

# NEWSLETTER

National Weather Association

No. 11 – 10 October 2011

#### **Electronic Journal of Operational Meteorology (EJOM) Announces "Images of Note" Submission Category**

#### Martin Baxter Central Michigan University, Mount Pleasant, Mich., and 2011 EJOM Editor

### Michael Brennan National Weather

National Weather Service (NWS) National Hurricane Center and 2012 EJOM Editor

#### Matthew Bunkers NWS, Rapid City,

NWS, Rapid City, S.D. and Publications Committee Chair

Images and animations are created to assist the operational meteorologist in interrogating large volumes of scientific data. When well constructed, these visuals illustrate relevant atmospheric processes in a concise manner. Therefore, the National Weather Association (NWA) Publications Committee has created a new submission category, Images of Note, to provide our readership with exceptionally clear examples of atmospheric phenomena that are relevant to operational meteorology. Peer-review of Images of Note will be expedited.

Images of Note must meet the following attributes required for all EJOM publications:

- Contains new or preliminary results,
- Relatively short and limited in scope, and
- Contains high-resolution color images and/or animations of meteorological data that are uniquely suited for electronic publication.

An Images of Note submission must also exhibit certain qualities to be considered for publication:

• The submission documents an exceptionally clear example of an atmospheric phenomenon through the use of high-quality images and animations. The submissions are limited to a total of two figures. The imagery can be photographic or GIS-based, but need not be. It can be from either observed (e.g., radar, satellite, etc.) or modeled data (e.g., excessive convective feedback).

See EJOM, page 6

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#### Exhilarating and Record-Breaking ... A Recap of the 2011 Annual Meeting

Record-breaking, outstanding, energizing, new ideas are just a few words that describe the 36th NWA Annual Meeting held in Birmingham, Ala., Oct. 15-20. The 2011 program committee and NWA office did an outstanding job planning and executing this meeting. They built upon successful past meetings, explored new options that enhanced the meeting experience for those in attendance and provided options for others to share in some of the excitement. High quality presentations covered all aspects of the theme "The End Game – From Research and Technology to Best Forecast and Response."

The number of attendees totaled 625 - a new record for Annual Meeting attendance. The past record was 538 at the 2008 Louisville meeting. (See page 4 for detailed attendee information). A record number of abstract submissions were also submitted, and a record number of companies and individuals sponsored or underwrote meeting events and supplies.



Broadcast Meteorology Committee Chair and The Weather Channel Meteorologist Nick Walker educating and entertaining the WeatherFest crowd.

See ANNUAL, page 4

#### Vote for 2012 NWA Officers and Councilors by December 31!

Vote electronically through the NWA Member Portal (member.nwas.org) or use the paper ballot that will arrive in mailboxes soon. Bios for the candidates are included in the mailing and on the Member Portal.

It is also time for most NWA members to renew their memberships. If your membership expires on Dec. 31, 2011, you will receive a renewal form by mail with the ballot. Renew by mail, or save a stamp and renew on the Member Portal. Not sure when your membership expires? Click on the Individual Membership Renewal link in the Member Portal and view the date near the top right of the form. Thanks to those who have already renewed for 2012!

#### Three Rivers NWA Chapter Quarterly News July-September 2011 California University of Pennsylvania (Cal U)

Karly Bitsura, Secretary

The Three Rivers Chapter of the NWA elected new officers at the end of the last semester. The officers took their positions on July 1. Dustin Snare was re-elected as President, Lindsay Rice as Vice-President, Karly Bitsura as Secretary, Emily Timko as Treasurer, Elizabeth Smith as Historian and David Fischer as Webmaster.

The chapter is participating in many activities. Members attended a Pittsburgh Pirates game and attended the annual Earth Sciences Department picnic in September. They also attended a campus-wide organizational fair that month to raise awareness about our chapter in hopes of gaining new members.

The chapter was also very active with the colloquia series during September. Eric Beamesderfer, the chair of the colloquia series, brought in two speakers to give presentations. Kevin Manross from the National Severe Storms Laboratory spoke about his research on probabilistic hazards information and warn-on forecast. Bob Henson from the National Center for Atmospheric Research came to another September meeting and presented a talk about climate change titled, "What's New and What's Still

True." Students currently enrolled in the Applied Climatology class found the talk very informative and useful to apply in class. Eric has also arranged for Don Burgess from the National Severe Storms Laboratory to present on Nov. 3, and Jason Briner from the University of Buffalo to present on Nov. 29.

