



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

**Tuesday, 2 December 2008
2:00 PM EST**

Meeting Participants

Members Present	Members Unavailable	Guests
Pam Emch, Chair	William Graham	Gary Rasmussen, AMS
John Zack	Jan Dutton	
Robert Plante	Richard Ohlemacher	
John Henz	Eva Regnier	
Holly Hartman	Bill Mahoney, <i>Ex Officio</i>	
Dorlisa Hommel	Jon Davis, <i>Ex Officio</i>	
Andrea Bleistein	Paul Pisano, <i>Ex Officio</i>	
Monica Hale		
Ed Boselly, <i>Ex Officio</i>		

The telecon began at 2:00 PM EST and ended at 3:05 PM EST.

Old Business

1. Approval of Minutes

The Board approved the Minutes from the 3 November 2008 telecon.

2. Agenda Approval

The Board approved the distributed agenda.

3. 2009 Seventh Users Forum on Weather and Climate Information

We reviewed the draft agenda and planning status for the upcoming Users Forum that will take place at the 2009 AMS Annual Meeting on Tuesday January 13.

Draft Agenda and Speakers. We reviewed the updated draft agenda (previously emailed) and discussed potential speakers.

- *Session A.* Session Chair: we need to select a chair for this session. Pam mentioned that Kevin Stewart of the CWCE agreed to be a back-up. John Henz volunteered to chair the session. Also, Monica recommended Dr David Pierce of Scripps Institute. **Pam took the action to finalize the chair for Session A.** We have two speakers confirmed (of three) for this session; one has been invited. **Pam has the action to confirm the final speaker for Session A.** The current list of speakers is as follows, with confirmed information in black, likely information (and invites) in blue, and conjectured / unconfirmed / yet uninvited information in red:

Session A: Weather and Short-Term Decision Making in Water Resource Operations
Session Chair: **TBD**

- Jon Skindlov, **Meteorologist**, Salt River Project, Arizona: **Topic Title**

- Steve Rossi, Principal Water Resources Planner, City of Phoenix Water Services Department: **Topic Title**
- (TBD) Robert Farber, **Job Title**, Southern California Edison: **The Use and Impact of Cloud Seeding on Water Resources and HydroPower Generation in California**
- *Session B.* Holly will chair this session. We have three speakers confirmed (of five) for this session; two have been invited; we plan to ask a sixth as Brad Lancaster (unconfirmed) might speak jointly with Ann Audrey. This also provides us with some flexibility. Good suggestions for the sixth potential speaker were provided by Eva at the last BEED telecon on 3 November. These are John Kirlin, Executive Director of the Delta Vision Task Force (<http://deltavision.ca.gov/AboutDeltaVision.shtml>), convened by Gov. Schwarzenegger, which just completed its work developing a strategic plan for the Sacramento-San Joaquin Delta in California and Roger Pulwarty of NOAA, who was on the IPCC assessment and is involved with the National Drought Information System. Eva mentioned (at Nov. telecon) that a colleague of hers knows John Kirlin. **Holly has the action to finalize the speakers for Session B.** The current list of speakers is as follows, with confirmed information in black, likely information (and invites) in blue, and conjectured / unconfirmed / yet uninvited information in red:

Session B: Climate and Long-Term Planning of Water Resources

Session Chair: Holly Hartman

- Dave Yates, **Job Title**, NCAR: “WEAP” – NCAR’s Water Evaluation And Planning System
- Dave Brandon, Chief, NWS Western Region Hydrologic Services Division: NOAA Integrated Water Resource Services
- (TBD) Tom Carr / Sandy Fabritz-Whitney, **Job Title**, Arizona Department of Water Resources, Phoenix: **climate variability and the 100 year water supply “guarantee” used in Arizona water resource planning**
- Ann Audrey, **Job Title**, Office of Conservation and Sustainable Development, City of Tucson: **water harvesting, sustainable landscaping, etc. Possibly joint with (TBD) Brad Lancaster, Job Title, Organization, Tucson: water harvesting, sustainable landscaping**
- (TBD) John Kirlin, Executive Director of the Delta Vision Task Force, California: **Topic Title**

OR

- (TBD) Roger Pulwarty, **Job Title**, NOAA: **National Drought Information System**

Advertising the Forum. Gary said that the POC for inserting items into the Daily BAMS at the Annual Meeting is Bryan Hanson (at 617-227-2426 x238). **Pam has the action to contact Brian to see how to go about developing an article advertising the Users Forum for insert into the Daily BAMS.**

Speaker Registration for Forum. Gary provided the information related to this. We expect speakers to register for the AMS Annual Meeting. The Users Forum is included in any of the registration options (so no added cost). If the speaker is a member of the AMS weather & climate community, we expect them to pay the registration fee appropriate to the number of days they are attending. However, if the speaker is not a member of the AMS community and does not normally attend AMS meetings, since we are inviting them to speak, we will waive the registration fee. This is accomplished by directing the speaker to the registration page. Once there they select requesting to pay by purchase order, and that brings up a field in which they can enter “comp – per Pam (or Holly)”.

