



August 2016
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NWA NEWSLETTER

NWA Webinars Bring Better Science, Better Communication, Better Benefits for Members

Trisha Palmer, NWA Councilor; NWA Professional Development Committee Chair
Jonathan Belles, Weather.com Digital Meteorologist

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Important Dates

Sept. 1: Weather Ready Nation
#FallSafety campaign starts
Sept. 10: [WeatherReady Fest](#)
Sept. 10-15: 41st NWA Annual
Meeting ([see page 7](#))

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

Did you know that the NWA hosts webinars each month? These webinars are offered free to NWA members, and they have been a great success! On the first Wednesday of every month, a different NWA committee presents a webinar, up to an hour long, on a vast variety of meteorological topics and NWA programs.

In preparing for each monthly webinar, an ad-hoc team of planners and technical support personnel including Trisha Palmer (NWA Professional Development Committee Chair), Tim Brice (NWA Social Media Committee), and Jonathan Belles collaborate with committees and their guests to create the best possible presentation of useful information. Assistance has been strong across the Association with dedicated members including Greg Carbin, Frank Alsheimer, Trevor Boucher, and Hulda Johannsdottir providing a great deal of service to this series. The webinars have been hosted on both GoToWebinar and Google Hangouts in order to extend benefits to as many people as possible and accommodate the widest array of guests possible.



Screenshot of NWA member Mike Mogil during the January webinar, "Planting MORE Micro-scale Forecasts"

During the first eight months of the series, the NWA has presented webinars on topics including agricultural weather, GOES-R satellite imagery, multi-sector communication, how to create conference posters, and the annual awards submission process. Additionally, our most recent webinar in August featured NWA Vice President Bill Murray discussing plans for the upcoming WeatherReady Fest at the Annual Meeting. Committees that have hosted webinars so far include Professional Development, Weather Analysis and Forecasting, Awards, Diversity, Societal Impacts, and Specialized Operations. ([Click for more information on our many committees.](#))

Webinar attendance has varied. Live feeds of Google Hangouts have been seen by as many as 100 viewers, with as many as 365 viewers following up on the YouTube recordings within a week of the webinar. The average viewer stayed on YouTube broadcasts for 10 to 20 minutes. For the webinars using the GoToWebinar platform, the number of views in February was over 200 (including almost 100 of those watching the recording after the fact). In April and June, combined viewership of both live and recorded webinars decreased to 17 and 57, respectively. Recorded webinars can be found in the [member portal](#) and on [YouTube](#). Each webinar takes questions from both members and prospective members on Twitter using the hashtag #NWAWebWed.

Because of this year's success, we plan to continue the Monthly Webinar Series, resetting the calendar after the 2016 NWA Annual Meeting and picking back up in October, continuing to hold the webinar on the first Wednesday of every month. We will continue to announce webinars in the member portal, Newsletter, and via email and Twitter. As with this year's webinars, the format will continue to be flexible, ranging from 15 minutes to an hour, with the hosting committee choosing the time, the format (presentation, panel discussion, etc.) and platform (either Google Hangouts or GoToWebinar).

We would like to extend our thanks to the NWA committees who have hosted webinars, developing material and content to present to NWA members. We are excited about the success we've had so far and look forward to the new material in the coming year.

In Memoriam

Dave Schwartz

by Nick Walker

I was a Dave Schwartz fan long before I went to work at The Weather Channel. His obvious love for weather, combined with a quirky sense of humor, made me look forward to his broadcasts. Since Dave's death late last month, I realize that I'm still a fan, watching old YouTube videos and admiring his talent. And I'm not the only one. Hearing of his passing, a viewer from Montoursville, Pennsylvania, wrote, "If you flipped on Dave, his calming voice and wit, along with making you feel like he was standing in your own little town, made the day sooo much better."

Working alongside Dave, I found his personality to be as warm and welcoming as it was on the air, discovering that his signature way of addressing a viewer as "my friend" was more than just a casual phrase. He was everyone's friend, and he often showed his affection by saying outlandish things on air about his co-anchors with a straight face. The first time I worked with him on live TV he initiated me with a different birthplace every hour. ("And here in Nashville, where Nick was born," and next hour "looking at Cleveland, Nick's home town," and so on.) Recently, explaining that his co-host had taken the day off to do community service, he added, "Well, the court ordered it." That was Dave, and we loved him for it.

