

WORLD STANDARDS WEEK 2023

EVENT PROGRAM

WILL GENERATIVE AI REWRITE THE FUTURE?

Tuesday, October 10, 2023

In-person

Ronald Reagan Building and International Trade Center (Pavilion Room)
1300 Pennsylvania Avenue NW, Washington DC

Virtual

via Zoom

[PROMPT]: Will Generative AI Rewrite the Future?

ChatGPT: “Generative AI has the potential to significantly impact the future by transforming various industries and creative fields. It can revolutionize art, design, writing, and even scientific research. However, its impact will depend on how it's developed, deployed, and regulated. Like any powerful technology, it should be used responsibly and ethically to ensure a positive influence on society.”

Join AI and standardization experts, as we explore this transformative technology, its potential, challenges, and risks—and the important role for standards and regulations in supporting its responsible use.

Time	Discussion and Speakers
8:30 am	Registration and Breakfast
9:30-9:35	Welcome
9:35-10:00	AI 101 – Understanding Generative AI and Large Language Models Rohit Israni , Founder and CEO, CertientAI and Chair, INCITS/AI <i>Opportunity for Q&A to follow.</i>
10:05-11:55	Exploring the Power of Generative AI: Expert Perspectives <i>Experts from industry, government, and academia will share insights and illuminate key aspects of generative AI through TEDx-style presentations.</i> <ul style="list-style-type: none">• Steve Welby, Deputy Director for National Security, White House Office of Science and Technology Policy

	<ul style="list-style-type: none"> • Lisa O'Connor, Managing Director—Accenture Security, Cybersecurity R&D, Accenture Labs • Jason Matusow, General Manager, Corporate Standards Group, Microsoft; Member, Visiting Committee on Advanced Technology, National Institute of Standards and Technology (NIST) • Anthony Barrett, Ph.D., Visiting Scholar, AI Security Initiative, Center for Long-Term Cybersecurity, UC Berkeley; Senior Policy Analyst, Berkeley Existential Risk Initiative <p><i>Audience Q&A to follow each presentation.</i></p>
11:55-12:55	Lunch
1:00-2:00	<p>Generating the Future: Impact Across Sectors</p> <p><i>Learn how generative AI is making waves in healthcare, fintech, and retail; what benefits and challenges have been encountered; where standards might be needed—and what it means for your sector, organization, and work.</i></p> <p>Moderator: Wael Diab, Chair, ISO/IEC JTC1 SC42, <i>Artificial Intelligence</i></p> <p>Panelists:</p> <ul style="list-style-type: none"> • Ben Dynkin, Tech-in-Residence Fellow, City College of New York; Chair, FS-ISAC AI Risk Working Group • John Halamka, President, Mayo Clinic Platform • Jim Northey, Chair, ISO TC 68, <i>Financial Services</i> • Ram Rampalli, VP, New Ventures and Growth, Walmart Global Tech <p><i>Audience Q&A to follow.</i></p>
2:00-2:55	<p>Trustworthy and Responsible AI</p> <p><i>AI holds tremendous promise, but what guardrails are needed to assure trustworthy and responsible AI?</i></p> <p>Moderator: Brandon Abley, Director of Technology, NENA: the 9-1-1 Association</p> <p>Panelists:</p> <ul style="list-style-type: none"> • Mariel Acosta-Geraldino, Corporate Program Manager of the Americas—Product Safety, Telecom, and Radio, IBM and Bob Griffin, Director, Corporate Product Safety and Hardware Compliance Sr. Technical Staff Member, IBM • Jason Matusow, General Manager, Corporate Standards Group, Microsoft; Member, Visiting Committee on Advanced Technology, NIST • Elham Tabassi, Associate Director for Emerging Technologies, Information Technology Laboratory, National Institute of Standards and Technology <p><i>Audience Q&A to follow.</i></p>
2:55-3:00	Adjournment

About the Presenters



Brandon Abley (Moderator: Trustworthy and Responsible AI) is director of technology for NENA: The 9-1-1 Association. In this capacity, he works with a community of experts in the development of NENA technical standards and advises, educates, and advocates on technical issues for the emergency calling community. He represents the United States, public safety, and 9-1-1 with a variety of standards development and advocacy bodies, including ATIS, ETSI, IETF and EENA. Prior to working with NENA, Abley worked in the public safety communications field as a technology consultant, served as a senior public safety communications official for the state of Minnesota and was a telecommunications specialist for the U.S. National Park Service.