4. 2009 Public-Private Partnership Forum

We reviewed the planning status for the 2009 PPPF that will take place in DC on April 21–22, 2009.

Draft Agenda and Speakers. Pam discussed the overall agenda (draft agenda previously emailed). She mentioned that in 2008 we had five sessions and had planned to stick to that format.

However, a sixth session is under consideration. Current draft sessions are as follows:

- Legislative Topics Panel Discussion – Authorization Committees. Similar to 2008.
- Federal Agency Panel Discussion. Previously these talks have been relatively high-level briefings of budget/program plans that quite possibly many attendees have heard before. One goal for 2009 is to have the agency talks be more specific to a focus area of each agency if possible. The session will be re-formatted into a panel session; each speaker will be allowed ~10 minutes at the beginning for an introduction.
- Private Sector Perspectives. Introducing a session focused on private sector priorities, issues, and capabilities would help to balance the discussion topics across the enterprise community. For the 2009 forum a session titled “Private Sector Perspectives” will be included. This session and an update of the establishing community priorities session will serve as two “elective” sessions at the forum.
- Legislative Topics Panel Discussion – Appropriations Committees. Similar to 2008.
- Establishing Community Priorities – Next Actions. Similar to 2008.
- OMB Topics Panel Discussion A sixth session is under consideration. This would be comprised of a panel of representatives from OMB. It would serve as a counterpart to the public sector congressional legislation sessions and the federal agency session. The panel would consist of the appropriate OMB Budget Examiners for NASA, NOAA, NSF, and DoE. A small set of questions (e.g., climate science/change/services, observing systems, computing) could be put to the panel for their opening statements to address. We would then open it up for Q&A, in a format similar to that for the other three public sector sessions. There will be sufficient time to add this as a sixth session by reducing the time allotment for the Agency session. This should work fine with the reformatting of the Agency session into a panel format.

Pam mentioned that the idea for the OMB Panel originated with Ron McPherson and that he had communicated to her that he felt he had enough contacts in OMB now to stand up a session. Gary noted that AMS had tried to form such a session before and were never really able to get commitments from OMB staff. Dorlisa said that Bill Hooke might also be a good resource for contacts in OMB – he has had OMB staff speak as part of the AMS Summer Policy Colloquium.

John Zack led a discussion on the status of the Private Sector Perspectives session. Prior to this he had asked for recommendations on speakers and had received quite a few responses. He organized this information and sent out a combined list of recommendations prior to this telecon. We had a very energetic discussion on this topic and collected many more good ideas. We reiterated that this would be best as a panel discussion led by a chair who would pose specific questions – this would be the best way to control the content and avoid any slide into company “advertisements”. Each speaker could have perhaps a 5 or 10 minute intro. Pam noted that John’s list had three items that were essentially the same (satellite / space industry) – items 6, 9, and 11. She said that someone from AIA could represent the industry as a whole. Monica (and others) noted that another good speaker for this topic would be Frank Culbertson, formerly SAIC

and now Orbital - he is a great speaker and can span many areas. Steve Root (member of CWCE) was mentioned as a possible speaker for CWSA (item 14). At this point we launched into discussion of topics/organizations and speakers other than those already provided to John (although we have discussed some in prior telecons). Bob Plante noted that although the PPPF usually addresses existing / operational space programs, it would be good to have some information on an “R&D roadmap for earth sciences”. This could include some discussion of the recommended decadal missions. An appropriate speaker might be Berrien Morre or Rick Anthes. Pam mentioned that Berrien Moore was top of her list for a possible lunch speaker. If we do secure him as a lunch speaker, a thought is that perhaps we then need not include a space industry speaker in the Private Sector Session. This panel could be focused on non-space private industry. Monica recommended a speaker on the Chicago Climate Exchange such as Mike Walsh or Peter Sanders who could discuss carbon cap & trade. She noted that Amtrak is making money on carbon trading by cutting down on engine idling and introducing more efficient engines – they’ve saved more than 10% on diesel. She recommended a speaker from Amtrak if we wanted a more practical point of view. **Monica will provide contact information for her recommendations for the PPPF.** John Henz said that the hydrology/met engineering industry has experienced a growing and steady influx of work in design, water supply and energy areas related to climate variability and climate change concerns by clients. If the Obama administration continues to push a surge of infrastructure funding in its stimulus package we could see some new and different growth opportunities in atmospheric science and meteorology. In the water and energy industry there has been an increase of work in the last six months related to design updates as a function of climate variability and changes in standards. John Henz volunteered to speak for the water resource engineering industry – or someone from CMH2Hill (for example) could speak.

