



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

**Monday, 3 November 2008  
2:00 PM EST**

**Meeting Participants**

| <b>Members Present</b>          | <b>Members Unavailable</b>    | <b>Guests</b>          |
|---------------------------------|-------------------------------|------------------------|
| Pam Emch, Chair                 | William Graham                | Gary Rasmussen, AMS    |
| John Zack                       | Jan Dutton                    | Bill Hooke, AMS Policy |
| Robert Plante                   | Richard Ohlemacher            |                        |
| Eva Regnier                     | John Henz                     |                        |
| Holly Hartman                   | Andrea Bleistein              |                        |
| Paul Pisano, <i>Ex Officio</i>  | Monica Hale                   |                        |
| Bill Mahoney, <i>Ex Officio</i> | Dorlisa Hommel                |                        |
| Jon Davis, <i>Ex Officio</i>    | 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 30 September 2008 telecon.

**2. Agenda Approval**

The Board approved the distributed agenda. Pam added the topic of BEED membership rotation and Bill Mahoney wanted to be sure to bring up the topic of the day and time for the BEED Face-to-Face meeting at the AMS Annual Meeting in January.

**3. 2009 Seventh Users Forum on Weather and Climate**

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

Advertising the Forum. Pam mentioned the ½ page ad (previously emailed) that will be in the December BAMS. Because the December BAMS might not reach members before the Annual Meeting, we talked about other methods of advertising. Gary mentioned that there is normally a one page insert that AMS provides – this advertises all the special sessions by name with perhaps a sentence describing each. Bill Mahoney said that two years ago we supplied a one page insert with the full agenda of the Forum - this seemed to work well at attracting attendees. **Pam took the action to contact Claudia Gorski to see how to go about developing these inserts.** Brian Hanson of AMS Boston serves as the editor of the Daily BAMS for the meeting. An article/interview can be placed in the Daily BAMS, and photos can be taken during the event and placed in BAMS. This would essentially lead to “after the fact” mention of the meeting – but it might be good advertising of the Forum in general and might be helpful for 2010.

Draft Agenda and Speakers. We reviewed the updated draft agenda (previously emailed) and discussed potential speakers. Currently we have one speaker confirmed for Session B (Dave Yates of NCAR), one TBD for session B (Dave Brandon of NOAA), and no one lined up yet for Session A.

- *Session B.* Holly will chair this session. There was some discussion about an appropriate rep for NOAA – and whether we wanted a broader higher level view or a more regional view. Both Holly and Bob were advocates of Gary Carter, Director for the Office of Hydrologic Development at NWS, who should be able to provide a broader NOAA viewpoint. It was thought that he normally attends the AMS Annual Meeting. A potential speaker on a much more local topic – climate variability and the 100 year water supply “guarantee” used in Arizona water resource planning – is Tom Carr of the Arizona Department of Water Resources, Phoenix. On the possible topic of water harvesting, sustainable landscaping, etc. Holly mentioned that the city of Tucson requires harvesting now. She has seen presentations by Ann A. Phillips of the Office of Conservation and Sustainable Development, City of Tucson and Brad Lancaster of Tucson, author and expert in the burgeoning field of rainwater harvesting. The Board thought that the idea of a joint presentation by Ann and Brad would be interesting. **Holly took the action to invite Gary Carter, Tom Carr, Ann Phillips, and Brad Lancaster to be speakers by Nov. 14.** Eva mentioned two additional possibilities. 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. Since he has just finished that activity he may be available although he probably doesn’t normally attend AMS meetings. A second suggestion was Roger Pulwarty of NOAA, who was on the IPCC assessment and is involved with the National Drought Information System. We decided that these last two suggestions were good potential back-up speakers.
- *Session A.* We have no speakers lined up yet for Session A which focuses on shorter-term processes in water resource operations. Our idea has been to find speakers from both supply and demand side organizations – for example the Salt River Project, Central Arizona Project, and met water districts. Pam mentioned that Bill Mahoney had found contact websites for some of these – but that specific POCs would be good if any Board member knows any. Holly mentioned Terry Fulp at the U.S. Bureau of Land Reclamation, Boulder City, Nevada, and Charlie Ester of the Salt River Project, Phoenix. **Pam took the action to start making speaker contacts for Session A.** John Zack said that it would be interesting to have someone speak on bridging wind power and hydropower issues. **John took the action to research a potential wind/hydropower speaker.** We still need to find a chair for this session.