Mariel Acosta-Geraldino (Panelist: Trustworthy and Responsible AI) is the corporate program manager for product safety at IBM, where she has the responsibility to ensure IBM products meet with any safety regulations in the Americas. She is an active participant in the work of IEC TC 108, *Safety of electronic equipment within the field of audio/video, information technology and communication technology*, and in ISO/IEC JTC1 SC 42, *Artificial Intelligence*.



Anthony Barrett, Ph.D., PMP (Presenter: Exploring the Power of Generative AI: Expert Perspectives) focuses on AI standards, especially at the intersection of AI risk management, general-purpose AI systems such as large language models, and risks of events with very high or catastrophic consequences. Barrett is a visiting scholar with the Center for Long-Term Cybersecurity (CLTC) AI Security Initiative (AIS) at UC Berkeley, and a senior policy analyst at the Berkeley Existential Risk Initiative (BERI). Barrett was recently lead for the advanced analytics – Machine Learning area in ABS Group’s Product Development and Innovation (PD&I) Center. He has over 20 years of experience on a range of topics, which includes machine learning / artificial intelligence systems and standards, software development, cybersecurity, nuclear security, risk assessment, and project management. He is based in Washington, DC.



Joe Bhatia (Welcome Remarks) has been president and CEO of ANSI since 2006. He previously served as executive vice president and COO of the international group at Underwriters Laboratories (UL). Among his leadership positions in domestic and global forums, Bhatia serves as vice chair of the Industry Trade Advisory Committee on Standards and Technical Trade Barriers (ITAC 15), a joint program of the Department of Commerce and U.S. Trade Representative. He is a member of the ISO Council and its Standing Committee on Finance. And he served two terms as president of the Pan American Standards Commission (COPANT) and four years as vice president. Bhatia has a B.S. in electrical engineering and an M.S. in business management.



Wael Diab (Moderator: Impact Across Sectors) is a business and technology strategist with more than two and half decades of executive experience at Fortune 500 companies in Silicon Valley. He is a prolific inventor with more than 900 patents to his name in the information and communications technology (ICT) field and an industry recognized expert on digital transformation. Diab chairs ISO/IEC Joint Technical Commission (JTC) 1 / Subcommittee (SC) 42, the international standardization committee on AI that looks at the holistic AI, analytics, and Big Data ecosystems. Diab led the development of and chairs the ISO/IEC AI workshop series. At the Industrial Internet Consortium (IIC), Diab is the secretary of the Steering Committee and chairs the Liaison Working Group, Technology Working Group, Industrial AI Task Group, and Global Event Series Task Group.



Benjamin Dynkin (Panelist: Generating the Future: Impact Across Sectors) is Tech-in-Residence fellow at City College of New York, where he teaches courses on tech ethics, responsible AI, cybersecurity law, and privacy. He is also a vice president in Wells Fargo's Cybersecurity Client Office Group, where he serves as a cybersecurity policy and educational advisor on various emerging cybersecurity and technology initiatives that may impact the financial services sector and the bank. He serves as the chair of FS-ISAC's AI Risk Working Group and is also a member of the board of directors of NYM Infragard – a public-private partnership with the FBI, and a contributing member of AI & Faith, a leading AI think tank and community. He has published and spoken extensively on a wide array of emerging technology and policy issues. Dynkin received his Juris Doctor from Cardozo Law School and is currently a member of the inaugural cohort of students at the University of Cambridge's master's degree in AI ethics.



Robert (Bob) Griffin (Panelist: Trustworthy and Responsible AI) is director and senior technical staff member, corporate product safety and hardware compliance at IBN, where he holds responsibility for the direction of policy, standards, certification, and compliance activities in the fields of product safety, electromagnetic compatibility, and radio/telecommunications for all business units and geographies. He has worked in the ICT compliance fields for 30 years and serves as the subject matter expert for IBM's product safety and conformity assessment community. External to IBM, he is highly involved in standards development and conformity assessment activities both within the U.S. and internationally. Griffin is the U.S. technical advisor to the IEC for the ICT products industry where he has served as a U.S. expert to IEC TC 74 and TC 108 for more than 20 years. He is presently the chairman of IEC TC1 08 and Convener of IEC TC 108's working group charged with developing future ICT safety standards.



John D. Halamka, M.D., M.S. (Panelist: Impact Across Sectors) is president of the Mayo Clinic Platform. Trained in emergency medicine and medical informatics, Halamka has been developing and implementing healthcare information strategy and policy for more than 25 years. Prior to his appointment at Mayo Clinic, he was chief information officer at Beth Israel Deaconess Medical Center, where he served governments, academia and industry worldwide. As the International Healthcare Innovation Professor at Harvard Medical School, Halamka helped the George W. Bush administration, the Obama administration, and governments around the world plan their healthcare information strategies. He continues to practice emergency medicine and is professor of emergency medicine and the Michael D. Brennan, M.D., President's Strategic Initiative professor at Mayo Clinic College of Medicine and Science. Halamka has written 15 books and hundreds of articles. He was elected to the National Academy of Medicine in 2020.



