



NWA NEWSLETTER

INSIDE

NWA Awards	2
JOM Images of Note	2
President's Message	3
New Members	3
Look Back at Our History	4
June Weather Events	5
High Plains Chapter News	5
Annual Meeting Sponsorship	5
Heat Advisory	5
40th Annual Meeting Information and new On-line Registration	6
Know the NWA Quiz	6
Professional Development	7
Golf Outing	7

IMPORTANT DATES

August 12 - 13
17th Annual High Plains Chapter
Conference

August 25-27
2015 Great Lakes Operational
Meteorology Workshop

September 15
Last day for discounted Annual
Meeting registration and exhibit booth
prices ([see page 6](#))

October 17 - 22
40th NWA Annual Meeting
([see page 6](#))

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

APEX Award

The NWA Newsletter team of Janice Bunting, Hulda Johannsdottir and Winnie Crawford won an [APEX 2015 Award of Excellence](#) for the National Weather Association (NWA) Newsletter.

APEX Awards are based on excellence in graphic design, editorial content and the ability to achieve overall communications excellence. APEX Grand Awards honor the outstanding works in each main category, while APEX Awards of Excellence recognize exceptional entries in each of the individual categories.

There were almost 1,900 entries with 82 Grand Awards honoring outstanding work in 11 major categories, and 749 Awards of Excellence recognizing exceptional entries in 100 subcategories. The NWA Newsletter won the award in the Electronic and Email Newsletter category.

Congratulations to the Newsletter team that also includes NWA Intern Grant Tosterud and our freelance designer, Mollie Doll. We are grateful to everyone who contributes articles to the Newsletter!!

AWARD OF EXCELLENCE



Newsletters - Electronic & Email

National Weather Association

Janice Bunting, Executive Director
Hulda Johannsdottir, Communications Coordinator

**Winnie Crawford, Member/
Technical Newsletter Editor**

National Weather Association



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Making Waves In Norfolk Richard Okulski, NWS Caribou

Imagine the ocean rising 5 to 10 feet above the typical sea level due to an approaching hurricane or Nor'easter. This rise is due to the combination of storm surge and tide. Next, imagine 15 to 25-foot waves crashing on to the shoreline above this sea level rise. Battering waves from extreme tropical and winter storms cause millions of dollars in damage to shoreline property and can kill people who do not respect the power of the sea.

Meteorologists, life guards, university professors, and emergency managers met in Norfolk, Virginia, April 14-16 for the [NOAA Coastal Hazards Resilience Workshop](#). The participants discussed the impacts of rip currents and battering waves (wave run-up) on people and property. An objective to forecast wave run-up is a NOAA Hurricane Sandy service assessment finding and recommendation that is still unmet.

Workshop planners provided a mix of participant presentations in the morning and breakout sessions in the afternoon. The breakout sessions addressed technical and service challenges to expanding rip current and wave run-up forecast programs. Several participants told the planners

that this workshop was among the best they attended in the past 20 years.

The highlight of the workshop was a field exercise led by NOAA forecasters John Cannon and Tony Mignone. They provided hands-on training to NOAA employees from Puerto Rico to Alaska concerning the development of wave run-up forecast sites. As part of the hands-on training, John Cannon and NWS Caribou Meteorologist In Charge Rich Okulski stepped into the 50-degree ocean in order to get low water measurements.

NOAA employees left Norfolk with a commitment to provide national nearshore wave model guidance from the National Centers For Environmental Prediction at all participating offices by December 2015. Wave run-up will likely be incorporated into long term agency planning and funding in Fiscal Year 2017. We reached these commitments less than three years after Maine NWS forecasters set up the first forecast sites. Plans for the winter of 2015-16 include a test and evaluation of existing forecast sites in experimental operations.

NWA AWARDS: A GREAT WAY TO REWARD EXCELLENCE

Recognize your peer's accomplishments in meteorology and related fields by nominating them for an NWA Award. Nominations are being accepted through July 30.

