	Concurrent Session 2.1) World Awakening: Emerging Markets in Our Global Economy	Signal/Garrison
	Concurrent Session 2.2) Social Responsibility: Good Business for All	Salon C/D
	Concurrent Session 2.3) North American Trade Partnerships	Avalon/Battery
12:15 – 13:30	Lunch with Speaker / Presentation	Salon A/B
13:30 – 15:00	Concurrent Session Repeated 1.1) Privacy in the Broadband Era	Avalon/Battery
	Concurrent Session Repeated 1.2) In Case of Emergency: Anticipating the Unknown	Salon C/D
	Concurrent Session Repeated 1.3) Designing a Sustainable Future	Signal/Garrison
15:00 – 15:30	Refreshment Break	Salon A/B
15:30 – 17:00	Concurrent Session Repeated 2.1) World Awakening: Emerging Markets in Our Global Economy	Signal/Garrison
	Concurrent Session Repeated 2.2) Social Responsibility: Good Business for All	Salon C/D
	Concurrent Session Repeated 2.3) North American Trade Partnerships	Avalon/Battery
17:00 – 18:30	Free Time	
18:30 – 19:30	Cocktail Reception	Garden Court
19:30 – 22:30	SCC Awards Dinner and Ceremony	Salon A/B

Conference Itinerary cont'd

<i>Wednesday, June 4, 2008</i>		
07:00 – 08:30	Breakfast and Speaker /Presentation	Salon A/B
08:30 – 10:00	Plenary and Workshop— <i>Beyond Counterfeits: Rebuilding Market Confidence in Consumer Products</i>	Salon A/B
10:00 – 11:00	Workshop Breakouts with Refreshment Break	
11:00 – 11:45	Breakout Summary Presentations / Discussion	Salon A/B
11:45 – 13:30	Lunch & Student Poster Recognition Ceremony	Court Garden
13:30 – 15:00	Armchair Session— <i>The Economics of Standardization</i>	Salon A/B
15:00 – 16:00	Refreshment Break and Closing Remarks	Salon A/B
<i>Thursday, June 5, 2008</i>		
09:00 – 12:00	Standardization Intro Training – Part I	Signal Room
13:00 – 16:00	Advanced Standards Training – Part II	Signal Room

**All activities take place at the Fairmont Newfoundland unless otherwise indicated.*

Language

Unless otherwise specified, all Conference sessions will be in English. Simultaneous interpretation will be provided for those activities scheduled to take place in Salon A/B.

Information/ Registration Desk

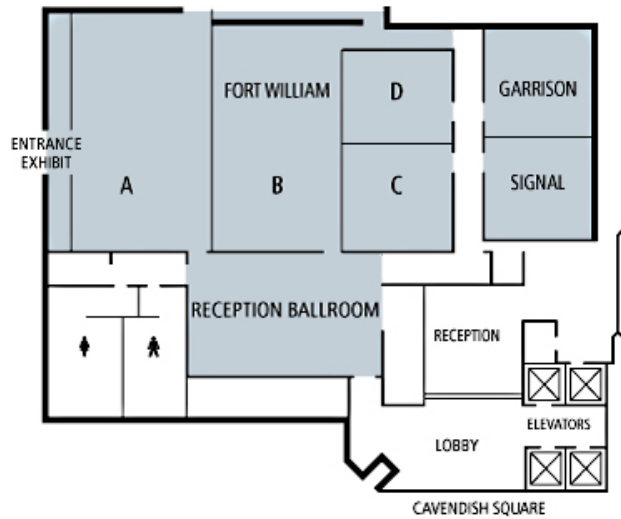
The information/registration desk will be open from 07:00 to 17:00 on Monday, June 2 and from 07:00 to 17:00 on Tuesday, June 3.

Additional information about each concurrent session is available within the “Concurrent Sessions” section of this Program.

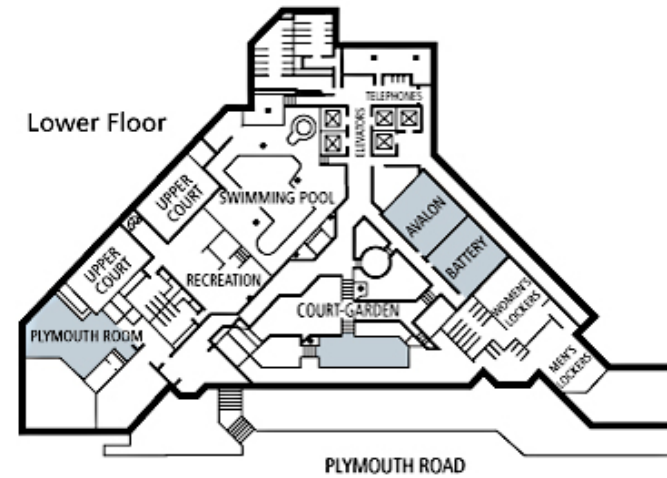
All details provided within this Program are based on the information available at the time of printing on May 29, 2008.

Hotel Floor Plan

Main Floor



Lower Floor



Training Workshops

Standardization Intro Training Part I

09:00 – 12:00 Thursday, June 5

This half-day course will provide a general introduction to standards and standardization. Topics covered will include: types of standards, who develops them, and why standards are used. This course will be most beneficial to those are not familiar with the use of industry standards and who want to learn the basics.

Instructor: Diane Thompson, President of Thompson Consulting, Inc.

Location: Signal Room

Advanced Standards Training Part II

13:00 – 16:00 Thursday, June 5

This half-day course will provide an in-depth look at the importance of standards to global trade. Topics covered will include: harmonization of national standards; international standards as tools for trade, and the role of standards in trade agreements. This course will be of interest to those working in a trade environment (from exporters to public servants) with some knowledge of industry standards.

Instructor: Diane Thompson, President of Thompson Consulting, Inc.

Location: Signal Room

For information about web-based standards training, pick up a copy of the *Standards Aware*™ brochure from the Registration /Information Desk (ballroom foyer).

Keynote Presentations

Opening Keynote Address

Monday, June 2, 2008

17:00 – 18:00

The Honorable Brian Tobin

Former Federal Minister of Fisheries and Oceans

Former Minister of Industry

Former Premier of Newfoundland and Labrador



One of Canada's best known political figures, Brian Tobin was instrumental in developing an innovation agenda for Canada and was one of the first Canadians to promote the idea that research and innovation are keys to long-term success for Canadian business.

In 1980, Mr. Tobin was elected to the House of Commons as the Member of Parliament for Humber-St. Barbe-Baie Verte, Newfoundland. When he became Minister of Fisheries and Oceans in 1993, he began overseeing a transformation of the East Coast fishery to one that was focused on sustainability, fair fishing practices and conservation, and introduced Canada's Ocean's Act.

Mr. Tobin left federal politics for the provincial forum in 1996. As Premier of Newfoundland & Labrador, he set an agenda for the province's economic development, which combined traditional industries with emerging sectors, such as offshore petroleum and information technology.

He resigned from his post as premier in 2000 to return to federal politics. Appointed Minister of Industry, Mr. Tobin worked to improve Canada's innovation performance and advance Canada's competitive in knowledge-based industries.

Mr. Tobin retired from the public sector in 2002. Four years later, he accepted the position of senior business advisor with Fraser Milner Casgrain LLP in Toronto, a position he still holds today. In addition, Mr. Tobin holds positions on the boards of directors for several public companies, including SonnenEnergy Corporation, Aecon Group Inc., and Consolidated Thompson Iron Mines Ltd.

Outside of his professional capacity, Mr. Tobin is active in community work. In 2005, he was named the honorary chair of the Easter Seals Society of Ontario's capital campaign. He is also a special advisor to the Canadian Youth Business Foundation.

In June of 2007, he received an honorary degree from Brock University for his career in public service and contributions to Canada's innovation performance and competitiveness in the knowledge economy.

Mr. Tobin lives in Toronto, Ontario, with his wife, Jodean, with whom he has three children.

Mr. Tobin will speak to leadership and his experiences in developing new strategies for an evolving world during his public sector career.

Luncheon Keynote Address
Tuesday, June 3, 2008
12:15 – 13:30

Suzanne Kiraly
President, Standards
Canadian Standards Association



Providing leadership to more than 200 staff and more than 9,000 members at the Canadian Standards Association (CSA), Suzanne Kiraly oversees a portfolio of 3,000 standards and codes that are maintained and continually improved for use by business, industry, regulators and members of the public. She is also responsible for a wide range of education and training programs, as well as customized implementation solutions to address different market needs.