Chapter members are busy coming up with fundraising ideas, including a car bumper sticker sale and a snowfall forecasting competition. We will have a Pittsburgh Penguins raffle ticket sale for a game in February. Every year, we participate in a Yankee Candle fundraiser. This is our biggest fundraiser because the club gets back 40 percent of what we sell. We are also selling t-shirts from last year and mugs and shot glasses as a way to raise money.



Chapter members at the 36th NWA Annual Meeting

We are gearing up for the 5<sup>th</sup> Aannual Stormfest at the Carnegie Science Center, scheduled for Feb. 24 and 25. Elementary and middle schools from the Pittsburgh area will come to the science center and learn about earth sciences through various activities we will set up. In the past, this event has been a huge success and event coordinator, Karly Bitsura, is working hard to ensure that this year will run just as well.

On Sept. 30, 12 chapter members attended the Integrated Warning Team Workshop at Cal U's satellite campus, located in Southpointe, Pa. The workshop was hosted in collaboration with multiple departments at Cal U and the Pittsburgh NWS. The workshop featured presentations from professionals in meteorology, geographic information systems, emergency management and psychology. The goal of the workshop was to identify opportunities in which we can integrate more of the social sciences with meteorology.

Seventeen student members of the club attended the 36<sup>th</sup> NWA Annual Meeting in Birmingham, Ala. Students were required to submit a cover letter and resume to a professor in order to be selected to attend. Vice President Lindsay Rice presented a poster summarizing her research this summer at Western Kentucky University titled "A Precipitation Climatology for The Green River Watershed in Kentucky During 1979-2010."

Keep up with our chapter at http://sai.calu.edu/weather/web-content/.

#### President's Message – Looking Back to Look Ahead



During the week of Oct. 16, the NWA held its 36th Annual Meeting in Birmingham. By all accounts, this conference was wildly successful. We had a record number of registrants (625),amazing session presentations in crowded lecture halls, a thoughtprovoking Town Hall meeting and a professional Panel Discussion that focused on the April 27, 2011, tornado outbreak generated and

rich student and broadcaster conferences on Sunday, as well as the golf outing and public WeatherFest on Saturday. In short, it featured the very best of what we have come to expect from our annual meetings.

In the weeks leading up to our Birmingham conclave, Kevin Lavin, former NWA Executive Director, suggested that the Newsletter re-run the President's Message from July 1999 written brilliantly by the late, great Jim Moore. I agree completely, and especially in the wake of such a successful meeting, which relied heavily on Facebook, Twitter and other modern technology, Dr. Moore's message still seems particularly appropriate. It is excerpted below:

"Advances in scientific communication have revolutionized the ways in which we can improve our understanding of atmospheric processes, for the purposes of teaching, research, or applying new ideas to day-to-day forecast problems. The availability of information on the Internet (e.g., the NWA Home Page and its many links), compact disks (e.g., Operational Support Facility's warning decision making CDs and COMET CDs), teletraining courses, online journals, etc., all make mastering new concepts or clarifying 'old' material easier today than ever before. It is difficult to remember how we exchanged information and data before e-mail, fax machines, ftp and next-day air express. No one would deny that all these avenues represent impressive gains in advancing science and scientific research. Yet, at the risk of sounding oldfashioned, there is something missing in all this speed-oflight correspondence and data transmission - effective communication and collaboration between people.

"A colleague chanced to give me a short essay written by John Locke, a professor at the University of Cambridge - England, titled 'No Talking in the Corridors of Science,' in American Scientist magazine (Jan.-Feb., 1999, vol. 87). Dr. Locke's concern is how all of these technological advances in scientific communication have affected our ability to collaborate and convene-two critical components of scientific training and research. He notes, 'We can say what

we mean with words, but colleagues cannot know whether we mean what we say without access to our face and voice, and the output of these 'nonverbal' systems is irreducible to alphabetic letters.' He further notes that speech is used not merely to express thought but to create bonds between people and companionship. 'Effective collaboration', he notes, 'requires trust, which is facilitated by the transmission of personally readable behaviors—eye movement, facial expressions, vocal nuances.' It is difficult, if not impossible, to do this electronically. Learning and researching involve more than reading bullets, or viewing colorful images, or listening to 'talking heads'. They involve people working with people.