The award categories are:

- Operational Achievement Individual Award
- Operational Achievement Group Award
- Member of the Year Award
- The Dr. T. Theodore Fujita Research Achievement Award
- Walter J. Bennett Public Service Award
- Public Education Award
- Broadcaster of the Year Award
- Aviation Meteorology Award
- Local Chapter Award
- The Larry R. Johnson Special Award
- J. Kevin Lavin Leadership Award
- Special Lifetime Achievement Award
- Special Achievement Award
- Special Appreciation Award
- Lifetime Membership Award



President Jeff Craven presents the Walter J. Bennett Public Service Award to Sara Stone and a Special Lifetime Achievement Award to Charles A. Doswell III.

[Nominate someone today: Nomination form](#)



The 2014 NWA Annual Award and Student Presentation Award winners, or their delegates, with NWA Leadership. Left to right: Bruce Thomas, Mike Eckert, Mike Bettes, Leah Campbell, Trevor Boucher, Sara Stone, Matthew Lammers, Aisha Reed Haynes, Matthew Mahalik, Jessica Tomaszewski, Michael Brown, Benjamin Toms, Jeff Craven, John Banghoff, Jon Zeitler, Chuck Doswell, Lans Rothfusz, Jeff Evans, Andy Foster, Alex Gibbs, Janice Bunting.

New JOM Images of Note

A new Image of Note has been published in the NWA's Journal of Operational Meteorology (JOM) since last month's Newsletter.

JOM 2015-9: A Swirl in the Clouds near Santa Cruz Island

by Bradley M. Muller and Christopher G. Herbster.

On 16 July 2006, a commercial pilot flying a coastal route between Anaheim and San Francisco, California, observed and photographed a cyclonic swirl in the stratus clouds near Santa Cruz Island. This photograph was provided by a colleague of the pilot, with an inquiry as to what these unusual cloud formations might be. This paper aims to answer that question as well as to present this unusual image and discuss the meteorology of the phenomenon depicted.

The JOM publishes submissions in four separate 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, go to the website [for author information](#). Thank you to the JOM authors, reviewers and editors for continuing to make JOM a success. You can read papers by logging on to the [NWA Member Portal](#) and clicking on the JOM link under Additional Member Resources on the right.



Flood Warning and Taking Action

By Elizabeth Page

The "Turn Around Don't Drown®" public service announcement has been heard many times recently. Widespread flooding is making headlines and the tragedy of loss of life is being reported. This spring highlights the importance of the messaging supplied by our members.

The Turn Around Don't Drown message encompasses both the call to action and the consequences of not heeding this advice. It's a simple message, easy to remember and easy to pass along. I've heard it on TV over and over - it's great to see such a unified effort across the operational community as well as from emergency managers and other government officials to encourage the public to be aware and to take appropriate action.

One of the challenges with flooding is that the situation often seems much more innocuous than it actually is. People don't realize how dangerous the situation can be until they are in the middle of it. A road covered in water may look like a puddle that can be easily traversed. While underneath the water, the road may be washed out, or much deeper than it seems. Our members have worked tirelessly to educate the public of the dangers flooded waterways present. I have recently wondered how many lives have been saved by those messages. That number is a metric more difficult to quantify. We only hear of those who are caught in the dangerous situations.

Heeding the warnings is challenging. With flooding, I think that focusing education on how to identify dangerous situations and explaining the physics of the power of water has been very effective. The idea that 6 inches of rushing water is enough to knock someone off their feet was surprising to me. Also, people have a sense of security in their cars that turns out to be false. Since 12 inches of water is enough to float a small car and 24 inches can carry away most vehicles, people are not as safe as they may think. Demonstrating this through computer animations and video of vehicles in flooded area are great examples of ways to convey the danger.



I recently saw an animation shared by the NWS office in Boise, Idaho, on Facebook that illustrated these ideas very effectively. [It is available on the NWS Flood Safety page.](#)

As always, our message is more powerful when it is presented from many fronts. All parts of our membership work together to present a strong, unified message to help keep our customers safe and encourage them to make good choices. The key is to help people to stop thinking about where they are heading and why they need to get there long enough to consider the risks before driving through water over a road.

