



# How To Sell Education About Standardization

**JIM OLSHEFSKY**

*ASTM International,  
Director, External Relations*



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# ASTM International Overview



- Founded in 1898, ASTM is a global forum for the development of voluntary consensus standards
- 30,000 technical experts representing producers, users, consumers, government and academia from over 125 countries.
- Participation is open to all with a material interest, anywhere in the world.
- Focus on materials, products, systems, and services



ASTM International  
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**PROFESSOR**

# Why learn about standards?

- Bottom-line business implications
- Impact global trade, innovation and competition
- Used by individual companies, research labs, government agencies, consumers
- Guide product design, development, market access





# Create Demand

- Campaigns
- Scholarships and Awards
- Presentations to Professional Societies
- ABET Requirements
- Corporate Outreach





- Standards on Campus
- Case Studies
- Campus Visits
- Web Resources





# Thank You!

JIM OLSHEFSKY  
*jolshefs@astm.org*

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of Technical Experts***



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