Ms. Kiraly has held a wide variety of senior management positions within CSA Group, including positions in the Standards, Certification and Corporate divisions. She has chaired the Standards Publishing Advisory Board, presented at the International Organization for Standardization (ISO), and hosted seminars for CSA partners and clients around the world.

Ms. Kiraly's career at CSA Group is distinguished by a global vision and inspired leadership. Her accomplishments have included securing the first CSA International Joint Venture with the China Certification and Inspection Corporation, and building the first laboratory outside of North America. Ms. Kiraly successfully expanded the Asian network in India, Taiwan, Japan and South Korea. In addition, Ms. Kiraly oversaw the opening of the CSA International Certification office in the Netherlands that was the catalyst for successful business expansion throughout Europe.

A native of Niagara Falls, Ontario, Ms. Kiraly received her bachelor's degree from Wilfrid Laurier University, and has studied Marketing at George Brown College in Toronto and Queen's University at Kingston.

Ms. Kiraly will be speaking about "Standards for Life" and providing real-life examples of the impact of CSA's work in addressing the many challenges of an evolving world.

Breakfast Keynote Address
Wednesday, June 4, 2008
08:00 – 08:30

Danielle Medina,
President and Chief Executive Officer
Medina International also known as Medina Quality
Assurance Services and Medina Foods Inc.



Ms. Danielle Medina started Medina Foods in 1980 with a goal of improving the health of Canadians. Almost three decades later, Ms. Medina and her son, David, have molded the company into one that specializes in food quality and safety standards, and auditing practices for airline caterers and food providers worldwide.

David Medina
Chief Operating Officer
Medina International also known as Medina Quality
Assurance Services and Medina Foods Inc.



Mr. David Medina, a Political Science and History major, obtained his Law degree from Osgoode Hall, York University in 1999. He joined Fraser Milner Casgrain LLP where he worked on some of the largest Canadian transactions. Mr. Medina's practice specialized in Regulatory Compliance for public companies in the technology, food and mining sectors. He officially joined Medina International in March 2003 as COO, though unofficially the company has always been a part of his life.

Presenters will discuss their experience in providing food quality, safety standards, and auditing practices for airline caterers and food providers worldwide. In partnership with the International Air Transport Association, Medina Quality recently launched the first food-processing quality program for the airline industry. Their aim is to establish one set of global standards and guidelines for harmonizing auditing methodology. Participating airlines include: Air Canada, Aeroflot, Japan Airlines, KLM Royal Dutch Airlines and Northwest Airlines.

Concurrent Sessions

Developed with the diverse interests of National Standards System stakeholders in mind, the 2008 NSS Conference Program covers a wide range of significant topical issues.

The program is divided into two tracks with three concurrent sessions within each track, plus a workshop and plenary session. The sessions of each track will examine a specific topic and/or examples related to the track subject matter, from multiple perspectives.

Each track of concurrent sessions will run twice to allow participants a chance to attend two of the sessions being offered. The workshop and plenary session will run once only.

Tuesday, June 3, 2008

08:45–10:15	Concurrent Sessions – Track 1: Emerging Global Dynamics		
	Sub-topic 1.1 Privacy in a Broadband Era	Sub-topic 1.2 In Case of Emergency Preparedness	Sub-topic 1.3 Designing a Sustainable Future

10:45–12:15	Concurrent Sessions – Track 2: Emerging Market Strategies		
	Sub-topic 2.1 World Awakening: Emerging markets in a global economy	Sub-topic 2.2 Social Responsibility: Good Business for All	Sub-topic 2.3 North American Trade Partnerships

13:30–15:00	Repeat of Concurrent Sessions – Track 1: Emerging Global Dynamics		
	Sub-topic 1.1 Privacy in a Broadband Era	Sub-topic 1.2 In Case of Emergency Preparedness	Sub-topic 1.3 Designing a Sustainable Future

15:30–17:00	Repeat of Concurrent Sessions – Track 2: Emerging Market Strategies		
	Sub-topic 2.1 World Awakening: Emerging markets in a global economy	Sub-topic 2.2 Social Responsibility: Good Business for All	Sub-topic 2.3 North American Trade Partnerships

Wednesday, June 4, 2008

08:30–11:45	Plenary and Workshop – Beyond Counterfeit Products: Rebuilding Market Confidence		
	Breakout 1 Regulators	Breakout 2 Consumers	Breakout 3 Business

13:30–15:00	Armchair Session and Discussion on the Economics of Standardization
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Tuesday, June 3

08:45–10:15 and 13:30–15:00	Concurrent Sessions—Track 1: Emerging Global Dynamics		
	Sub-topic 1.1 Privacy in the Broadband Era	Sub-topic 1.2 In Case of Emergency: Anticipating the Unknown	Sub-topic 1.3 Designing a Sustainable Future

Track 1—Emerging Global Dynamics

08:45 – 10:15 and 13:30 – 15:00

Tuesday, June 3

As part of a global society, we have come to expect certain "modern" dynamics to have a wide and significant impact on the way people live, do business and govern. From advances in technology, to environmental and societal factors, changes in one part of the world can have immediate and far-reaching consequences. Topics covered in this track will look at the evolving role for standardization in responding to emerging global dynamics.

1.1) Privacy in the Broadband Era

With globalization and advances in technology, the world is becoming smaller. People, business and government are able to connect more easily with others around the globe. While this has countless advantages, it also brings with it a number of challenges. From e-commerce, to identity theft, to post 9/11 surveillance, the rules are changing. While a more inter-connected society can create economic possibilities, it can also make personal information more accessible to those who would use it for illegal purposes. This session will examine the role for standardization in ensuring the compatibility of technical and non-technical solutions to address privacy issues.

Location: Avalon/Battery

Moderator: **John Hopkinson**, Security Strategist, /IIT an EWA Company

Speakers: **Mr. Steven Johnston**, Senior Security and Technology Advisor, Office of the Privacy Commissioner of Canada
Ms. Philippa Lawson, Director, Canadian Internet Policy and Public Interest Clinic
Suzanne L. Morin, Assistant General Counsel—Regulatory Law & Policy, Bell Canada

Tuesday, June 3

08:45–10:15 and 13:30–15:00	Concurrent Sessions – Track 1: Emerging Global Dynamics		
	Sub-topic 1.1 Privacy in the Broadband Era	Sub-topic 1.2 In Case of Emergency: Anticipating the Unknown	Sub-topic 1.3 Designing a Sustainable Future

Track 1—Emerging Global Dynamics

08:45 – 10:15 and 13:30 – 15:00

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1.2) In Case of Emergency: Anticipating the Unknown

Natural disasters and national emergencies have tremendous global significance. Minimizing the scope of disaster and lessening the burden on all those affected requires preventative measures, risk assessment and contingency planning. From water testing to panic hardware, standards play a vital role in emergency preparedness. Using both real-world examples and hypothetical scenarios, speakers in this session will discuss the components involved in anticipating the unknown.

Location: Salon C/D

Moderator: **Norma McCormick**, President, Corporate Health Works Inc.

Speakers: **Frederick Hollet**, Fire Commissioner/Director, Fire & Emergency Services, Newfoundland and Labrador
Graeme S. Jannaway, Managing Director, Jannaway & Associates
Craig Oldham, Director, Government Operations Centre, Public Safety Canada

Tuesday, June 3

08:45–10:15 and 13:30–15:00	Concurrent Sessions—Track 1: Emerging Global Dynamics		
	Sub-topic 1.1 Privacy in the Broadband Era	Sub-topic 1.2 In Case of Emergency: Anticipating the Unknown	Sub-topic 1.3 Designing a Sustainable Future

Track 1—Emerging Global Dynamics

08:45 – 10:15 and 13:30 – 15:00

Tuesday, June 3

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1.3) Designing a Sustainable Future

For many communities, in Canada and around the globe, the need to adopt sustainable practices has been key to their survival. In Newfoundland and Labrador, the fishing industry, which has undergone numerous transitions over the past 15 years, provides an effective case study to examine some of the strategies for securing a sustainable future. The depletion of fish stocks, the use of traditional methods and reliance on a single economic source, have forced a paradigm shift in many areas of the province. Speakers will address how standardization contributes to the development of a self-sustaining industry, as well as provide examples of initiatives that draw-upon fisheries science, species development, and new harvesting techniques.