Off camera he was the same Dave Schwartz, making off-the-wall jokes or suddenly breaking into a hit song from the sixties (who would have thought anyone else knew all the lyrics to obscure Buckinghams tunes?).

Dave loved music, good food, art and history. But his love for weather was unequaled, and it showed. In announcing his passing, Weather Channel President David Clark wrote, "Dave was a fan and staff favorite because he so obviously loved what he did. His passion for weather was contagious and he inspired many young people to enter the field of meteorology."

A native of Philadelphia, Dave Schwartz was a mental health professional working on a doctorate in psychology when he began working weekends at The Weather Channel in the mid-80s, assisting with maps and graphics. When the network hired him full-time he left the mental health field, earned a Certificate in Broadcast Meteorology from Mississippi State University, and spent his off hours practicing in front of a camera until he finally convinced his superiors to let him broadcast on live TV. With his amiable delivery and unpredictable wit, he quickly became a favorite with viewers. "Dave was never afraid to try something different on air," remembered Jim Cantore. "He made you laugh and wish you could do it like he did."

In 2008 Dave was swept up in a massive layoff of Weather Channel employees, but his fans never forgot him, even establishing a "Bring Back Dave Schwartz" website. Citing his

enduring reputation, The Weather Channel re-hired him in 2014. "Dave had a unique ability to make a real connection," said co-worker Ari Sarsalari. It was a connection that even six years out of the public eye couldn't sever.



During his years off the air, Dave fought pancreatic cancer—twice—and beat it. But in 2015 he found that he had stomach cancer. I was in the studio with him back in February of this year as he gently and articulately explained about his cancer to viewers, totally unscripted. It was inspirational, and his positive attitude became an inspiration to all his coworkers. Dave told us, "None of us is guaranteed tomorrow—we all know that. As far as I'm concerned whether you have cancer or not we are all in the same boat. None of us really knows that we have more time than what we have right now. So I'm no different than anyone else."

Despite the frequent pain and loss of physical energy, Dave worked at what he called his dream job until shortly before his death, beginning every day hand-drawing an analysis of the nation's weather. He then performed a three-hour live broadcast, recorded segments for later shows, and sent out a daily in-house e-mail titled "The WOW Factor," in which he listed statistics and tidbits of current weather information that fascinated him. "He was so genuine and trustworthy," said Cantore, "I'm so thankful he was on our team, doing what he loved till the end of his time."

Since his death, The Weather Channel has been inundated with letters and emails from Dave Schwartz fans expressing their sorrow. One viewer from New Jersey wrote of Dave, "I hope that he knew just how many friends he had that he never met."

His viewers, as well as those of us in the meteorological community, are grateful that he was a friend to us, and we will miss Dave's persistent passion, his humor, and his warmth. So long, my friend.

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



IWT Hazard Simplification: Put Simply, Get 'er Done

August President's Message

By Dave Freeman, 2016 President



Take a good, hard, long look [at the list](#) below and on the next page. I am very sure that over the long history of the National Weather Service's weather warnings program, there were good reasons—apparently at least 122 good reasons—for the way that we try to communicate weather risks to the general public. But as the old saying goes, “The road to hell is paved with good intentions.” We started down the road with very good intentions, and each paving stone was laid with good intentions. But the road has taken us to a place we did not intend—or want—to go.

The genesis of our weather warnings system was in the “Dark Ages of Communication” compared to today. When the first weather warnings were issued, there were very primitive means of communicating with the general public. Basically, it didn't matter whether a weather warning was issued in the middle of the night, for example, because there was no practical means to deliver that message to people who were at home, sound asleep. Weather information was on a “pull” basis—someone had to want the information and seek it out—by turning on the radio or the TV.

But the world has changed when it comes to communication! With the expansion of NOAA Weather Radio and the addition of tone alerting in the early 1970s, we began a quick march to a world of “push” alerts. Throw in mobile phones, tablets, and even computerized phone calls to land lines, and you have a population that is increasingly connected 24/7 to a blizzard of weather information.

