



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

**Tuesday, October 11, 2011  
12:00 pm Eastern**

<b>Members Present</b>	<b>Members Unavailable</b>	<b>Guests</b>
Pam Emch, Past Chair	Mary Hayden	Keith Seitter, AMS
Melinda Marquis, Chair	Dave Jones	Gary Rasmussen, AMS
Shawn Miller	<i>Steve Bennett, Ex Officio</i>	Joe Friday
John Lasley	Jim Hansen	
Richard Eckman	DeWayne Cecil	
Marjorie McGuirk		
Sue Haupt		
Ed Boselly, <i>Ex Officio</i>		

**Old Business**

1) Approval of Minutes from the July 7, 2011 meeting

The Board approved the minutes from the July 7 meeting. These have been 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) 2012 AMS Washington Forum:

Members of the 2012 AWF Organizing Committee reported on their respective panels, and Melinda reported on those sessions organized by people not on today's call. The 2012 AWF will be held April 10, 11, and 12. The dinner will be held on April 10. Gary brought up the possibility of announcing a call for papers for the 2012 AWF. Because organizers of sessions already have in mind invitees to speak at the 2012 AWF, Melinda suggested that we wait till the 2013 AWF to introduce calling for papers. In addition to reaching a great breadth of potential speakers, making a call for papers ensures that speakers realize up front that they must cover their travel costs and registration fees. (Those outside the weather and climate community may have their registration fee waived by contacting Gary.) Thanks go to Shawn, who prepared an ad for the November BAMS, and who will up date it as needed so it can run each month from November till the AWF in April. The "Weather-, Water-, and Climate-Ready Nation" is the theme of the 2012 AWF. The following sessions are planned:

- Weather-, Water-, and Climate-Ready Nation (Tom Fahy)
- Science and Congress (Tom Fahy)
- Economic Benefits (John Lasley)
- Environmental Security (Shawn Miller)

- Health/Users Forum (Wendy Thomas, with Jean Fruci as co-lead)
- Military Users of Weather Data (Pam Emch); additional lunch speaker planned
- Executive Branch (Tom Fahy)
- Academic – Training the New Workforce (Sue Haupt)
- “Current Events” held open in case of late-breaking federal budget news; if nothing happens, back up is extreme weather of 2011 and lessons learned (John Snow)
- Space Weather (Richard Eckman)
- Federal Agency Leadership (Keith Seitter)
- International Perspectives on Global Climate Change (Tom Fahy)
- Meeting Summary and Next Steps (Melinda); John Lasley may have a recommendation that shifts the burden from general participants to organizing committee to ensure consensus view in written meeting summary, which the organizing committee will discuss at our next meeting (October 13).

Matt Parker is leading a sub-committee to plan a press conference for the AWF. Bill Hooke will have information soon on a possible Hill briefing in conjunction with the AWF.

#### 5) ITS / Surface Transportation Committee:

Ed Boselly, ITS/Surface Transportation Committee Chair, reported that the ITS/ST Committee will meet with the ITSA Surface Weather Committee at the ITS World Congress in Orlando on 20 October, at 1230 EDT. Some committee members will be there, including Jim Koermer who will take over the AMS Committee in January. Unfortunately there will be no speaker phone available for the meeting so we will provide inputs via Email and look for the minutes. The Committee is working on a TOR for a new subcommittee to look at mobile observations. The draft TOR is out for Committee review and will be forwarded to the BEED and CWCE in the not-too-distant future. The mobile observations have great potential to fill some of the data gap problems as well as more timely updates on current weather observations. The Committee is also working on updating the Committee TOR with a hard look at the surface transportation and weather support industries. The Committee is also looking at potential new members with the aim of "evening out" the membership between government, academia and private sectors.

#### 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 AMS Renewable Energy Subcommittee is organizing a town hall will be held at the January meeting that addresses “Best Standards and Practices for Quality Data in the Renewable Energy Industry.” Kevin Stenson is leading this effort.

Paul Higgins will chair an AMS drafting committee to consider a policy statement about atmospheric observations for renewable energy.