Rohit Israni (AI 101 – Understanding Generative AI and Large Language Models) is the founder and CEO of CertientAI and chair AI standards for the U.S. Technical Advisory Group responsible for developing U.S. positions and contributions to international AI standards being developed by ISO/IEC JTC 1/SC 42. He is also the liaison for SC 42 with the Organization of Economic Cooperation and Development (OECD). Prior to founding CertientAI, Israni was at Intel, where he led Intel’s global scale ecosystem programs in the Developer Relations Division for AI, Datacenter and Network, of which he co-founded the AI partnership program (Intel AI Builders). He built and led a large global team of application engineers and business development professionals chartered with developing partnerships with AI ISVs, SIs, OEMs, CSPs and AI university programs world-wide. Israni has 25 years of multifaceted experience in engineering, business development, new product innovation, strategy, and finance in both large and small companies. He has a prior technical background in AI and developed industry leading pattern recognition algorithms at Imaging Technology (M&A Teledyne Dalsa) and in the Advanced Technology Group at KLA-Tencor. He holds two patents in machine learning and pattern recognition. Israni earned a master’s degree in engineering with a specialization in robotics and AI from Tulane University. He also holds a master’s degree in management science and engineering from Stanford University, where he was a part of the Stanford Technology Ventures Program.



Jason Matusow (Presenter: Exploring the Power of Generative AI: Expert Perspectives and Panelist: Trustworthy and Responsible AI) leads an international group of technical diplomats who engage in multi-stakeholder organizations. His work is focused on establishing accountability for the responsible use of modern digital services. His portfolio includes cloud services, privacy, cybersecurity, data, artificial intelligence, IT governance, sustainability, and more. Matusow is also responsible for Microsoft products and services delivered in the Chinese market to be compliant with compulsory standards. He oversees Microsoft’s policy and strategy work related to standardization activities in China. In 2022, Matusow became the executive sponsor for the technical relationship between Microsoft and U.S. National Institute of Standards and Technology (NIST). He has been named to the NIST Visiting Committee on Advanced Technology. Matusow has been in the software industry since the early 1990s and joined Microsoft in 1995. He is a graduate of Boston University.



Jim Northey (Panelist: Generating the Future: Impact Across Sectors) is a non-executive director of FIX Protocol Ltd. (FPL) and recently started his second term as the chair of ISO Technical Committee (TC) 68, the ISO TC for financial services. Northey served as the global technical committee co-chair for the Americas until his election as an FPL director. Northey also serves as the CTO of CalcGuard Technologies, Inc., an industry consortium for capital markets order routing transparency, analytics, and execution quality. He sits on the board of the Keweenaw Financial Corporation and Superior National Bank in Michigan. Northey holds a B.S. in mathematics from the University of Indianapolis and an M.S. in financial markets and trading from Illinois Institute of Technology.



Lisa O'Connor (Presenter: Exploring the Power of Generative AI: Expert Perspectives) is the Global Leader of Security Research and Development at Accenture, where her role is create/build/enable the security and resilience of the future enterprise through a program of applied research, co-innovating with the Global 2000, governments, academia and start-ups. Her applied research programs in Washington, DC, and Herzliya, Israel include Generative AI, Quantum Security, Metaverse Security, Trustworthy AI, Intelligent Secure Data Mesh, Ontological Mesh, and Cyber Digital Twins. O'Connor has over 35 years of information security experience, with over 16 years in financial services as an active member of the Financial Services Sharing and Analysis Center (FS-ISAC) and the Financial Services Sector Coordinating Council. Her experience includes being CISO at Fannie Mae, leading national security consulting practices at Predictive Systems (INS), Guardent (Verisign), and PriceWaterhouseCoopers, and nine years the National Security Agency.



Ram Rampalli (Panelist: Generating the Future: Impact Across Sectors) leads new ventures and growth for Walmart Global Tech, where Rampalli and his team are responsible for catalyzing and accelerating technology. Rampalli has been with Walmart for 12 years, and in previous roles led engineering and product teams. Prior to Walmart, he spent over three years at eBay. He has a several technology publications, numerous patents, and advanced degrees in Math, Computer Science and Engineering Management.