That's because at the same time we were seeing these tremendous advances in communication technology and infrastructure, we were also witnessing a revolution in the weather business. The steady advance of modern meteorology in the first half of the 20th century became a torrent of new technology, knowledge and capability in the closing years of the century. All of a sudden, we meteorologists could detect and forecast many things that were previously unknown or out of reach. So we did.

And we ended up with 122 different NWS weather hazard products. Given that research consistently shows that the average person on the street probably can't even tell you the difference between a Tornado Watch and a Tornado Warning, it is clear we have a communication problem.

This is seriously complicated by the fact that so many people are now connected with mobile devices on their bedside table, and yes, NOAA Weather Radios. When we issue something at 2:00 in the morning, people actually get the message. And they are not necessarily happy about it!

Continued next page

Hazard / Weather Event

Click on the Hazard/Weather Event For Definitions

[911 Telephone Outage](#)

[Administrative Message](#)

[Air Quality Alert](#)

[Air Stagnation Advisory](#)

[Arroyo and Small Stream Flood Advisory](#)

[Ashfall Advisory](#)

[Ashfall Warning](#)

[Avalanche Advisory](#)

[Avalanche Warning](#)

[Avalanche Watch](#)

[Beach Hazards Statement](#)

[Blizzard Warning](#)

[Blizzard Watch](#)

[Blowing Dust Advisory](#)

[Brisk Wind Advisory](#)

[Child Abduction Emergency](#)

[Civil Danger Warning](#)

[Civil Emergency Message](#)

[Coastal Flood Advisory](#)

[Coastal Flood Statement](#)

[Coastal Flood Warning](#)

[Coastal Flood Watch](#)

[Dense Fog Advisory](#)

[Dense Smoke Advisory](#)

[Dust Storm Warning](#)

[Earthquake Warning](#)

[Evacuation - Immediate](#)

[Excessive Heat Warning](#)

[Excessive Heat Watch](#)

[Extreme Cold Warning](#)

[Extreme Cold Watch](#)

[Extreme Fire Danger](#)

[Extreme Wind Warning](#)

[Fire Warning](#)

[Fire Weather Watch](#)