Location: Signal/Garrison

Moderator: **Sebastien Prince-Richard**, Manager, Applications, Sustainable Development Technologies Canada (SDTC)

Speakers: **Sharon Ford**, Director, Aquaculture Renewal, Fisheries and Oceans Canada
Steve Moyse, Policy, Planning and Research Analyst, Government of Newfoundland and Labrador, Department of Fisheries and Aquaculture
Miranda Pryor, Executive Director, Newfoundland Aquaculture Industry Association

Tuesday, June 3

10:45–12:15 and 15:30–17:00	Concurrent Sessions—Track 2: Evolving Market Strategies		
	Sub-topic 2.1 World Awakening: Emerging Markets in Our Global Economy	Sub-topic 2.2 Social Responsibility: Good Business for All	Sub-topic 2.3 North American Trade Partnerships

Track 2—Evolving Market Strategies

10:45 – 12:15 and 15:30 – 17:00

Tuesday, June 3

Being competitive in the business community goes beyond just managing the bottom line and the marketplace requires a whole new level of strategic thinking. Those who are better equipped to shift and adapt to the changing business rules will be the next industry leaders. Standards and conformity assessment provide the tools to ensure commercial success and longevity. This track explores key areas that are helping to define the new business landscape.

2.1) World Awakening: Emerging Markets in Our Global Economy

Canada’s economic prosperity is largely dependant on markets beyond its borders. Immense strides have been made towards building a more competitive nation that fosters cross-border investments, innovation and technology partnerships. However, we need to examine what is required to access burgeoning markets in Asia and the Americas. Standardization offers the means to reduce unnecessary barriers to trade and facilitate the flow of goods and services. Panelists will discuss the standards-related challenges and opportunities presented by a world awakening to new economic realities.

Location: Signal/Garrison

Moderator: **David Shortall**, Acting Manager, Inter-Governmental Affairs and Trade, Standards Council of Canada

Speakers: **Alexa Barrera**, Project Manager, Trade and Development, Canadian Foundation for the Americas
Yuen Pau Woo, President and Co-CEO, Asia-Pacific Foundation of Canada

Tuesday, June 3

10:45–12:15 and 15:30–17:00	Concurrent Sessions—Track 2: Evolving Market Strategies		
	Sub-topic 2.1 World Awakening: Emerging Markets in Our Global Economy	Sub-topic 2.2 Social Responsibility: Good Business for All	Sub-topic 2.3 North American Trade Partnerships

Track 2—Evolving Market Strategies

10:45 – 12:15 and 15:30 – 17:00

Tuesday, June 3

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2.2) Social Responsibility: Good Business for All

While superior product quality and customer service remain among the most critical variables in the success of any organization, a third strategic consideration is becoming increasingly important: social responsibility.

Many organizations are implementing socially responsible practices not only because of public scrutiny but also because customers, suppliers, and other stakeholders are demanding it. The new social responsibility standard that is currently being developed by ISO (ISO 26000) breaks new ground both in terms of its content and the way it is being developed. And yet ISO 26000 is only one of many social responsibility initiatives in place. In this session, issues that will be discussed include new approaches to stakeholder participation in the development of SR standards and the importance of human and worker rights, environment, consumer protection, fair governance practices, implementation guidance and other topics to good SR. In addition, the possible application of ISO 26000 to various organizations will be explored.

Location: Salon C/D

Moderator: **Kernaghan Webb**, Associate Professor, Department of Law and Business, Ryerson University; Founding Director, Institute for the Study of Corporate Social Responsibility, Ryerson University

Speakers: **Eric Bristow**, Corp. Environment & Safety Planning Manager Imperial Oil Limited
Giovanna (Joanne) Petrini, Director, Social Responsibility, Gartner Lee

Tuesday, June 3

10:45–12:15 and 15:30–17:00	Concurrent Sessions—Track 2: Evolving Market Strategies		
	Sub-topic 2.1 World Awakening: Emerging Markets in Our Global Economy	Sub-topic 2.2 Social Responsibility: Good Business for All	Sub-topic 2.3 North American Trade Partnerships

Track 2—Evolving Market Strategies

10:45 – 12:15 and 15:30 – 17:00

Tuesday, June 3

Being competitive in the business community goes beyond just managing the bottom line and the marketplace requires a whole new level of strategic thinking. Those who are better equipped to shift and adapt to the changing business rules will be the next industry leaders. Standards and conformity assessment provide the tools to ensure commercial success and longevity. This track explores key areas that are helping to define the new business landscape.

2.3) North American Trade Partnerships

Canada's relationship with our continental neighbours is at the forefront of many discussions and debates. Whether from an economic or a political perspective, Canada's interactions with the United States and Mexico have implications for governments, industry, and for society. This session will address priority areas for North American trade discussions, including the role for standardization to help expand markets, reduce technical barriers to trade and increase regulatory cooperation.

Location: Avalon/Battery

Moderator: **Stephen Head**, Senior Policy Analyst, Standards Council of Canada

Speakers: **Dr. Alexander Moens**, Professor, Department of Political Science, Simon Fraser University
David Stewart-Patterson, Executive Vice President, Canadian Council of Chief Executives

Wednesday, June 4

8:30–11:45	Workshop Beyond Counterfeits: Rebuilding Market Confidence in Consumer Products
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Workshop—Beyond Counterfeits: Rebuilding Market Confidence in Consumer Products

8:30 a.m. – 11:45 a.m

Wednesday, June 4

Presentations: 8:30 a.m. to 10:00 a.m.

An alarming increase in reports of counterfeit and inferior-quality products has caused unprecedented public outcry and fear of potentially dangerous goods on the market. Fraudulent certification marks, injuries, safety hazards, false product claims and labeling, are among the many issues contributing to a growing anxiety and loss of consumer confidence. Not only do substandard products pose a health and safety issue, they also have tremendous negative economic repercussions. This workshop will look at the issue from multiple perspectives before allowing participants to break out into smaller discussion groups to expand various facets of the issue, including what should be the role for Canada's National Standards System.

Location : Salon A/B

Moderator: **Doug Geralde**, Chair, Canadian Anti-Counterfeiting Network; Director, Corporate Audits and Investigations, CSA International

Speakers: **Robert Ianiro**, Director, Consumer Product Safety, Health Canada
Cpl. Peter Kelly, Corner Brook Federal Enforcement, Royal Canadian Mounted Police
Joseph Neu, Vice President, Engineering Codes Electro Federation of Canada
Dr. Elizabeth Nielsen, Convenor, ISO Working Group on Product Safety

Breakout Sessions: 10:00 a.m. – 11:00 a.m.

Participants will be encouraged to examine the role of standardization as it relates to the issue of getting beyond counterfeits in order to rebuild market confidence in consumer products.

Each interactive session will address a different aspect of this important topic. The workshop presenters will facilitate the break-outs based on their area of expertise.

Breakout Summary and Discussion: 11:00 a.m. – 11:45 a.m.

The delegates will come back together to share a summary of their facilitated break-out discussion with the entire group. Time-permitting delegates will be able to comment on each other's summaries.

Wednesday, June 4

13:30–15:00	Plenary & Armchair Session The Economics of Standardization
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Plenary & Armchair Session: The Economics of Standardization

13:30 – 15:00

Wednesday, June 4

Derived from a study conducted by the Conference Board of Canada on the Economic Value of Standardization, this session will feature live interviews with prominent members of the business community. Each speaker will provide their views on the impact that standardization has had on their business, and the role this has played in their leadership, innovation and market success. An interactive format will allow delegates to discuss the study's results with the panellists and to comment on their own experiences.

Location: Salon A/B

Moderator: **Jim Frank**, SCC Council; Executive Advisor, JGF Economics Inc.; former Vice-President and Chief Economist, Conference Board of Canada

Speakers: **Dr C. Guzy**, Vice President and Chief Technology Officer, Ballard Power Inc.
Mark Pecan, Vice President, Advanced Technology, Research in Motion, Limited

Biographies of Speakers/Presenters

Listed in alphabetical order

ALEXA BARRERA, Project Manager, Trade and Development, Canadian Foundation for the Americas (FOCAL)

Ms. Alexa Barrera joined FOCAL in 2007, where she established the Trade and Development Program. As Project Manager, Ms. Barrera is responsible for promoting trade as a development tool in the Americas. She has an MA from the Norman Paterson School of International Affairs, specializing in International Trade Policy and an Economics Degree from the Tecnológico de Monterrey University in Mexico City. Originally from Mexico, Ms. Barrera moved to Ottawa in 2005 to pursue her academic and professional goals.

