



# NWA NEWSLETTER

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## IMPORTANT DATES

June 13: Deadline for NWA Awards  
Nominations ([see page 3](#))

Sept. 10: WeatherReady Fest  
([see page 6](#))

Sept. 10-15: 41st NWA Annual  
Meeting ([see page 6 and 7](#))

*The NWA: Connecting operational  
meteorologists in pursuit of  
excellence in weather forecasting,  
communication and service.*

## Committee Chair Q & A: Broadcast Committee Chair Nate Johnson

*This is part of a new series of interviews with our NWA committee chairs. This interview was with the chair of the Broadcast Committee, Nate Johnson.*



*What does the Broadcast Committee do, and what are the different roles of your committee?*

The most visible role of the Broadcast Meteorology Committee (BMC) is managing the highly-visible Seal of Approval programs for television, radio and digital weather-casting. That includes reviewing and updating the written exams as well as appointing professionals to review weathercasts and other materials submitted by seal candidates. We also manage the Broadcast Meteorology Workshop and Tape Swaps held on the Sunday of Annual Meeting week.

*What are the committee's goals?*

Among other things, we are working through the tail end of a question-by-question review and updating of the written exam for seal candidates. We also anticipate reviewing the Seal Qualifications and Procedures (Q&P) document as well as creating some supplementary materials to help address points of confusion and answer frequently asked questions about the process, including recertifying seals.

*What is the biggest challenge your committee faces?*

Maintaining and enhancing the prestige and importance of the NWA's Seals of Approval

amongst three key groups: Fellow meteorologists, people who hire meteorologists (especially TV/radio station general managers and news directors) and the public. There are a lot of sources of weather information out there, and we need to ensure non-meteorologists can easily differentiate sources of quality information from the rest and can do so easily. The postmodern society we live in makes this more difficult than it has ever been.

*What is the greatest strength of your committee?*

We've got a great mix of long-time committee members and "new blood" — and a built-in structure for mentoring newer members in various roles, such as Testing Chair. I hope to expand on that, in fact, in the coming years.

*What is the most important thing you have learned serving as a committee chair?*

I thought I knew the Q&P document well before — but in just a few months, I've learned I have so much to learn!

*What are the biggest projects your committee is working on?*

The Q&P was always intended to evolve with the organization and the needs of the Seal program, and while we don't anticipate needing to make major changes, changing such a document even a little is not something one does lightly because of the far-ranging (and sometimes unforeseen!) impacts those changes often have.

## Hoarfrost

March 7, 2015  
Lancaster, Pennsylvania  
Submitted by John Scala

*NWA Member  
Photo Spotlight*



## New Seal Holders

The National Weather Association is proud to introduce our newest NWA TV Weathercaster Seal holder, Jennifer Ketchmark and our newest Digital Seal holder, Erik Proseus.

### TV Weathercaster Seal Holder: Jennifer Ketchmark



Jennifer Ketchmark is the morning meteorologist at WCPO in Cincinnati, where she's worked since 2014. Prior to moving to the Tri-State area, she'd worked in Champaign, Illinois, and Indianapolis. Jennifer has a degree in communication studies with a minor in broadcast meteorology from Eastern Illinois University and completed the Broadcast Meteorology Program at Mississippi State. She loves getting involved in local organizations and doing school talks.

"I'm also proud of my NWA seal of approval. It's something any broadcast meteorologist has to work very hard to achieve. It's a testament of dedication to my job and my craft here at WCPO," Jennifer said. She is married; she and her husband have a daughter and are expecting a baby boy soon.

*Find Jennifer Ketchmark on social media:*

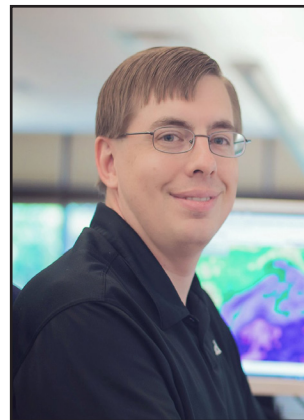
Facebook: [www.facebook.com/JenniferKetchmarkWX](http://www.facebook.com/JenniferKetchmarkWX)

Twitter: @KetchmarkWCPO

Instagram: @jketchmark

Pinterest: KetchmarkWCPO

### Digital Seal Holder: Erik Proseus



Erik Proseus is the founder and forecaster of MemphisWeather.net. He has a degree in geography from the University of Memphis and also studied information technology at Southwest Tennessee Community College. Prior to founding MemphisWeather.net, he worked for MIT's Weather Sensing Group field site in Memphis, and he continues to work as a senior meteorologist for FedEx Express. He is currently president of the AMS/NWA Memphis Chapter ([www.amsmemphis.org](http://www.amsmemphis.org)).