Color
Sample

Color Name

RGB Color Hex Code



Silver

192 192 192 C0C0C0



White

255 255 255 FFFFFFFF



Gray

128 128 128 808080



Gray

128 128 128 808080



Springgreen

0 255 127 00FF7F



Dimgray

105 105 105 696969



Darkgray

169 169 169 A9A9A9



Peru

205 133 63 CD853F



Dodgerblue

30 144 255 1E90FF



Sandybrown

244 164 96 F4A460



turquoise

64 224 208 40E0D0



Orangered

255 69 0 FF4500



Greenyellow

173 255 47 ADFF2F



Darkkhaki

189 183 107 BDB76B



Thistle

216 191 216 D8BFD8



Gold

255 215 0 FFD700



Lightpink

255 182 193 FFB6C1



Lightpink

255 182 193 FFB6C1



Lawngreen

124 252 0 7CFC00



Olivedrab

107 142 35 6B8E23



Forestgreen

34 139 34 228B22



Mediumaquamarine

102 205 170 66CDAA



Slategray

112 128 144 708090



Khaki

240 230 140 F0E68C



Bisque

255 228 196 FFE4C4



Saddlebrown

139 69 19 8B4513



Chartreuse

127 255 0 7FFF00



Mediumvioletred

199 21 133 C71585



Maroon

128 0 0 800000



Blue

0 0 255 0000FF



Blue

0 0 255 0000FF



Darksalmon

233 150 122 E9967A



Darkorange

255 140 0 FF8C00



Sienna

160 82 45 A0522D



navajowhite

255 222 173 FFDEAD

Hazard / Weather Event Click on the Hazard/Weather Event For Definitions	Color Sample	Color Name	RGB Color	Hex Code
Flash Flood Statement		Darkred	139 0 0	8B0000
Flash Flood Warning		Darkred	139 0 0	8B0000
Flash Flood Watch		Seagreen	46 139 87	2E8B57
Flood Advisory		Springgreen	0 255 127	00FF7F
Flood Statement		Lime	0 255 0	00FF00
Flood Warning		Lime	0 255 0	00FF00
Flood Watch		Seagreen	46 139 87	2E8B57
Freeze Warning		Darkslateblue	72 61 139	483D8B
Freeze Watch		Cyan	0 255 255	00FFFF
Freezing Fog Advisory		Teal	0 128 128	008080
Freezing Rain Advisory		Orchid	218 112 214	DA70D6
Freezing Spray Advisory		deepskyblue	0 191 255	00BFFF
Frost Advisory		Cornflowerblue	100 149 237	6495ED
Gale Warning		Plum	221 160 221	DDA0DD
Gale Watch		Pink	255 192 203	FFC0CB
Hard Freeze Warning		Darkviolet	148 0 211	9400D3
Hard Freeze Watch		Royalblue	65 105 225	4169E1
Hazardous Materials Warning		Indigo	75 0 130	4B0082
Hazardous Seas Warning		Thistle	216 191 216	D8BFD8
Hazardous Seas Watch		Darkslateblue	72 61 139	483D8B
Hazardous Weather Outlook		Palegoldenrod	238 232 170	EEE8AA
Heat Advisory		Coral	255 127 80	FF7F50
Heavy Freezing Spray Warning		Deepskyblue	0 191 255	00BFFF
Heavy Freezing Spray Watch		Rosybrown	188 143 143	BC8F8F
High Surf Advisory		Mediumorchid	186 85 211	BA55D3
High Surf Warning		Forestgreen	34 139 34	228B22
High Wind Warning		Goldenrod	218 165 32	DAA520
High Wind Watch		Darkgoldenrod	184 134 11	B8860B
Hurricane Force Wind Warning		Westernred	205 92 92	CD5C5C
Hurricane Force Wind Watch		Darkorchid	153 50 204	9932CC
Hurricane Local Statement		Moccasin	255 228 181	FFE4B5
Hurricane Warning		Crimson	220 20 60	DC143C
Hurricane Watch		Magenta	255 0 255	FF00FF
Hydrologic Advisory		Springgreen	0 255 127	00FF7F
Hydrologic Outlook		lightgreen	144 238 144	90EE90

Click on the Hazard/Weather Event For Definitions	Color Sample	Color Name	RGB Color	Hex Code
Ice Storm Warning		Darkmagenta	139 0 139	8B008B
Lake Effect Snow Advisory		Mediumturquoise	72 209 204	48D1CC
Lake Effect Snow Warning		Darkcyan	0 139 139	008B8B
Lake Effect Snow Watch		Lightskyblue	135 206 250	87CEFA
Lake Wind Advisory		Tan	210 180 140	D2B48C
Lakeshore Flood Advisory		Lawngreen	124 252 0	7CFC00
Lakeshore Flood Statement		Olivendrab	107 142 35	6B8E23
Lakeshore Flood Warning		Forestgreen	34 139 34	228B22
Lakeshore Flood Watch		Mediumaquamarine	102 205 170	66CDAA
Law Enforcement Warning		Silver	192 192 192	C0C0C0
Local Area Emergency		Silver	192 192 192	C0C0C0
Low Water Advisory		Brown	165 42 42	A52A2A
Marine Weather Statement		Peachpuff	255 239 213	FFDAB9
Nuclear Power Plant Warning		Indigo	75 0 130	4B0082
Radiological Hazard Warning		Indigo	75 0 130	4B0082
Red Flag Warning		Deeppink	255 20 147	FF1493
Rip Current Statement		turquoise	64 224 208	40E0D0
Severe Thunderstorm Warning		Orange	255 165 0	FFA500
Severe Thunderstorm Watch		Palevioletred	219 112 147	DB7093
Severe Weather Statement		Aqua	0 255 255	00FFFF
Shelter In Place Warning		Salmon	250 128 114	FA8072
Short Term Forecast		Palegreen	152 251 152	98FB98
Small Craft Advisory		Thistle	216 191 216	D8BFD8
Small Craft Advisory For Hazardous Seas		Thistle	216 191 216	D8BFD8
Small Craft Advisory For Rough Bar		Thistle	216 191 216	D8BFD8
Small Craft Advisory For Winds		Thistle	216 191 216	D8BFD8
Small Stream Flood Advisory		Springgreen	0 255 127	00FF7F
Special Marine Warning		Orange	255 165 0	FFA500
Special Weather Statement		Moccasin	255 228 181	FFE4B5
Storm Warning		Darkviolet	148 0 211	9400D3
Storm Watch		Moccasin	255 228 181	FFE4B5
Test		Azure	240 255 255	F0FFFF
Tornado Warning		Red	255 0 0	FF0000
Tornado Watch		Yellow	255 255 0	FFFF00
Tropical Depression Local Statement		Moccasin	255 228 181	FFE4B5

