



**Minutes of the AMS CWCE Board on Enterprise Economic Development
(BEED)
Telecon Agenda**

**Monday, March 14, 2011
12:00 pm Eastern**

Members Present	Members Unavailable	Guests
Pam Emch, Past Chair	DeWayne Cecil	Keith Seitter, AMS
Melinda Marquis, Chair	Dave Jones	Gary Rasmussen, AMS
John Lasley	John Snow	
Rickard Eckman	Jim Hansen	
Ed Boselly, <i>Ex Officio</i>	Mary Hayden	
Shawn Miller	Sara Pryor	
Sue Haupt		

Old Business

1) Approval of Minutes from the 24 Jan. 2011 Meeting in Seattle

The Board approved the minutes from the Jan 24 meeting in Seattle. These will be sent to AMS for posting on the web.

2) Agenda Approval

The Board approved the distributed agenda.

3) Action Item Review: N/A

There were no action items to review.

4) 2011 AMS Washington Forum Status:

Pam provided an update on the planning of the AWF. She reported that we are in better shape than we have been in March of previous years. This advantageous position is due to having begun working on the 2011 AWF immediately after the 2010 AWF (Public-Private Partnership Forum) and by working on planning consistently throughout the year. A draft agenda and registration site are available at the meeting web page

(<http://www.ametsoc.org/MEET/fainst/2011washingtonforum.html>). Session updates included:

Day #1

- Session #1 (Congressional Staff Panel). Paul Higgins is organizing this session, which typically includes four speakers. Paul usually confirms speakers closer to the event date.
- Session #2 (National Climate Assessment). Richard Eckman is organizing this session, which Tom Armstrong (DOI) will chair. Confirmed speakers include Kathy Jacobs, Shailendra Kumar, and Renee McPherson. Naomi Freedman (National Assoc. of Regional Councils), recommended by DeWayne, has been invited.
- Session #3 (Federal Agency Leadership Panel). Keith is organizing this session, and Ron Birk will chair it. Richard will ensure that there isn't much overlap between remarks by DOI's Tom Armstrong in this session and session #2. Confirmed speakers include Mary

Glackin, Mike Freilich, Tom Armstrong, and Vicki Cox. Steven Chalk (DOE/EERE) can't participate, so Keith will invite Tim Killeen of NSF.

- Session #4 (FAA's NextGen Weather Program and NWS 4-D Weather Cube). Confirmed speakers include Don Berchoff, Rick Heuwinkel, and Mark Andrews, and Steve Brown (Joint Program Development Office).
- Dinner Speaker is Director of USGS, Dr. Marcia McNutt. Thanks to DeWayne and Elizabeth for their connection.

Day 2:

- Session #5 (Executive Branch Panel). Ron and Dorlisa are organizing this session, and Ron McPherson will chair it. Stu Levenbach is the only confirmed speaker, though invitations have gone out to five others. **PAM** will email Ron and Dorlisa about the possibility of OSTP's Alison LaBonte sitting on this panel, if she agrees to speak in Session #7, as expected.
- Session #6 (New Cross-Sector Models for Innovation, Incubation, and Intellectual Property). Steve Bennett is organizing and chairing this session. Confirmed speakers include JP Plavin and Bob Marshall.
- Lunch Speaker is the Weather Coalition, to discuss the creation of a bi-partisan weather caucus in the U.S. House and Senate. The Weather Coalition is an advocacy group composed of corporate and academic members.
- Session #7 (Offshore Renewable Energy). Melinda is organizing and chairing this session. Confirmed speakers include Bruce Baile, Chris Hart, Habib Dagher, and Larry Atkinson. OSTP's Alison LaBonte has been invited and is expected to confirm soon.
- Session #8 (Interests and Concerns of Users of Climate Science and Services). Ed O'Lenic is organizing and chairing this session, which is one of two climate-related sessions that NOAA is organizing for the AWF. Confirmed speakers include Heidi Cullen, Dennis Todey, Steve Bieber, and Todd Anderson.

Day 3:

- Session #9 (Users Forum: Engagement of Stakeholders for the Nationwide Network of Networks). Shawn Miller is organizing this session, and George Frederick is chairing it. Confirmed speakers include David Cleaves, Georges Benjamin, Bryce Anderson, and Kevin Stewart. Trying to get fifth speaker. Shawn will invite Paul Pisano, who would be excellent panelist to represent transportation.
- Session #10 (AMS Committee to Improve Climate Change Communication). Ray Ban, Andrea Bleistein, and Paul Croft are organizing this session. One of them will chair this session.
- Session #11 (Responding to the Needs of Climate Science and Services Users). DeWayne is organizing this session, and Debra Knopman will chair it. Six speakers are confirmed: Berrien Moore, Tom Karl, Tm Brown, Tom Iseman, Michael Strobel, and Cynthia Rosenweig. Whereas the panelists in Session #8 represent the users of climate data and services, the panelists of session #11 represent the providers of climate science and services.
- Session #12 (Forum Summary and Next Steps). Melinda will facilitate collection of issues, comments, and conclusions from each session and the overall forum. This session will inform the written report for the Forum. Richard Eckman is organizing students to take notes during the Forum, which Melinda will use when drafting the written report.
- Trips to Hill (April 25, 28 or 29). Pam is talking with Cindy Schmidt and Bill Hooke talking about possible field trips.