Speaking in Track 2 – World Awakening: Emerging Markets in our Global Economy

ERIC BRISTOW, Corporate Environment & Safety Planning Manager, Imperial Oil Limited

In his capacity as Environment & Safety Planning Manager, Mr. Eric Bristow is responsible for Imperial Oil's corporate environmental and safety standards, as well as the coordination of the company's focus on improvement. Mr. Bristow also serves as an industry member for both the Canadian Advisory Committee for Social Responsibility (ISO 26000) and the International Organization for Standardization's Technical Committee 207 on Environmental Management Systems (ISO TC 207 / SC1). He sits on the Board of Directors of Alberta Ecotrust, a joint industry / ENGO non-profit organization that grants funding to protect and improve Alberta's environment and biodiversity, and is co-chair of the organization's Grant Review Committee. Mr. Bristow has a Chemical Engineering degree from McMaster University, and an MBA from York University and he is a member of APEGGA (Association of Professional Engineers, Geologists and Geophysicists of Alberta) and PEO (Professional Engineers of Ontario).

Speaking in Track 2 – Social Responsibility: Good Business for All

SHARON FORD, Director, Aquaculture Renewal, Fisheries and Oceans Canada

As Director of Aquaculture Renewal with the Department of Fisheries and Oceans (DFO) in Ottawa, Ms. Sharon Ford is responsible for leading a national, federal-provincial review of environmental regulations governing the aquaculture sector. The objective of the review is to develop an environmental risk management approach that will increase public, market and investor confidence in the sustainability and competitiveness of the Canadian industry. As part of this initiative, Ms. Ford is engaged with the newly formed ISO Technical Committee on Fisheries and Aquaculture Standards and chairs the related Canadian Advisory Committee. In addition to her work with DFO, Ms. Ford was also Executive Director of the Canadian Aquaculture Industry Alliance and Assistant General Manager of the New Brunswick Salmon Growers Association. She also worked for the New Brunswick Department of Fisheries and Aquaculture as the first extension service officer for the then fledgling salmon aquaculture industry in the Bay of Fundy. Ms. Ford has a Masters of Business Administration from the University of New Brunswick and an Honours Bachelors of Science (Marine Biology) from the University of Guelph.

Speaking in Track 1 – Designing a Sustainable Future

JAMES FRANK, SCC Council member; Executive Advisor, JGF Economics Inc.; former Vice-President and Chief Economist, Conference Board of Canada

Dr. James Frank is the former Vice-President and Chief Economist of The Conference Board of Canada. He is the author of many publications on economics and finance, and has served his community on a number of boards and councils. During his career as a senior executive he was responsible for strategy, business development and operations. He is currently on the Boards of Alterna Savings and the Élisabeth Bruyère Research Institute, and is Chair of Alterna Bank and the Investment Advisory Committee of the Community Foundation of Ottawa. A native of Alberta, Dr. Frank has received degrees from the University of Alberta and the University of Calgary. He earned his PhD in Economics from Queen's University and attended the Colgate Darden School of Business Administration. Dr. Frank is now a consultant on economic policy and strategy, dividing his time between his community activities and professional interests.
Moderator of Armchair Session – The Economics of Standardization

DOUG GERALDE, Chair, Canadian Anti-Counterfeiting Network; Director, Corporate Audits and Investigations, CSA International

Mr. Doug Geralde joined the Canadian Standards Association (CSA) in 1977. Throughout his 30 years in the Audits and Investigations Group, Mr. Geralde has worked with police forces and fire departments throughout the world. He has served as President of the International Association of Electrical Inspectors (IAEI), and now acts as the organization's Vice- President, International Affairs. He is a member of the International Committee of IACC, a Washington-based association concerned with global intellectual property and anti-counterfeiting issues. Most recently, Mr. Geralde was appointed as Chair of the Canadian Anti-Counterfeiting Network, and as well as to the Board of Director of the International Consumer Product Health and Safety Organization. He sits on the Canadian Council of Fire Marshal & Fire Commissioners, chairs the Anti-Counterfeiting Task Group for the Canadian Advisory Council on Electrical Safety, and is an active member of the International Association of Arson Investigators.
Moderator of Plenary Workshop – Beyond Counterfeits: Rebuilding Market Confidence in Consumer Products

CHRISTOPHER GUZY, Vice President and Chief Technology Officer, Ballard Power Inc.

Dr. Christopher Guzy joined Ballard Power as Vice President and Chief Technology Officer in February 2005. In January 2008, Dr. Guzy took on the additional role of Vice President of Operations. His areas of responsibility include worldwide operations, product development, and technology research and development. Prior to joining Ballard, Dr. Guzy was General Manager of General Electric's (GE) Healthcare product development and supply chain operations in Hungary. During his 17 years at GE in the United States and Europe, he held a number of senior technology and product development leadership positions. Dr. Guzy began his career as Station Director of the School of Chemical Engineering Practice and Assistant Professor of Chemical Engineering at the Massachusetts Institute of Technology MIT (1983 to 1986). He holds Bachelor and Master of Science degrees in Chemical Engineering from Clarkson University and a Doctorate in Chemical Engineering from the University of New Mexico.
Speaking in Armchair Session – The Economics of Standardization

STEPHEN HEAD, Senior Policy Analyst, Standards Council of Canada (SCC)

Mr. Stephen Head is a Senior Policy Analyst within the Intergovernmental Affairs and Trade branch of the Standards Council of Canada. He has a BA and an MA in political science. His current responsibilities at the SCC include monitoring the files of the WTO-Technical Barriers to Trade Committee, the APEC Subcommittee on Standards and Conformance, and the Security and Prosperity Partnership. He provides policy advice and analysis on the international, national and regional implications of a broad range of regulatory, trade and standardization policies, initiatives, programs and practices. His research interests are international trade policy and regulatory cooperation.

Moderator of Track 2 – North American Trade Partnerships

FREDERICK HOLLET, Fire Commissioner/Director, Fire & Emergency Services, Newfoundland and Labrador

Mr. Fred Hollett joined the Office of the Fire Commissioner of Newfoundland and Labrador as a Fire Protection Technician and Training Officer in 1978. In 1988, Mr. Hollett became Fire Protection Supervisor in the Regional Office in Corner Brook and in 1989 was promoted to Deputy Fire Commissioner of Newfoundland and Labrador. Mr. Hollett was appointed the province's Fire Commissioner in 1995, after having served as Acting Commissioner. Mr. Hollett recommends policy for fire prevention and suppression, and is the recognized authority on all fire codes, standards and regulations. As Director Fire and Emergency Services for Newfoundland and Labrador, Mr. Hollett is responsible for emergency preparedness and response throughout the province. He oversees a staff of 18, and is charged with developing and maintaining the fire and emergency management system.

Speaking in Track 1 – In Case of Emergency: Anticipating the Unknown

JOHN HOPKINSON, Security Strategist, /IIT an EWA Company

Mr. John Hopkinson has over 35 years experience in the security field within the military and commercial sectors. He has conducted research in many areas related to information technology security, with a particular focus on assurance, risk analysis, risk management, and security metrics. In May 2001, he joined Information & Infrastructure Technologies Inc., (an EWA company) where he is responsible for its standards and consortia activities. He serves as President of the International Systems Security Engineering Association (ISSEA), Chairman of the Technical Committee on Information Technology, and is head of the Canadian delegation to ISO/IEC JTC1, the joint international technical committee for IT. Mr. Hopkinson is also a member of the Canadian National Committee for International Organization for Standardization (CNC/ISO).

Moderator of Track 1 – Privacy in the Broadband Era

ROBERT IANIRO, Director, Consumer Product Safety, Health Canada

Mr. Robert Ianiro joined the Canadian Federal Public Service in 1998, after having completed his Bachelor of Science degree, with a concentration in Biochemistry, from the University of Ottawa. He joined Health Canada as a Scientific Information Officer within the Therapeutic Products Programme, where he also served as an expert witness, representing the department on several Federal Court of Canada litigation files. He

joined the Product Safety Programme of the Healthy Environments and Consumer Safety Branch in 2001 as Manager of the National Coordination Division, where he was responsible for the delivery of national compliance and enforcement activities. In 2005 he served as a Senior Strategic Advisor to the Assistant Deputy Minister of the Healthy Environments and Consumer Safety Branch. In 2006, Mr. Ianiro rejoined the Product Safety Programme, as Director of the Consumer Product Safety Bureau, where he led the development of the consumer product aspect of the Memorandum to Cabinet on Food and Consumer Safety. He also led the policy development and drafting of the proposed *Canada Consumer Product Safety Act* which was tabled in the House of Commons in April 2008, as part of the Government of Canada's Food and Consumer Safety Action Plan.