#### **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.

Advertising the Forum. Pam mentioned that a full page ad (text was previously emailed) would go into the December, January, February, and March BAMS issues.

Draft Agenda and Speakers. We continued our discussion of the “elective” session tentatively titled “Private Sector Perspectives”. 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 10 minute intro. We talked about what size of companies might be represented and where in the

observation, product generation, services, or end user chain they might lie. Holly noted that at the August Summer Community Meeting there were some good mid-sized companies represented in the areas of weather and water services, wind and hydropower. Also carbon-trading and air quality companies might be a good choice. Carbon cap and trade issues are currently a big deal in the utility community. Jon Davis said that two or three members of the BEED's Energy Committee deal with wind. Bob Plante mentioned that Raytheon has a strategic weather and climate area that is currently focused on prioritizing issues and activities in this area. Steve Moran is the POC. Northrop Grumman has a similar area – Ron Birk is the POC. It would be quite easy to get an aerospace company rep to talk about satellite observations and provision of that data to processing centers and users. **John Zack volunteered to start compiling a list of potential companies and speakers.**

Lunch Time Speaker. Day 1 of the PPPF includes a lunch time speaker. Prior speakers have included Dave McLaughlin, Director of CASA (2007) and Phil Sharp, President, Resources for the Future (2008). Pam made two recommendations for a lunch time speaker. The first is Berrien Moore of Climate Central – we tried to secure him for a panel at the 2008 PPPF but he was triple booked three months ahead of time. Berrien could perhaps focus on either the impact/plans of the new administration or carbon trading. The second recommendation is Frank Cushing. Frank was a riveting speaker on our Legislative Topics Panel in 2008. As a former appropriations staff director and current lobbyist he is likely to have interesting perspectives on opportunities with the new administration. **Pam took an action to secure a lunch time speaker.**

## **5. BEED Website**

Andrea was not on line to discuss the website status. She did send Pam an email earlier in the day mentioning that she might miss the meeting, had not managed to review the website yet, but would get to it soon.

## **6. ITS/ST Committee**

Paul Pisano, ITS/Surface Transportation Committee Chair, reported on recent and planned activities. He and Ed Boselly (Future Chair) are working on the rotation plan for this committee and invitations to potential new members. Eight of twelve members complete their terms in January (including Paul). In order to help stagger terms, several members have been asked to extend their terms for an additional year: Kevin Petty and Renee McPherson will remain. With Ed replacing Paul as chair this leaves five members to replace. Paul and Ed have developed a list of five invitees. This list will be forwarded to the BEED Chair and then to the CWCE Chair for approval. The committee has also been focused on developing the Surface Transportation Weather session in the 25<sup>th</sup> Conference on International Interactive Information and Processing Systems (IIPS) at the 2009 AMS Annual Meeting. This will take place on Tuesday January 13 in the morning. The ITS/ST Committee Face-to-Face Meeting will occur at the Annual Meeting on Wednesday January 14 from 8:30 to 10:30 am. Paul also noted that the proposed Annual Partnership Topic on automobile weather data collection ("Expanding the National Surface Observing Network -Realizing the Potential of Vehicle-based Observations") has been approved by the BEP and now moves to the CWCE CSC for potential approval at the Annual Meeting.

## **7. Energy Committee**

Jon Davis, Energy Committee Chair, reported on recent and planned activities. The Energy Committee has been preparing for urban environment and wind sessions at the 2009 Annual Meeting (W, Th). They will have their Face-to-Face Meeting on Tuesday January 13 from 4:30

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to 5:30 pm. The Energy Committee has seven members whose terms end in January. This does not include Jon, who agreed to stay on as Chair until January 2010. The committee is currently evaluating recommendations for potential new members. Pam mentioned that new members could come on for either two or three years and this would then result in a set of staggered terms.

## **New Business**

### **1. BEED Member Rotation**

Three BEED members end their terms in January (Bill Graham, Jan Dutton, and John Zack). Including the chair, the remaining nine members are distributed among the three sectors thus: private/commercial – 5, academia/lab – 3, government – 1. Pam requested that BEED members submit recommendations to her for new members – and to strive for individuals that represent first the government sector and then secondly the academia/lab sector.

### **2. BEED Face-to-Face Meeting at AMS Annual Meeting**

The BEED will meet on Monday January 12 from 4:00 to 5:30 pm, at the AMS Annual Meeting in Phoenix. Specific conference room is TBD.

### **3. Next BEED Telecon**

The next BEED telecon will take place in approximately one month –beginning of December.