"The Digital Seal of Approval was created by the National Weather Association to provide a means for the public to recognize trusted sources in the weather industry that provide information in the digital space," stated Proseus. "I'm honored to be one of the first in the nation to earn this distinction and look forward to continuing to provide the best possible forecasts, as well as educating the public on weather hazards that affect Memphis and the Mid-South, and how to remain safe when they threaten."

Erik is married to his high school sweetheart and has two daughters.

*Find Erik Proseus on social media:*

Web: [www.MemphisWeather.net](http://www.MemphisWeather.net)

Twitter: @memphisweather1

Facebook: [www.facebook.com/memphisweather1](http://www.facebook.com/memphisweather1)

Google+: [plus.google.com/+MemphisWeatherNet](https://plus.google.com/+MemphisWeatherNet)

Blogger: [blog.memphisweather.net/](http://blog.memphisweather.net/)

YouTube: [www.youtube.com/c/MemphisWeatherNet](http://www.youtube.com/c/MemphisWeatherNet)

*Hearty congratulations to these two newest Seal holders. Their dedication to excellence is herein recognized as they enter a company of professionals who hold the highest standards of operational meteorology. It is a mark of distinction and credibility that sets them apart from others.*

A graphic for the NWA Photo Spotlight. It features a collage of four weather photos: a sunset over a field, a stormy sky with a rainbow, a landscape with a body of water, and a sandy beach. In the center is a white circle containing the NWA logo (a blue square with a white sun and lightning bolt) and the text "PHOTO SPOTLIGHT". Below the circle is a blue banner with white text: "Members, submit your weather photos to [gtosterud@nwas.org](mailto:gtosterud@nwas.org) for a chance to be featured in the NWA monthly newsletter!"

*NWA Member Photo Spotlights are on pages 1 & 5*

## MEMBER NEWS: MARK MURRAY RETIRES

Long-time NWA member, Mark Murray, announced his retirement from KVUE in Austin, Texas, after 26 years on-air.

Mark first became interested in weather in 1979 when a tornado threatened the radio station where he was working. This led him to pursue a degree in meteorology.

He established himself as a weather authority on-air, but also as a face for the community, participating in community service projects and raising money for charity.

An NWA member since 1985, Murray has held a NWA Broadcast Seal of Approval since 1990.

[Click for more on Mark's retirement.](#)





## The Digital Seal of Approval: Taking its Place in the Digital Space

### April President's Message

By Dave Freeman

True confession: one of the best parts of serving as the President of the NWA is having the privilege of calling someone with congratulations on earning one of the NWA's Seals of Approval. I just love being present in that moment—hearing the reaction that combines happiness, professional pride, and, yes, some sense of relief.

Recently I had the pleasure of congratulating our newest holder of the NWA Digital Seal of Approval, Erik Proseus. Erik passed the rigorous testing and review process and can now proudly display the Seal on his website,

[www.memphisweather.net](http://www.memphisweather.net). (See [page 2](#)).



And Erik does have something to be proud of. Those who earn the

Digital Seal of Approval must pass the same exam as Broadcast Seal holders. After passing the exam, candidates must go through a peer review process that is every bit as exacting and rigorous as the Broadcast Seal. It is not an easy process—nor should it be.

Many of us in the operational meteorology community have been concerned, dismayed, and even downright upset, by the proliferation of questionable forecast information on the Internet. The good news about the Internet is that it empowers individuals to communicate on a global scale. The bad news is that this can be used for both good and ill. It can be very difficult for Bill and Betty Lunchbox to distinguish between legitimate forecasts from trained personnel and completely bogus information dressed up with a few slick, and inevitably ominous, graphics.

