

NEWSLETTER

National Weather Association

NO. 09 – 2 FEBRUARY 2009

Professional Development: A Lifetime of Learning, Growth, and Greater Impact

The word “professional” means to “...engage in an activity as a means of livelihood or gain”, whereas “development” refers to “...the act or process of developing; progress.” Taken together, “professional development” occurs when people are engaged in a worthwhile activity and getting better or making progress every day to improve themselves or those around them. The on-line encyclopedia Wikipedia says that professional development refers to “...skills and knowledge attained for both personal development and career advancement.

Professional development encompasses all types of facilitated learning opportunities, ranging from college degrees and formal coursework to conferences and informal learning opportunities. Professional development can also be described as intensive and collaborative and should incorporate an evaluative stage. The variety of approaches to professional development in concept and practice make this a challenging activity to not only describe but to put to use. To meet this challenge, the

Professional Development Committee has developed this vision: “*Members of all NWA disciplines always learning from each other to provide and employ the most effective professional tools and techniques that make a*

See PDC, page 6



See it for yourself: www.nwas.org/committees/professionaldevelopment/

The President's Message: Lead-time of a Forecast

This Christmas season, my family and I traveled from Pendleton to Knoxville, Tenn., to visit my wife's family for two weeks. Although it took us about five hours to drive to Portland the day before our early morning flight (normally a three-hour drive in good weather), it was nothing short of a miracle that we were able to get to Tennessee without delay.

The Pacific Northwest was pounded by several snowstorms the week prior, and another major snowstorm was set to move in the day our flight departed. Snow was falling as we boarded our plane, but we were able to take off after a round of de-icing. The next two days became traveling nightmares for people trying to leave both Portland and Seattle, with those

airports basically shut down along with major stretches of the area interstates. The stormy weather continued right through Christmas and beyond across the Pacific Northwest. Washington eventually declared a state of emergency. Many other areas of the country experienced inclement weather and travel delays over the holiday season.

What struck me as impressive was the amount of lead-time provided for these storms. NWS Forecast offices began advertising the potential for significant winter weather five to six days in advance in Hazardous Weather Outlooks and Special Weather Statements. Watches and Warnings had excellent lead

See PRESIDENT, page 6

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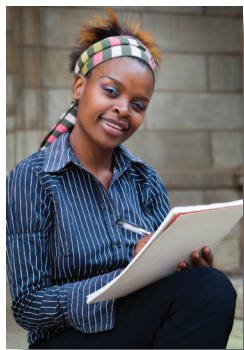
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While at the NWA Annual Meeting in October, consider a visit MacArthur Square in downtown Norfolk!

www.macarthurmemorial.org

Attention Students: NWA Scholarship Applications being accepted *now!*



This spring, the NWA is offering five scholarship opportunities for university students, including a **new** scholarship specifically for broadcast meteorology students.

NWA Scholarship

Application Closing Date

Broadcast Meteorology Scholarship	March 15 th
David Sankey Minority Scholarship	April 15 th
Arthur C. Pike Scholarship	April 15 th
AccuWeather Undergraduate Scholarship	May 15 th
Dr. Roderick A. Scofield Scholarship	May 15 th

Information on all five NWA scholarships is at: www.nwas.org/committees/ed_comm/application/

34th Annual NWA Meeting: *Members Start Your Planning*

The National Weather Association's 34th Annual Meeting will be at the Sheraton Waterside Hotel (www.sheraton.com/norfolk), in Norfolk, Va., Oct. 17-22, 2009.

2009 NWA Annual Meeting Theme

"The Future is Now: New Technologies and Techniques to Support the Weather Enterprise and Society: 2010 and Beyond"

In addition to the theme's focus on new technologies such as advances in radar and severe weather analysis, there will be an emphasis placed on marine and tropical meteorology, military weather forecasting, decision support for high impact events, and societal impacts of weather.

"Procrastination is the bad habit of putting off until the day after tomorrow what should have been done the day before yesterday."

