

# 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 Moderator

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**, Assistant Operations Director, Maryland  
Emergency Management Agency

### Service Providers

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

**Wade Witmer** – Deputy Division Director, Integrated Public Alert and Warning  
System (IPAWS) Program Office; DHS/FEMA

**Denis Gusty** – Alerts and Warnings Program Manager, First Responders Group,  
U.S. Department of Homeland Security, Science and Technology Directorate

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

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

NOTE: During presentations, please write comments/issues on “sticky” notepads provided (one per page). Identify which afternoon discussion topic it concerns. At the beginning of lunch break, attach them to one of the four topic area easels, to help frame the afternoon discussions.

1. Weather enterprise support for core partners (emergency managers, media, government partners)
2. Weather enterprise support for general public
3. NWS support for wireless weather service providers
4. Other

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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 Introduction to Afternoon Discussions – **Edward Johnson**

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 – **Edward Johnson**

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

5:00 Adjourn

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