It has been a busy spring for most of you. As summer arrives with vacationers out and about we will watch for the continued risk of flooding. There's always active weather occurring to keep our members busy. I wish you the best as you continue your efforts to keep the public safe.



http://www.nws.noaa.gov/com/weather-readynation/#.VS_S15Nd98k

NEW NWA MEMBERS

*The following
joined the NWA in May:*

Regular Members

Howard Dortch
Nicholas Esposito
Addison Green
Mark Hughey
Patrick Hyland
Michael Layer
Chris Manly
Erinanne Saffell
Greg Schoor
Steven Simpson
Tyler Southard
Michael Wyllie

Student Members

Curtiss Burnett
Dustin Coffell
Chris Dickman
Allen Dyess
Arden Gregory
William Haenni
Marilyn Jones
Kyle Meier
Keshia Rice
Logan Saucer
Timothy Schmidt
Mary Wright

A Look Back at Our Presidential History

The National Weather Association is celebrating its 40th Anniversary this year. The NWA Office reached out to past presidents and asked them for their most memorable or favorite moment from their time as NWA President. In last three editions of the NWA Newsletter, we shared memories from past presidents. This month we continue our walk down memory lane with Tim Crum and Michael Vescio.



Timothy D. Crum

NWA President 1991

Many significant accomplishments took place during my year as NWA president, such as:

- The NWA leadership team finalized the strengthened NWA Broadcast Seal guidelines, including re-certification requirements that were instituted in 1992.
- An increase in the number of NWA members.
- Planning began for Sol Hirsch's, NWA Executive Director, 1992 retirement—which ultimately led to NWA "headquarters" moving from the Washington DC area to Alabama, Virginia, North Carolina, and recently to Norman, Oklahoma.



My most memorable moment was when Mr. Len Snellman agreed to be the speaker at the 1991 NWA Annual Meeting Awards Banquet. Len was a charter NWA member and highly respected throughout the weather community. He spent 39

years as a meteorologist for the Air Force and National Weather Service (NWS), including 17 years as the Chief Scientist for the NWS Western Region.

Len's Banquet presentation "An Old Forecaster Looks at Modernization – Pros and Cons" was an enlightening look back to his early years in forecasting to bring us relevant lessons learned for the forecasters of the 1990's and beyond. In the April 2015 NWA Newsletter, "President Page's Message", Elizabeth Page provided more information about and current applicability of Mr. Snellman's presentation. Len wrote an invited-summary of his presentation, published in the [National Weather Digest, Volume 16 Number 4, November 1991.](#)

Thank you for the opportunity to serve the NWA.

Michael D. Vescio

NWA President 2009

"What I remember most and am most proud of the council for during my tenure was taking a bold step at the mid-year meeting in Omaha by deciding to move some of our services to a digital format and to develop a member portal. We hired an outside contractor as a facilitator for the Omaha meeting and he helped us make critical decisions that laid the groundwork for where we are today. It was a necessary move to improve our financial health as an organization and to improve future services. The Council did great work in 2009!"



JUNE WEATHER EVENTS



Source: National Weather Service preliminary climatological and hydrologic data

THE HIGH PLAINS NWA CHAPTER MINUTES

William Taylor, President
Tim Burke, Secretary

The NWA High Plains Chapter held a meeting on March 24, 2015, in Norton, Kansas, at the Norton Library at noon and had a presentation by P. Grady Dixon, Associate Professor from Fort Hays State University. Professor Dixon presented a talk titled "Tornado Alley, Dixie Alley and Other Examples of How We Confuse the Public About Tornado Risks." He showed how much variability exists among online maps of tornado activity, demonstrated how different sources display the "Tornado Allies", and how this misleads the public on the tornado risks. Professor Dixon reported tornadoes with respect to their length, per season, and storm speeds. His conclusions were:

- 1) Tornado risk cannot be measured by simply counting their occurrences
- 2) The path length, speed, and seasonality are more important to tornado risk
- 3) Tornado climatology is historically bad
- 4) There are seasonal differences in characteristics of tornado speeds and paths.

The presentation was followed by an open question and answer period.