Napoleon Hill

Abstract Submissions

The deadline for submission of abstracts is **June 1, 2009**. Abstracts should be sent via the online form on the NWA Web site at: www.nwas.org/2009abstracts.html. Abstracts will be published in the Meeting Agenda as submitted, so please make sure that they have been carefully reviewed and edited before they are sent in. If you are unable to submit your abstract via the online form, please contact the NWA office at Tel: (919) 845-1546 or e-mail: exdir@nwas.org.

Presenters will be notified regarding the disposition of their abstracts by **Aug. 15, 2009**. Prior to the meeting, an FTP site will be established for authors to upload their audio/visual presentations. This will facilitate a smooth transition from one speaker to the next during the Annual Meeting presentation sessions.

Annual Meeting Hotel

The Sheraton Norfolk Waterside Hotel is a full-service waterfront hotel and meeting center. Located in the heart of a revitalized downtown Norfolk, many attractions and restaurants are located within easy walking distance. More hotel information is at: www.sheraton.com/norfolk.

Rates: Deluxe Guestrooms - \$94 per night (single), \$139 per night (double).

Reserve rooms by calling 1-888-627-8042 and request the National Weather Association 2009 group rate. Reserve your hotel room NO LATER THAN Sept. 16 to obtain the NWA discount rates.

2009 Annual Meeting Leaders

Contact them with suggestions and/or to volunteer to help with the program.

- Annual Meeting Program Committee Chair:
Jennifer McNatt, of the NOAA/NWS Forecast Office, Wakefield, Va.
annualmeeting@nwas.org; (757) 899-5734
- Broadcaster Workshop Program Chair:
Bryan Karrick, KCCI-TV Meteorologist, 888 Ninth Street, Des Moines, Iowa
bkarrick@hearst.com.

The Highlights

Sheraton Waterside Hotel, Norfolk, Va.,

June 1: Abstract deadline

Sept. 16: End of group rates for Sheraton rooms

Oct. 17 - 22: The Annual Meeting

More Information

Details on exhibits, special accommodations, registration and the overall meeting program will be online at www.nwas.org or contact the NWA office at (919) 845-1546 or exdir@nwas.org.

Count the Stars, Help Save the Night: March 16 - 28 (Broadcasters Take Note!)

Looking for a great community-building activity to engage your viewers and earn you points with station management? Then consider giving some air time to "GLOBE at Night," which runs from March 16-28.

Now in its fourth year, "GAN" is essentially a worldwide star-counting activity targeted primarily to schools. But it's a great family activity that anyone can do — no telescopes or optical equipment is needed. All it takes is

30 minutes and a clear evening sky.

Participants use simple sky charts to determine how many stars they can see in the constellation Orion, then they send their results to an online database. These star counts show how light pollution affects our view of the nighttime sky — the fewer stars seen, the worse the light pollution is at that location. You can challenge your viewers (or the classrooms you visit) to blanket your viewing area with

sightings, and then download and display a local map showing the results. In the process, you'll be helping scientists gauge the extent of light pollution.

Globe at Night is just one of many skywatching activities planned for 2009, which is being celebrated worldwide as the International Year of Astronomy (IYA). It was 400 years ago, in 1609, that Galileo used his crude telescopes to make revolutionary cosmic discoveries that forever changed our perception of the universe.

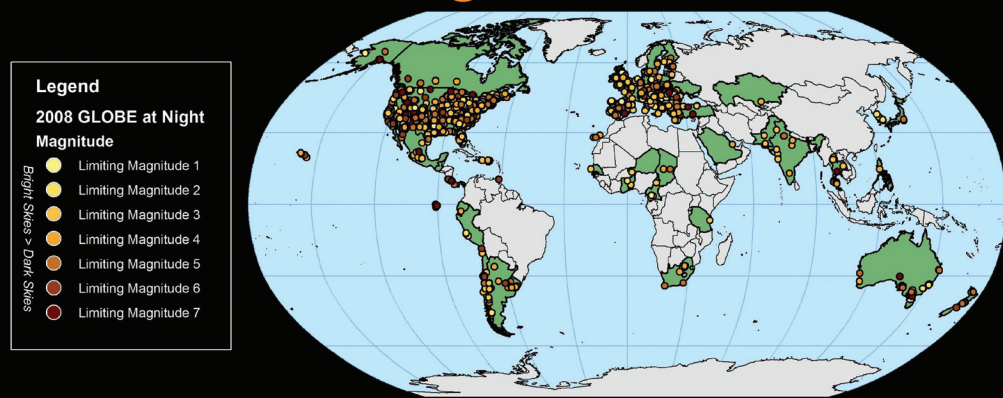
J. Kelly Beatty
Senior Contributing Editor,
Sky & Telescope