Speaking in Plenary Workshop--Beyond Counterfeits: Rebuilding Market Confidence in Consumer Products

GRAEME S. JANNAWAY, Managing Director, Jannaway & Associates

Mr. Graeme Jannaway graduated from the University of Toronto in 1976 with a Bachelor of Science in Computer Science and Geology. Since that time he has worked with information technology in companies such as Confederation Life, New York Life, the Toronto Stock Exchange, AT&T Canada, Scotiabank and BMO Nesbitt Burns. In 1986 he began to focus on information security, business continuity planning, risk management and information systems audit. He has worked as a consultant and auditor for Deloitte & Touche, and is now an independent consultant. Mr. Jannaway is a Certified Information Systems Auditor, a Certified Business Continuity Planner and a Master Fellow of the Life Management Institute. He is Chair & Treasurer of the Disaster Recovery Institute Canada, past President of the Toronto Chapter of the Disaster Recovery Information Exchange, and a member of the Disaster Resource Guide Advisory Board. Mr. Jannaway sat on both the Ontario Securities Commission / Canadian Securities Administrators (Toronto) and the Securities Industry Association (New York) Y2K Contingency Planning Committees. He has consulted and lectured extensively in Canada, the United States and Europe in the areas of business resumption planning, risk management, information security and white-collar crime. For the past six years, he has taught the Availability Section of the Information Systems Audit and Control Association (Toronto Chapter) Certified Information Systems Auditor preparation course and is a Disaster Recovery Institute International instructor.

Speaking in Track 1 – In Case of Emergency: Anticipating the Unknown

STEVEN JOHNSTON, Senior Security and Technology Advisor, Office of the Privacy Commissioner of Canada

Mr. Steven Johnston has specialized in information security throughout his 24-year military career as a Communications and Electronics Engineering (CELE) Officer. Following a brief period as an Information System Security consultant within the private sector, Mr. Johnston returned to government service as Senior Policy Advisor, on the Information Protection Engineering Project at the Communications Security Establishment. He is currently the Senior Security and Technology Advisor at the Office of the Privacy Commissioner of Canada (OPC). As the most senior technical specialist within the Commission, he provides expert advice on general information technology, information technology security and national security/public safety issues to the Commissioners, senior management and staff at OPC. He is responsible for monitoring, assessing, analyzing and reporting on the privacy implications of current and emerging

Biographies of Speakers/Presenters

technologies, including biometrics, electronic health initiatives, Radio Frequency Identification (RFID), and nanotechnology. Mr. Johnston also supports the legal, investigation and audit functions within the OPC by providing general technology and security advice and guidance. Mr. Johnston holds a Bachelor of Engineering degree in Chemical Engineering from the Royal Military College, Kingston, Canada and a Master of Science degree in Defence Technology from the Royal Military College of Science, Shrivenham, UK. Mr. Johnston is also a Certified Information Systems Security Professional.

Speaking in Track 1 – Privacy in the Broadband Era

PETER KELLY, Corner Brook Federal Enforcement, Royal Canadian Mounted Police (RCMP)

Corporal Peter Kelly manages the RCMP's Federal Enforcement Program based out of Corner Brook, Newfoundland. The two-person unit is responsible for the enforcement of 268 different federal statutes within four sub-programs, in an effort to reduce organized crime. Part of the section's mandate includes statutes that deal with intellectual property and counterfeit goods. Cpl. Kelly has been with the unit for the past four years. Originally hailing from the province of New Brunswick, Cpl. Kelly has completed 26 years of service with the RCMP.

Speaking in Plenary Workshop--Beyond Counterfeits: Rebuilding Market Confidence in Consumer Products

PHILIPPA LAWSON, Director, Canadian Internet Policy and Public Interest Clinic

Ms. Philippa Lawson is Executive Director and General Counsel of the Canadian Internet Policy and Public Interest Clinic (CIPPIC) at the University of Ottawa, Faculty of Law. Ms. Lawson's work focuses on training students in effective advocacy, producing relevant online resources, and ensuring that the public interest is robustly represented in government policy development and law-making processes on issues involving new technologies. From 1991 to 2003, she practiced administrative law and consumer advocacy with the Public Interest Advocacy Centre in Ottawa, Canada. During this period, Ms. Lawson represented consumer and public interest clients in all of Canada's major telecommunications regulatory proceedings. Ms. Lawson is a nationally recognized privacy advocate, and has worked with Canadian and international consumer organizations since the early 1990s on many privacy-related issues, including the regulation of Caller ID and telemarketing, the development and implementation of private sector data protection legislation, and online privacy generally. She is a member of the Canadian Standards Association's Committee on the Model Privacy Code, and Privacy International's Advisory Board. She is also a co-investigator/collaborator on the Social Sciences and Human Resources Council-funded project, "On the Identity Trail," and is the lead investigator for the research project "Legal and Policy Approaches to Identity Theft" funded by the Ontario Research Network on Electronic Commerce (ORNEC).

Speaking in Track 1 – Privacy in the Broadband Era

NORMA MCCORMICK, President, Corporate Health Works Inc.

Ms. Norma McCormick is founder and principal of Corporate Health Works, Inc, a company established in 1987. Through her work with private and public sector organizations, Ms. McCormick evaluates the impact of health and safety and environmental laws and regulations, and she develops and delivers programs and services to ensure regulatory compliance in these areas. She is a long-time member of

the Canadian Standards Association's (CSA) Winnipeg Community Advisory Panel on Occupational Health and Safety. At a national level, she is a member of the CSA's Strategic Steering Committee on Occupational Safety and Health, and serves on the Standards Council of Canada's Consumer and Public Interest Committee. In 2006, Ms. McCormick received CSA's Award of Merit for work in the safety and health field.
Moderator of Track 1 – In Case of Emergency: Anticipating the Unknown

ALEXANDER MOENS, Professor, Department of Political Science, Simon Fraser University

Dr. Alexander Moens is a professor of Political Science at Simon Fraser University in Vancouver, and a Senior Fellow at the Fraser Institute in the Centre for Canadian-American Relations. He is the author of *The Foreign Policy of George W. Bush: Values, Strategy, Loyalty* (Aldershot, Hampshire: Ashgate Publishing, November 2004) as well as *Foreign Policy Under Carter* (Boulder: Westview Press, 1990). Dr. Moens has published in numerous Canadian, American and European journals on foreign, security and defence issues. In 2006, he published two major papers on Canada-US relations: *Mad Cow: A Case Study in Canadian-American Relations*, and *Achieving Energy Security Through Integrated Canadian-American Markets*. In 2007 he published: *Canadian-American Relations in 2007: Recent Trouble, Current Hope, Future Work*. Dr. Moens served in the Policy Planning Staff of Canada's Foreign Affairs Department in 1992 and was a visiting fellow at the National Defense University in Washington, D.C. in 1999. He is a researcher with the Council for Canadian Security in the 21st Century, and a Fellow of the Canadian Defence & Foreign Affairs Institute.
Speaking in Track 2 – North American Trade Partnerships

SUZANNE L. MORIN, Assistant General Counsel – Regulatory Law & Policy, Bell Canada

Ms. Suzanne Morin received her law degree from the University of Ottawa. After clerking at the Federal Court of Canada, she was called to the Bar of Ontario in 1992. She completed the Regulatory Best Practices Certificate program offered by the School of Policy Studies from Queen's University in 1997. Since her call to the bar, Ms. Morin has been working in the areas of privacy, copyright, telecommunications and electronic commerce generally, including spam, jurisdiction, child exploitation and offensive content. At Bell, she is involved with many associations including the *Canadian Coalition Against Internet Child Exploitation* (CCAICE), the *Information Technology Association of Canada* (ITAC), the *Canadian Bar Association* (CBA) and the *Media Awareness Network*. Suzanne speaks frequently at Canadian and international conferences on various issues, and is a co-author of the *Canadian Privacy Law Handbook*, June 2000.
Speaking in Track 1 – Privacy in the Broadband Era

STEVE MOYSE, Policy, Planning and Research Analyst, Government of Newfoundland and Labrador, Department of Fisheries and Aquaculture

Mr. Steve Moyse earned a Bachelor in Economic Geography, with a specialization in Fisheries from Memorial University of Newfoundland and Labrador in 1991. He went on to complete a Graduate Diploma in Aquaculture from the Fisheries and Marine Institute of Memorial University in 1993, and is currently working toward a Masters degree in Fisheries Resource Management. Mr. Moyse joined the Aquaculture Branch of the Newfoundland and Labrador Department of Fisheries and Aquaculture as a Policy and Planning analyst in 2002. He has also served as Fisheries and Aquaculture Facilitator

for the Discovery Regional Development Board, and Director for the Newfoundland Salmonid Growers Association from 1997 to 2000.

