

NOAA's Satellite Applications Symposium Series: Land and Agriculture May 20, 2025

NOAA
National Environmental Satellite,
Data, and Information Service

Andy Latto, GeoXO User Engagement Lead

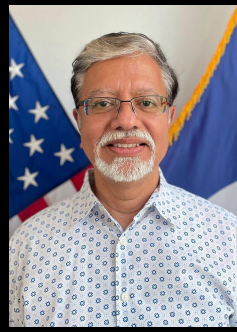
Introduction and Thank You



Rick Mueller is the Section Head, Research and Development Division, Spatial Analysis Research Section, USDA



Andrew Heidinger, PhD is the Geostationary (GEO) Scientist and Geostationary Extended Observations (GeoXO) Program Scientist.



Satya Kalluri, PhD is the Low-Earth-Orbiting (LEO) Program Scientist



Scott Rudlosky, PhD is GeoXO Lightning Mapper Science Working Group Lead



Daniel Tong, PhD is the Director, Center for Satellite and Earth System Research, George Mason University



Morgaine McKibben, PhD is a Senior Research Scientist at NASA Goddard



Lee Byerle is a NOAA Affiliate that assists the GeoXO and other NESDIS satellite programs



Mike Cosh, PhD is a USDA/Agricultural Research Service/Research Hydrologist



David Johnson is a USDA/National Agricultural Statistics Service/Geographer



Ellen Wengert is KBR support to the USGS National Land Imaging Program



Zhengwei Yang, PhD is a USDA Senior Geographer



Chris Justice, PhD is a UMD professor and NASA Harvest & GEOGLAM CoChair



Paul Stoy, PhD is an Associate Professor at University of Wisconsin-Madison



Andy Latto is the GeoXO User Engagement Lead



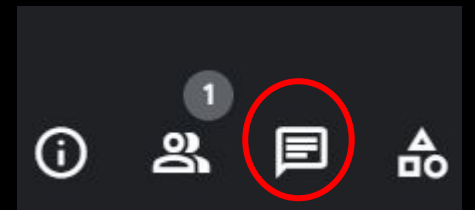
Meeting Logistics

In-Person

- Bathrooms located toward the entry doors
- Coffee and tea will be available during breaks
- Wifi instructions were provided by email and at check-in

Virtual

- Please no AI note takers. They are disruptive. We will have to remove these attendees from the call.
- Please stay muted unless called upon during Q&A or stakeholder session
- Ask questions in the chat room located on the bottom right icon
- We highly encourage virtual interactions and we will constantly be monitoring



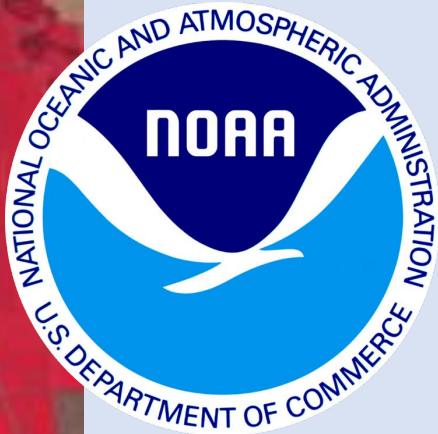
Break until 1035 AM EDT



Break until 1330 PM CST



Panel Discussion Q&A

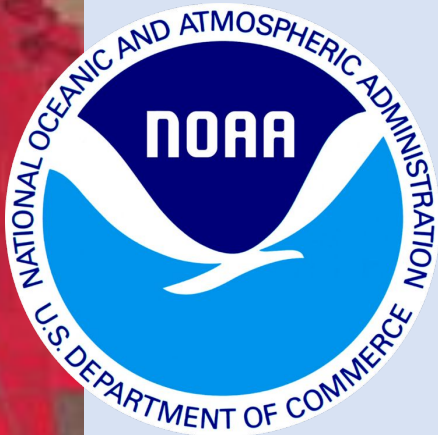


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Stakeholder Engagement Session



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User Engagement Roadmap

Through FY 2026

- ★ GeoXO road shows and Symposiums
- ★ Support the User Scientists in their respective UE events and track progress
- ★ Identify prospective Pathfinders
- ★ Hold precursor data and Pathfinders workshops
- ★ Build contact database and stakeholder relationships for future user readiness campaigns

FY 27-29

- ★ User Readiness Activities
- ★ Product/Infrastructure/Process Readiness Development
- ★ Follow-on workshops

FY 29+

- ★ Organizational Readiness
- ★ Training
- ★ Product/Infrastructure/Process Readiness

GeoXO

GEOSTATIONARY
EXTENDED OBSERVATIONS



User Engagement Updates



Themed Symposium Series Repeating Through 2026

- Land/Agriculture TODAY!
- **Weather: July 16**
- Fire November 2025, TBD

Precursor data and Pathfinders User Readiness Workshops. First Round Scheduled:

- **Beginner and Novice Users: August 20**
- **Advanced Users: August 21**

User Scientist Related Events/ Repeat User Readiness Workshops FY2026 and Beyond

Brief Program Updates, Quarterly (Next August 14th)

Newsletters, Semi-Annual

Based on Your Feedback, We Know When YOU Want to be Involved!

GeoXO User Engagement Activities

Andy Latto

GeoXO User Engagement Lead

Andrew.Latto@noaa.gov



GeoXO Event Webpage



Stay informed of our events, such as the
Satellite Applications Symposium Series!





Stakeholder Session

TIME FOR A POLL!



Thank You For Attending!!

Andy Latto

GeoXO User Engagement Lead

Andrew.Latto@noaa.gov



GeoXO Event Webpage