Charles Dudley Warner, a friend of Mark Twain, once remarked: "Everybody complains about the weather, but nobody does anything about it." Well, in this case, the National Weather Association decided to do something about it.



Over a period of several years, the idea of a Digital Seal of Approval was incubated and, when the time was right, brought to maturity. A comprehensive approach to earning the Seal was created

and vetted by the Broadcast Committee, with its expertise in administering a Seal of Approval process, assisted by leading professionals in the online community. The proposal was then submitted to the NWA Council for final approval. In other words, this was not a pie in the sky process—what was created is a substantive and professional Seal program with teeth.

The NWA believes that just as the Broadcast Seal of Approval denotes professional competency to the public and hiring managers, the Digital Seal of Approval will gradually assume the same role in the online world. It is an important step forward toward distinguishing credible and responsible sources of weather information in the digital space.

I am really excited to see the NWA leading the way in this field. And, I look forward to making more of these congratulatory phone calls, recognizing those who have stepped up and earned the Digital Seal—a Seal very much worth having!

### Newsletter Submissions



We welcome articles from members.

Send to [nwanewsletter@nwas.org](mailto:nwanewsletter@nwas.org) by the 15th of the month for publication in the following month's edition at the earliest. Newsletter info and a link to author guidelines can be found at [www.nwas.org/newsletters/](http://www.nwas.org/newsletters/).

## NWA 41ST ANNUAL MEETING NORFOLK, VIRGINIA SEPTEMBER 10-15, 2016



BETTER SCIENCE, BETTER COMMUNICATION, BETTER RESULTS

**The Meeting Registration is NOW OPEN!**

## NWA CHAPTER NEWS: HUNTSVILLE

### Huntsville Area AMS/NWA Professional Chapter

Dan Gallagher, Chapter Vice President and NWA WAF Committee Chair

[www.huntsvilleamsnwa.org](http://www.huntsvilleamsnwa.org)

It was worth it. That was the popular sentiment of the day as Rev. Suzanne Katschke received the NWA's Walter J. Bennett Public Service Award on March 28. This award is presented to an individual or organization outside of the meteorological profession for services benefiting the public or meteorological community. Suzanne, who was unable to attend the NWA Annual Meeting in Oklahoma City last October, finally received her plaque in the community storm shelter for which she was recognized for bringing to fruition.

The community of Harvest, a small town in northern Alabama near Huntsville, has been in the cross-hairs of several devastating tornadoes in the past four decades, including both the Super Outbreak of 1974 and the tornadoes of April 27, 2011. Further complicating matters is that basements are very uncommon in that part of the country, and storm shelters are just as rare. This unfortunate combination has resulted in more than 50 residents of the Harvest community losing their lives.

Having seen the devastation in 2011 firsthand, Suzanne sought to make sure the number of fatalities did not climb any higher. With the support of the local emergency management agency, volunteer fire department, and state and county leaders, she successfully applied for and won a nearly \$1 million grant to build a community shelter despite having no experience in grant writing. However, the grant covered only 75 percent of the cost; the remaining 25 percent had to be raised locally. While the prospect of raising nearly a quarter million dollars would seem like a daunting task to most people, Suzanne took up the challenge. She held fundraisers that had a dual purpose: raise local funds for the shelter and raise weather awareness and knowledge of the local resources available to prevent the loss of life in future severe weather events.



*Rev. Suzanne Katschke stands in front of the community storm shelter that she helped bring to fruition.*



*(Left to right): Huntsville NWA Chapter Treasurer B.J. Barbré, Secretary Mariana Scott, President and NWA Councilor Elise Schultz, Rev. Suzanne Katschke, Vice President and NWA WAF Committee Chair Dan Gallagher and chapter Webmaster Karl Schneider.*

The Huntsville Chapter of the NWA, which held its March meeting at the shelter in conjunction with the award presentation, had the honor of presenting the award to Suzanne. The chapter membership, consisting of personnel from the NWS, University of Alabama in Huntsville, NASA, several private sector companies, retirees and weather enthusiasts was on hand to see the community shelter for the first time. Capable of protecting almost 500 citizens from the perils of weather, the shelter boasts two televisions and a large wall projector in order to stay up-to-date on the weather situation.

