



May 2016
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NWA NEWSLETTER

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Important Dates

June 1: Meteorological Satellite
Deadline ([see page 7](#))

June 3: Sol Hirsch Education Fund
Grand Deadline ([see page 7](#))

June 13: Annual Awards Deadline
([see page 5](#))

Sept. 10: WeatherReady Fest
([see page 8](#))

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

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

#SafePlaceSelfie Campaign

Trevor Boucher, NWA Social Media Committee Chair

On December 25–27, 2015, many families across the southern and southeastern United States found themselves in a precarious position as an unusual storm system for that time of the year moved through and produced numerous tornadoes and other severe weather. During a time when families usually come together to celebrate the holiday season in their living rooms, kitchens and dining rooms, the threat of tornadoes had families seeking shelter with many of their loved ones huddled in small spaces under stairwells, in basements or interior rooms instead.

We know this because of social media. While tornado warnings were being issued, many families under the threat of a possible tornado took to their social media accounts and posted or tweeted photos of themselves taking shelter with their families. Families trying to make the best of their situations and showing they can enjoy their time with each other even when Mother Nature gets in the way.

Far too often, we see news stories about people doing the wrong things during a tornado; venturing way too close for an up-close shot or parking underneath overpasses to protect themselves from the elements, for example. During this event, we saw the opposite. We saw people taking the correct actions, and that should be what we see on the news and going viral on the internet.

From this event came the idea of the [#SafePlaceSelfie](#) campaign; an organized effort between the NWA, the NWS, NOAA's Weather-Ready Nation Program, and America's Prepare-Athon. In this campaign, from Monday, April 25, and culminating on Saturday, April 30, FEMA's "National Day of Action", social media users from all over the country were encouraged to share their [#SafePlaceSelfie](#).

Submissions increased throughout the week peaking on the 30th, and included notable



submissions from NWS Director Louis Uccellini and Deputy Director Laura Furgione, NWA President Dave Freeman, NWA Executive Director Janice Bunting, and even Punxsutawney Phil! In addition, multiple NWS offices, universities, Weather-Ready Nation Ambassadors and emergency management agencies from across the country submitted their selfies.

The entire campaign culminated with a "tweet-chat" held jointly by the NWS, WRN Ambassadors, NWA and America's Prepare-Athon accounts. The tweet-chat showcased selfie submissions from throughout the week, dispelled myths about tornado sheltering, and answered questions from the public about best practices for sheltering during a tornado.

By the end of the campaign, the [#SafePlaceSelfie](#) hashtag had reached over a million people's twitter feeds across the country and was tweeted over 1,000 times. It even reached 12 different countries!

This successful campaign proves that it doesn't always have to be bad or shocking news when the weather is going viral on social media. We as a weather enterprise can show that doing the right thing can also be a fun thing for everyone to take part in, and that will ultimately result in people "Taking Action" and saving lives.

See some of the tweets from the campaign on [the NWA Storify page](#).

41st NWA Annual Meeting: Keynote Speakers

The National Weather Association is proud to announce this year's keynote speakers at the NWA 41st Annual Meeting in Norfolk, Virginia, Sept. 10–15, 2016:

- **Rear Admiral Timothy C. Gallaudet**, U.S. Navy Oceanographer and Navigator of the Navy/Commander, Naval Meteorology and Oceanography Command.
- **Dr. Kathryn D. Sullivan**, Under Secretary of Commerce for Oceans & Atmosphere and NOAA Administrator.
- **Dr. Louis W. Uccellini**, Assistant Administrator for Weather Services, National Oceanic and Atmospheric Administration (NOAA), and Director, National Weather Service.
- **Ginger Zee**, Chief Meteorologist "Good Morning America" ABC News.

We will highlight each keynote speaker in every newsletter leading up to the Annual Meeting, starting with the admiral.

Rear Adm. Timothy C. Gallaudet will give his keynote speech on Thursday, Sept. 15, titled "Better Results for the Armed Forces."



The son of a naval intelligence officer, he received a bachelor's degree in oceanography from the U.S. Naval Academy in 1989. He received masters and doctoral degrees in oceanography from Scripps Institution of Oceanography in 1991 and 2001, respectively.

A naval oceanographer, Gallaudet's afloat tours included Oceanographic Unit 5 aboard USNS Harkness, USS Peleliu, USS Kitty Hawk, and temporary assignments to the staff of Commander, 6th Fleet aboard USS LaSalle and aboard USNS Bowditch. During these tours, Gallaudet served in Operations Southern Watch, Provide Promise, Sharp Guard, Deny Flight, Enduring Freedom, and Iraqi Freedom. While aboard USNS Bowditch, he participated in the first operational launch and recovery of an undersea glider from a naval oceanographic survey (T-AGS) ship.

