

# Preliminary Agenda

## Wireless Weather Services Forum - June 28, 2011

National Weather Service  
1315 East West Hwy (SSMC-3), Room 4527  
Silver Spring MD 20910

8:45 Meeting Ground Rules and Logistics - **Curtis Carey** – Director, NWS  
Communications Office, Meeting Facilitator

9:00 Introduction/Overview of Issues – **Edward Johnson**, Director, NWS Strategic  
Planning and Policy Office

### End User Perspectives

9:30 Core Partner Views – **Mark Demski**, Maryland Emergency Management Agency

9:50 Core Partner Views –FEMA

### Service Providers

10:10 **Barry Myers** – CEO AccuWeather, Inc., American Weather and Climate  
Industry Association

10:30 **Peter Neilley** – Vice President, Global Forecasting Services for The Weather  
Channel Companies

10:50 **Ian Stinson** – Senior VP of Mobile Strategies, Weather Decision Technologies

11:10 Break

### Service Providers (continued)

11:25 **Russell Dengel** – Space Science and Engineering Center, University of  
Wisconsin

11:45 Commercial Mobile Alert System – **Wade Witmer** – Deputy Director, Integrated  
Public Alert and Warning System (IPAWS)/FEMA; **Denis Gusty** – Commercial  
Mobile Alert Service (CMAS) Project/FEMA

12:05 Mobile Decision Support System/Interactive NWS – **Aaron Sutula** – NWS  
Western Region Scientific Services Division, **Douglas Hilderbrand**, NOAA  
Policy Office/NWS Office of Science and Technology

Lunch

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1:30 Presentation by NWS (to frame afternoon discussion)

## Discussions

1:45 How can the weather enterprise (government, private sector, academia) best serve the needs of NWS core partners?

2:30 How can the weather enterprise (government, private sector, academia) best serve the needs of general public/National economy?

3:15 What do service providers need from NWS to support development of comprehensive wireless weather services?

4:00 Break

4:20 Wrapup

- Summarize issues identified during meeting that need to be addressed
- Next steps

5:00 Adjourn

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## \*\*\*Proposed Agenda\*\*\*

### NWS Partners Meeting 2011

Wednesday, June 29

NOAA Silver Spring Metro Complex

SSMC3 – 4th Floor Conference Room (Room 4527)

1315 East-West Highway, Silver Spring, Maryland 20910

- 8:00 – 8:10 am Welcome (Dave Caldwell)
- 8:10 – 8:20 am Opening Remarks - Goals of Meeting (Jack Hayes)  
Summary of Activities Since the Partners Meeting at AMS

### Services Roadmap Evolution

- 8:20 – 8:35 am Services Road Map Overview (Andrea Bleistein)
- 8:35 – 8:50 am Services Road Map Plan (Mike Hudson)
- 8:50 – 9:05 am Services Road Map Science & Technology Plan (Marie Lovern)
- 9:05 – 9:20 am Services Road Map Business Plan (Jason Tuell)
- 9:20 – 9:35 am Services Road Map Workforce Evolution (Jennifer Sprague)
- 9:35 – 10:00 am Q&A and Discussion

- 10:00 – 10:10 am Break

### General Topics

- 10:10 – 10:25 am Public/Private Partnership Issues (Ed Johnson)
- 10:25 – 10:40 am Climate Services Update (Michelle Hawkins)
- 10:40 – 11:00 am Mesonet/MADIS Update
- 11:00 – 11:20 am NWS Dissemination Re-architecture (Paese?/Bunge?/Pitter)
- 11:20 – 11:40 am Breakout Session for Dissemination Re-architecture
- 11:40 – 11:50 am General Q&A and Discussion

### Conclusion of Meeting

- 11:50 – Noon Summary of Outcomes/Actions & Meeting Wrap UP  
(Kevin Schrab)

- 12:00 – 1:00 pm Lunch (on your own)

**Family of Services Meeting 1:00 - 3:00 pm**