Only three days after the award presentation, the shelter opened as a tornado watch was issued for the area. Later that evening, multiple tornado warnings were issued for regions within three miles of the shelter, and 200 people took refuge in the shelter.

As Suzanne reflects on years of research, paperwork, and countless meetings and phone calls, one thing is for certain – it was worth it.

For more information on submitting a nomination for the Annual NWA Awards Program, please visit [nwas.org/awards](http://nwas.org/awards) or see the archive of the April edition of [Webinar Wednesdays](#) on the Award Nomination Process. The deadline for nominations this year is June 13.

## You're On Social Media... So Are We!





## In Memoriam ...

### Dr. William Gray

Dr. William Gray passed away at age 86. William "Bill" Mason Gray (October 9, 1929 – April 16, 2016) was Emeritus Professor of Atmospheric Science at Colorado State University (CSU), and the head of the Tropical Meteorology Project at CSU's Department of Atmospheric Sciences. He was widely regarded as a pioneer in the science of forecasting hurricanes and one of the world's leading experts on tropical storms. After retiring as a faculty member at CSU in 2005, Dr. Gray remained actively involved in both climate change and tropical cyclone research until his death. [Go to the memoriam on CSU's website](#) to learn more about Dr. Gray's life and contributions to atmospheric science.

CSU has created a fund intended to honor Bill's memory and his impact on the field by supporting graduate study and research in tropical meteorology in the Department of Atmospheric Science at CSU. [Go to the website created by CSU to donate](#) to the Dr. William M. Gray Tropical Meteorology Memorial.



## NEW NWA MEMBERS

Please welcome these members who joined the NWA in March 2016!

### Regular/Retired/ Active Military Members:

Sarah Perfater  
Jesus Lopez  
Andrew Nash  
Robert Griggs  
David Lubar  
Eleanor Murray  
Christian Cassell  
Laura Pysz  
Anthony Slaughter

### Student Members:

Melissa Mokry  
Laura Myers  
Matthew Leach  
Ashley Orehek  
Samantha Wright  
Jesse Schulz  
Aisha Murphy  
Thomas Thieke  
Marc Franz  
Chad Hultink  
Kaitlyn McGrath  
Melissa Dye  
Samantha Espinoza  
Eliza Henry  
Jessica Suggs

### NWA Member Photo Spotlight

### Merritt Island Shower



Rain shower over Merritt Island, Florida,  
September 26, 2015.

Photo by Winnie Crawford using an Olympus SZ-31MR  
with automatic settings.

The NWA Sol Hirsch Education  
Fund Grant's application  
deadline is June 3, 2016

Imagine what you could do with

**\$750**

to improve the education of children in  
grades K-12 in the science of meteorology!

# 41st NWA Annual Meeting, September 10-15, 2016

Over 300 Abstracts Received!

**REGISTRATION NOW OPEN! Click for registration site**

**Location:** Norfolk, Virginia

**41st NWA Annual Meeting Venue and Hotel:**

[Norfolk Waterside Marriott](#), 235 East Main Street, Norfolk, VA  
[See page 7](#) for hotel and lodging information

**Theme: Better Science, Better Communication, Better Results**

Operational meteorologists constantly strive to improve the science behind the forecast. We also want to make sure the people we serve receive, understand and then act on the information that we provide. If we utilize the best possible science and are effective communicators, lives will be saved and impacts to the economy minimized. Join the National Weather Association in Norfolk and help the weather enterprise advance on this path of service.

## Important Dates in 2016

- Preliminary Agenda Posted On-line: July 1
- 2016 NWA Annual Meeting: September 10-15

## Schedule of Events

- [WeatherReady Fest](#) at Nauticus: **Saturday, September 10**
- Broadcast Meteorology Workshop: **Sunday, September 11**
- Ninth Annual Student Session including Speed Mentoring: **Sunday, September 11**
- General Sessions: **Monday-Thursday, September 12-15**
- Workshops for K-12 Teachers: **Tuesday, September 13**
- NWA Annual Awards Luncheon: **Wednesday, September 14**

**The Abstract Submission Period is CLOSED.**

The Program Committee will notify presenters, via e-mail, regarding the disposition of their abstracts this month. A preliminary agenda will be posted on the NWA website by early July for presenters to review.