Ashore, Gallaudet served with the Naval European Meteorology and Oceanography Center in Rota, Spain, the Naval European Meteorology and Oceanography Detachment in Souda Bay, Greece, the Naval Oceanographic Office and the staffs of the Commander, Naval Meteorology and Oceanography Command, and the oceanographer of the Navy. He was the plank-owner commanding officer of the Naval Oceanography Special Warfare Center and the superintendent of the U.S. Naval Observatory. He also served on the staff of the Chief of Naval Operations as the deputy oceanographer of the Navy, before assuming command of the Naval Meteorology and Oceanography Command in June 2014. In October 2015, he also assumed the role of Oceanographer of the Navy (OPNAV N2N6E).

Gallaudet wears several decorations, which are all the direct result of the professionalism, loyalty and excellence of the sailors and officers who served with him. His receipt of the 2003 Commander, Naval Air Forces Leadership Award is one such example.



Webinar Wednesday
#NWAWebWed

Presented by Rich Okulski
the NWA Specialized
Operational Services
Committee Chair

Wednesday June 1
at 11 am CDT (12 pm EDT)

HOW TO MAKE A GREAT ANNUAL MEETING POSTER

Poster sessions are often crowded affairs and meeting participants spend a few minutes in front of any given poster.

This webinar will provide best practices on how to "sell" your poster to participants for mutual professional benefits and enhance poster sessions.

The webinar will also cover specific poster opportunities at this year's annual meeting in Norfolk, Virginia.

[Click to register for the webinar](#)

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



Meet the NWA Headquarters Heroes

March President's Message

By Dave Freeman

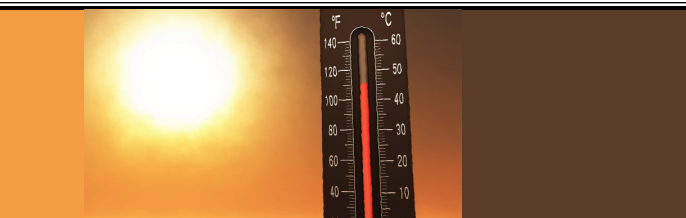
What does it take to have a dynamic, active, engaging National Weather Association?

The first answer is YOU—each and every one of you who is a member of the NWA! The active members of this organization—especially those contributing their time and talent serving the Association in so many volunteer capacities—are the lifeblood of the National Weather Association.

But please allow me to introduce you to another group of people without whose contributions we would not be the successful organization we are today: our NWA Headquarters Heroes! Executive Director Janice Bunting leads a team of dedicated staff who make the NWA hum day in, and day out. Membership Services Specialist Hailey Wilson, Communications Coordinator Hulda Johannsdottir and Student Intern Grant Tosterud are all dedicated to providing top notch, friendly service to the membership.

As Executive Director, Janice is employed by the Council to be the chief executive of the Association, managing its day-to-day operations. She is not only a distinguished veteran in the field of meteorology, she has been recognized for excellence in her capacity as Executive Director. Janice was honored as the 2015 Association Professional of the Year by the Oklahoma Society of Association Executives.

As President, I have the pleasure to work closely with Janice as she balances a wide range of responsibilities. She is also supported by the Executive Committee of the Council, comprised of the officers and the Immediate Past President. Among the Executive



NWA President Dave Freeman confers with NWA Executive Director Janice Bunting (center) and Membership Services Specialist Hailey Wilson at the NWA offices in Norman, Oklahoma.

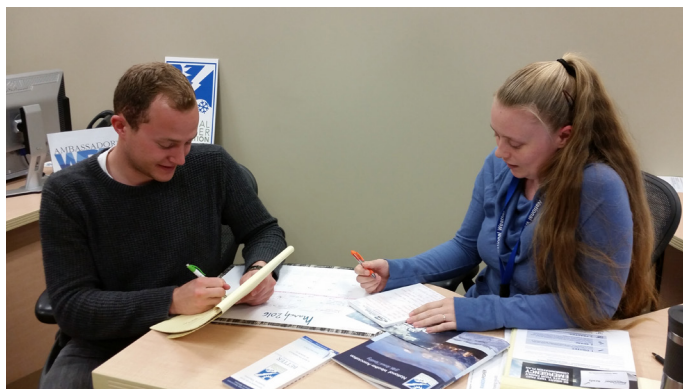
Committee's roles is to provide the Executive Director with advice and counsel.