Learn more about the program at:
www.globe.gov/GaN

Download at instruction package at:
www.globe.gov/GaN/GaN2009ActivityPacket_Family.pdf

Other IYA activities listed at:
<http://astronomy2009.us>

GLOBE at Night 2008 Results



So What Did You Think? NWA Membership 2008 Survey Results

Compiled by Cynthia A. Nelson, NWA Asst. Exec. Director

By the middle of 2008, about 38 percent of the members (1,069) responded to the 2007 NWA Survey. About half of the membership responded to the 2003 survey. The 2008 survey questionnaire was included as part of the 2007 annual dues statement mailed near the end of 2007. Not all members provided responses to all of the survey questions. We will share results of the survey in this and future Newsletters.

The format starts with the survey question (in orange) followed by response options, which may include a figure. Actual number of responses on a question or part of a question are included. Gender numbers and trends, job demographics for members and the location of NWA members were derived from the 2008 NWA membership database.

Member Participation

Read, Attend or Visit - Total Responders: 3931

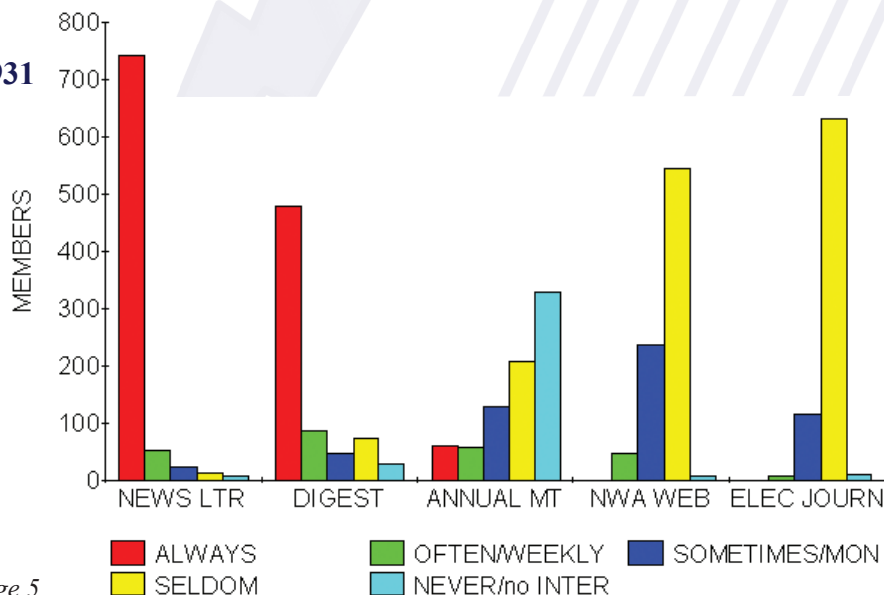
How often do you read, attend or visit:

The Newsletter
The Digest
The Annual Meeting

Choices: Every issue, Every other issue,
Every 3-4 issues, Rarely, Never

The NWA Web site
The Electronic Journal

Choices: At least once a week, At least once a month,
Seldom, I don't have Internet capability



See SURVEY, page 5

Outlook and Update: The Future of Remote Sensing

Many presentations and posters from the 2008 NWA Annual Meeting are now available on the NWA Web site. Among those were visionary presentations meant to glimpse the future of weather observing/sensing and weather forecasting/services. Our committee reviews and updates many remote sensing items on the near and far horizons below.