Speaking in Track 1 – Designing a Sustainable Future

JOSEPH NEU, Vice-President Engineering, Codes and Standards, Electro Federation of Canada (EFC)

Mr. Joseph Neu has spent the past 15 years managing the activities of electrical equipment manufacturers within the Electro-Federation of Canada. Mr. Neu has taken a proactive leadership role to ensure that Canadian electrical standards and standards development activities enhance the competitive position of member companies in national, regional and international markets. He participates on numerous strategic and technical committees with the Canadian Standards Association (CSA). Mr. Neu is Vice-President representing Canada on CANENA, the Council for the Harmonization of Electro-Technical Standards in the Nations of the Americas, and is a member of the Standards Council Canada's Canadian National Committee to the IEC and their Advisory Committee on Standards. As the Secretariat for EFC's Policy Advisory Council, Joseph has partnered the electrical industry with numerous organizations associated with the fight against dangerous counterfeit electrical products.

Speaking in Plenary & Workshop – Beyond Counterfeits: Rebuilding Market Confidence in Consumer Products

ELIZABETH NIELSEN, Convenor, ISO Working Group on Product Safety

Dr. Elizabeth Nielsen, who now heads EBN Consulting, was formerly Director-General of the Office of Regulatory and International Affairs for Health Canada's Health Products and Food Branch. In her role as Director-General, Dr. Nielsen oversaw regulatory affairs and the renewal of legislation and regulations governing non-food/drug consumer products, many industrial products, and radiation-emitting devices. She has been responsible for developing policies related to the regulation and enforcement of consumer, medical and industrial products in Canada, and for leading scientific organizations involved in identifying the hazards and assessing the risks associated with these products. Her concern over the safety of consumer products also led to Dr. Nielsen's involvement as a consumer representative for Canadian Standards Association committees on standards for nanotechnology and electric products. She works closely with consumer groups and the voluntary sector as a member of the Consumer's Council of Canada, the Standards Council of Canada's Consumer and Public Interest Committee, the Canadian Advisory Committee to ISO COPOLCO and the Canadian National Committee of the International Electro-technical Committee. Dr. Nielsen also convenes an international group on product safety for ISO COPOLCO.

Speaking in Plenary & Workshop – Beyond Counterfeits: Rebuilding Market Confidence in Consumer Products

CRAIG OLDHAM, Director, Government Operations Centre, Public Safety Canada

Mr. Craig Oldham is a graduate of the Canadian Forces' Land Forces Command and Staff College, and holds a degree in Social Science with a minor in Political Science from the University of Ottawa. He has received commendations from the Order of St. John and from the Chief of the Defence Staff for activities in Canada and in Somalia. Mr. Oldham also served in the Directorate of Counter-Terrorism and Special Operations in National Defence HQ where he was responsible for out-of-country strategic contingency and operations planning and for the coordination of overseas special operations. He

Biographies of Speakers/Presenters

transferred to Public Safety Canada in 2006, two years after he began working as the Director of the Government Operations Centre, Canada's strategic-level operations centre responsible for coordination and direction on behalf of the Government of Canada in response to an emerging or occurring event affecting the national interest.

Speaking in Track 1 – In Case of Emergency: Anticipating the Unknown

MARK PECEN, Vice President, Advanced Technology, Research in Motion, Limited (RIM)

Mr. Mark Pecen serves as Vice President, Advanced Technology for Research in Motion Limited (RIM), makers of the Blackberry wireless devices, systems and services. He is responsible for corporate strategy and economic assessment of advanced wireless technology investments, commercialization of applied research, strategic technology partnerships and customer collaboration on future technology deployment. He is the founder of the RIM Wireless and Networking Advanced Research Centre and of the RIM Chief Technology Officer Board. Mr. Pecen has invented a number of technologies adopted in global standards for the Global System for Mobile telecommunication (GSM), General Packet Radio Service (GPRS), Enhanced Data for GSM Evolution (EDGE), Universal Mobile Telecommunication System (UMTS) and others. He holds more than 70 patents in the areas of mobile communication, networking and computing, and is a graduate of the University of Pennsylvania, Wharton School of Business and the School of Engineering and Applied Sciences.

Speaking in Armchair Session – The Economics of Standardization

GIOVANNA (JOANNE) PETRINI, Director, Social Responsibility, Gartner Lee

As the Director of Social Responsibility at Gartner Lee, Ms. Joanne Petrini is responsible for developing and implementing the organization's internal social responsibility framework and related initiatives, an undertaking which Gartner Lee started to formalize in 2006. With over fifteen years experience consulting to large corporations and public sector clients representing utilities, chemical, petroleum, manufacturing and mining sectors throughout North America and South East Asia, Ms. Petrini acts as a consultant on sustainability and social responsibility, on behalf of Gartner Lee. Her other areas of expertise include management systems and organizational change, strategic planning, risk management, compliance assurance, auditing, and training. She has a Bachelor of Arts degree in public policy and administration and a law degree from the University of Calgary. She recently completed her MBA specializing in Sustainability and Social Responsibility. She effectively applies her knowledge of law and policy with her background in consulting to help clients think strategically about their environmental and social performance, minimize risk and maximize opportunities. Ms. Petrini has been involved in policy and standards development and regulatory processes nationally and internationally. She is currently a Canadian delegate to the new international standard on social responsibility (ISO 26000), and is one of two environmental representatives on the Standards Council of Canada's Canadian Public Interest and Consumer Committee.

Speaking in Track 2 – Social Responsibility: Good Business for All

SEBASTIEN PRINCE-RICHARD, Manager, Applications, Sustainable Development Technologies Canada (SDTC)

In his position as Manager, Applications at SDTC, Mr. Sebastien Prince-Richard provides advice and assistance to developers of sustainable clean technologies. Prior to joining SDTC, Mr. Prince-Richard worked as an Industrial Technology Advisor with the National Research Council's Industrial Research Assistance Program (IRAP), providing advisory services to Canadian technology companies, particularly those involved in fuel cell and hydrogen technologies. Prior to IRAP, Mr. Prince-Richard was with the Canadian Institute for Market Intelligence, where he also worked with fuel cell and hydrogen technology companies. In 2002 and 2006, he participated in the planning and execution of Canadian fuel cell and hydrogen missions to China. Mr. Prince-Richard holds a Master of Applied Science degree in mechanical engineering from the University of Victoria, with a specialization in fuel cell and hydrogen technologies.

Moderator of Track 1 – Designing a Sustainable Future

MIRANDA PRYOR, Executive Director, Newfoundland Aquaculture Industry Association

Ms. Miranda Pryor has extensive experience within the fields of marine biology and aquaculture, with a special concentration in traditional seafood processing facilities. Her past projects range from initial traceability studies, to developing a National R&D Coordination Strategy. Ms. Pryor's experience also includes technology and product development in the aquaculture industry, international marketing strategies and has experience with exhibitions in locales such as Chile, Scotland, New Brunswick and British Columbia. She holds a Master of Science in Aquaculture from Memorial University of Newfoundland and Labrador.

Speaking in Track 1 – Designing a Sustainable Future

DAVID SHORTALL, Acting Manager, Inter-Governmental Affairs and Trade, SCC

Mr. David Shortall is a consultant in the area of standardization, trade and regulatory policy. He acts as an advisor to the Standards Council of Canada, and is a member of Canada's delegation to the WTO Technical Barriers to Trade Committee. Mr. Shortall has participated as a speaker at a number of international standards conferences, and as a consultant, he leads workshops on the implementation of the TBT Agreement and undertakes research on standards, trade and regulatory issues. From 1999 to 2004, Mr. Shortall managed the Policy Group at the Standards Council of Canada, where he participated in TBT Committee meetings and drafted Canada's submission on conformity assessment for the third triennial review of the TBT Agreement in 2003. Mr. Shortall has served as convenor of ISO/CASCO Working Group 22 which undertook revision of ISO/IEC Guide 60, Code of Good Practice for Conformity Assessment, and as Canada's delegate to the TBT Committee, and to the APEC Subcommittee on Standards and Conformance.

