



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

**Wednesday, 10 November 2010
3:00 PM EST**

Meeting Participants

Members Present	Members Unavailable	Guests
Pam Emch, Chair	Richard Eckman	Gary Rasmussen, AMS
Melinda Marquis	Andrea Bleistein	Keith Seitter, AMS
Eva Regnier	Dave Jones	Elizabeth Babcock, NOAA
John Lasley	Holly Hartmann	
Dorlisa Hommel	Shawn Miller	
DeWayne Cecil	John Snow	
Steve Bennett, <i>Ex Officio</i>	Ed Boselly, <i>Ex Officio</i>	

The meeting began at 3:00 PM EST and ended at 4:15 PM EST.

We welcomed guest Elizabeth Babcock of NOAA Fisheries. Elizabeth has taken on a short-term assignment with DeWayne Cecil. She will help him with activities of the NOAA Regional Climate Services Directors (RCSDs). She is also offering to interface with the BEED in the context of her NOAA assignment. Her focus areas for the RCSDs include developing an action plan template, reviewing NOAA’s climate services to see what gaps might exist, and interfacing with stakeholders and assessing stakeholder needs. She has just started this assignment this week and mentioned that she is somewhat unfamiliar at this point with the meteorology side of things. We agreed to include Elizabeth on our distribution list for BEED telecons – it will be helpful to us to have her involved, and she feels it will help her learn as well.

Old Business

1. Approval of Minutes

The Board approved the minutes from the 5 October 2010 telecon. This will be sent to AMS for posting on the web.

2. Agenda Approval

The Board approved the distributed agenda.

3. Action Item Review

There were no specific Action Items to review.

4. 2011 AMS Washington Forum (AWF) Status

We got a status from the planning committee. The AWF planning committee will have its next meeting next Wednesday, Nov. 17. A brief summary was provided on the status of each session. Among the topics discussed were:

- Session 3: Federal Agency Leadership Panel Discussion. Since Ana Palmisano has left DOE, Keith asked for suggestions on who might be a good DOE representative on the panel. If possible, we'd like to secure someone who deals more specifically with topics of interest to AMS. Melinda had some suggestions. Steve thought that Mitch Baer, an Energy Committee member who works at DOE, might have some ideas. Melinda, Steve, and Keith will start some email discussions.
- John Holdren and Gary Locke have been suggested as potential dinner/lunch speakers. AMS has a formal invitation out to Dr. Holdren.
- Session 4: The FAA's NextGen Weather Program and the 4-D Wx Data Cube. John requested that the session name be changed (to "...National Weather Service 4-D Wx Data Cube"). Mark Andrews of the JPDO has moved to the private sector. In addition, John has invited Don Berchoff and Jaime Figueroa of FAA.
- Session 5: Executive Branch Panel Discussion. Dorlisa is working with Ron McPherson to organize this session (Ron will chair the session).
- Session 7: Offshore Energy. Melinda will rewrite the description of this session. She is working on lining up speakers from OSTP, OMB or a congressional staffer, and Google. She has lined up Jacques Beaudry-Losique from DOE.
- Session 8: Users Forum: Ready for the NNoN Stakeholders Summit. Shawn is working with George Frederick to line up speakers for this session.
- Session 9: This is a new session focused on the Climate Services Landscape as well as the AMS Committee to Improve Climate Change Communication (CICCC). Ideas for the session format and speakers are just being formulated. Andrea Bleistein will be the POC for the session, although the committee is led by a triumvirate.

5. ITS/Surface Transportation Committee

Ed Boselly, ITS/Surface Transportation Committee Chair, was unavailable to report on recent and planned activities.

6. Energy Committee

Steve Bennett, Energy Committee Chair, had to leave the telecon early. Melinda reported on recent and planned activities. Planning activities continue for the 2nd Conference on Weather, Climate, and the New Energy Economy. Among the items mentioned were:

- Jerry Crescenti has had to bow out as chair of the short course; Russ Bigley and Andrew Stern will continue the effort.
- A set of student awards is being developed for the conference.

The Renewable Energy Subcommittee is completely involved in planning the Annual Meeting events with the Energy Committee, thus Melinda had no additional information related to the RES to add at this time.

7. COBBLER (CONSOLIDATED BENEFITS OF BOUNDARY LAYER OBSERVATIONS SPREADSHEET MODEL) Status

Shawn was unavailable. Pam noted that he is trying to become hooked into the NNoN effort – George Frederick has provided a POC for him. Here is an email status from Shawn: "I think it could benefit from me getting more plugged into the NoN activities. In particular, for the "Human Dimension", I saw in the latest draft report from November 2 that there is an activity that corresponds exactly to what COBBLER was originally intended to facilitate: "Short Term

Benefits Analysis – a benefits analysis of mesoscale networks should be compiled using existing results from mesonets for the six key user groups discussed in the study. This should be compiled in a way that can indicate the benefit of a national system." This flows into the specific tasks: 1) Design methods for assessment and quantification of the economic value of NoN data to users, and 2) Develop methods to communicate this information to Congress, Government agencies and the public. What I'm really trying to create is a framework that would allow a comprehensive assessment of the benefits of NoN measurements to be presentable in a single, quantifiable way."