"Convening is essential for scientists. Most people would agree that the value of a scientific conference exceeds the formal papers presented and discussed. While these are important, it is the spontaneous lobby discussions, backroom conversations and dinner meetings that make conferences invaluable. Think of how many great ideas were generated during meals or refreshment breaks between conference sessions, and sketched out on a napkin! How can this stimulating environment be duplicated electronically?

"Workshops and training courses involve much more than merely reading a text and answering questions. A large measure of true learning comes through the spontaneous exchange of ideas between participants. As a university professor, I find that I have never taught a course where I did not learn something from my students. Without face-toface discussions this would not be true.

"I am by no means suggesting that we retreat to the old days of strictly snail mail and telephone tag to communicate; I am not a Luddite! I am as hooked on new technology as the next person. However, I think that we need to recognize the value of face-to-face learning and collaboration as we work together to advance weather forecasting as an applied science. We need to concern ourselves with exactly what constitutes the optimum balance between the use of new communication technologies and human interaction in scientific affairs."

Even now, 12 years later, these words have never rung truer. Funding is tight, travel is expensive and there is never enough time to do all that we need to do, either at home or at work. Nevertheless, this year's meeting was yet another of renewed collaborations as well as new projects and new faces for me and many others. In particular, the record-breaking tornado season has not only reinvigorated our science, but also led to new efforts to bridge the gap between meteorology and social science.

The Town Hall on Tuesday evening and ensuing panel discussion on Wednesday afternoon represented significant strides in understanding how severe weather warnings are perceived, and how the public responds to them. This would not have been possible without our face-to-face, in-person interactions.

> Patrick Market **NWA President**

Did you hear about the Social Media Storm (see graphic on page 5)? Volunteers posted blog updates live from the conference events along with pictures and videos. Attendees were encouraged to post pictures and videos to the NWA Flickr and YouTube channels. Numerous status updates were shared on Twitter, Facebook and LinkedIn. The hashtag #nwas11 was used to track tweets, and the hashtag #asknwa was used to pose questions to the presenters. A web search of #nwas11 will reveal a wealth of meeting information. Volunteers took short videos of poster presenters summarizing their posters that can be viewed on the NWA YouTube channel. If you were unable to attend the meeting, experience some of the excitement and knowledge shared by visiting the meeting website www. nwa2011.com and the social media sites listed in Fig. 2. Also, the NWA IT Committee is busy adding

the presentations and posters to the NWA website. For future additions, watch http://nwas.org/meetings/nwa2011/.

The NWA 2011 WeatherFest, a first for the NWA, was held at the McWane Science Center in downtown Birmingham and was a big success with over 3,000 attendees. Visitors participated in hands-on science activities such as capturing raindrops, experimenting with a hydrologic model, making a TV weathercast, singing with Nick Walker, CoCoRaHS fill the rain gauge contests and "Pin the Eye on the Hurricane," just to name a few. Some won Midland Weather Radios and one person won a ride on the TIV (Tornado Intercept Vehicle). There were several presentations and many other educational and fun displays.

WeatherFest was not the only NWA event in Birmingham that day. Over 30 people supported NWA scholarships and networked while enjoying the day at the Bent Brook Golf Club thanks to Betsy Kling's continued work on scholarship fundraising activities. The NWA Aviation Weather Committee, NWS Birmingham and the FAA's Aviation Safety Program also held a free seminar for local pilots.



Wendy Schreiber-Abshire (NWA Councilor) leading Tailgate Party attendees through a dance. Do you recognize the other woman in that line? That is President-Elect Liz Quoetone.



Dr. Greg Forbes networking at the NWA Student Lunch.

Number of the 625 2011 Annual Meeting Attendees by Category

Academic 48

Canada 3

Corporate 45

Government 163

Military 3

Private 42

Retired 9

**Broadcasters 160** 

Students 134

Volunteers 18

A breakdown of 2011 Annual Meeting attendees by registration category.