President's Message

Continued from page 3

So it is heartening that our community, our National Weather Service, is meeting this challenge head-on. The NWS Hazard Simplification Project is making good progress toward designing a path forward for our community that will reflect modern communication and social science realities and our meteorological capabilities. You can see some of the current progress on the [Weather Ready Nation website](#).

We also have some great examples of how other nations have navigated this course—the UK Met Office being one that we learned about at our NWA Annual Meeting in 2014.

I urge everyone in the operational meteorology community to support these efforts, even knowing that it is very likely that some sacred cows will have to be sacrificed. The bottom line is that our effectiveness is only partially measured by FARs and PODs. The real measure of the success of a weather warning is this: Did the people take the appropriate action in time to protect lives and property?

(If you would like to learn more about this, check out this excellent presentation on the [NWS Warning Decision Training Division website](#).

I urge the Hazard Simplification Team and the leadership of the National Weather Service to be bold and proactive. No doubt this will be a topic of some interest and discussion at our Annual Meeting. I look forward to seeing you there!

Hazard / Weather Event Click on the Hazard/Weather Event For Definitions	Color Sample	Color Name	RGB Color	Hex Code
Tropical Storm Local Statement		Moccasin	255 228 181	FFE4B5
Tropical Storm Warning		Firebrick	178 34 34	B22222
Tropical Storm Watch		Lightcoral	240 128 128	F08080
Tsunami Advisory		Chocolate	210 105 30	D2691E
Tsunami Warning		Tomato	253 99 71	FD6347
Tsunami Watch		Fushsia	255 0 255	FF00FF
Typhoon Local Statement		Moccasin	255 228 181	FFE4B5
Typhoon Warning		Crimson	220 20 60	DC143C
Typhoon Watch		Magenta	255 0 255	FF00FF
Urban and Small Stream Flood Advisory		Springgreen	0 255 127	00FF7F
Volcano Warning		darkslategray	47 79 79	2F4F4F
Wind Advisory		Tan	210 180 140	D2B48C
Wind Chill Advisory		Paleturquoise	175 238 238	AFEEEE
Wind Chill Warning		Lightsteelblue	176 196 222	B0C4DE
Wind Chill Watch		Cadetblue	95 158 160	5F9EA0
Winter Storm Warning		Hotpink	255 105 180	FF69B4
Winter Storm Watch		Steelblue	70 130 180	4682B4
Winter Weather Advisory		Mediumslateblue	123 104 238	7B68EE

NWA 41ST ANNUAL MEETING SPECIAL EVENTS

Broadcast Dinner

Monday
September 12
Time: 7:00 PM

An evening of food, fun, and networking with fellow broadcast meteorologists and weather casters from across the country! (This event requires additional payment and seating is limited)

Supporting Women in Atmospheric Science Luncheon

Tuesday
September 13
12:00 PM - 1:30 PM

Come join us for a lively discussion on topics that impact both women and men in the workplace as well as in the home. Past topics have included: handling stereotypes, balancing family with work, breastfeeding while working, and how men and women communicate differently (just to name a few). This is more than a mentoring lunch and open to both men and women. An open mind and supportive attitude is all that is required. (This event requires additional payment and seating is limited)

For a full listing of events at this year's annual meeting, go to:
www.nwas.org/meetings/nwas16

High Plains NWA/AMS Chapter

William Taylor, President
Wesley Hovorka, Secretary

The High Plains NWA/AMS Chapter held a virtual meeting on Thursday, July 21 via teleconference at 2 p.m., with 18 chapter members on the call. There was no old business to discuss and the remainder of the meeting consisted of an update on the High Plains Conference preparations (the conference was held August 10-11). Cory Martin from the North Platte office informed the group that all the keynote speakers were lined up. Josh Worman, the keynoter speaker for the banquet, planned to bring one of his Doppler on Wheels to the conference.