Moderator of Track 2 – World Awakening: Emerging Markets in our Global Economy

DAVID STEWART-PATTERSON, Executive Vice President, Canadian Council of Chief Executives (CCCE)

Mr. David Stewart-Patterson is Executive Vice President with the Canadian Council of Chief Executives. Formed in 1976, the Council is an association of business leaders committed to the shaping of sound public policy in Canada, North America and the

world. As Executive Vice President, Mr. Stewart-Patterson has overall responsibility for policy development and manages the work of the Council's policy staff. He engages in advocacy on the Council's behalf, writing articles and giving speeches, presentations and media interviews on issues including fiscal policy and taxation, regulation, innovation and competitiveness, North American integration, immigration, education and skills development, health care, social policy and corporate citizenship as well as public and corporate governance. He is the co-author, with CCCE President and Chief Executive Thomas d'Aquino, of the influential 2001 book, *Northern Edge: How Canadians Can Triumph in the Global Economy*. Mr. Stewart-Patterson joined CCCE in 1996 after 15 years in the media as a reporter, editor and senior manager. Among other positions, he has been Parliamentary Correspondent for the Globe and Mail's Report on Business in Ottawa; Editor-in-Chief of the Robinson-Blackmore newspaper chain in Newfoundland and Labrador; and Business Editor for CTV's Canada AM. Born in Montreal, Mr. Stewart-Patterson is a graduate of Carleton University's School of Journalism. He is a past president of the Canadian Association of Journalists, and is currently Vice Chair of the Canadian Youth Business Foundation, which provides micro-lending and mentoring to young entrepreneurs, and a member of the Corporate Citizenship Committee of Imagine Canada (formerly the Canadian Centre for Philanthropy).

Speaking in Track 2 – North American Trade Partnerships

DIANE THOMPSON, President, Thompson Consulting, Inc.

Ms. Diane C. Thompson, President of Thompson Consulting, Inc., is an internationally recognized expert with over 25 years experience in the development, management, distribution, and use of standards. Thompson Consulting, Inc. provides a broad range of consulting and educational services to national standards bodies, government agencies, standards developing organizations, companies, and other clients in both the public and private sectors worldwide.

Instructor in Post-Conference Training Sessions—Standardization Intro and Advanced training

KERNAGHAN WEBB, Associate Professor, Department of Law and Business, Ryerson University; Founding Director, Institute for the Study of Corporate Social Responsibility, Ryerson University

Dr. Kernaghan Webb has played a significant role in the development of codes, guidelines and standards concerning consumer protection in electronic commerce, personal information protection, and good moving practices. Through the International Organization for Standardization, he spearheaded the development of international standards, concerning codes of conduct (ISO 10001), complaints handling (ISO 10002), dispute resolution (ISO 10003), and social responsibility (ISO 26000). As an Associate Professor in Business Law in the Faculty of Business at Ryerson University, Dr. Webb's research and teaching focuses on the use of private law and regulatory law to address business behaviour, and the nexus between law, and corporate social responsibility and business ethics.

Moderator of Track 2 – Social Responsibility: Good Business for All

YUEN PAU WOO, President and Co-CEO, Asia-Pacific Foundation of Canada

Mr. Yuen Pau Woo is President and Co-CEO of the Asia Pacific Foundation of Canada. He is Canada's representative on the Standing Committee of the Pacific Economic Cooperation Council (PECC), Director of the Asia Pacific Economic Cooperation Study Centre in Canada, and Adjunct Professor at the Institute of Asian Research at the University of British Columbia (UBC). Mr. Woo chairs the PECC Pacific Economic Outlook forecasting panel and is coordinator of the annual State of the Region report. He is also on the editorial board of Pacific Affairs. Mr. Woo is on the management boards of National Centres of Excellence in Immigration (UBC and Simon Fraser University) and Emerging Markets (University of Ottawa), and is an advisor to the Shanghai WTO Affairs Consultation Centre and the Asian Development Bank. He is also on the International Advisory Council of the Asia Society in New York, and a member of the Greater Vancouver Advisory Board for the Salvation Army. Mr. Woo was born in Malaysia and grew up in Singapore. He was educated at Lester B. Pearson College, Wheaton College, the University of Cambridge, and the University of London. Mr. Woo has previously worked as a consultant on international marine affairs, as an economist for the Monetary Authority of Singapore and at the Government of Singapore Investment Corporation.

Speaking in Track 2 – World Awakening: Emerging Markets in our Global Economy

Social Activities

Monday, June 2

18:00 – 20:00 Welcome Reception

Immediately following the Conference Opening and Keynote Address, delegates of the 2008 NSS Conference will be shuttled to a welcome reception at the Johnson GEO CENTRE, one of Newfoundland & Labrador's most unique buildings. Located on St. John's historic Signal Hill, the Centre which is housed mostly underground provides a unique glimpse into the geology of our planet.

Attendees will have the opportunity to meet and mingle with their fellow delegates, as well as with presenters, Award recipients and other guests of the 2008 Conference.

Suggested Dress: Casual



Johnson GEO Centre
St. John's, Newfoundland and Labrador

Tuesday, June 3

18:30 – 19:30 Cocktail Reception

19:30 – 22:30 SCC Awards Dinner and Ceremony

Beginning promptly at 18:30, the evening will include a pre-dinner cocktail reception in the Court Garden, followed by a banquet ceremony during which the awards will be presented.



Court Garden

Fairmont Newfoundland, St. John's, Newfoundland and Labrador

The Awards Dinner will be held in the Fort William Ballroom of the Fairmont Newfoundland hotel, where delegates will enjoy a memorable meal and tribute to those who have been selected as the 2008 SCC Award recipients.

Suggested Dress: Business Formal.



Salon A/B

Fairmont Newfoundland, St. John's, Newfoundland and Labrador

Miscellaneous Information

St. John's International Airport

The St. John's International Airport is located approximately 3 miles (5 km) from The Fairmont Newfoundland hotel.

Car Rental

Budget Rent-A-Car has a direct line in the main lobby of the hotel.

Budget: 1 (800) 268 8900

Taxi

A flat rate of \$17.50 one-way (\$2.00 for each additional person) is charged for taxis from the St. John's International Airport to the Fairmont Newfoundland Hotel. Taxis are readily available in front of The Fairmont Newfoundland Hotel.

*Schedules and prices quoted are valid at time of publication and are subject to change.

The Fairmont Newfoundland

Situated in the heart of St. John's, Newfoundland's capital city, The Fairmont Newfoundland provides breathtaking views of the harbor, Signal Hill and the historic city center. Features of this exquisite hotel include over 301 spacious guest rooms, Restaurant, Lounge and Deli, indoor Swimming Pool, fully appointed Health Club, Hair Salon and Aesthetic Services.

Each distinctive guest room is equipped with a coffee/tea maker, colour television, alarm clock radio, desk, bathrobe, hair dryer, iron and board, and offers High-speed Internet access.

Nearby attractions include Cape Spear National Historic Park, Pippy Park, Marine Drive as well as numerous whale, puffin and iceberg watching outlets. The Fairmont Newfoundland Hotel is only minutes away from the shopping district and George Street.

For more information on the Hotel, visit www.fairmont.com

Tourism

Newfoundland and Labrador lies between the 46th and 61st parallels with the bulk of the island portion being below the 50th parallel. The island is located in the Gulf of St. Lawrence and the larger Labrador portion is on the eastern part of the Canadian mainland. Newfoundland and Labrador is Canada's most easterly province and its newest having joined Confederation in 1949.

One of the oldest cities in North America, and unlike any other, St. John's is cradled in a harbour carved from granite. Surrounded by hills running down to the ocean with quaint side streets of a thousand colours, you will always find friendly faces to greet you.

For more information on attractions visit:
www.newfoundlandlabrador.com
www.explorenewfoundlandandlabrador.com
<http://www.stjohns.ca/visitors/index.jsp>

Pre- or Post-Conference Stay

If you are planning an extended visit to the region, McCarthy's Party has been offering escorted tours since 1982. With the slogan "Let the Locals Be Your Guide", they offer total immersion and an authentic experience that is both enjoyable and educational. For more information, call 1 888 660 6060.

Weather

St. John's and the Eastern region enjoy a temperate marine climate with few extremes in temperature.