Janice also has assembled a great team in the headquarters office. Hailey Wilson is a key point of contact for members who need help with renewals, and she also has a very big role in helping to keep the NWA Seals of Approval process running smoothly. She is a friendly and helpful voice, dedicated to serving the membership.

Hulda plays a key role in supporting the NWA's ever growing communications efforts. As we try to increase member engagement and contact, this work is increasingly demanding. Hulda provides invaluable assistance to Janice in maintaining the presence and image of the NWA.

Our Student Intern, Grant, is gaining valuable experience working in the NWA office while also providing much appreciated support to the staff. Grant is a meteorology student at OU, and is also a friendly and helpful presence.

When you next call or email the NWA office, I hope you will join me in expressing your appreciation to this dedicated team for their efforts. Better yet, join us in Norfolk in September, and thank them in person as you register for our exciting 41st Annual Meeting.



Grant Tosterud and Hulda Johannsdottir.

Two new seal holders, Lindsey Slater and Chase Arnold

Congratulations to both of our new NWA Seal holders.



When she's not tracking weather systems in the heartland of the country, KSPR-TV meteorologist Lindsey Slater is probably at the theater. She's a big movie buff, and as the saying goes, if you can name it, she's probably seen it. Of course, weather is her first passion. She grew up in Milwaukee, home to some of the coldest winters in the country and spent many days outside snapping pictures of approaching storms.

She interned at multiple stations in Wisconsin as well as with a local NWS office before graduating with degrees in Environmental Science (Carroll College) and Broadcast Meteorology (Mississippi State). She's now the morning and midday meteorologist for the Springfield, Missouri, ABC affiliate. Lindsey also likes running, baking and volunteering at a local animal shelter. She also enjoys spending time with her husband and their two cats.

Chase Arnold is originally from Indiana and has spent much of his career in the Midwest. After graduating with his meteorology degree from Valparaiso University in Indiana, he worked as a meteorologist with stations in Zanesville, Ohio; Peoria, Illinois; and Rockford, Illinois. That's brought him face-to-face with everything from tornadoes and severe storms to blizzards. Now working for Local 24/CW 30 in Memphis, Tennessee, he's enjoying warmer weather and a few more storms but no less excitement. In addition to covering the Mid-South's weather, Chase reports on environmental issues as well as outdoor activities and local festivals in the area. No word on how many ribs he's eaten at those festivals.



Diversity University NWA Diversity Committee

May is [National Older Americans Month](#). It seems hard to believe, but ageism in the American society is a very prevalent issue not commonly thought about by most. Ageism is stereotyping and discriminating against individuals or groups based on their age. Perhaps some of these negative stereotypes are derived straight from something as simple as a birthday card where jokes and humor encase the celebratory event of another year of life. The thought of physically and mentally declining is a fear among many

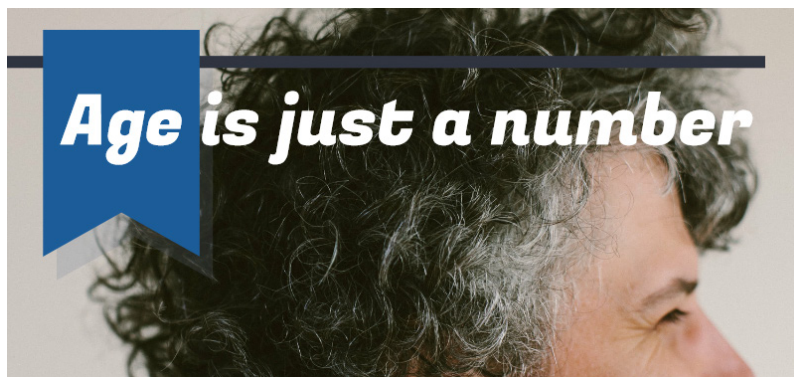
in western societies that may help promote ageism. Whereas eastern societies have a higher respect for the older members of their society and older traditions in their culture, western societies celebrate youthfulness and try to hold on to it. Even the media seems to help promote the idea of ageism, as when actors and actresses are cast as older characters after they have reached a certain age.

Ageism exists in the workplace even though it is illegal. In fact, the Equal Employment Opportunity Commission reported that age discrimination claims have been on the rise since 1997; it is illegal to hire, fire, layoff, promote, or demote based on age. We need to remember that our older co-workers have years of experience and knowledge they can use to do

their jobs effectively and efficiently, and can be powerful mentors to those just starting out in their career.