As of this meeting, 20 people were signed up to present at the conference. An email was sent out to presenters with instructions on how to upload their presentations via Google Drive. All presentations will be available on the chapter website after the conference is complete. There were only two student presenters signed up this year. The NWS Science and Operations Officers attending the conference were assigned as the judges, and would award the winning student a \$600 scholarship for college expenses. The open house and registration for the conference was planned to be at the North Platte office Tuesday August 9 from 7-8 p.m. The social hour before the banquet was scheduled for 5-7 p.m. The chapter meeting concluded around 2:20 p.m.

www.highplains-amsnwa.org

Journal of Operational Meteorology

Two new articles were added to NWA's JOM.

JOM 2016-11: Evaluation of Approaches to Identifying Hail Damage to Crop Vegetation Using Satellite Imagery, by Jordan R. Bell and Andrew L. Mothan.

JOM 2016-12: A Doppler Radar and Conceptual Analysis of a Horizontal Longitudinal Vortex Influencing the Bastrop Complex Wildfire, by Gregory P. Murdoch, T. Todd Lindley, and Christopher J. Morris.

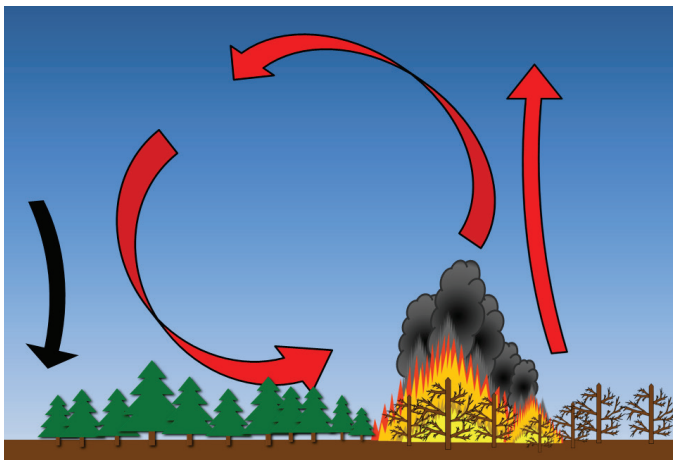


Figure 7 from JOM 2016-12: Conceptual model of a horizontal roll vortex in a crown fire (modified from Haines 1982). Red arrows represent fire-induced horizontal roll. Black arrow represents general ambient circulation.

The JOM publishes submissions in four categories: Article, Short Contribution, Images of Note and Commentary. The JOM is a peer-reviewed, all-electronic journal with an international scope, providing authors with the benefits of economical publication costs and rapid publication following acceptance. If you are interested in submitting a paper to the JOM, [please go to the website for author information](#).

Thank you to the JOM authors, reviewers and editors for continuing to make JOM a success!

41st NWA Annual Meeting: Keynote Speakers

In our last three newsletters we've told you about our keynote speakers for the NWA's 41st Annual Meeting. This month, we are excited to tell you about our fourth and final keynote speaker, Ginger Zee, the Chief Meteorologist at ABC News.

GINGER ZEE

Chief Meteorologist, "Good Morning America"

Ginger Zee is the chief meteorologist on "Good Morning America," reporting on the nation's weather throughout the morning broadcast. Previously she was weather anchor for the weekend edition of "Good Morning America." Additionally, Zee reports across all ABC News broadcasts and digital platforms and serves as chief meteorologist for ABC News.



After graduating with a Bachelor of Science degree in meteorology from Valparaiso University in 2002, Zee began her career at WLAV FM/WXMI in Grand Rapids, Michigan. From 2003-2005, Zee worked at WEYI NBC 25 in Flint, Michigan, then went back to Grand Rapids to work at WOOD-TV where she was part of Storm Team 8, covering the environment, science, and the impact of weather throughout West Michigan. Prior to joining ABC News, she was a meteorologist at WMAQ-Channel 5 in Chicago from 2006-2011, also filling in for several NBC and MSNBC News programs. She served as an adjunct professor at Valparaiso University from 2008-2011.

