NOAA 2012 Environmental Data Management Conference

May 15 to 17 ✦ Marriott Inn and Conference Center at UMD College Park

Keynote Speaker (Tuesday afternoon)

Real-Time Cross-Agency Collaboration and Data Sharing for Decision Support through a Common Operating Platform (COP) - Serving Society with NOAA Data

Dave Jones

Founder, President and CEO
StormCenter Communications, Inc.

Principal Investigator
NASA Applied Sciences Program

Dubbed an "Applications Futurist" by NASA, Dave Jones combines years of experience in meteorology, broadcasting and Earth observation with a vision to enable real-time scientific data visualization and collaboration to enhance decision making. Dave worked at NASA's Goddard Space Flight Center (GSFC) as a research support meteorologist then went on to develop television weather graphics systems (which became WSI's Weather Producer) and traveled the nation training TV meteorologists and weathercasters on how to use these systems to forecast and produce weathercasts.

In 1992, Dave made his television debut on NBC4 in Washington, DC and worked there until the end of 2000. There Dave was the primary meteorologist for the weekend evening newscasts and also substituted for Chief Meteorologist Bob Ryan during the weekly newscasts when needed. Dave appeared on NBC's Today Show as well as NBC Asia and NBC Europe in the mid 1990's. While at NBC, Dave conceived of and won funding from NASA to create the nation's first television news weather website, WeatherNet4 which paved the way for use of the Internet throughout television news and weather.

Since forming StormCenter Communications in 2001, the company has performed in some very high profile events. StormCenter technology and communications skills were put to work by the U.S. State Department during the UNFCCC COP16 Climate Conference in Cancun, MX in 2010. As an official U.S. Delegation member, StormCenter delivered 7-10 presentations per day on climate science, adaptation, remote sensing applications and international collaboration for enhanced decision making to more than 150 delegations representing most nations in attendance.

In 2006, Dave was the AGU & ESIP Federation Charles Falkenberg Awardee – The award is given to a scientist under the age of 45 who has contributed to the quality of life, economic opportunities and stewardship of the planet through the use of earth science information and to the public awareness of

the importance of understanding our planet. (Charles Falkenberg was an exceptional Earth scientist who was killed, along with his family, on the flight that struck the Pentagon on September 11, 2001)

Today, StormCenter is working with federal, state, regional and local agencies to improve real-time sharing of data for improved decision making. The company has been selected to provide a key technology to assist the NWS in implementing its new mission of providing Impact-based decision support services (IDSS) to other government partners for improved situational awareness and communications. Government agencies from FEMA to NWS to DHS as well as state agencies have all expressed interest in improving situational awareness through a Common Operating Platform (COP) that can access multiple data sources and model outputs. Currently StormCenter's technology is being used within FEMA, NWS, States of Texas, Alaska, Arizona and Florida.

Dave has addressed several National Academy of Science (NAS), National Research Council (NRC) and NASA and NOAA boards convened to investigate the transition from research to operations and advised the Secretary of Interior to address the future of Land Remote Sensing. Dave recently served on a NOAA Science Advisory Board Task Force focusing on Climate Services and the private sector and is one of the main organizers for the annual Glen Gerberg Weather and Climate Summit that brings together TV meteorologists and scientists for improved understanding of weather technologies and climate science. Dave is also on the AMS2013 planning committee and is helping to introducing the ***1st Symposium on Building a Weather Ready Nation: Enhancing Our Nation's Readiness, Responsiveness and Resilience to High Impact Weather Events*** (1WXFOREWARN) in January 2013 in Austin, TX. StormCenter was also recently invited as a partner and key speaker at the NWS Integrated Warning Team (IWT) Workshop in April 2012 for Emergency Managers in Collier County, Broward and Dade Counties in South Florida and was also invited to address the WMO Hurricane Committee Meeting (HC-3) in Jacksonville, FL (April 2012) on ***Real-Time data sharing and collaboration between NHC and RA-IV throughout the Caribbean***.

Dave is also a Past President of the Foundation for Earth Science, a US 501(c)3 Non-Profit Corporation, as well as a Past President of the Federation of Earth Science Information Partners (ESIP Federation).

Dave received his BS degree in Physical Sciences with a major in Meteorology and minors in math and computer science from the University of Maryland in 1987 and lives in Severna Park, Maryland with his wife and two daughters.

Abstract: ***Real-Time Cross-Agency Collaboration and Data Sharing for Decision Support through a Common Operating Platform (COP) - Serving Society with NOAA Data***

"We are drowning in information, while starving for wisdom. The world will henceforth be run by synthesizers, people able to put together the right information at the right time, think critically about it and make important choices wisely." – E.O. Wilson, Top Biologist in the U.S.

The quote above by Dr. Wilson has never been more true than today. NOAA gathers information every day from under the oceans, -over the oceans, through the atmosphere and out into space. This is necessary so we can better understand the Earth and its dynamics. While research is critical to move us forward with technology innovations that better prepare us for the future, it is the development and utilization of today's technologies that are being required to protect and serve.

NOAA data is invaluable to the entire process of understanding and predicting our weather and climate. Over the past few years we, as a nation, have experienced an increase in extreme weather events that have threatened and in some cases decimated cities and towns. These extreme events are likely to continue. As populations increase more and more people are placed in harm's way. Hazards and populations are intersecting at a rapid pace. Access to NOAA data leads to more informed citizens and thus saves lives. As Sy Sims says, "An educated consumer is our best customer."

Now is the time to put more of NOAA's data to work. The advances in geospatial data encoding and data collection, improvements in metadata, ontologies and formats can be harnessed to directly serve people when they want it and when the NEED it. NOAA's Environmental data will be more visible, accessible and independently understandable to users, but is most valuable when used in the right context and at the right time.

Access to the right data at the right time from the trusted authoritative source has always been the challenge to enhance decision making. Dave will show examples of NOAA data access and fusion for improved impact-based decision making which promotes cross-NOAA collaboration (and cross federal agency collaboration) through the use of a Common Operating Platform (COP). Innovation is the key to NOAA's future and data sharing benefits NOAA and the entire federal family by creating better opportunities for sharing and decision making for ALL hazards across ALL agencies both federal and state.

Federal government agencies have made and continue to make progress in sharing their data. Dave will show you how to collaborate with that data. As the National Weather Service works to make the nation "Weather Ready", it is great to see that NOAA is making their "Data Ready"!