NWA Remote Sensing Committee

Next-generation atmospheric profiler network

The National Oceanic and Atmospheric Administration (NOAA) profiler network will undergo modernization to change the operating frequency (from 404 MHz to 915 MHz) such that they do not conflict with new replacement GPS satellite constellations' SARSAT receivers. Two companies, Vaisala and Applied Technologies Inc., are developing profilers for consideration in the new network. More details can be found at:

- Vaisala ~ www.vaisala.com/weather/products/windprofilers
- ATI ~ www.apptech.com/

Each company will build a prototype system for evaluation and testing by the end of 2009. A contract award is expected by the end of 2010. Profiler operations will be transferred to the Radar Operations Center in Norman, Okla., in 2012.

Current NWS RADAR Network

There is some good to know and interesting information in the latest issue of *NEXRAD Now* (Autumn/Winter 2008, Issue 18). It discusses the effects of wind farms on radar returns which is an increasing concern (see graphic at right). Other info such as automating the radar, clutter mitigation decision algorithm, et cetera is also covered. Download it at www.roc.noaa.gov/nnow.asp along with other back issues of *NEXRAD Now*.

Other information not directly linked from the above publication, discussing wind farm impacts of some interest:

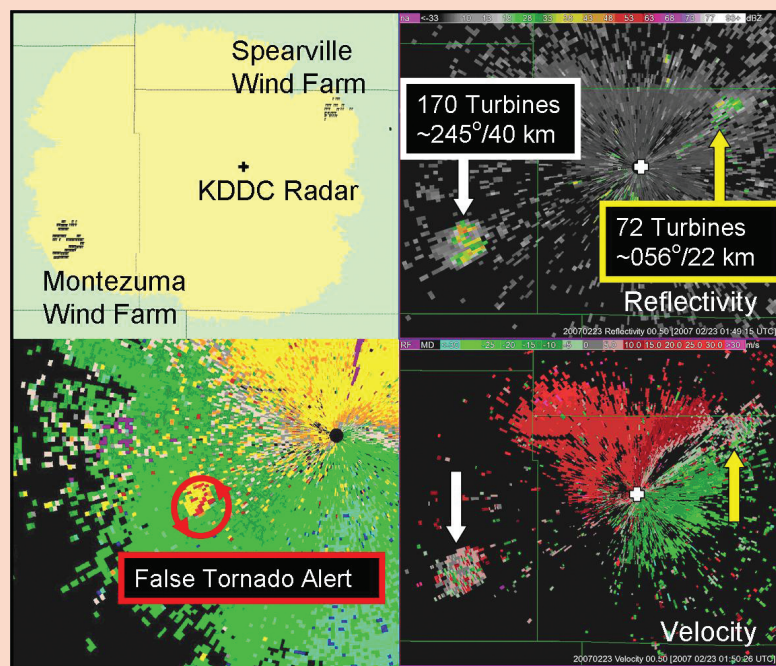
www.roc.noaa.gov/WindFarm/Misc_Imagery.ppt#258,1,Slide 1

www.roc.noaa.gov/windfarm/Impacts.pdf

Dual-polarization modification to WSR-88D network

The L-3/Baron Services team has completed the Critical Design Review (CDR) for the NEXRAD Dual Polarization Upgrade Program. Integration and Test for the first dual polarization WSR-88D prototype is scheduled to begin in June/July of 2009 at KOUN in Norman, Okla.

Based on the current schedule, conversion of NEXRAD sites to dual-polarization is planned to be completed by the end of Fiscal Year 2012. For more information the Baron Services Web site at: www.baronservices.com/news_pdf/NWS_Baron.pdf.



Graphic courtesy of Tim Crum, Ed Ciardi and John Sandifer of the NOAA/NWS Radar Operations Center.

GOES and GOES-R

Current GOES spacecraft have experienced anomalies during November and December. NESDIS controllers used GOES-13 imagery to replace data outages from GOES-12 until early January when GOES-12 was restored to primary service. The spacecraft anomalies involved the thrusters used for station-keeping maneuvers and orbital corrections.

