

# 2017 AMS Summer Community Meeting Agenda\*

Madison, Wisconsin • August 2-3, 2017



*Maximizing the Value Chain across the  
Weather, Water, & Climate Enterprise*



*\*Times subject to change*

This meeting is organized by the American Meteorological Society's Commission on Weather, Water, and Climate Enterprise Board on Enterprise Communication. Register at: [www.ametsoc.org](http://www.ametsoc.org)

## Tuesday, August 1

6:00-8:00 p.m. Registration      The Madison Concourse Hotel  
1 West Dayton Street, Madison, WI 53703

## Wednesday, August 2

7:30 a.m.      **Registration/Networking**  
8:00 a.m.      **Kickoff Remarks:**      Douglas Hilderbrand, Chair, AMS Board on Enterprise  
Communication

**Remarks on the Observational  
Needs Harvesting Effort at the  
2017 AMS Annual Meeting:**      Fred Carr, Univ. of Oklahoma, 2016 AMS President

**NOAA Big Data Project:**      Ed Kearns, NOAA Chief Information Office

8:45 a.m.      **Keynote Address:**      Steve Volz, NOAA Acting Assistant Secretary for  
Environmental Observation & Prediction

9:30 a.m.      **Networking**

10:00 a.m.      **Session #1: GOES-R and JPSS: How did we get here and where are we going?**  
*Following a successful launch and ensuing test period, the Geostationary Operational Environmental  
Satellite R-Series (GOES-R) is providing captivating high-quality weather imagery that is increasingly  
supporting operational meteorologists and research activities. In the coming months, the GOES-R  
constellation will be complemented with the first satellite in the Joint Polar Satellite System (JPSS), which  
will provide new observations to numerical weather prediction models. With new applications abound,  
the panelists in this session will provide their perspectives on the United States' space-based  
environmental assets, reflecting on the past, present, and future of satellite meteorology, and describing  
the advances that the GOES-R and JPSS series will bring to the weather, water, and climate enterprise.*  
Session Lead: Jordan Gerth (University of Wisconsin)

- Tom Skilling (WGN-TV)
- Mike Pavolonis (NOAA/NESDIS/STAR)
- Steve Goodman (NOAA/NESDIS/GOES-R)
- Mitch Goldberg (NOAA/NESDIS/JPSS)

11:30      **Lunch Discussion: Weather Blogging led by Jason Samenow (Capital Weather Gang)**

1:00 p.m.      **Session #2: Communications/decision-making using remote sensing-based  
environmental intelligence**

*This session will focus on environmental and climate-related satellite applications and the connection to  
decision making at the local/community level.*

- Session Lead: Bob Ryan (CCM - consultant)
- Andrea Vander Woude (Global Science and Technologies)
- Steve Greb (Wisconsin Dept. of Natural Resources)

- Bill Callahan (Earth Networks)
- Keith Hurlbert (Office of Emergency Management, Iowa County, WI)

2:30 p.m.      **Networking**

3:00 p.m.      **Session #3: Future of the Weather, Water, and Climate Enterprise Discussion**

*This session will dive into the implications of the Weather Act of 2017 and other notable Enterprise activities either proposed or currently ongoing.*

- Moderator: Phil Ardanuy (Innovim)
- Louis Uccellini (NWS)
- Bill Mahoney (NCAR)
- Kevin Petty (Vaisala)

4:30 p.m.      **Wrap-up Daytime Discussion**

6:30 p.m.      **AMS SUMMER COMMUNITY MEETING BANQUET**

*Forecast Improvement Group (FIG) Evening Session: Enterprise Discussion on Future of Foundational Weather Data and Enterprise Strategic Roadmap*

- FIG Chair: Neil Jacobs (Panasonic Avionics)
- Opening Remarks: Buck Lyons (Weatherflow)

## **Thursday, August 3**

8:00 a.m.      **Day 2 Kickoff Remarks:** Bill Mahoney (AMS Commissioner of Weather, Water, & Climate Enterprise Commission)

8:15 a.m.      **NASA's TROPICS Earth Venture Smallsat Mission -- an example of community partnership for new weather observations:** William Blackwell (Massachusetts Institute of Technology Lincoln Laboratories)

8:30 a.m.      **Session #4: Potential opportunities for GOES and JPSS application development**

*Going beyond what is currently available or in the development phase, what opportunities exist for new application development with the full array of GOES and JPSS datasets.*

- Session Lead: Bill Sjoberg (NOAA/NWS)
- Ralph Petersen (Univ. of Wisconsin)
- Jim Carr (Carr Astronautics)
- Tim Schmit (NOAA)
- Mike DeWeese (NOAA)

10:00 a.m.      **Networking**

10:30 a.m.      **Session #5: Filling Gaps in Radar Coverage**

*This panel discussion will discuss WSR-88D national radar gap impacts, requirements in the US Weather Research and Forecast Improvement law to address the issue, and options for improving radar coverage.*

- Session Lead: Don Berchhoff (TempoQuest, Inc.)
- Brenda Phillips (University of Massachusetts)

- Rick Smeltzers (Weather Detection Systems)
- Kurt Hondl (NOAA/National Severe Storms Lab)
- Joe Pica (NOAA/NWS)

12:00 p.m.      **Lunch [networking]**

1:30 p.m.      **Session #3: Science of Decision Making**

*Decision making can be extremely complex and dependent well beyond weather and other environmental factors. This session will look at strategies to best integrate environmental information and forecasts into the broader context of decision making.*

- Session Lead: Paul Roebber (University of Wisconsin at Milwaukee)
- Mark Stoelinga/Kevin Petty (Vaisala)
- Kevin Shafer (Milwaukee Metro Sewerage District)
- Ben Schott (NWS/Milwaukee WFO)

3:00 p.m.      **Networking**

3:30 p.m.      **Session #7: Commercial Space Observations and Potential Future Value**

*Going beyond the current GOES and JPSS satellite programs, what opportunities exist for commercial vendors to contribute to the global array of environmental observations?*

- Session Lead: Tom Fahy (Capitol Meteorologics)
- Karen St. Germain (NOAA/NESDIS)
- William Baker (Earth Observation Data, Inc.)

5:00 p.m.      **Closing Remarks and Adjourn Meeting**

Have any questions? Email [douglas.hilderbrand@noaa.gov](mailto:douglas.hilderbrand@noaa.gov)