



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

**Teleconference Meeting
Wednesday, 13 April 2005
1 PM (MDT)**

1. Meeting Participants

Members Present	Members Absent	Guests
William Mahoney, Chair	Heidi Cullen	George Frederick
John Lasley	Kathy Lucas	
Michael Steinberg	Greg Wilson	
William Bergen		
Richard Wagoner		

2. Introductory Remarks

This was the first meeting of the Board on Enterprise Economic Development (BEED) as structured under the new Commission on the Weather and Climate Enterprise (CWCE), which was officially approved by the AMS Council in January 2005 in San Diego. As recommended by the AMS Adhoc Committee, the AMS Economic Development Committee (EDC) was transferred to the CWCE and renamed the BEED. In accordance with the recommendations of the Adhoc Committee, the BEED will consist of thirteen members including the chair and the members will serve a 3-year term. During the course of the next two years, additional community representatives will be invited to join the BEED until full membership is obtained.

The Board welcomed Dr. Greg Wilson (President, Baron Advanced Meteorological Systems) as a new member and Richard Wagoner as an Ex Officio member representing the AMS Surface Transportation and ITS Committee, which is now a committee under the BEED. Committees that fall under the BEED have a mission to establish connections between user sectors and the meteorological community. Because this was the first meeting of the BEED, a short discussion of its purpose was held as is summarized below:

The purpose of the BEED is to grow the economic base of the weather and climate enterprise by reaching out to the meteorological community as a whole, identifying user needs, and helping providers meet those needs.¹

¹ Taken from Report to the Council of the AMS: The AMS's Response to Recommendation 3 of *Fair Weather*

3. Old (EDC) Business

Corporate Forum: The annual Corporate Forum was held at the University of Maryland on 30 and 31 March 2005. The first day of the Forum was open only to registered representatives of Sustaining, Regular, and Small Business Corporate members, registered donors and representatives of donors of AMS Fellowships and Scholarships, and invited guests. For the first time, the second day was open to all AMS members. The organization of the Forum was the responsibility of the EDC for several years and that responsibility was subsequently transferred to the BEED. The Board recognizes and thanks the AMS for its ongoing support of the Forum and wishes to thank this year's corporate co-sponsors, DRS Weather Systems, Science Applications International Corporation (SAIC), Service Argos, Weathernews Americas, AccuWeather, and RS Information Systems.

Discussion: The results of the Forum were discussed by the Board and there was agreement that the event was successful even given the unusually late notice of the meeting. Initial feedback from the attendees indicated that it was a positive experience and the discussion topics were pertinent to the audience. There was consensus from the Board that the Forum should continue to be held annually in Washington, D.C. and that March was a good month to target as it generally corresponds to publication of the Administration's budget. The Board also felt strongly that the Forum would better serve the community if was open to all AMS members. The larger audience expected from this change will help attract quality speakers.

There was consensus that the Forum remain under the purview of the BEED as it provides an excellent opportunity for the entire enterprise to become familiar with agency plans, technology trends, Congressional activities and policy issues, in a rich environment for dialog and networking. If the Corporate Forum is opened up to all members, other opportunities and benefits for the corporate members should be provided by the AMS. The Board recommends that the AMS review their corporate recruiting process and identify activities and events that could help expand corporate membership. The BEED is more than willing to participate in the discussion.

The Board also briefly discussed the schedule for the 2006 Forum and the need to converge on an agenda by December 2005.

4. New Business

AMS Symposium on the Public/Private Partnership: The Board was made aware that the Chair was contacted by Neil Stuart (NOAA), a member of the AMS Weather and Forecasting Committee. Neil was seeking support of the BEED for organizing a Symposium on the Public/Private Partnership at the Annual Meeting in Atlanta in February 2006. The Board viewed the request positively and will lend support as requested.

Annual User Conference: The Board discussed issues associated with the annual User Conference. There was consensus that the Conference has strayed somewhat from its initial format whereby quality speakers representing user sectors would discuss their uses of weather information and unmet needs to a format that included weather providers presenting information on how their technologies are used in practice. Although there have been very successful sessions over its short history, it has been difficult to fill a multi-day program with quality speakers representing end users. The Board felt that having a separate conference concurrent with the Annual Meeting was somewhat ineffective as there are too many competing activities to attract a broad representation of the AMS membership. There was consensus that additional options need to be explored for this activity including limiting the topics (e.g., agriculture, homeland security, transportation, human health, etc.) to one or two per event, creating user sessions within existing major conferences, and going directly to the users by giving enterprise briefings at trade association conferences. More discussion is planned for the next meeting.

As a test case for having user sessions as part of a major AMS conference, the Board agreed to work with the AMS to explore options for doing this at the Broadcast Meteorology and Weather Analysis and Forecasting conferences in Washington, D.C. in August 2005.

BEED Membership: The Board briefly discussed the issues related to the spin-up toward full membership (13 members including chair) and the intent to balance membership between sectors. The Board was also informed that over the next 12-24 months, the responsibilities of the BEED, Board on Enterprise Communication (BEC), and Board on Enterprise Planning (BEP) will be defined as additional components of the CWCE become established. The Board's input and feedback during this process will be critical.

Frequency of Meetings: The Board agreed to have bi-monthly meetings (via electronic means) and a face to face meeting at the AMS Annual Meeting and at other times throughout the year when there is a likelihood of having a quorum.

5. Next Meeting

The next meeting will be held via telecom in mid June 2006.

6. Adjournment

The meeting adjourned at 2:30 PM MDT.

7. Meeting Minute Approval

The Minutes from this meeting were approved by an e-mail solicitation of the Board members during the week following the teleconference meeting.