#### 7) AMS Summer Community Meeting 2011

The AMS Summer Community Meeting was held in Boulder, August 8-11. The theme was the financial value of meteorological services and critical data needs. Specific issues addressed included transportation, human health, greenhouse gases, renewable energy, hydroclimate and weather. Betsy Weatherhead has put together a brochure summarizing the meeting materials, which can be found at <http://cires.colorado.edu/science/groups/weatherhead/>. An effort continues to pull and build upon common threads from forums over the course of the year from the AMS

Summer Community Meeting in August, AMS Annual Meeting in January, and the AMS Washington Forum in April.

#### 8) Water Resources Committee

The BEED created a TOR for a Water Resources Committee under the BEED and submitted a list of potential initial members to the CWCE Commissioner for approval last Fall. Melinda extended invitations last week to about ten people: Dan Walker, Ben Harding, Dan Reisinger, David Easterling, Andrea Ray, Tim Schneider, Isle Gayl, Renee McPherson, and Per Glick. So far, no one has said only; only two have accepted for sure (David Easternling and Ilse Gayl).

#### 9) Nominations for new BEED members

Three BEED members will be rotating off the board in January. These are DeWayne, Richard, and Dave Jones. This opens two government and one private sector slots. All BEED members are asked please to suggest nominees to Melinda. Recall that we want to maintain a fair balance among the three sectors.

\*\*\*ACTION ITEM: Melinda will send a request for nominations, along with a list of current BEED members, to current members.

\*\*\*ACTION ITEM: BEED members provide list of nominees to Melinda by October 31.

\*\*\*ACTION ITEM: Melinda should provide a list of nominees to the AMS CWCE by early November so that the AMS staff has time to compile lists before the January annual meeting.

#### New Business

1. Mary Hayden was unavailable to brief us about the proposed Board on Environment and Public Health to be within the STAC Commission.
2. Since our July 7 BEED meeting, DeWayne has continued working with the AMS CWCE to organize a town hall meeting at the next AMS Annual Meeting (New Orleans). *The following information comes from DeWayne's notes from last week.* The town hall will be opened by a moderator (Jon Malay) and provide a 6-member panel (see below) that will give 5 minutes (each) of their perspective on what the nation faces and what we can and should do about the challenges we are faced with. Then the floor will open for discussion of a collaborative path forward. At the Town Hall, we will have a handout that describes in some detail the observational network gaps we are facing across all sectors (in-situ, airborne, space-based). As per Bill Hooke's suggestion; two topics need to be discussed at the Town Hall; (1) the problem, observing system by observing system, agency by agency and end use by end use, and (2) what we can and should do about the problem. Emphasis should be on the latter (2). That means that we should have a handout describing the problem(1), and maybe one speaker (the moderator, in our case it will be Jon Malay) quickly walking the audience through the handout, THEN open the conversation up first to panelists and then the larger group for what to do about it.

The Committee also agreed on the make-up of the panel. Invitations will go out to;

Dr. Kathy Sullivan, NOAA, Assistant Secretary of Commerce for Environmental Observation

and Prediction

Dr. Len Pietrefesa, AMS CWCE and NCSU

Nancy Colleton, Director, Alliance for Earth Observations

Pete Murdoch, USGS, Former Lead for the DOI Climate Effects Network

TBD, U.S. Army Corps of Engineers

TBD, U.S. Department of Defense representative  
Dr. Fred Lewis of AFWA was added to the list of invitees shortly after the BEED meeting.

3.) Schedule Next BEED Meeting

Melinda will send a Doodle poll to schedule our next meeting to be held in December.

**Open Discussion**

-- Pam reported on the National Academy of Sciences Phase 1 Study on the National Weather Service Modernization and Restructuring, on which she served as a member. The NAS report will be available tomorrow, Oct. 12, and Pam will send a link to the report to the AMS BEED. In addition, there is a Phase 2 study being conducted on the Recommendations for Future NWS Upgrades. This activity is likely to be complete in approximately one year.