Rapids, Michigan. From 2003-2005, Zee worked at WEYI NBC 25 in Flint, Michigan, then went back to Grand Rapids to work at WOOD-TV where she was part of Storm Team 8, covering the environment, science, and the impact of weather throughout West Michigan. Prior to joining ABC News, she was a meteorologist at WMAQ-Channel 5 in Chicago from 2006-2011, also filling in for several NBC and MSNBC News programs. She served as an adjunct professor at Valparaiso University from 2008-2011.

Since joining ABC News, Zee has covered almost every major weather event and dozens of historic storms. She broadcasted from the devastated Jersey Shore during Hurricane Sandy, the Colorado floods and wildfires, and covered the wreckage from tornados in Moore and El Reno, Oklahoma. In 2013, she covered extreme weather conditions ranging from the Boston blizzard to the record-breaking heat in Death Valley.

Zee's love of adventure does not stop at studying the atmosphere in the center of the storm. She has gone para-hawking in Nepal, para-glided from the Himalayas to the Andes, dove with sharks in the Bahamas, rappelled 27 stories down the exterior façade of the Wit Hotel in Chicago, went skydiving live on GMA, plus has gone ice boat racing and surfing. Having storm chased since college, Zee has also been a guest with Reed Timmer's TVN team on Discovery's "Storm Chasers" in season four.

Zee is an Emmy Award-winning meteorologist who also holds the CBM Seal for Meteorology. She resides in New York City. Follow her on Twitter: @ginger_Zee; her Facebook Fan Page is: Facebook.com/gingerzeetv

Ginger Zee's keynote speech is titled "Better Communication Means Better Results" and she is scheduled to speak on Wednesday, September 14.

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factoring in the difference



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The
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of
OKLAHOMA

*College of Atmospheric
and Geographic Sciences*

VISIT Norfolk

The heart of the Virginia Waterfront.™

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

Online registration is now closed, on-site registration will open on September 10.

Location: Norfolk, Virginia

41st NWA Annual Meeting
Venue and Hotel:
[Norfolk Waterside Marriott](#)
235 East Main Street
Norfolk, VA



Photo courtesy of Visit Norfolk

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.

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.

[An agenda for the meeting](#) is online.

[Click for hotel information.](#)

The Annual Meeting Program Committee Co-Chairs are:

Ken Carey
ERT, Inc
Laurel, MD 20707
annualmeeting2016@nwas.org

Mike Vescio
NOAA National Weather Service
Pendleton, OR 97801
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The Broadcaster Workshop Program Chair:

Mike Goldberg
WTVR-TV
Richmond, VA 23230
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.

NWA will provide updates on this Web page, on the [NWA Facebook Page](#), [Twitter](#) and other social media. Please use the hashtag [#NWA16](#) for any tweets associated with the 2016 Annual Meeting.



NEW NWA MEMBERS

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

Regular Members:

Christina Bailey
Katy Branham
Jason Cerjak
Ralph Crawford
Megan Dodson
Robert Ryan
Eric Stidman
Erik Zarnitz

Student Members:

Nick Christen
Andrew Cloninger
Bethany Fay
Dale Gentry
Joshua Golub
Kaitlyn Moffett
Paul Mykolajchuk
Jordan Pegram

Dallas Perry
Taylor Plott
Michael Scanlan
Scott Schulze
Tyler Scott
Kerrie Simmons
Ross Stark
Lauren Stuart
Jennifer Thompson

New TV Seal Holders

Congratulations to all of our new Seal holders.



For new NWA Seal holder **Jake Reed**, the draw to weather is natural. He is originally from Jackson, Mississippi, and graduated from Mississippi State in 2012. He is an avid outdoorsman, enjoying hunting, fishing, and even nature photography. He is also a bit of a history and geography buff. Jake is currently a meteorologist with WHNT in Huntsville, Alabama. Prior to WHNT, he worked at stations in Jackson and Columbus, Mississippi, and at KAUZ in Wichita Falls, Texas, where he got something of a baptism by fire: his first day included five hours of wall-to-wall tornado coverage. His work has been recognized multiple times, including a regional Emmy nomination and a statewide award for Best Public Affairs Television.



