

A collection of items including a chessboard, medals, a compass, and glasses. The chessboard is in the top left, with several pieces visible. Below it are two medals: one with a red ribbon and a white star, and another with a blue ribbon and a white star. A compass is in the bottom left. A pair of glasses is in the center. The background is a light-colored, textured surface.

# International Living With a Star: The Road Ahead

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# We Are Taking Off

- Nearly 30 members
- Played an important role in securing SWARM
- Scientific community starts to pay more attention



# Challenges

- Uncertainty in the Big Agencies
- “Identity crisis” (basic science or space weather gig)
- Goals of the program not clear



# Goals of This Meeting

- Appraise where we are (mission line-up)
- Articulate who we are
- Set specific goals to achieve



# Keys to Success

- Scientific credibility
  - Enable science otherwise impossible
- Marketability
  - Can we phrase our science better?
- Personal commitment and priority
  - The most important volunteer job
- Focus on results
  - One success at a time



# What is ILWS About?

- Pursue deep science to appeal to scientists, or
- Pursue deep pocket to appeal to ‘societal interests’, or
- Both
  - However, this creates an identity crisis for many



# How Is ILWS Implemented?

- A loose Coalition of the Willing, or
- A methodical, tightly managed military campaign to achieve a limited set of objectives
  - If the latter, a member nation's priority might not be ILWS's priority



# Questions to Answer

- Primarily for science or for benefits – and promote the vision consistently
  - If latter, admission that the science has matured
- Primarily consultative or activist with own independent agenda





# Bill's Vision

- ILWS should go after deep science
- The rejuvenation of our science begins with asking questions that are new and exciting
  - Some historical debates and controversy getting tiresome
  - We have a list of universal problems that are deeply challenging and ultra complex (dynamo, reconnection, WPI, Sun and climate change, etc)
  - We just need to think harder and tell our stories better



# Bill's Problems

- ILWS is too sprawling
  - Inherited many missions without having contributed to their conception
- ILWS has no money
- ILWS is not a top priority in many Agencies
- Uma wants to Kill Bill



# ILWS: the Canadian Experience

- Manage the number
  - Nationalization (Canadian Geospace Monitoring)
- Steal the Money
  - Second Best usually finishes first (the Best often is too ambitious, costs too much, has too many political enemies –e.g., ePOP and SWARM)
- Switch the Priority
  - You are the guy who actually does the job – outperform/outthink your working-level counterpart
- Uma
  - Problem, what problem?



# Bill's Five-Point Exploding Heart Technique

- Get scientists excited
- Identify a limited number of projects to call ILWS's own
- Develop the organizational muscle to do the grunt work
  - Second personnel from member agencies to do ILWS project development and coordination, full-time
- Pursue opportunities in emerging space nations
- **Total belief**
  - Throw scepticism out of the window; fanaticism is good!



# Results From This Meeting

- Mission survey
- Preliminary consideration of candidate new ILWS missions from the unconfirmed mission list
- Discuss the new ILWS science
  - If we cannot articulate something new scientifically, we may as well try out for Major League Baseball
- Discuss organizational matters so that we have the means to meet the ends.

THE BRIDE IS BACK FOR THE FINAL CUT.

HERE COMES THE BRIDE

# Result of Not Succeeding