5) ITS / Surface Transportation Committee:

Ed Boselly, ITS/Surface Transportation Committee Chair, reported that the ITS/ST Committee meeting during annual meeting in Seattle was successful. Minutes have been approved and will be sent soon. (Ed sent Jan. 25 meeting minutes to Melinda immediately following the BEED meeting.) The next meeting will be held in late April – early May, and scheduled via Doodle poll. Ed has selected Dr. Jim Koerner to become chair in 2011. Ed is training Jim now.

Ed brought up the issue of how the ITS/ST Committee fits within the AMS annual meeting. The ITS/ST session have been organized under IIPS, which is under STAC (Scientific and Technological Activities Commission). Ed has arranged for Len to lead a discussion about this topic at next month's CWCE call. Pam said that surface transportation sessions at annual meeting get folded under IIPS, and that there are sound reasons for the ITS/SC Committee to remain under the BEED. Ed has invited Paul Pisano to the next CWCE call. (Melinda had meant to include Paul in today's BEED meeting, but forgot to send him the call-in ph#!)

6) Energy Committee:

Steve Bennett, Energy Committee Chair, was unavailable. Melinda reported that the Energy Committee and Renewable Energy Subcommittee will host a Third Conference on Weather, Climate, and the New Energy Economy at next year's annual meeting. The EC is working on a new goal of educating the future work force (e.g., for traditional energy), and on facilitating summer student internships. The RES is still drafting a position statement on the benefit of weather observations and data sharing facilitated by the public sector to support renewable energy,

The Energy Committee will also co-sponsor the Artificial Intelligence Forecasting Contest for Wind Power Prediction that will be summarized at the 2011 AMS Annual Meeting. Sue Haupt reported on this activity, which was initiated by the AMS Artificial Intelligence Committee, which is part of the STAC. They will post a large training database on the web consisting of a predictand (power output) and a variety of predictors and invite participants to train algorithms to predict the predictand. In December, they will post a target data set without the predictand and judge algorithm performance based on pre-described criteria. This year, wind power forecasting is the focus of the contest, so they will invite companies, as well as individuals, to predict wind power (blindly). The winners will give talks in a joint session at the annual AMS meeting in New Orleans and all participants will present posters. This session is likely to be a themed session.

7.) Planning for Offshore Technology Conference (OTC) 2011

Pam reported that AMS is an invited organization to this very large conference (May 5-8, Houston). AMS has seven talks at the OTC 2011 (<http://www.otcnet.org/2011/>). Because we are invited, we can have an AMS booth. Jill Hasling has volunteered to set up and staff the booth. Jill will ask the local AMS staff to help staff the booth.

New Business

1) AMS-IIPS sessions at AMS meetings.

As noted above, this will be discussed at the next CWCE. Ed will ensure that Paul Pisano is invited and given the call-in info.

2.) CWCE may respond to inquiry by NRC Committee that is reviewing the Modernization and Restructuring (MAR) of the NWS from 1988-2000.

Pam reported that the NRC was tasked to form a committee to conduct a review in two phases, over ~26 months. The first phase will focus on the modernization (e.g., upgrade of technical components) and restructuring of offices and personnel. The second phase will look toward the future: things to do to improve, lessons learned that could be exploited in the future. Pam is a member of this committee, which has met three times. The Fair Weather Report stressed the value of the NWS working together with the private sector. NWS does work with private sector. The NRC Committee on the NWS MAR is asking for input, e.g., from CWCE, especially public-private sector interface. The committee will provide a written report at the end of their review. John Lasley asked Pam if the committee has input from private sector. NRC is pushing to get input from consortia (e.g., satellite association) as opposed to from individual companies. Maria Pirone of Harris did talk about implementation of the NEXRAD Information Dissemination Service part of the NWS MAR. John led marketing of ASOS; it took great effort by AAI (i.e., the private company who worked with NWS to develop ASOS) to convince users how effective ASOS was. Pam had suggested inviting PRC (developed AWIPS) to provide input, and will consider mentioning John's ASOS example to the committee also.

3.) Schedule Next BEED Meeting

Melinda will send a Doodle poll in mid-April to schedule our next meeting to be held in mid-May.

Open Discussion

****Melinda**** will invite Wendy Thomas (guest) and Mary Hayden to lead a discussion about a possible ad hoc committee on health, at our next BEED meeting.