The record-breaking 2011 spring tornado season was discussed throughout the entire meeting. Topics included, but were not limited to, techniques and technology used to forecast and warn, the role social media played in alerting the public, and learning how the people of Alabama reacted. Several of the presentations and the Tuesday Town Hall Meeting brought out emotional responses from the presenters and attendees. (The Town Hall Meeting can be viewed at <a href="https://www.alabamawx.com/?p=53722">www.alabamawx.com/?p=53722</a>). Donations were also collected for the Alabama Governor's Emergency Relief Fund, and Broadcast Meteorology Committee Chair Nick Walker was kind to offer a complimentary copy of his DVD "Don't Get Scared, Just Get Prepared" to those who gave generous donations.

See ANNUAL, page 5

Opportunities to enhance science knowledge and skills were abundant: the popular Broadcast Meteorology Workshop and DVD swap, which provides valuable presentation skill information broadcasters and nonfor broadcasters; the 4th Student Session with a special poster session and DVD swap just for the students; a networking lunch for students sponsored by the NWA Membership and Marketing Committee; the NWA Education Committee's Teacher's Workshop that was filled to capacity with 150



Attendees at the Monday morning session.

participating; the ever popular scholarship raffle and Awards Luncheon (Award winner information will be included in the November Newsletter); and the fun-filled Monday night Tailgate Party. Attendees also had the opportunity to interact with vendors in the Exhibit Room and throughout the hotel.

We appreciate the vendor's support of the Annual Meeting and the extra benefit to the attendees. Another first was the 7<sup>th</sup> GOES User's Conference being held in conjunction with the meeting. Annual Meeting attendees had the opportunity to participate in the joint session Thursday and more conference events on Friday. Did anyone else feel like they needed a clone or two to take full advantage of all of the meeting activities? There are aspects of the meeting that did not receive the full credit they deserve here, so if you would like to provide more information, we welcome newsletter articles and posts to our social media sites.

In reference to Dr. Jim Moore's President's Message being re-run in President Dr. Pat Market's article this month (page 3), most people would likely agree that the face-to-face interactions and collaborations are some of the top benefits of attending a NWA Annual Meeting. In my opinion, the NWA lives up to the claim of being all inclusive and is welcoming to all members and meeting participants. I hope you agree. Unfortunately the yearly Annual Meeting attendees represent only a small segment of our membership. We hope by rotating the meeting across the country everyone will have the chance to attend every few years.

Please take advantage of all of the meeting information on our social media sites and our website www.nwas.org, and plan now to join us next October in Madison, Wis., for the 37th NWA Annual Meeting.

Thank you to all who planned, participated in and volunteered for the 36th Annual Meeting. It would not have been a success without you. A special thanks to the companies and individuals who sponsored meeting activities and resources.

> Janice Bunting **NWA Membership and Marketing Committee**

Mark your calendar for the 37<sup>th</sup> Annual Meeting Oct. 6-11, 2012, in Madison, Wis.

2011 Annual Meeting Social Media Sites







NWA2011 Photostream www.flickr.com/photos/nwa2011



www.youtube.com/nwameetingchannel



www.facebook.com/nwasorg



www.twitter.com/NWAS



Join our LinkedIn Group Search for: National Weather Association

Other information about the Social Media Storm is located at: www.nwa2011.com/?p=972

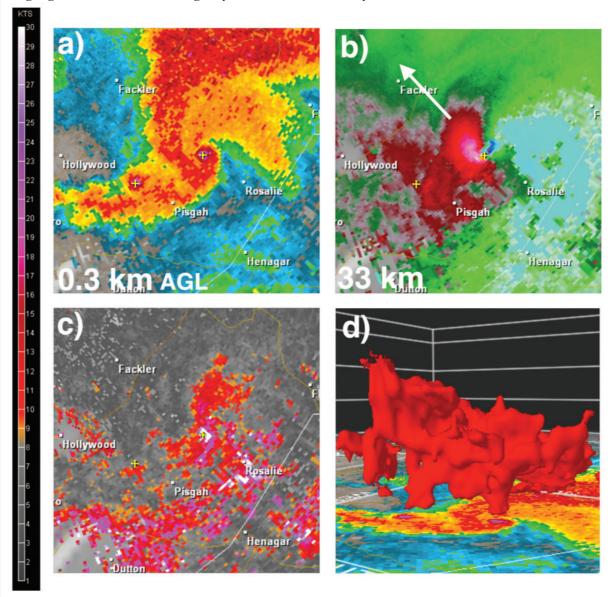
Access information for the 2011 Annual Meeting "Social Media Storm."