Respect for everyone in the workplace regardless of age as well as the aging process itself is an important element for a productive environment and for everyone's emotional well-being. Teaching our children about life cycles and demonstrating a graceful acceptance of aging may also help combat some of societal ideas on age as a whole. Regardless, embracing what we all eventually go through in life and keeping a positive perspective, rather than tallying up the number of years and making fun of (or looking down on) someone who is getting older, is definitely energy worth spent. We should all keep in mind that age is just that, a number.

For more information, [read the Nash County Aging Department](#) (Nashville, North Carolina) brochure on ageism awareness and how to combat it.



NWA UP CLOSE: The Remote Sensing Committee

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 the chair of the Remote Sensing Committee, Dan Satterfield (pictured).

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

We educate NWA members on the latest science and issues with aspects of remote sensing, such as satellite, radar and newer methods that are daily becoming more important.

What are the committee's goals?

Our biggest goal is to bring members up to speed on GOES-R, which launches this October. It will revolutionize synoptic weather forecasting, especially now-casting in severe weather (severe local storms, flash floods, hurricanes, dust storms, snow events, etc.). Most forecasters have only a vague idea of what GOES-R will do and there is going to be a steep learning curve to understand and take advantage of these capabilities. There has long been an emphasis on radar, and this is vital, but I feel we need to give more attention to the space-based platforms, at least until forecasters more readily appreciate what this data can tell them.

What is the biggest challenge your committee faces?

Getting the attention of members, who are all very busy.

What is the greatest strength of your committee?

We have an amazing depth of knowledge and experience on the committee.

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

How much I do not know about remote sensing! Also, how much expertise about atmospheric science there is in the NWA. No matter what the subject, we have an expert to talk to about it.

What are the biggest projects your committee is working on?

We have been supporting annual meeting GOES-R training efforts and are involved in sharing real-time information from our members, showing how to use derived satellite data such as total precipitable water to diagnose the synoptic situation. Also the newer capabilities in remote sensing such as lidar, unmanned aircraft, and soundings from space are becoming ever more important to understand. We are looking at adding a social media component to our outreach as well.



Look Before You Lock!

Each year, children and pets left in parked vehicles die from hyperthermia, a condition that occurs when the body absorbs more heat than it can handle. Hyperthermia can occur even on a mild day. Studies have shown that the temperature inside a parked vehicle can rapidly rise to a dangerous level for children, pets and even adults.

Fact:

A dark dashboard or seat can easily reach temperatures in the range of 180 to over 200°F.

Touch a child's safety seat and seat belt before using it to ensure it's not too hot before securing a child.

Never leave a child unattended in a vehicle, even with the windows down.

Teach children not to play in, on, or around cars.

Always lock car doors and trunks - even at home and keep keys out of children's reach.

Always make sure children have left the car when you reach your destination. Don't leave sleeping infants in the car ever.



Calling all members!

NWA Annual Awards

Please take a few moments to recognize accomplishments of your fellow NWA members. While the [online submission form is always open](#), the deadline for submissions to be recognized at the 2016 Annual Meeting is **June 13**. Any submissions after that will remain in contention for 2017.

The Awards Committee can only pick winners from submissions received from you, so please share with us some of the great work being done out there.

Jeff Evans, Awards Chair



JUNE 13 DEADLINE

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

REGISTRATION NOW OPEN [click to register](#)

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.

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

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

annualmeeting2016@nwas.org

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 [#NWA516](#) for any tweets associated with the 2016 Annual Meeting.



Photo courtesy of Visit Norfolk



May 9, 2016
Taken from the NWA office
Norman, Oklahoma
by
Janice Bunting

*NWA Member
Photo Spotlight*

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/)

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.

