



Office of Science and Technology Policy  
Executive Office of the President  
Eisenhower Executive Office Building  
Washington, DC 20504

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## 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](mailto: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](http://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.

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### **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*