• The atmospheric phenomenon presented need not be rare, but must be noteworthy to the study and practice of operational meteorology in some way. The text should describe and evaluate the atmospheric processes at work in the imagery. The submissions are limited to two pages of single spaced text, not including Acknowledgements, References, and Figures.

The full guidelines for all EJOM submissions are available at http://nwas.org/ej/e-j.php.

The inaugural Images of Note publication can be found at <a href="http://nwas.org/ej/2011/2011.php">http://nwas.org/ej/2011/2011.php</a>. A portion of it is given below. It is titled "Radar Tornadic Debris Signatures on 27 April 2011" and is coauthored by Matthew Bunkers and Martin Baxter. Access to the inaugural publication is freely available to all regardless of membership. Contact the editors with any questions on submitting an Images of Note or article to the EJOM.

A historic tornado outbreak occurred across the southeastern United States on April 25-28, 2011. Radar tornadic debris signatures (TDSs)—colloquially known as debris balls—were apparent with many of the tornadic storms on April 27. The purpose of this note is to (i) show that TDSs were readily apparent on April 27, even when using only single-polarization radar data, and (ii) highlight the limitation of using only ZH and SRV to identify TDSs.



(a) Base radar reflectivity, (b) storm-relative velocity, and (c) spectrum width at 0.5° (scale at left), along with (d) the 55-dBZ isoecho, at 2116 UTC 27 April 2011 from the Huntsville, Alabama (KHTX), WSR-88D. The horizontal and vertical extents for (a)–(c) are 27 km (14.6 nm). Yellow plus signs on the base images indicate potential TDSs. Values in lower left of (a) indicate the height of the TVS above ground level (AGL). Values in lower left of (b) indicate the distance of the TVS from the radar, with arrow pointing toward the radar.

## THE UNIVERSITY OF MISSOURI (MIZZOU) JOINT CHAPTER OF THE NWA / AMERICAN METEOROLOGICAL SOCIETY (AMS)

DANIEL EBNER, MIZZOU METEOROLOGY CLUB SECRETARY

Our chapter, known on campus as the Meteorology Club, sent a delegation of 18 students to the 36<sup>th</sup> NWA Annual Meeting in Birmingham, Ala. One of our professors, Dr. Patrick Market, is the President of NWA this year (see page 3). The club showed its support for the NWA and Dr. Market at the meeting. Five students and two professors gave presentations this year. The students are Katie Crandall, Ph. D student, along with undergraduate students Danielle Kozlowski, Jennifer Power, Evan Kutta and Brian Crow; the professors are Dr. Market and Dr. Tony Lupo.

Students and professors from the Meteorology Club were onhand at Mizzou's South Farm Showcase in September where they talked with the public about meteorology. Dr. Market released one of our weather balloons and explained the importance of data from these balloons in meteorology and forecasting.

This year, the department wants to replace hanging paper maps with a wall of computer monitors that have updated radar, weather charts, and forecasts made by our students who are a part of Mizzou's Campus Weather Service (CWS). The Mizzou Storm Chase Team also wants to use the map wall when they hold briefings to forecast severe weather and to use it on the day of a storm chase in order to have all the most up-to-date information when helping the field teams chase tornados. The department is trying to find a location where professors can use the electric map wall as a teaching tool, and to have it in an area where students and faculty from other departments can use it. We think it would be a great way for the University to showcase what meteorology students do on a daily basis. The club and the department are working on getting this electronic map wall installed by the spring semester of this school year.

Something new that the Mizzou CWS is trying to do this year is make the University of Missouri a "Storm Ready" campus. This is a huge undertaking; the CWS has a lot to do to get this done. Co-Chairs for the project have been named, and students as well as professors are stepping up to help get this goal accomplished. Two of the things required to be a qualified Storm Ready campus is to re-evaluate all the evacuation plans for every building on campus and get a National Oceanic and Atmospheric Administration (NOAA) Weather Radio installed in every building. The Club plans on also working with the NWS in St. Louis, Mo., to help work toward this goal.