Pamela Gardner is the weekend morning meteorologist for WBZ-TV News in Boston, Massachusetts. She received her bachelor's degree in telecommunications with a minor in meteorology from Ball State University and started her career at WIPB-TV in Muncie, Indiana. While there, she was nominated for a regional Emmy Award. She enjoys the challenge of forecasting all kinds of weather, and decided to leave the severe storms and tornadoes of the Midwest to experience the nor'easters of New England. When not at work, you can find Pamela with her husband and their dog Champ, exploring everything New England has to offer, including anything sports and food related.



Like many meteorologists, **Clay Ostarly** can point to a single day that ignited his passion for weather: May 8, 1995. As a youngster, he was terrified of the weather, and a historic flood that dumped almost two feet of rain across his home in southern Louisiana prompted him to start watching the Weather Channel. Decades later, he realized the dream of becoming a meteorologist. After studying at the University of Louisiana at Monroe, he went on to work for KNOE in Monroe, Louisiana, and KSLA in Shreveport.



Like many in our industry, **Heather Waldman's** fascination with the weather began in response to a fear of the weather. Dark skies used to send her running for the basement until one of her teachers encouraged her to learn more about the weather. One book led to another and eventually to a career in forecasting. She holds degrees in meteorology and communications from Penn State University and presently works for AccuWeather. She has been live on Fox Business as well as the Big Ten and SEC networks, and when she is not working you might find her hiking.



The TV Seal of Approval has been awarded to **Robert Whitehurst**, meteorologist with WMBF in Myrtle Beach, South Carolina, where he has covered the weather for the last three years. He has been into weather since he was little—instead of watching cartoons growing up, he was tuned into the Weather Channel. He

grew up in Florida and says if he could go anywhere, he would want to visit somewhere with a foot or two of snow, but he would not want to necessarily live there. Prior to Myrtle Beach, Robert earned a meteorology degree from Florida State University and worked for two years in Hattiesburg, Mississippi.

NWA UP CLOSE: Strategic Planning Committee

Grant Tosterud, NWA Student Intern

This is part of a series of interviews with our NWA committee chairs. This interview was conducted by Grant Tosterud, our NWA student intern with Nezette Rydell (pictured), Chair of the NWA Strategic Planning Committee.

What does your committee do, and what are the different aspects and roles of your committee?

The NWA Strategic Planning Committee exists to provide vision and focus to the NWA through the development and recommendation of long-term goals for the Association and presenting them to the Council and Executive Director for consideration. The Committee also provides information and recommendations on issues at the behest of the Council.

What are the committee's goals?

The Committee's goals are to keep the NWA Strategic Plan up-to-date and focused on the three to five year needs of the organization. Additionally, we deliver information and recommendations to the Council to reach the goals outlined in the strategic plan.

What are the biggest projects your committee is working on?

We recently wrapped up recommendations for the Council's consideration on the establishment and funding of scholarships and on the restructuring and reorganization of NWA committees from an administrative perspective.



What is the biggest challenge your committee faces?

One of our challenges is recognizing the challenges facing the NWA as an organization and exploring flexible and appropriate responses to challenges as they arise. Additionally, we try to stay current with structure and operation models of professional organization management as they might be applied to the NWA.

What is the greatest strength of your committee?

Our greatest strengths are the expertise and long experience of committee members, as well as the diversity in experience, age, professional affiliation and perspective of our members.

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

I have learned that there is a tremendous amount of expertise and experience to draw on across the NWA, and that there are so many people willing to volunteer their time, knowledge and resources to move the NWA in positive directions.

PROFESSIONAL DEVELOPMENT & EVENTS

NWA Sponsored Meetings, Conferences & Special Events in 2016

(Click titles for more information)

[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 pages 7](#)).

Other Meetings, Conferences & Special Events

[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.

Newsletter Submissions



We welcome articles from members. Send to: 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/.

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