FOR PLANNING PURPOSES
January 10, 2013

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MEDIA ADVISORY

The White House, U.S. Department of Transportation, and U.S. Department of Agriculture to Host Safety Datapalooza

On Tuesday, the White House, the U.S. Department of Transportation, and the U.S. Department of Agriculture will host a "Safety Datapalooza," featuring innovators from the private, nonprofit, and academic sectors who have utilized freely available government data to build products, services, and apps to advance public safety in creative and powerful ways. The event will feature safety data resources in areas ranging from transportation to food to consumer product safety, as well as tools to improve disaster preparedness and emergency response and to help empower Americans with information to make smarter, safer choices.

Over the past few years, this Administration has launched a series of Open Data Initiatives, which have released troves of valuable data that were previously hard to access in areas such as health, energy, education, public safety, and global development. These data are being used by innovators, businesses, researchers, and the public to create new services and applications that benefit Americans.

DATE: Tuesday, January 14, 2013

TIME: 9:00 a.m. to 12:00 p.m. ET

LOCATION:
United States Department of Agriculture
Jefferson Auditorium
1400 Independence Avenue, SW
Washington, D.C.
KEYSPEAKERS:

- The Honorable Krysta Harden, U.S. Deputy Secretary of Agriculture
- The Honorable Seth D. Harris, U.S. Deputy Secretary of Labor
- Todd Park, Assistant to the President, U.S. Chief Technology Officer
- The Honorable Rich Serino, Deputy Administrator of the Federal Emergency Management Agency
- The Honorable Robert Adler, Acting Chairman of the U.S. Consumer Product Safety Commission
- The Honorable Gregory Winfree, Administrator of the Research and Innovative Technology Administration, U.S. Department of Transportation
- The Honorable Janice Jacobs, Assistant Secretary for Consular Affairs, U.S. Department of State
- The Honorable Patricia Hoffman, Assistant Secretary for the Office of Electricity Delivery and Energy Reliability, U.S. Department of Energy
- The Honorable Dr. Nicole Lurie, Assistant Secretary for Preparedness and Response, U.S. Department of Health and Human Services

The event will also feature demonstrations of safety tools, apps, and resources by a range of developers, startups, businesses, researchers, and innovators.

AGENDA: See below.

REGISTRATION: To attend in-person, media must RSVP to Yewande.Addie@oc.usda.gov with the name, media outlet, phone, and email for each person planning to cover the event by Monday, January 13 at 4:00PM ET, with the subject line "Safety Datapalooza". On the day of the event, media must enter Wing 5 of the United States Department of Agriculture South Building on Independence Avenue, SW.

WEBCAST: This event will be webcast live at www.wh.gov/safetydatapalooza.

For more information, visit http://www.whitehouse.gov/ostp.

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White House Safety Datapalooza
Tuesday, January 14, 2014 | 9 a.m. to noon
U.S. Department of Agriculture | Jefferson Auditorium, Washington, D.C.

Welcome
Krysta Harden
Deputy Secretary
U.S. Department of Agriculture

Safety Data Keynote
Gregory Winfree
Administrator of the Research and Innovative Technology Administration
U.S. Department of Transportation

Transportation Data in Action
Bryan Beshore
Founder, Keychain Logistics

Travel Warnings and Travel Alerts API
Janice Jacobs
Assistant Secretary for Consular Affairs
U.S. Department of State

Consumer Product Safety Challenge
Robert Adler
Acting Chairman
U.S. Consumer Product Safety Commission

Worker Safety Data
Seth D. Harris
Deputy Secretary
U.S. Department of Labor

Labor Data in Action
Katherine Champagne
Web Developer, LaborSight.com

Panel Discussion: The Value of Open Data
• Nick Sinai, U.S. Deputy Chief Technology Officer
• Tyler Duvall, Associate Principal, McKinsey & Co.
• Joel Gurin, Senior Advisor, GovLab
• Waldo Jaquith, Director, Open Data Institute

Innovation for Disaster Response and Recovery
Rich Serino
Deputy Administrator
Federal Emergency Management Agency

Demo: GeoQ
Jackie Kazil
Presidential Innovation Fellow, Federal Emergency Management Agency
All Hands on Deck: Industry Announcements

- Padden Murphy, Public Policy and Market Development, Getaround
- Brian Birtwistle, Head of Partnerships and Operations, CrowdTilt
- Leah Busque, Founder and CEO, TaskRabbit
- Bryson Koehler, Executive Vice President and Chief Information Officer, The Weather Channel

Innovation for Disaster Response and Recovery
Patricia Hoffman
Assistant Secretary
U.S. Department of Energy

Demo: Lantern
Derek Frempong
Presidential Innovation Fellow, U.S. Department of Energy

Innovation for Disaster Response and Recovery: Industry Announcement
Phil Harris
Chief Executive Officer, Geofeedia

Innovating for Life-Sustaining Solutions During a Disaster
Dr. Nicole Lurie
Assistant Secretary for Preparedness and Response
U.S. Department of Health and Human Services

Transportation Data in Action
Matt Kochman
Founder, Buster

Law Enforcement Officer Safety
Greg Ridgeway
Acting Director, National Institute of Justice
U.S. Department of Justice

Justice Data in Action
Bryan Vila
Professor of Criminal Justice and Criminology, Washington State University

Joel Caplan
Assistant Professor of Criminal Justice, Rutgers University

Closing Keynote
Todd Park
Assistant to the President and U.S. Chief Technology Officer
The White House Office of Science and Technology Policy