The Board was overflowing with ideas related to the blossoming of work evident in the last six months and potentially increasing under the focus of the new administration. With the abundance of speaker recommendations we discussed possibly narrowing the session to focus only on “non-traditional” private sector companies – or to provide more of a full representation with a mix of traditional and non-traditional. Non-traditional would not include aerospace (space & ground), Vaisala, etc. Bob Plante said that we were already likely to hear about the traditional companies in the Community Priorities session – so a focus on non-traditional might be warranted. We also thought it might be interesting to hear from companies that have recently been bought and seem to be re-organizing and/or having layoffs. What is their future looking like? These companies might include the Weather Channel (now part of NBC) and the WeatherBug.

John Zack asked what our next steps should be to bring this to a conclusion. Pam said that she is about to start discussing the PPPF agenda with the PPPF Organizing ExCom (Seiter, McPherson, Hooke, etc.) and would discuss options there. Also, who we confirm as a lunch speaker may have an impact. **John Zack has the action to update his list of potential PPPF Private Sector Perspectives session speakers / organizations and to group them by industry / area.**

5. BEED Website

Andrea provided a status on this topic. She has looked at the BEED website and compared it to the BEC website. She likes the BEC website layout and content and recommended that the BEED website mirror the BEC website. This has the added benefits of 1) providing a consistent look across two of the CWCE Board websites and 2) very likely being easier for Brian Mardirosian (of AMS) to implement since he can copy the BEC format. Andrea has had trouble reaching Brian via email. Both Gary and Pam confirmed that he is the AMS webmaster and so changes must be implemented by him. **Andrea will continue her attempts to contact Brian regarding the BEED website update.** Gary noted that his number is 617-227-2426 x260.

6. New BEED Member Nominations. The BEED has three members leaving in January 2009. Pam reiterated that we should try to secure mainly public sector representatives for the BEED this time – since we will be left with just one (Andrea) come January. She has received some good NASA, USGS, and NOAA recommendations from Northrop Grumman staff who recently worked at NASA and NOAA. Dorlisa said she had an additional person to recommend and would send Pam the information. Pam will be getting this list of recommendations to Joe Friday this week.

7. ITS/ST Committee

Ed Boselly, ITS/Surface Transportation Committee Future Chair, reported on recent and planned activities. The Committee has assisted in the organization of two sessions for the 2009 Annual Meeting. Paul Pisano and Ed Boselly will be chairing the Surface Transportation Weather session in the 25th Conference on International Information and Processing Systems (IIPS). This will take place Tuesday morning, January 13. In addition the Committee helped organize the Surface Transportation Weather session in the Fourth Symposium on Policy and Socioeconomic Research; however a lack of papers for the session has resulted in its cancellation. Ed noted that every few years the AMS Annual Meeting conflicts with Transportation Research Board Annual Meeting. The latter meeting always takes place the second week of January. When this conflicts with the AMS Annual Meeting there is a noticeable reduction in submitted papers and attendance at our AMS ITS/ST sessions.

7. Energy Committee

Jon Davis, Energy Committee Chair, was unable to attend the telecom. Pam mentioned that the Energy Committee is supporting urban environment and wind sessions at the AMS Annual Meeting on Wednesday and Thursday.

New Business

1. 2010 Users Forum

The 90th AMS Annual Meeting will take place 17-21 January 2010 in Atlanta. Pam previously distributed the 2010 Annual Meeting Description. The theme is “Weather, Climate, and Society: New demands on Science and Services”. Pam also distributed the 2010 Eighth Users Forum announcement. The announcement is rather general. Now is the time to get a jump on planning for the 2010 Users Forum – Pam asked that Board members start thinking of potential Forum themes that fit within the theme for the overall meeting. She suggested that perhaps with all the information and ideas generated today in our discussion of private sector perspectives maybe we could have a theme dedicated to new and non-traditional industries utilizing weather and climate data.

Open Discussion

AMS Annual Meeting

Board members were encouraged to attend BEED-supported sessions at the Annual Meeting: the ITS/ST session Tuesday morning, the Users Forum all day Tuesday, the two sessions (Wednesday and Thursday) supported by the Energy Committee. In addition Ed recommended

20 Jan 2009

two sessions on meso-scale observations based on excellent reports by Rit Carbone. Pam is hoping to get out an email pointing to specific sessions. Please spread the word to colleagues!

Don't forget: the BEED will meet on Monday January 12 from 4:00 to 5:30 pm, at the AMS Annual Meeting in Phoenix – at the Hyatt Regency in Room Remington C.