Meteorology students who have an emphasis in broadcasting continue to work hard at KOMU-TV, an NBC-affiliated television station in Columbia, Mo. that broadcasts to all of central Missouri. KOMU is owned and operated by the University of Missouri and the Missouri School of Journalism, and is the only network-affiliated station owned by a public university. The station gives meteorology students the chance to construct their own forecasts and use them in various newscasts during the week and weekends. Students gain great experience doing live severe weather updates as part of their duties at KOMU. The students get hands on experience using the station's weather software while working with the professional weather broadcasters. After a destructive tornado tore through Joplin, Mo., our club donated \$250 to KOMU's telethon that went toward relief efforts for the people who were affected.

The club also holds barbeques at a local park, has a winter and spring banquet, and picks up trash along a portion of US-63 twice a year.

#### **NWA Sponsored Meetings for 2012**

Jan. 14: Minnesota Storm Chasing Convention
Many cosponsors including the NWA. Plymouth, Minn.
www.mnstormchasingconvention.com

#### Feb. 27 – March 1: $2^{nd}$ National Flood Workshop

The Weather Research Center (private, non-profit education and research center) in Houston Texas, will bring together agencies, emergency managers, academia and professionals from across the nation to encourage dialogue on various aspects of flooding. Email wrc@ wxresearch.org, visit www.nationalfloodworkshop.net, or call (713) 539-3076 for more.

#### March 1-3: 12<sup>th</sup> National Severe Weather Workshop

A unique and growing national workshop focused on hazardous weather information-sharing and discussions on the effective transmission of messages about meteorological risk. Emergency managers, weather enthusiasts, teachers, students, meteorologists, broadcasters, and vendors in threat alerting, sheltering, and communications will gather, present, and discuss inter-related topics about weather hazards in early March. Presentations include: Social Science Implications and Assessments from 2011 Tornadoes; NWS Products, Services and Outreach; Weather Radar Technology Updates and Training; The Role of Law Enforcement in Weather Emergencies; and Weather Trade & Technology Expo. www.norman.noaa.gov/nsww/

#### March 2-3: 10<sup>th</sup> Annual Southeast Storms Symposium

Sponsored by the East Mississippi Chapter of the NWA/AMS. At Mississippi State University Campus in the Bost Extension Center in Starkville, Miss.

www.nwa.org.msstate.edu/symposium.shtml

#### March 2-4: 37<sup>th</sup> Annual Northeastern Storm Conference

The Lyndon State College AMS/NWA Local Chapter sponsors this annual conference and it will be held at the Holiday Inn Rutland/Killington in Rutland, Vt. https://sites.google.com/site/lyndonstateamsnwa/northeastern-storm-conference

## March 29-31: 16<sup>th</sup> Annual Severe Storms & Doppler Radar Conference

This conference sponsored by the NWA Central Iowa Chapter will be held at the Courtyard by Marriott Hotel in Ankeny, Iowa.

www.iowa-nwa.com/conference/

#### **Other Meetings & Conferences**

Jan. 22-26: 92<sup>nd</sup> Annual AMS Meeting
New Orleans, La. www.ametsoc.org/MEET/annual/

## Jan. 22: AMS Short Course On Art & Science of Forensic Meteorology

New Orleans, La. Co-organizer is Steve Harned, NWA Executive Director.

http://annual.ametsoc.org/2012/index.cfm/programs-and-events/short-courses/ams-short-course-on-the-art-science-of-forensic-meteorology

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#### A New iPhone Game: Satellite Insight!

Satellite Insight for iPhone and other iOS devices is now available on iTunes.

It's free!

It's challenging!

It's fun!

Colored blocks represent different types of data gathered by GOES-R's amazing science instruments. The data blocks fall into columns on a grid. Your job is to bundle like data types together and store them safely before the data grid overflows.

It is the very first iPhone app from the NOAA in partnership with National Aeronautics and Space Administration (NASA).

Check it out: http://itunes.apple.com/us/app/satellite-insight/id463588902?mt=8.



## Dates 2 Remember

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March 1 – 3, 2012: 12th National Severe Weather Workshop, Central Oklahoma (TBA).

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March 2 – 4: 37<sup>th</sup> Northeastern Storm Conference, Rutland, Vt.

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#### NWA Newsletter (ISSN 0271-1044)

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