



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

**Tuesday, 14 August 2007  
2:00 PM EDT**

**Meeting Participants**

<b>Members Present</b>	<b>Members Unavailable</b>	<b>Guests</b>
Bill Mahoney, Chair	Monica Hale	Gary Rasmussen
Josh Foster	Jan Dutton	George Frederick
John Zack	William Graham	
Dorlisa Hommel	Pam Emch	
Brenda Philips	Greg Wilson	
Jim O'Sullivan	Robert Plante	
Richard Ohlemacher		
Paul Pisano, <i>Ex Officio</i>		
Jon Davis, <i>Ex Officio</i>		

The telecon meeting began at 2:00 PM EDT and ended at approximately 3:00 PM EDT.

**Old Business**

**1. Approval of Minutes**

The Board approved the Minutes from the 24 May 2007 telecon meeting.

**2. Agenda Approval**

The Board approved the distributed agenda.

**3. Corporate Forum Planning**

The Board discussed three main items associated with the 2008 Corporate Forum. The proposal to change the name of the Forum to reflect a meeting with broader appeal was supported. A list of proposed titles was routed via e-mail before the telecon and some feedback was received. There was a request that the term 'Enterprise' not be used as the AMS meaning may not be clear to outsiders. Most Board members agreed that the term "Weather & Climate Community" is more descriptive. New names that had some support include:

- Enterprise Partnership Forum or Weather & Climate Community Partnership Forum
- Enterprise Opportunity Forum or Weather & Climate Community Opportunity Forum
- Government Affairs Forum
- Enterprise Economic Development Forum or Weather & Climate Community Development Forum
- Enterprise Economic Opportunity Forum or Weather & Climate Community Opportunity Forum
- Weather & Climate Community Development Forum
- AMS Public Private Partnership Forum

There is a goal to choose a new name by the end of September or early October, so we can use it for advertising this fall and early winter. Please send the Chair your ideas. The President of the National Council of Industrial Meteorologists (NCIM) (Jan Null) has made a strong pitch to organize a Forum session as they want more involvement in the Forum. There is general support for this, but the rest of the agenda needs to be put in place before it can be determined if this idea is appropriate. As for the elective sessions of the Forum, the topics identified to date include *Communicating Uncertainty – How the Enterprise will Respond to the NAS Report*, and *Setting Community Priorities – How to Advocate with a Common Voice*. Tentatively, the Forum will be held during the week of 14 April 2008. This is later than usual as we want to minimize conflicts with the Congressional schedule.

#### **4. 2008 Users Forum Planning**

The Users Forum is being jointly organized by the BEED, the AMS Societal Impacts Board (SIB), and AMS Energy Committee. The SIB has already recruited speakers for 3 of their 4 slots and the Energy Committee is working to identify speakers for their session.

#### **5. Energy Committee Report**

Chair, Jon Davis briefed the Board on its activities. They are working with Brian Mardirosian to create an AMS website for the committee. In addition, they are collating information on energy-weather related conferences, workshops, and symposia that may be of interest to the AMS members. The list will be posted to the website along with a list of meteorologists working in the energy industry. The Committee also jointly organized a telecon with NCDC to discuss the possible impacts of having NCDC change the methods they use for calculating the climate normals. The telecon was a success as 99 of the 100 call-in slots were utilized. Additional telecons are planned and the next is planned for September.

#### **6. Offshore Technology Conference (OTC 2008)**

Bill Mahoney prepared a letter was for Keith Seitter asking the OTC Organizing Committee to consider the AMS to be an invited organization for the May 2008 conference and exhibition in Houston. If chosen, the AMS will get prime exhibition space, organize a session or two, and be allowed to give a presentation all for free. This would be an excellent outreach opportunity as this conference draws ~75,000 persons in the offshore energy industry.

#### **7. ITS/Surface Transportation Committee Report**

Chair, Paul Pisano, provided an update on the committee's activities. The 3<sup>rd</sup> National Surface Transportation Weather Symposium was held from 18 to 20 July in Washington D.C. A lot of top agency personnel participated and confirmed the need for improved road weather services. FHWA sponsored programs and projects are moving forward including Clarus, Maintenance Decision Support System (MDSS), Maintenance and Operations Decision Support System (MODSS), and Vehicle Infrastructure Integration (VII). In addition smaller projects are progressing including an MDSS benefits study and research to identify methods to measure performance improvements. MDSS and Clarus Stakeholders Meetings are scheduled for the week of 17 September in Kansas City at the NWS Training Center. Paul Pisano is also now working with the Bill Mahoney on a plan to refine the committee member terms and to recruit new members to start in 2008.

## **8. Discussion of New BEED Sector Committees**

Over the last two years, the Commission Steering Committee has recommended that the BEED establish additional user sector committees. Proposed sectors include water resources and human health. The response to this idea was generally positive, particularly for the human health topic. This issue will be one of the main items discussed at the face-to-face meeting in New Orleans.

## **9. Commission (CWCE) Activities**

George Frederick provided a brief status report on Commission and AMS Council activities. An item pertinent to the Board is that the Board Chairs will be organized such that he/she will now serve one year as *Future Chair*, three years as *Chair*, and one year as *Post Chair*. In other news, the Board on Enterprise Communication (BEC) is organizing an Ad Hoc Committee on Uncertainty in Forecasting (ACUF), which was formed in response to the recent NRC report "Completing the Forecast, Characterizing and Communicating Uncertainty for Better Decisions Using Weather and Climate Forecasts". Paul Hirschberg (NOAA) will be a co-chair. The other chair is being recruited. The Ad Hoc Committee on Climate Services continues to be active as does the Ad Hoc Committee on Community Priorities. Two Annual Partnership Topics (APTs) are moving ahead slowly. They are the Mesoscale Observing Networks and the Building America's Resilience to Hurricane Disasters APT.

The AMS Council is meeting in September and the BEED Chair was asked to draft a mid-year BEED report (see attached) to be used as input to a report that George Frederick will prepare.

## **New Business**

Next telecon – Scheduled for 12:00PM EDT on Thursday, 4 October.