The group had lunch and held their meeting at Destination Kitchen. The meeting began at 1:37 p.m. There were 14 members present, with two new members from the Goodland, Kansas, NWS office (GLD) and one new member from North Platte, Nebraska. The upcoming High Plains Conference was updated by Scott Menzter, the Meteorologist in Charge at GLD. [The conference web page](#) has been updated with new conference information. A location has been reserved, conference registration will be \$75, and keynote speakers for the conference and the banquet have been secured. High Plain offices are encouraged to let Scott.Menter@noaa.gov know soon how many will attend so he can make arrangements. Members were encouraged to participate in the Plains Elevated Convection At Night (PECAN) project this summer from June 1 to July 14. The chapter voted to apply for the NWA Chapter of the Year award, and to pay the national AMS and NWA dues for our President, William Taylor. The meeting adjourned at 1:55 p.m. The next meeting will be held in late June.

www.highplains-amsnwa.org

Annual Meeting Exhibit Space and Sponsorships

Showcase your business or organization at the
NWA 40th Annual Meeting Exhibit Hall
Oct. 18-20, 2015, in Oklahoma City.
NWA Corporate Members get a discounted
booth for \$800.

Want to be a meeting sponsor?

Some sponsorship options include a
discounted or complimentary exhibit
booth and
advertising options.

[The meeting page has the details.](#)

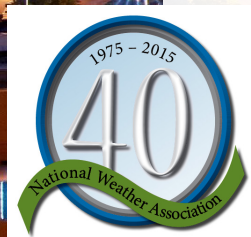


Photo is courtesy of the Oklahoma City Convention & Visitors Bureau

ASPCA

120°

Within 30 minutes,
the car's interior
can climb from
85° to 120°.

102°

On an 85° day,
it only takes **ten
minutes** for the
inside of your car
to reach 102°.

90°

Even if the temperature
outside is only 70°, the
inside of your car may
be as much as 20
degrees hotter!

It's Hot Out!
Don't Leave Your Pet in the Car!



Pets most at risk for overheating are young,
elderly or overweight animals, those
with short muzzles and those with
thick or dark-colored coats.

A car may overheat even when
the windows have been left
open an inch or two.

Shade offers little
protection on a hot day
and moves with the sun.



Many states and local governments have laws that prohibit
leaving an animal unattended in a motor vehicle under
dangerous conditions, which includes hot days. Your car
could be damaged or you could be charged with a crime.



If you see an animal in a car on a hot
day, try to locate the owner, or call 911!
Stay by the car until help arrives.

40th NWA Annual Meeting



SkyDance pedestrian bridge and downtown Oklahoma City.

It's our 40th Anniversary!
Power of the Past; Force of the Future

October 17 - 22

**Cox Convention Center
Oklahoma City, Oklahoma**

Schedule of Events

Saturday Oct. 17 - NWA Golf Outing & Climate Workshop

Sunday Oct. 18: Broadcast Meteorology Workshop

Sunday Oct. 18: 8th Annual Student Session

Oct. 19-22: General Sessions

Wednesday Oct. 21: NWA Annual Awards Luncheon

On-Line Registration NOW OPEN!!

[Click here to register for the Annual Meeting](#)

Location

Conference Hotel: [The Renaissance Oklahoma City Convention Center Hotel](#)

Reservations [may be made online](#), or by calling (800) 468-3571 and telling them you are attending the National Weather Association Meeting. The room block is open until 18 September 2015 or until full.

Conference Venue: Cox Convention Center in downtown [Oklahoma City](#)

Abstracts

Thanks to all who submitted abstracts. *Over 360 were submitted by the final deadline!*

The Program Committee will notify presenters, via e-mail, regarding the disposition of their abstracts by the first week of June.

A preliminary agenda will be posted on the NWA website by early August for presenters to review.

Program Chairs

Program Committee

Co-Chairs:

Dr. Patrick Marsh

Techniques Development Meteorologist

NOAA/NWS/NCEP Storm Prediction Center

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Broadcaster Workshop

Program Chair:

Mike Goldberg

WTVR-TV

Richmond, VA 23230

mgoldberg@wtvr.com

Watch the [meeting webpage](#) for updates on hotel accommodations, exhibits, and more, or contact the NWA Office at (405) 701-5167 or exdir@nwas.org

Stay Connected!

