Wireless Weather Services Forum - June 28, 2011

National Weather Service

1315 East West Hwy (SSMC-3), Room 4527

Silver Spring MD 20910

**Purpose:** In conjunction with its June Partners Meeting, NWS will be holding a Forum on Wireless Weather Services. The purpose of this meeting will be to enable NWS to gather information needed to formulate a strategy defining the NWS role in providing wireless weather services. To define the NWS role will require a clear understanding of:

* Requirements for wireless weather services or for support in providing these services:
  + NWS core partner (e.g., emergency management community) requirements
  + Private sector/developer requirements,
  + General public requirements (in support of safety and National economy)
* Role that others in the weather enterprise (government, private sector, academia) play in providing wireless weather services.

**Scope:** The term“wireless weather services” is being used to mean the provision of weather, water, and climate information to a user via mobile devices by various means including direct messaging to mobile devices, web access via mobile devices, and via applications run on mobile devices (a.k.a. “apps”).

**Content:** This full-day forum will include presentations and discussions. The morning will be devoted to presentations by government agencies, NWS core partners, private sector weather providers and academia. The afternoon will focus on discussions about how the weather enterprise as a whole can meet the needs for wireless weather services and the appropriate role for NWS in providing these services.

A preliminary agenda is attached.

If you have any questions about the Forum on Wireless Weather Services, please contact Wendy Levine at [wendy.levine@noaa.gov](mailto:wendy.levine@noaa.gov) or 301-713-3380.

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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 Perspective

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

Service Providers

9:50 Commercial Mobile Alert System (CMAS)/Personal Localized Alerting Network (PLAN)

**Wade Witmer** – Deputy Director, Integrated Public Alert and Warning System (IPAWS)/FEMA

**Denis Gusty** – Commercial Mobile Alert Service (CMAS) Project/FEMA

10:15 **Barry Myers** – CEO AccuWeather, Inc., American Weather and Climate Industry Association

10:35 **Robyn Weeks** – Mobile Product Manager, The Weather Channel Companies

10:55 **Ian Stinson** – Senior VP of Mobile Strategies, Weather Decision Technologies

11:15 Break

Service Providers (continued)

11:30 **Russell Dengel** – Space Science and Engineering Center, University of Wisconsin

11:50 Mobile Decision Support System/Interactive NWS

**Douglas Hilderbrand,** NOAA Policy Office/NWS Office of Science and Technology

**Aaron Sutula –** NWS Western Region Scientific Services Division

12:10 Lunch

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 Wrap-up

• Summarize issues identified during meeting that need to be addressed

• Next steps

5:00 Adjourn