WORKING GROUP “E”
Participants:

1. Dave Szabo – Chair
2. Andy Clark
3. Laura Pederson
4. David Martin
5. Dick Butler
6. Rex Hervey
7. Geoff Chesoroush
8. Chris Simoniello
9. Aimee Thurlow
10. Dave Driver
11. Harvey Seim
12. Landry Bernard
13. Steve Thumbeck
14. Ian Walsh
15. Gail Baxter
7.0 Role of INDUSTRY in Implementation of IOOS

• First, Our Working Group’s Self-Imposed Definitions, Guidelines & Assumptions:

1. We chose to define ‘Private Sector’ as ‘for-profit’ INDUSTRY

2. For the sake of advancing this discussion, we take the ‘leap of faith’ that adequate funding will become available

3. Further, we arbitrarily assumed that this federal funding will be administered through those Agencies that currently comprise NORLC
7.0 Role of INDUSTRY in Implementation of IOOS

How will Industry get to: (a) KNOW and (b) get involved in the Planning, Design, Construction, Implementation, Deployment, Operation and Maintenance of an IOOS?

OUR RECO:

• All existing Plans (DMAC, Implementation Plan) are already made public on Ocean.US website. Through increased advocacy and engagement with industry (see 7.3) these documents will be brought to the attention of interested Industrial players and their input solicited.

• Regarding Funding Opportunities, any/all activities at the “Research Project” and “Pilot Project” level (per IOOS Plan) will be announced and procured via BAAs posted by NOPP.

• Opportunities at the “Pre-Operational Project” and “Operational System Level” shall be announced and procured through the standard FAR RFI, RFP process open to all potential bidders.

• Some level of industry participation should be encouraged at the Research Project Level, and perhaps REQUIRED at levels thereafter (SBIR Phase I, II, II as a potential model??)
7.0 Role of INDUSTRY in Implementation of IOOS

- Could Industry help set up a “Sensor / Hardware Standards Committee, akin to DMAC?

OUR RECO:

1. All appears that there will be a need to stand-up such a Steering Committee at the National level of IOOS

2. Regarding Appropriate members from Industry should definitely be sought out and recruited to participate on this
7.1 Data, etc, etc..

• Industry’s Concerns:
• Oil Industry (in particular) has and continues to collect data that they consider proprietary

OUR RECO:

1. Our group feels that, other than seismic data, this concern will become less and less with increasing interaction between IOOS and these companies...

2. To alleviate this concern, IOOS should make it clear (formally, in writing) that there is no intent on the part of IOOS to require Industry to provide ANY data for which they do not provide consent to provide to the public or their competitors
Industry’s Concerns:

Some companies that take government-collected data and create ‘value-added products’ from it feel that IOOS should be prohibited from developing similar level products to make available for free.

OUR RECO:

1. Our group feels that, NO LIMITS should be imposed upon IOOS and its participants in terms of the level of maturity to which they may develop the data from the system to make available to the public. In short, let the market sort out what value added products the public wants to purchase verse what they can obtain for free from public portals.
7.2 Develop Plans for Demonstration Projects

OUR RECO:

1. Our group feels that, it is premature to do so at this point and determined that, in view of the time allotted to this exercise, we’d simply SKIP this one....(a time management call)
7.3 Recommend Levels of Advocacy by Private Sector

We chose to attack this on two fronts: (a) Ocean.US advocacy with Industry to engage them, and (b) how Industry (engaged as a full partner in IOOS) can help Ocean.US with Advocacy (On Capitol Hill, etc) to secure the long-term funding required:

Regarding Advocacy between IOOS and Industry:

OUR RECO:

• All Ocean.US should require that each RA Hold an Industry Workshop LIKE THIS ONE
• Regarding Ocean.US should add to its staff a full time Industry Liason (a senior type recruited from industry).
• The new Ocean.US Industry Liason will constantly canves the county, identifying, recruiting counterpart “IOOS Champions” within Industyr in each Region, at major Industrial players.
7.3 Recommend Levels of Advocacy by Private Sector

Regarding Advocacy between Washington DC (and the rest of the US) and IOOS:

OUR RECO:

1. We need to develop a SUCCIENT and COMPELLING story that we can take to DC (Congress).

2. Our membership should be indoctinrated on this plan so they can evangelize staffers and congress on our mission.

3. OCEAN.US should set up a “War Room” to hatch this plan

4. The new Industry participants and their D.C. “Government Relations” specialists can play a key role in developing and delivering this story
7.4 Develop Plans for Future Communications, etc, etc

We think the Ocean.US Website could use some work AND we should capitalize on opportunities to reach the masses:

OUR RECO:

1. It should be straightforward to find on the website where all the RA meetings are.

2. A Senior Individual at Ocean.US should take the assignment/responsibility to ACCEPT Steve Lyon’s kind offer to produce a spot on the Weather Channel to PROMOTE IOOS. This should be done NOW while the offer is fresh.