Meeting updates will be posted on these NWA social media sites:

[Annual Meeting page](#)

[Annual Meeting Facebook page](#)

Twitter: twitter.com/nwas

Google+: <https://plus.google.com/115267406833207403491/posts>

Meeting hashtag: #Nwas15



KNOW THE NWA QUIZ!

1. What year was the NWA website created?
a)2002 b)1998 c)2000 d)1995

2. How much were Individual Membership dues in 1976?
a)\$3 b)\$5 c)\$10 d)\$15

(Answers on page 7)

3. When did the NWA move its headquarters from Raleigh, North Carolina, to Norman, Oklahoma?
a)2010 b)2001 c)2014 d)1995

4. How many attended the First Annual NWA Meeting at Andrews AFB in 1976?
a)25 b)65 c)90 d)125

PROFESSIONAL DEVELOPMENT & EVENTS

NWA Sponsored Meetings, Conferences and Special Events

(click titles for more info)

August 12-13: 17th Annual High Plains Conference

This conference, sponsored by the High Plains Chapter of the AMS and the NWA, will be held in Goodland, Kansas. NWS Central Region Director Chris Strager will likely be keynote speaker, and NWA President-Elect Dave Freeman will be the banquet speaker.

October 17-22: 40th NWA Annual Meeting

The Renaissance Oklahoma City Convention Center Hotel is the host site for the meeting. Meetings will be held next door in the Cox Convention Center. It is our 40th anniversary, so plan to attend this informative meeting and celebration. See page 6 for details.

Other Meetings, Conferences and Special Events

August 25-27: Great Lakes Operational Meteorology Workshop

This workshop will be held in Grand Rapids, Michigan, and is designed to bring forecasters of all experience levels, media partners, and academia together to address the challenges and to share knowledge, experience and techniques.

September 1: NOAA/NWS Fall Safety Campaign

The NWS will launch the Fall Safety Campaign over the course of the fall months covering hazards such as hurricanes, wildfires, wind, drought and winter weather.

November 13-18: IAEM 63rd Annual Conference and EMEX 2015

The theme is "Expanding the Spectrum of Emergency Management" and the conference will be held in Clark County, Nevada.

January 27-29, 2016: 2016 FLASH Annual Conference

To be held in Orlando, Florida, the meeting theme will be "The Next Generation of Resilience." The Federal Alliance for Safe Homes (FLASH) conference will focus on creating a disaster resilient generation and the next generation of codes/standards/policies, residential construction, resilient communities, and outreach/education.

The [NWA Events page](#) has more information.

Newsletter Submissions

We welcome Newsletter article submissions from members. Send articles by the 25th of each month to nwnewsletter@nwas.org for publication in the following month's edition at the earliest.



Information about the Newsletter and a link to author guidelines can be found at www.nwas.org/newsletters/.

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Hulda Johannsdottir, NWA

Technical Editor: Winnie Crawford

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[Treefrog Resources](#)

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Submit newsletter items to nwnewsletter@nwas.org using the Instruction for Authors at www.nwas.org/newsletters/newsletter_instructions.php.

Members receive the Newsletter on-line and access to an on-line portal which includes the Journal of Operational Meteorology as part of their regular, student or corporate membership privileges. Members have access to the [NWA Live Learning Center](#) and receive an emailed [Weekly Update](#) containing relevant news stories.

Address, phone number, email and affiliation changes can now be made online: member.nwas.org.



2015 NWA SCHOLARSHIP

Golf Outing

Saturday, October 17

Earlywine Golf Club
Oklahoma City, OK
I-44 & S Portland

11 MINUTES
FROM WILL ROGERS
WORLD AIRPORT

17 MINUTES FROM
DOWNTOWN OKC

11:30 a.m. Lunch
1:00 p.m. Tee Time

\$85 per player

Includes lunch, range, cart,
golf & donation

Contact Betsy Kling for more information
betsykling@wkyc.com





Help us recruit members to the NWA.

Encourage a friend or colleague to
join the NWA!

Click here to join the NWA

KNOW
THE NWA
QUIZ!

Answers: 1.d)1995 2.b)\$5 3.c)2014 4.b)65