## WeatherReady Fest

Saturday, September 10 from 9 a.m. to 1 p.m.  
at Nauticus in Downtown Norfolk

- Free and open to the public
- Weather-Ready Nation Scout Badge Event
- Fun for the whole family
- Help us make Coastal Virginia Weather-Ready
- Discounted Nauticus Science Museum admission on this day

*We need volunteers, exhibitors and sponsors to support this event: they are expecting 5,000 guests!*

[Click to learn more about the event and how to get involved.](#)



**The Annual Meeting Program Committee Co-Chairs are:**

**Ken Carey**

ERT, Inc

Laurel, MD 20707

[annualmeeting2016@nwas.org](mailto:annualmeeting2016@nwas.org)

**Mike Vescio**

NOAA National Weather Service

Pendleton, OR 97801

[annualmeeting2016@nwas.org](mailto:annualmeeting2016@nwas.org)

**The Broadcaster Workshop Program Chair:**

**Mike Goldberg**

WTVR-TV

Richmond, VA 23230

[broadcasterworkshop2016@nwas.org](mailto:broadcasterworkshop2016@nwas.org)

## Additional Information

For more information on exhibits, special accommodations, registration and the overall meeting program, keep checking the [2016 Annual Meeting Page](#) and its links, or contact the NWA office: 405-701-5167 or [nwahelp@nwas.org](mailto:nwahelp@nwas.org).

NWA will provide updates on this Web page, on the [NWA Facebook Page](#), [Twitter](#) and other social media. Please use the hashtag [#Nwas16](#) for any tweets associated with the 2016 Annual Meeting.



*Photo courtesy of Visit Norfolk*

## 41st NWA Annual Meeting, Hotel Details

Meeting Venue and Hotel: Norfolk Waterside Marriott,  
235 East Main Street, Norfolk, VA 23510

([www.marriott.com/hotels/travel/orfws-norfolk-waterside-marriott/](http://www.marriott.com/hotels/travel/orfws-norfolk-waterside-marriott/))

Reservations may be made online or by calling 1-800-874-0264 and telling them you're attending the National Weather Association meeting.

The room block is open until August 17, 2016, or until the NWA block is full.

### Hotel rates are as follows:

Number of Guests 1-4

Nightly Rate Before Tax: \$87.00

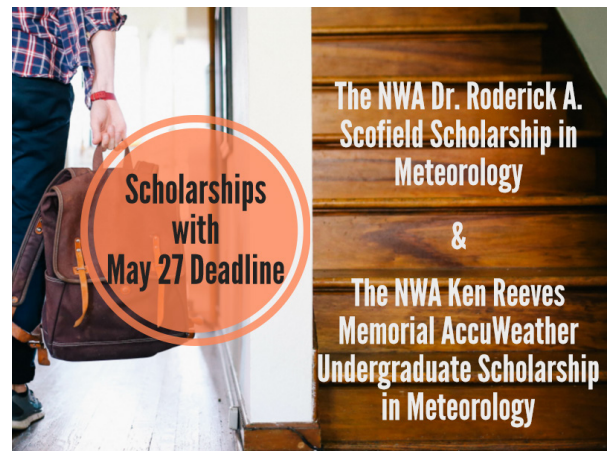
Click to make your  
reservation  
<http://goo.gl/G8OzpV>

- Prices listed are per night and do not include tax or fees. The current tax rate is 14% and/or \$2.00 per room night occupied. Rates are subject to change.
- When requesting the room, they will ask how many will occupy the room. This will enable them to provide the correct type of room for the number of guests. (i.e., one bed vs. two beds). Rooms with two double beds cannot be guaranteed in advance unless this request appears as confirmed on your reservation.
- All reservation requests will require a credit card or a one room night deposit, to guarantee the room. Any deposits will be refunded for rooms canceled more than 72 hours prior to scheduled arrival. If you do not check into the hotel on your scheduled arrival date and do not cancel more than 72 hours in advance, one (1) room night cost will be charged to the credit card used to guarantee the room.
- Name changes to room reservations may be made up to one day prior to arrival.
- Check-in is available after 4 p.m. on arrival day; check-out is at 11 a.m.
- Complimentary Internet in all NWA attendee guest rooms.
- The hotel has a [smoke-free policy](#).