On Dec. 2, NASA announced a \$1.1 Billion GOES-R contract award to Denver-based Lockheed Martin Space Systems for two R-series with two one-spacecraft options. The spacecraft are expected to be launched in 2015.

Details can be found at:

www.lockheedmartin.com/news/press_releases/2008/1202ss_GOESR.html

www.rockymountainnews.com/news/2008/dec/02/lockheed-wins-major-satellite-contract/

Since the announcement, Boeing has filed a contract award protest that forced NASA to suspend work under the GOES-R contract.

NPOESS

The National Polar-orbiting Operational Environmental Satellite System (NPOESS) program continues to investigate alternatives for meeting imaging requirements given that problems with the Visible/Infrared Imager/Radiometer Suite (VIIRS) VIIRS remain (see <http://npoess.noaa.gov/index.php>).

GeoEye (www.geoeye.com)

The GeoEye-1 satellite was successfully launched Sept. 6, 2008. GeoEye is the premier provider of satellite and aerial imagery, geospatial information (information referenced to a specific location), geospatial products and solutions for the national security community, strategic partners, and commercial customers helping them better map, measure and monitor the world. GeoEye's world is one seen through our Earth imaging satellites—GeoEye-1, IKONOS and OrbView-2, two mapping aircraft and a global network of regional partners and satellite receiving ground stations. GeoEye's geospatial information supports key industries, including national intelligence, defense and security, air and marine transportation, oil and gas, environmental monitoring, on-line mapping, insurance and risk management, urban planning and emergency preparedness.

Images of interest to NWA members are located in their gallery under natural disasters. Recent event imagery includes Greensburg, Kan., tornado damage, Hurricane Ike damage, midwest flooding, Tsunami damage in Indonesia, Hurricane Katrina and a very large wildfire scar southwest of Denver.

Images of the 2009 Presidential Inaugural are at: <http://geoeye.mediaroom.com/index.php?s=43&item=314>.

GPS and Next Generation GPS

GPS III satellites will start to be launched in 2010, in what will be a multibillion-dollar market by Boeing or Lockheed Martin.

New Remote Sensing Training Released

COMET (www.comet.ucar.edu) has released the following new modules since Oct. 1, 2008:

- Advanced Satellite Sounding: The Benefits of the Hyperspectral Observation
- Percepción remota por microondas: aplicaciones de superficie terrestre y oceánica
- GOES-R: Benefits of Next-Generation Environmental Monitoring

For more on the Remote Sensing Committee:

www.nwas.org/committees/rs

SURVEY, from page3

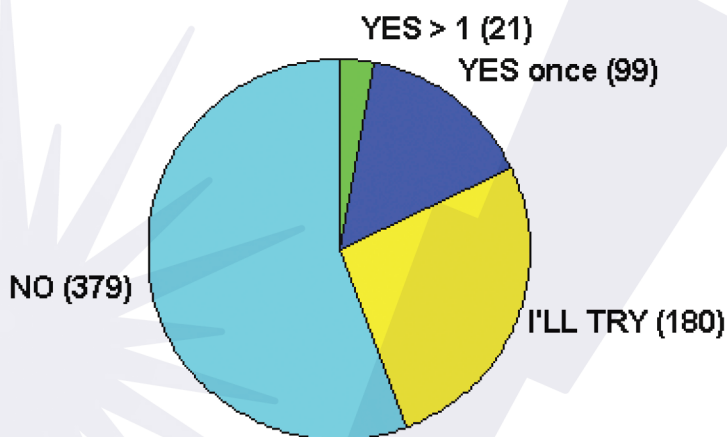
Planned Member Submissions To NWA Pubs and/or Annual Meetings Total Responders: 679

One of the main objectives of the NWA is to give members opportunities to share studies, technical reports, meeting summaries, news and correspondence through the printed publications, Web pages and the annual meeting. When submissions do not come in, the publications are delayed. Recent improvements to our publications and Web pages better display NWA's professional expertise. Over the next two years, will you plan on making at least one submission to the Newsletter, National Weather Digest, Annual Meeting, The Electronic Journal of Operational Meteorology or other Web site pages?

