



## American Meteorological Society (AMS) Board on Enterprise Communication (BEC)

### July 20, 2006 Conference Call Minutes

**Participants:** Matt Parker (Chair), Tom Bellinger, Veronica Johnson, Jay Titlow, Gary Rasmussen (AMS), and George Frederick (CWEC Commissioner).

#### **Discussion:**

1. The recent 2<sup>nd</sup> Annual AMS Community Meeting in Boulder, CO was discussed. Overall, the meeting was successful, but the attendance could have been higher. It was agreed that the soon-to-be formed Ad Hoc Committee on Community Meeting Planning will help get the word out in a more timely fashion in the future. Three very capable volunteers for this new Ad Hoc Committee were obtained in Boulder by BEC Chair Parker. Meeting summaries and highlights of the Boulder meeting are being documented by various attendees, and this information will be posted on the CWEC Forum in the coming weeks.
2. The Ad Hoc Committee on Climate Services is scheduled to hold a Town Hall Meeting during the 2007 AMS Annual Meeting in San Antonio. Details will be forthcoming, but the date has been set to 12 pm on Wednesday of that week.
3. The results of the CWEC Steering Committee meeting in Boulder were discussed. The primary charge for the BEC is to define the AMS' role in advocacy issues. Much is already being done by the AMS in this regard, but it is critical for the AMS and other organizations to work together to set national priorities that can lead to Congressional budget direction(s). One way that the BEC can assist would be to bring disparate groups with an interest in the weather or other issues of interest to AMS members together in various fora and meetings. Since the meeting in Boulder, the Weather Coalition has asked the AMS about setting up a Town Hall to discuss advocacy issues including a list of national priorities for weather prediction. The BEC has offered to assist (greatly) in this effort. Details of the Town Hall will be developed very soon (out of necessity). The BEC will also work on documenting a path forward for the AMS to pursue with regard to advocacy issues.
4. The final discussion topic of the call centered on the need to develop a "standardized" PowerPoint® presentation overview of the CWEC. This presentation would be a compilation of work already done by Commissioner Frederick and the three Board Chairs (Terry Tarbell, Bill Mahoney, and Matt Parker). The final document would then be made available to all AMS Local Chapters for their use. The other use would be for CWEC officers and members to use when briefing organizations and various AMS groups nationwide (or even worldwide, if possible). This effort will start with the CWEC EC looking over their existing files for appropriateness to this cause.

Generally speaking, all call participants are enthusiastic about the BEC's call to duty from the CWEC Steering Committee. Jay Titlow pointed out that the "ocean side" of the AMS and industry is working on similar objectives. Veronica Johnson highlighted her recent visit to a recent Weather Coalition meeting and the need for advocacy within the profession of meteorology. Tom Bellinger cited the need for more interactions with the local chapters, and George Frederick stated that information flow from the local chapters to the national AMS would benefit all of us in setting priorities. Gary Rasmussen offered many insights into what the AMS has done to date in the advocacy realm and what can be done in the future. Certainly, an alignment of needs appears to be pressing the profession. It will take the dedicated effort of many to institute change, but change is already taking place. For example, communications between the government and private sectors has improved greatly. This will help all sectors and outside organizations to be able to work together more effectively on advocacy issues. Clearly, if we don't work together, then nobody can be expected to work our behalf in this era of tight budgets! That point is clear.

The time and date for the next BEC conference call will be determined at a later date. Chair Parker will notify members soon.

Compiled by Matthew J. Parker, CCM, Chair AMS Board on Enterprise Communication.

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