### Additional Information

- Reduced overnight Self-Parking of \$14 (Main Street garage only). A 6% tax will apply.
- Valet parking is available for \$26/day for hotel guests.
- Taxi rides between the airport and hotel average around \$30. The hotel does not provide shuttle service.

The meeting sessions will be held at the hotel. [Visit Norfolk](#) has more info on restaurants, transportation and activities in the Norfolk area.



*Diversity University:*

### April is Autism Awareness/Acceptance Month!

NWA Diversity Committee

Autism, more formally known as Autism Spectrum Disorder (ASD), is a complex neuro-developmental disorder generally characterized by delays in communication ability, a narrow range of interests, repetitive behaviors, and impediments in cognitive development and social interaction. Delays in communication ability and other key cognitive skill areas often translate into issues in reading social cues and providing proper social responses.



Autism is a series of neurological disorders on a widening spectrum of severity. It is not just one disorder; rather, it is a number of related disorders grouped together for better diagnosis. The spectrum goes from "high-functioning," to "low-functioning"; the higher one is on the spectrum, the closer that individual is to so-called "normal" behavior. Individuals with high-functioning autism, though not affected as severely, deal with mild degrees of cognitive impediment and communication deficits. Individuals with low-functioning autism deal with deficits that are much more severe. The majority of low-functioning cases involve non-verbal individuals, and those who have severely high levels of sensitivity to stimuli.

According to the latest report from the Centers for Disease Control in 2014, ASD affects about one percent of the world's population with varying degrees of prevalence by country. Prevalence in the United States is roughly one percent.

ASD is the fastest-growing developmental disability/disorder in the United States.

To find out more, we encourage you to visit the Autism Society of America's website:  
[www.autism-society.org/what-is/](http://www.autism-society.org/what-is/)



## PROFESSIONAL DEVELOPMENT & EVENTS

### NWA Sponsored Meetings, Conferences & Special Events in 2016

(Click titles for more information)

[August 10-11: 2016 High Plains Conference](#)

[September 10-15: 41st NWA Annual Meeting](#)  
“Better Science, Better Communication, Better Results” is the theme of the 2016 Annual Meeting being held in Norfolk, Virginia. [See page 6.](#)

### Other Meetings, Conferences & Special Events

[April 30: National PrepareAthon Day](#)

[May 4-6: National Earthquake Conference](#)  
2016 NEC: “What’s New? What’s Next? What’s Your Role in Building a National Strategy?”

[May 19-20, 2016 Joplin Disaster Recovery](#)

#### [Summit](#)

The two-day summit at Missouri Southern State University offers first-hand perspectives from leaders and elected officials guiding communities through the long-term process of community recovery that continues even today.

[Sept. 10: WeatherReady Fest](#)

[October 14-19: 64th Annual IAEM Conference and EMEX](#)

The International Association of Emergency Managers will hold this year’s annual conference in Savannah, Georgia.



**#NWAWebWed**

**May 4, 2016 at 11 a.m. CDT**

**Diverse Perspectives  
by the NWA Diversity Committee**

Please join us for an interactive session delving into perspectives of workplace diversity. A mix of video and panel discussions will allow participants to reflect on the presenters’ experiences and enlighten themselves in the further progression of a diverse mindset [Click to view.](#)



**NWA Annual  
Awards Program**

**Do you know someone  
who deserves special  
recognition?**

**Nominations are now being accepted through June 13  
for the 2016 NWA Annual Awards.**

### NWA Newsletter

**(ISSN 0271-1044)**

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Members receive the Apex award winning Newsletter online and access to an online portal which includes the Journal of Operational Meteorology as part of their regular, student or corporate membership privileges.

Address, phone number, email and affiliation changes can now be made online: [member.nwas.org](http://member.nwas.org).