Choices:

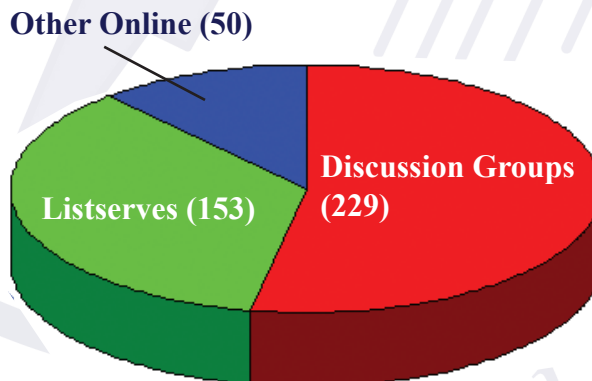
YES, more than one
I'll try

YES – at least one
No, but I'll recommend others submit



Increase Internet Use Total Responders: 432

Should the NWA offer more Internet capabilities such as discussion groups, listserves or other online opportunities?



PRESIDENT, from front

times. In addition, media coverage both national and in the Pacific Northwest was outstanding. The broadcast meteorologists emphasized the magnitude of the upcoming storms and continued enhanced coverage during the events.

Advances in numerical weather prediction have allowed the meteorological community to provide longer-range forecasts with more accuracy and warnings with more lead-time. The public has grown accustomed to a high level of service like that provided over the holiday season. Early in my career, NWS forecast offices issued public forecasts only out to five days. I can vividly remember back to my forecasting days in Raleigh when in March 1993, a senior forecaster made a gutsy move

and issued a Special Weather Statement for a potential big storm in day five. This storm turned out to be the “March Superstorm” or “Storm of the Century”

that crippled much of the eastern United States with tremendous snowfall and high winds. That forecaster was criticized by some of the other forecasters on staff for issuing a special statement on a possible storm “way out” in the day five period, but obviously it turned out to be the right thing to do. Today this action would not even raise an eyebrow; in fact it would be expected. Several days of lead-time for major storms is now the norm. Site-specific 15-day forecasts are now offered by some private firms free of charge on the Internet. This level of service would not be possible without the increased sophistication and reliability of today’s numerical models.

As we look to the future, long lead-time forecasts by today’s standards will no longer suffice as decision-makers require more accurate and timely weather information. Thus, it is appropriate that this year’s Annual Meeting focuses on the future, because the future is now! The weather enterprise must position itself now to meet the future demands of its diverse customer base.

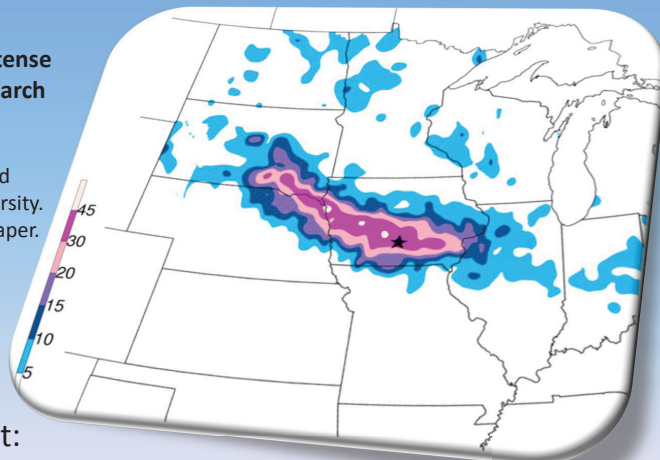
Mike Vescio, President



New EJOM Paper Published

A new paper has been published in the Electronic Journal of Operational Meteorology. It is entitled
"The Evolution of Mesoscale Ingredients that Created an Intense Mesoscale Snowband on 15 March 2004 in Des Moines, IA."

The authors are Emily B. Berndt and Charles E. Graves of St. Louis University. To the right is an image from the paper.



Access the paper at:
www.nwas.org/ej/index.php

48-h snowfall map of cooperative observer (COOP) data ending at 1200 UTC 16 March 2004. The black star indicates the location of Des Moines, IA. Units are in cm.