Elham Tabassi (Panelist: Trustworthy and Responsible AI) is associate director for emerging technologies at the Information Technology Laboratory (ITL) of the National Institute of Standards and Technology (NIST). She also leads NIST's Trustworthy and Responsible AI program that aims to cultivate trust in the design, development, and use of AI technologies. In 2023, she was named as one of the 100 most influential people in AI by *TIME* magazine. At ITL, Tabassi assists NIST in determining future strategic direction for research, development, standards, testing and evaluation in the areas of emerging technologies such as AI. She also coordinates interaction related to AI with the U.S. research community, U.S. industrial community, international standards community, and other federal agencies; and provides leadership within NIST in the use of AI to solve scientific and engineering problems arising in measurement science and related use-inspired applications of AI.



Steve Welby (Presenter: Exploring the Power of Generative AI: Expert Perspectives) serves as the Deputy Director for National Security in the White House Office of Science and Technology Policy (OSTP). Welby leads an OSTP team focused on strengthening our nation's long-term global competitiveness and reducing risk through the assessment, development, deployment, and governance of emerging technologies. Prior to joining OSTP, he was the executive director and chief operating officer of the Institute of Electrical and Electronics Engineers. In 2015, Welby was nominated by the President and confirmed by the Senate as the Assistant Secretary of Defense for Research and Engineering – the Chief Technology Officer for the Department of Defense. Welby had previously served as Deputy Assistant Secretary of Defense for Systems Engineering, and was responsible for engineering policy and oversight across the Department. He has more than three decades of government and industrial experience in technology and product development, including senior leadership positions at the Defense Advanced Research Projects Agency (DARPA).

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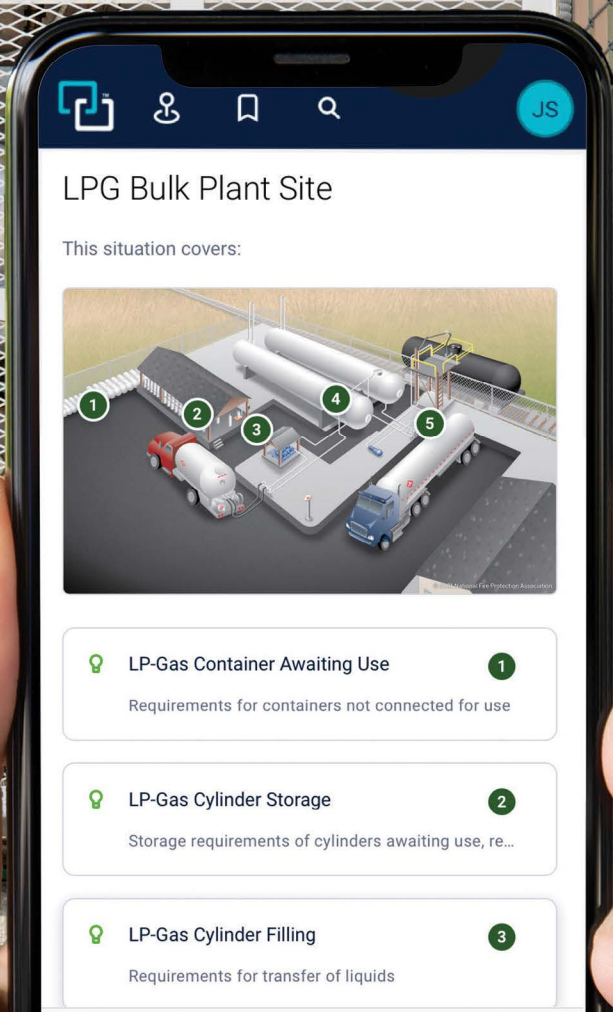


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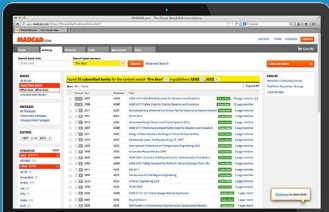


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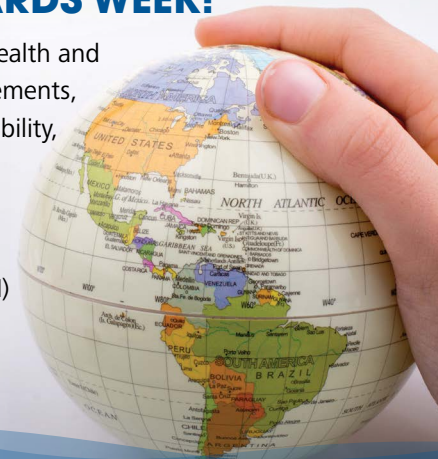
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