New Business

1. Planning for Offshore Technology Conference (OTC) 2011

Steve provided a description of preparations for this event in which AMS has a good chance of being an "Invited Organization". In general the OTC addresses offshore topics such as drilling, exploration, energy production, etc. It is attended by 70,000 to 90,000 people. The exhibitors are suppliers who are making sales and it is an international market. The technical sessions are very technical. There are a few meteorology firms that do exhibit and give presentations in the various sessions. The papers are very technical and are not marketing tools. There are sessions on hurricanes and predicting waves during hurricanes and modeling currents that impact deepwater drilling world-wide. There are meteorologists and oceanographers that work for the oil companies and service companies that support the offshore drilling operations and design operations.

Here is a link to the Offshore Technology Conference (<http://www.otcnet.org/2011/>).

The idea is for AMS to line up a session and showcase our AMS activities. Obviously AMS activities can span a broad area; also some AMS members attend this conference each year and present on their own. Being invited as an organization allows us to set up a full session of our own - this really provides us with the ability to introduce various attendees to our organization. On a very quick turn-around schedule, our OTC POC asked us for a set of seven abstracts that would represent what AMS is proposing to speak about. This information may assist in getting AMS selected as an invited organization – the decision is to be made the middle of this month.

With the assistance of a small team that quickly jumped in, Steve has been organizing a package of preliminary abstracts and invited speaker bios to provide to his OTC POC. He has all materials except those for topics 1 and 7 – for these he is awaiting inputs from Len.

- 1) Advancements in hurricane prediction --- Bill Read (Director of NOAA's National Hurricane Center) Invited
- 2) Feeman/Hasling Hurricane Damage Potential Scale -- Jill Hasling (President of the Weather Research Center) Confirmed
- 3) Hurricane Forecast Improvement Project - Fred Teopfer (Program Manager, NOAA Hurricane Forecast Improvement Project) Confirmed
- 4) Climate Change Impact on Hurricane Intensity - Greg Holland (Professor, Georgia Institute of Technology) Confirmed
- 5) An integrated strategy for the assessment of offshore renewable energy - Ralph Nichols (Savannah River National Lab) Confirmed
- 6) Offshore Renewable Energy Resource Assessment and Design Conditions: Status from the Federal Interagency Working Group - Jacques Beaudry-Losique (DOE Wind and Water Program Manager) Confirmed
- 7) Coupled Ocean/Atmosphere Modeling - Dr. Richard Yablonsky (University of Rhode Island) Invited

2. Review Board and Committee meeting times requested for AMS Annual Meeting in Jan. 2011

- BEED meeting: Monday, 24 January, 2:30 pm – 5:30 pm; planning special event 4:00 pm – 5:30 pm. The “special event” mentioned is being coordinated by DeWayne and Pam. The second half of the BEED meeting will provide an opportunity for BEED members and members of its committees and subcommittee to meet with the six new NOAA Regional Climate Services Directors. The RCSDs will also be highlighted in a Town Hall meeting that is open to all Annual Meeting attendees. This BEED event will enable a smaller group to have an opportunity for discussion and face-to-face interchange.
- ITS/ST Committee meeting: Tuesday, 25 January, 0730-0900
- AMS RES meeting: Tuesday, 25 January, 8:30 AM - 9:30 AM
- Energy Committee meeting: Wednesday, 26 January, 6-7pm

3. Schedule next BEED Telecon

Pam said she would set up a Doodle poll.

Open Discussion

Pam mentioned that the lists of recommended new members for the BEED, ITS/ST Committee, Energy Committee, and new Water Resource Committee have been provided to Len, the Commission Chair, and are awaiting his approval. The RES list has been approved by Len.

Melinda brought up a topic that was discussed at a telecon a couple of hours prior to this BEED telecon. The earlier telecon was focused on the new AMS Committee to Improve Climate Change Communication (CICCC). There was some discussion about why AMS stood up the CICCC. The AMS responded to the desire for open and impartial discussion on the issues relating to climate change by organizing this new committee. The CICCC is within the CWCE (and with the Board on Enterprise Communication) because the goal is to provide opportunities for communication and to improve communication on this topic. Within the AMS community there are those who have expressed the perception that their “non-mainstream” views/submissions on climate change / anthropogenic climate change are not treated impartially. The idea behind improving communication is to provide opportunities to hear varied points of view and air out various perceptions. In our open discussion about this topic, it was stressed that this is a sensitive subject and AMS and the CICCC need to be very clear about the issues, goals, charter, etc. of this new committee.