Average temperatures in April & May:

Day: 0 to 15 C / 32 to 59 F

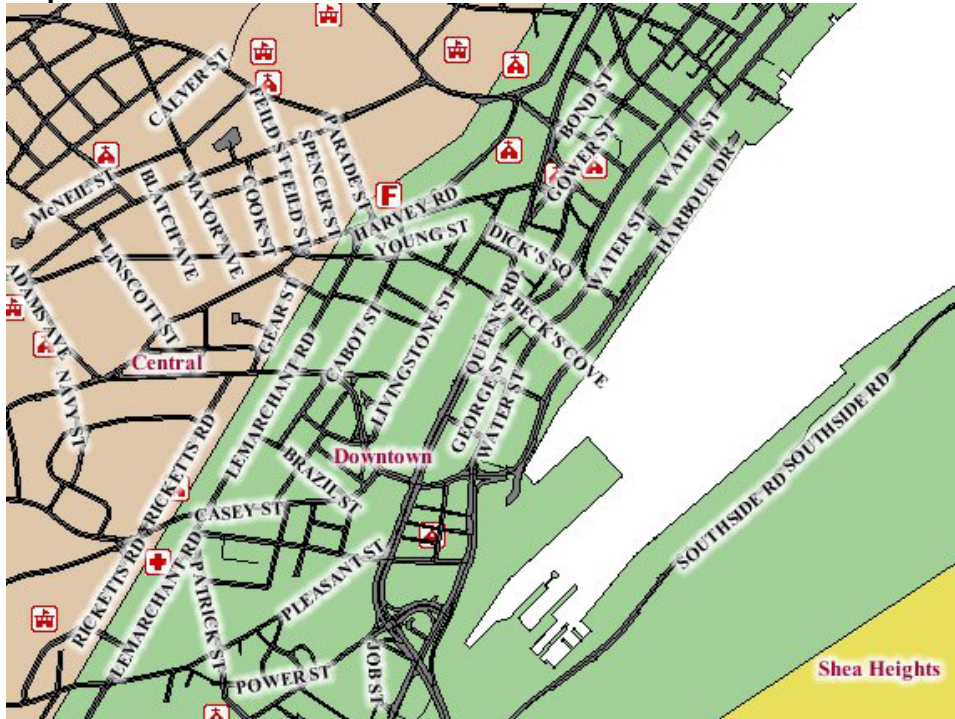
Night: -5 to 0 C / 23 to 32 F

Average temperatures in June:

Day: 10C to 20C / 32F to 59F

Night: 0C to 10C / 32F to 50F

Map of Downtown St. John's



Courtesy of the City of St. John's (www.stjohns.ca)

Barrera, Alexa
Project Manager
Canadian Foundation for the Americas

Beupre, Chantel
Event Planner
Standards Council of Canada

Bisanz, Christina
Executive Director
Consumers Council of Canada

Bonilla, Patrick
Senior Program Officer
Standards Council of Canada

Bosiak, Nicole
Coordinator, Member Program
Standards Council of Canada

Breton, Normand
Director Regulatory and Chief Engineer
Underwriters Laboratories of Canada

Bristow, Eric
Corp. Environment and Safety Planning Manager
Imperial Oil Limited

Bryans, Bill
Corporate Program Manager, Product Safety
IBM Canada Ltd.

Budd, Nicholas
Director
Bureau Veritas Canada

Cail, Hazel
Manager, Intergovernmental Affairs Business and Trade Relations
Government of Alberta

Castro, Pilar
Manager, Communications
Standards Council of Canada

Clarke, Ghislaine
Executive Assistant
Standards Council of Canada

Coleman, Ray

Program Officer IEC
Standards Council of Canada

Connolly, Tanya

Manager, Information and Research Service
Standards Council of Canada

Couturier, Hélène

Head Translator
Standards Council of Canada

Cross, Stephen

Manager, Certification Body Accreditation
Standards Council of Canada

Davis, Andrew

Head, Safety Standards and Regulations
DND HQ

de Lhorbe, Richard

Manager, Industry Standards
Schneider Electric Canada

Dicks, Andrea

Director, Policy and Strategic Planning
Innovation, Trade and Rural Development
Government of NL

Drouin, Marie-Claude

Conseillère en développement des affaires
Bureau de normalisation du Québec

Dulmage, David

Manager, Laboratory Accreditation
Standards Council of Canada

Dulmage, Rae G.

Director, Standards Department and Government Relations Office
Underwriters' Laboratories of Canada

Durrant, Dennis A.

Principal
The AMD Consultancy

Esselink, Eric

B. Tech. President
Leber/Rubes Inc.

Ethier, Guy

Coordinator, Graphics and Design
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Intern - Standardization Administration of China
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CONFERENCE EVALUATION



Thank you for attending the 2008 NSS Conference. Your feedback is important to us—it helps us to evaluate our performance and to shape future events. **Please turn in your completed evaluation at the Registration / Information Desk to receive your Certificate of Attendance.**

Name: _____ Company: _____

EXPERIENCE IN STANDARDS: NOVICE (0-1 YRS) INTERMEDIATE (1-3 YRS) ADVANCED (3+ YRS)

HOW IMPORTANT ARE THE FOLLOWING TO YOU:

	NOT IMPORTANT		VERY IMPORTANT		
Becoming more involved with the NSS	1	2	3	4	5
Hearing from a variety of experts	1	2	3	4	5
Acquiring knowledge about standards and standardization	1	2	3	4	5
Networking with conference attendees	1	2	3	4	5
Engaging in thought-provoking discussion and debate	1	2	3	4	5
Other _____	1	2	3	4	5

HOW WELL DID WE MEET YOUR NEEDS IN THESE AREAS:

	POOR		EXCELLENT		
Becoming more involved with the NSS	1	2	3	4	5
Hearing from a variety of experts	1	2	3	4	5
Acquiring knowledge about standards and standardization	1	2	3	4	5
Networking with conference attendees	1	2	3	4	5
Engaging in thought-provoking discussion and debate	1	2	3	4	5
Other _____	1	2	3	4	5

PLANNING AND LOGISTICS:

	POOR		EXCELLENT		
Pre-conference information	1	2	3	4	5
Usefulness of the NSS Conference Web site	1	2	3	4	5
Online (Web) Registration (or Form)	1	2	3	4	5
Onsite Registration /Information Desk	1	2	3	4	5
Special events (Welcome Reception & Awards Dinner)	1	2	3	4	5
Services of The Fairmont Newfoundland Hotel	1	2	3	4	5
Overall execution of the conference	1	2	3	4	5

Comments _____

CONFERENCE PRESENTATIONS:

	POOR		EXCELLENT		
Opening Keynote – Brian Tobin	1	2	3	4	5
Lunch Keynote – Suzanne Kiraly	1	2	3	4	5
Breakfast Keynote – Danielle and David Medina	1	2	3	4	5

CONFERENCE EVALUATION



I ATTENDED /PARTICIPATED IN THE FOLLOWING AND RATE THEM AS FOLLOWS:

	POOR				EXCELLENT
Technical Tours	1	2	3	4	5
Canadian Standards Strategy Renewal	1	2	3	4	5
Track 1 – Emerging Global Dynamics					
<input type="checkbox"/> 1.1 Privacy in Broadband Era <input type="checkbox"/> 1.2 In Case of Emergency	1	2	3	4	5
<input type="checkbox"/> 1.3 Designing a Sustainable Future					
Track 2 – Evolving Market Strategies					
<input type="checkbox"/> 2.1 World Awakening: Global Economy <input type="checkbox"/> 2.2 Social Responsibility	1	2	3	4	5
<input type="checkbox"/> 2.3 North American Trade Partnerships					
Track 1 Repeated – Emerging Global Dynamics					
<input type="checkbox"/> 1.1 Privacy in Broadband Era <input type="checkbox"/> 1.2 In Case of Emergency	1	2	3	4	5
<input type="checkbox"/> 1.3 Designing a Sustainable Future					
Track 2 Repeated – Evolving Market Strategies					
<input type="checkbox"/> 2.1 World Awakening: Global Economy <input type="checkbox"/> 2.2 Social Responsibility	1	2	3	4	5
<input type="checkbox"/> 2.3 North American Trade Partnerships					
Workshop: Beyond Counterfeits–Rebuilding Market Confidence	1	2	3	4	5
Armchair–The Economics of Standardization	1	2	3	4	5
Closing Remarks	1	2	3	4	5
Your overall experience with the 2008 NSS Conference program	1	2	3	4	5

What aspect of the Conference was particularly well executed? _____

If you could improve only one thing, what would it be? _____

What was your primary reason for attending the NSS 2008 Conference? _____

Would you attend a future NSS Conference? Yes No

How long should the conference be? 1 day 2 days 3 days Other _____

Where would you like to see future NSS Conferences?

- Vancouver Ottawa Atlantic Canada
 Winnipeg Toronto Quebec Other