**Local Chapter and 2012 Annual Meeting Program Committee Meeting**

Agenda for 12 July 2011 Convene in AOSS 351, 1225 W. Dayton St.

Attendance and Introductions

2011 Annual Meeting

* Determine members of program committee attending Birmingham meeting
* Features:
  + New event for the public
  + Paired with GOES Users’ Conference
  + Record fundraising/sponsorships
  + Record number of abstracts submitted, 275 (300 with GOES Users’ Conference)

2012 Annual Meeting

* Theme: *Synthesizing Weather Information for Society: From Observations to Action across our Communities*
* Creativity needed! What sells Madison? Are there any creative ideas to entice members to attend and additional sponsors?
* Program Committee Leaders Finalized

Chair Jordan Gerth, CIMSS/SSEC

Broadcaster Representative Brian Olson, WKOW ABC-27 Madison

Industry Representative Ashley Schleicher, Weather Central

Faculty Representative Matthew Lazzara, Madison Area Technical College

Student Representative Elise Garms, University of Wisconsin

Local Chapter Representatives

University/State Gov’t Lee Cronce, CIMSS/SSEC

Federal Government Marcia Cronce, National Weather Service

Updates from Representatives

* Weather Central Team
  + Plans for annual meeting web site?
* Matthew Lazzara and Elise Garms – Student Program
  + John Ogren, Director of the National Weather Service Training Center, has offered his assistance in planning
* Lee Cronce – Guest Speakers and Town Hall Theme
  + Per tradition, Director of the NWS Region where meeting held should be afforded an opportunity to speak; in this case, Lynn Maximuk is Director of Central Region

Special Sessions

* *Developing AWIPS across the Weather Enterprise*
  + See announcement
  + Feedback from Raytheon
* Ideas for other special sessions or events, ideally must be sponsored

Open Business

* Comments on agenda outline, following revisions
* Has anyone had contact with Wind Capital Group? Are there any other groups in the Madison area who may be interested exhibiting at our annual meeting?

Action Items

* New: Establish social media presence (Facebook, Twitter, LinkedIn?)
  + #NWA2012 should be ready by the Birmingham meeting if possible
* Assess possible room overflow sites for 6 October 2012 (Saturday night) after B10 WI-IL football game and possible transportation options on Sunday morning
  + TBA
* Investigate costs related to Overture Center as a venue for the icebreaker, otherwise will remain at Monona Terrace without traction
  + Assigned to Maria Vasys?
* Decide on whether Basecamp is adequate tool to keep track of action items and documents
  + Discussed with NWA Council need for consistent technical resources from year-to-year
  + Jordan Gerth will work with Joe Bagley
* Find ways to keep meeting running on time, speakers kept to their allotted slot
  + Assigned to AV Team, when formed

Other Business, Open Forum

* Other roles for assisting with the program (logistics, town hall)

Open for Comment

* NWA Council would like to hear your feedback about broadcasting a limited number of sessions over the Internet, particularly how it is perceived to add or detract from sponsorship opportunities
  + May prototype in Birmingham
  + NWA would incur the AV costs, not a liability to the program committee at this point
  + NWA seeks to reach larger number of members, particularly with limited travel funds available to federal government employees

Looking Ahead, Goal Dates

* Annual Meeting: Connect with those who have ancillary roles in annual meeting (local sponsorship coordinator, teacher workshop, aviation workshop, etc.)
* 23 January 2012: Web site launches and announces room block for hotel reservations
* 21 May 2012: Oral presentation abstract submission deadline, Registration begins
* 2 July 2012: Poster presentation abstract submission deadline, Abstract selections announced to authors
* 16 July 2012: Draft agenda posted online

Local Chapter Business

* Elections at end of this year

Trip to AOSS Roof, if interested

Next Meeting

* End of September, if necessary
* Is there interest in meeting with the 2011 program committee for a Q&A session?