What do storytelling, soils data standards, and research data lifecycle have in common?

**ESIP Agriculture and Climate Cluster!**

Co-chairs
Bill Teng (William.l.teng@nasa.gov)  
Nancy Hoebelheinrich (nhoebel@kmitls.com)

---

**A simple one-sentence, fill-in-the-blanks template can help you identify a story structure**

---

**USDA Agricultural Research Service**

**Northern Plains Climate Hub**

**USDA Climate Hubs**

U.S. Department of Agriculture

**Southwest Climate Hub**

Scenario Planning to Promote Resilience in Beef Production

**BUT**

Climate Change

(Obstacle)

**THEREFORE**

**2019 ESIP Winter Meeting:**
Session on "Soils data integration challenges throughout the research lifecycle"

---

---

2019 ESIP Summer Meeting:
Workshop on Soils Data Standards
July 18, 2019
Tacoma, WA

---

---

Story structure paraphrased from Randy Olsen via Andy Revkin