Meteorological Satellite
Applications Award Grant
Apply by June 1

Sol Hirsch
Education Fund Grant
Apply by June 3



Don't miss these
NWA Grant Opportunities

NEW NWA MEMBERS

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

Regular/Retired/ Active Military Members:

Brad Carl
James Dobensky
Spinks Megginson
Edward Phaeton
Renee Leduc Clarke
Maryalice Woody
James Gideon
Riley Patterson
Scott Thrasher

Student Members:

Kalie Pluchel
Nathan Lis
Stephen Hallett
Alexandra Debicki
Matthew Stoughton
Harrison Hayes
Alexander McAvoy
Adam Andresen
Dillon Gaudet
Jacob Langedyk
Alexa Maines
Nathan Wendt
Christopher Johnston
Eduardo Vazquez
Kristyn Steward
Ann Rodden
Alida Donnelly

CHAPTER NEWS

The High Plains NWA/AMS Chapter News

William Taylor, President

Wesley Hovorka, Secretary

The High Plains NWA/AMS Chapter held a meeting on April 19, at the library in Norton, Kansas with 10 chapter members attending. Cory Martin started with a progress report on the High Plains Conference in August. The committee obtained the facility located at the University of Nebraska extension office in North Platte, Nebraska. It is located just south of the Holiday Inn Express where a block of rooms has been set aside for conference attendees. The banquet will be at the Holiday Inn Express and will start at 5 p.m. on August 10. The registration fee will once again be \$75 with the banquet fee of \$25.

The chapter is cutting costs this year by hosting local speakers that don't need to fly in for the event. Martha Shulski, the Nebraska State Climatologist, and Aaron Johnson, Science and Operations Officer (SOO) at NWS Dodge City, Kansas, will be two keynote speakers. Chris Strager, the Central Region Director, will also be joining the conference and giving a presentation. The call for abstracts will be sent out soon for the conference. Invitations have been sent out to universities and media outlets to see if anyone would be interested in presenting. Early registration will be at the North Platte NWS office the night before the conference begins with an informal open house for anyone who wants to attend. Rick Ewald, the SOO at NWS Hastings, Nebraska, then talked about the Jim Johnson Scholarship for which about six applications have been submitted. Designated people from each office will look through these applications over the next month or so. Jeff Halblaub gave a treasury report and informed the group that only 19 members have paid their dues this year. So, if you have not paid your dues yet, please do as soon as possible. Members from each office will work to recruit new members. No other new business was brought up. The next meeting is expected to be held sometime in June depending on member availability.

This month's presentation was given by Jeff Halblaub, a General Forecaster from NWS Hastings. The topic of his presentation was on tornadoes and flash flooding occurring in close proximity. He became interested in this type of event after reading a paper from Erik Nielson of Colorado State University dealing with the same topic. Jeff explained how flash flooding and tornado events usually don't occur simultaneously and forecasters should have great situational awareness to determine when these two weather phenomena may occur. Jeff also said that there isn't much literature about these two events happening together, but he did find one study showing events that had at least two tornadoes and flash flooding occurring around the same time. One of these events was located in the Hastings forecast area, and he elaborated on what occurred during that day.

www.highplains-amsnwa.org

WeatherReady Fest

Saturday, September 10, 2016

9am-1pm

at the Nauticus Science Center
in Downtown Norfolk



The NWA's 41st Annual Meeting will kick off with this public outreach event. All activities will be free and open to the public. Guests will also receive reduced museum admission on that day.

We will be hosting 200 Boy and Girl Scouts who will earn their Weather-Ready Nation Patch between 7:30am and noon.



The NWA Needs You!

Every NWA member has a role, please pick one that best suits you. You can serve as a Volunteer, you can be an Exhibitor, you can staff an Activity, you can be a Speaker, you can serve in a leadership role as a Team Leader, and your organization can be a Sponsor.

For more information please check out the meeting website at www.nwas.org/meetings/nwas16



Members, submit your weather photos to gtosterud@nwas.org for a chance to be featured in the NWA monthly newsletter!

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 [pages 6 and 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/.

NWA 41st Annual Meeting Special Events

Broadcast Met Excellence: Severe Weather, Changing Climate

Saturday September 10
10:00 am to 5:30 pm

The Forecast:
Extreme Weather+Rising Seas+Changing Climate
=More Demands on Forecasters

This workshop is
specifically aimed at
meeting the needs of
NWA broadcast
meteorology members.

There is no registration fee for this event,
and stipends of up to \$215 per registrant
are available to the first 45 NWA
broadcast meteorology members to help
them defray expenses related lodging
expenses.

NWA member participants will qualify for one CEU.

Allies in Meteorology Without Regard to Orientation Mixer

Tuesday September 13
7:00 pm at Gershwin's

Please join us for the first NWA Diversity
Committee AMWRO (Allies in Meteorology
Without Regard to Orientation) mixer.

Come mix, mingle, and network with
other LGBT NWA members. The more the
merrier as this event is completely
inclusive and all in support of the LGBT
community are welcome to attend!



NWA Newsletter
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or corporate membership privileges.

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