PDC, from front

significant and positive impact on producing world class operational environmental products and services."

Our calling to meet the NWA mission, “*supporting and promoting excellence in operational meteorology and related activities*”, is a noble one and worth our efforts to enhance our professionalism — there are no shortcuts. In fact, to advance weather forecasting as an applied science requires years of continuing education and training.

We’ve seen major advances in development, education and training across all parts of our profession. The Cooperative Program for Operational Meteorology, Education and Training (COMET) uses residence and on-line courses, and other training offerings to promote career development. Other continuing education and training opportunities exist through conferences or other meeting participation, review of formal and informal publications, and formal and informal education and training opportunities available to each one of us through our employers, or on our own initiative. It is vital that each of us strive to become better at our profession by asking questions and working to learn more. This learning can then be applied in our various jobs to advance our profession and improve service to our customers. One way that we hope to help is through our new informational Web offering.

The Professional Development Committee will be publishing regular articles on professional development opportunities, informational pieces and tips in the NWA Newsletter; we hope they will enhance the way we all conduct and go about our business. To do this, we need your help. Please provide your ideas, tips, techniques and — most importantly — your experiences in the form of short testimonials that highlight beneficial examples of professional development. Check out our site, www.nwas.org/committees/professionaldevelopment/index.php at your earliest opportunity. We welcome your feedback, comments and suggestions — please send input to kcarey@noblis.org and help us begin developing together.

Ken Carey, Chair
Professional Development Committee

Wanna know more about what your fellow NWA members think? Stay tuned ... we’ll publish more survey results like those on page 3 in future Newsletters!

Professional Development Opportunities in 2009

34th Annual Northeastern Storm Conference: March 6 – 8

Sponsored by the Lyndon State College American Meteorological Society (AMS) and the National Weather Association (NWA) Chapter. Dr. Joshua Wurman will be the banquet speaker and Wendy Abshire will be the invited speaker at the Ice Breaker. Abstracts are due by Jan. 30. Go online for more information: <http://apollo-dev.lsc.vsc.edu/ams/index.php?page=nesc>.

2009 Alaska Weather Symposium: March 10 – 12

This symposium will be held in Fairbanks, Alaska. More information is available at <http://weather.arsc.edu/Events/ASW09>.

2009 TESSA National Storm Conference: March 14

This free public event features the 3rd annual Super Storm Spotter Session that provides the highest level of training available to storm spotters anywhere in the country. The session will be presented by Ft. Worth NWS Warning Coordination Meteorologist Gary Woodall. Watch the TESSA Web site www.tessa.org for a complete list of presenters.

7th Annual Climate Predication Applications Science Workshop: March 24 – 27

This workshop will be held in Norman, Okla., at the National Weather Center. Visit <http://climate.ok.gov/cpasw/> for details or call Diane Perfect at (301) 713-1970 ext. 132.

The 2009 Southeast Severe Storms Symposium: March 27 – 28

The 8th annual symposium sponsored by the East Mississippi Chapter of the NWA and AMS. Details are online at: <http://www.msstate.edu/org/nwa/sympos.shtml>.

7th Annual Great Lakes Meteorology Conference: March 28

This conference sponsored by the Valparaiso University AMS/NWA Chapter and will take place at Strongbows Inn located in Valparaiso, Ind. The keynote speaker will be Dr. Tim Marshall from Haag Engineering. Abstracts due Feb. 8. Learn more at www.valpo.edu/organization/nwa/index.html.

13th Annual Severe Storms and Doppler Radar Conference: Tentatively scheduled April 2 – 4

Sponsored by the Central Iowa Chapter of the NWA, conference information will be posted at www.iowa-nwa.com.

13th Annual Northern Plains Weather Workshop: April 7 – 8

The Workshop will be held in Rapid City, SD, and is sponsored by the NWS and the SD School of Mines and Technology. Invited talks will be given on VORTEX2, dual-polarization radar, incident support meteorology, tower strikes and high-speed lightning photography, and climate services and mesonet applications. Abstracts are due 1 March 2009. Details are available at: <http://www.ias.sdsmt.edu/NPWorkshop/index.htm>.

23rd AMS Conference on Weather Analysis and Forecasting/19th AMS Conference on Numerical Weather Prediction: June 1 – 5

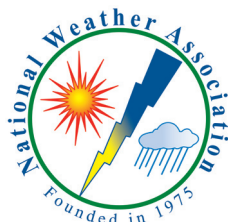
Jointly sponsored by the AMS and the NWA, this will be in Omaha, Neb. It is organized by the AMS Committee on Weather Analysis and Forecasting with assistance from the NWA Committee on Weather Analysis and Forecasting.

Inland Impacts of Tropical Cyclones Conference: June 10 – 12

The Conference, hosted by the Metro Atlanta NWA/AMS Chapter, will be held at the Westin Peachtree Plaza in Atlanta, Ga. Oral presentations are solicited around the broad theme of the inland impacts of tropical cyclones. For further information contact the program chairperson: Trisha Palmer (trisha.palmer@noaa.gov) or visit Web site: (<http://www.ametsoc.org/chapters/atlanta/iitc.htm>).

34th NWA Annual Meeting: Oct. 17 – 22

The 34th NWA Annual Meeting will be held at the Sheraton Waterside Hotel in Norfolk, Va. See page 2 for more.



NWA Trivia

Membership dues at the NWA's creation in 1976 were \$5.
In August of that year, NWA has 644 members.

Weathercasters Seal the Deal

The NWA members listed here were granted the NWA Broadcaster's Seal of Approval between May 2008 and January 2009 — we applaud their efforts in achieving this great accomplishment!

The first Seal number indicates the year the seal was awarded; the next two numbers the month it was awarded, and the last three numbers are a successive number (numbers began with 101).



Name	Station	Location	Seal Number
Josh Blumenfeld	WKBT	La Cross, Wisc.	805964
David T. Baxley	KSWO-TV	Lawton, Okla.	806965
Eric Finkenbinder	WHTM ABC 27	Harrisburg, Penn.	806966
Wesley D. Callison	WWMT NEWS CHANNEL 3	Kalamazoo, Battle Creek, Grand Rapids, Mich.	806967
John Sauder	CTV	Winnipeg Manitoba Canada	806968
J C Fultz	WAND TV	Decatur, Ill.	809969
Kyle Underwood	WOOD TV 8	Grand Rapids, Mich.	810970
Pete Caggiano	CENTRAL FLORIDA NEWS 13	Orlando, Fla.	811971
Tracy Sinclair	KTUU-TV	Anchorage, Alaska	901972
Jason Kelley	WJHG-TV	Panama City Beach, Fla.	901973
Dave Williams	WCIV ABC NEWS 4	Conway, S.C.	901974

Dates 2 Remember

March 6 – 8: 34th Annual Northeastern Storm Conference

March 14: TESSA National Storm Conference

March 24 – 27: 7th Annual Climate Prediction Applications Science Workshop

March 27 – 28: 2009 Southeast Severe Storms Symposium

March 28: 7th Annual Great Lakes Meteorology Conference

April 2 – 4: 13th Annual Severe Storms and Doppler Radar Conference

April 7 – 8: 13th Annual Northern Plains Weather Workshop

Oct. 17 – 22: NWA Annual Meeting, Norfolk, Va. (page 5)

See page 7 or www.nwas.org/events.php for details on these and additional Professional Development Opportunities!

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Submit newsletter items directly to the NWA office or to nwnewsletter@nwas.org. Material received by the 25th will be considered for the next month's issue.

Members receive the Newsletter and *National Weather Digest* as part of their regular, student or corporate membership privileges. Newsletter subscriptions are available for \$18 per year plus extra shipping costs outside U.S. Single copies are \$1.50. **Please send address, phone number, email and affiliation changes to assist@nwas.org.**

National Weather Association
228 W. Millbrook Rd.
Raleigh, N.C. 27609-4304
 Supporting and promoting excellence in operational meteorology and related activities since 1975.