

NEWSLETTER

National Weather
Association

No. 09 – 9 SEPTEMBER 2009

Strategic Planning Update – Modernizing the NWA

I cannot recall a more exciting nor more demanding six months in my 14 years as a member of the National Weather Association. The focus of this intense activity has been essentially transparent

to our membership but rest assured that the time and effort of slightly more than a dozen people will become readily apparent in the months ahead. So, what's the big deal? Take a look at the title of this article again... you will note the second half of it contains the words *Modernizing the NWA*. What does that mean? Read on my friends, read on.

Strategic planning... that phrase comes across as kind of dry, I know. However, the excitement lies in the consideration of the word *strategic*. Here's why...the National Weather Association's strategic plan (SP) was last updated in 2002. It represented a comprehensive, perhaps even exhaustive review of the state of the organization *seven years*

ago. The landmark work identified specific objectives deemed crucial to the future success of the NWA, yet that SP was prepared without a mechanism for implementing its recommendations.

Consequently, the vision became a set of extremely important, yet often intractable objectives.

The NWA Council approved a motion by the Executive Committee at the 2008 annual business meeting in Louisville to conduct a comprehensive review of our outdated SP. The purpose of this proposed assessment was twofold: 1) to evaluate the fiscal state of

the organization and 2) to identify actions which would not only sustain but grow our membership in this challenging economic climate. The NWA hired a professional facilitator in early 2009 to assist in this critical review. The initial action on the part

See MODERN, page 7

34th NWA Annual Meeting: October 17 - 22

We're making last minute arrangement for our annual meeting — just weeks away in Norfolk, Va. We've outlined some of the exciting professional development opportunities scheduled for the week on page 4. For more information on exhibits, special accommodations, registration and the overall meeting program, please see

The Future is Now: New Technologies and Techniques to Support the Weather Enterprise and Society: 2010 and Beyond the Web site (www.nwas.org) or contact the NWA office at Tel: (919) 845-1546 or e-mail: exdir@nwas.org.

Although guaranteed hotel room rates for the Annual Meeting end on Sept. 16, rooms may be available after that date. Visit the Sheraton Norfolk Waterside Hotel's online (www.sheraton.com/norfolk) or call (888)-627-8042 and request the National Weather Association 2009 group rate.

See you next month in Virginia!

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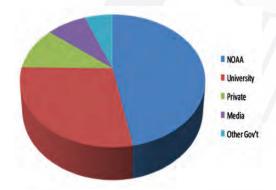
Metro Atlanta Chapter President Rob Handel and past President Trisha Palmer display the Inland Impacts of Tropical Cyclones Conference poster. See page 2 for details.

Tropical Cyclone Conference Highlights Inland Impacts

The Metro Atlanta Chapter of the American Meteorological Society (AMS)/NWA hosted the **Inland Impacts of Tropical Cyclones** (IITC) Conference at the Westin Peachtree Plaza in Atlanta, Ga., June 10-12. The conference was a huge success, with the parting mantra of many attendees being: "When will you have the next one?"

Most of the 85 attendees hailed from the Southeast with a little less than half of whom were from the Atlanta Metro area. Some came from as far away as Texas, Oklahoma, Arkansas, Kentucky, Ohio and New York with one trans-Atlantic visitor representing of RMS, Inc., from London!

The greatest representation was from The National Oceanic and Atmospheric Administration (NOAA) and both



Breakdown of attendees to the Inland Impacts of Tropical Cyclones Conference

students and professors came from various universities. Forty-two attendees presented, and six of those were invited speakers: Dr. Steve Lyons from The Weather Channel, Dr. Michael Brennan from the National Hurricane Center, David Roth from the Hydrometeorological Prediction Center, John Feldt from the Southeast River Forecast Center, Brandon Bolinski from FEMA Region IV and Bart Hagemeyer from WFO Melbourne.

A wide variety of topics were covered including inland wind statistics, probabilities and case studies; conveying risk and uncertainty in products; inland intensification of TCs; extreme inland rainfall and inland flooding; predecessor rainfall events; TC tornadoes; inland surge; and TC effects on air quality. Some presentations segued from one topic to the next, and others offered in-depth coverage of a specific topic or two. A riveting panel tackled the topic of the public-private partnership and its relation to TCs with panelists emphasizing the importance of implementing science shared at conferences like this into operational meteorology.

After the conference, attendees had the option of staying an extra day to visit the Air Force Reserve Hurricane Hunters WC-130J aircraft at Falcon Field in Peachtree City, as well as tour WFO Peachtree City during their annual Open House.

We sincerely appreciate the participation of all those who attended, especially our presenters. We would also like to thank our generous sponsors for making the IITC Conference possible: The Home Depot, Early Alert, Gibson Ridge Software and PC Weather Products.





Conference attendees (top) network between presentations while one of the many presenter takes an audience comment.

MEMBERSHIP SPECIALS—JOIN NOW!

Join now and have your membership <u>paid in</u> full through the end of 2010!

New members can now take advantage of the Fall/Back-To-School Membership Special. Members receive the NWA Newsletter and the National Weather Digest as well as discount registration rates at the Annual Meeting. Members have the opportunity to learn or educate those who share their interest in operational meteorology and related sciences, utilize their skills and knowledge while volunteering on NWA projects and committees, gain their NWA Broadcaster's Seal of Approval, and network with seasoned professionals as well as those who are new to this field. Anyone with an interest operational meteorology or related sciences is welcome to join and we also have corporate memberships.

Special Fall & Back-to-School Rates for NWA Annual Dues!

Regular member: **\$52**

Full-time student, full-time retired and full-time military: \$26

* There are additional postage costs for members residing outside of the



Sam Champion, Meteorologist for ABC's Good Morning America meets with attendees at the 2008 Annual Meeting in Louisville.

Join on-line or call the NWA headquarters

Bowling for Scholarships

Tuesday, October 20 in Norfolk

This is your chance to get in on some fun and competitive action during the Annual Meeting AND raise money to fund NWA Scholarships.

Who will be the King Pin of the NWA?

Includes Transportation, Dinner, Bowling, and Shoes

(Soda and alcoholic beverages available for purchase.) Sign up and pre-pay on your preregistration form!

Already have a group of 4 or 5 you would like to bowl with?

Get together with friends and GUARANTEE who is on your team. For \$50 each you can sponsor your own lane (up to 6 per lane)!

Contact Betsy Kling betsykling@wkyc.com

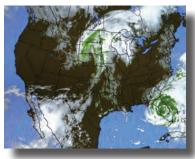
Corporate lane sponsorships are still available.

Announcing: The First NWA Cassens/Phillips Family Undergraduate Scholarship for Meteorology

Thanks to a generous donation from the Cassens and Phillips families, the National Weather Association Council members established a college scholarship fund in the year 2009. This is the first year this scholarship is being offered.

Offering: One scholarship per year of \$1000. The NWA may ask the winner of the Cassens/Phillips Scholarship to present research work at a local or annual NWA meeting; the NWA may provide additional funding for required travel and accommodations for such a presentation.

Administration: The scholarship selection is administered by the NWA Education Committee. The NWA office announces the call for applications for this scholarship in August each year. Applications for 2009 must be postmarked by Oct. 25, **2009** and sent to the NWA Office. The scholarship designee will be notified in mid-December.



Eligibility: Undergraduate students only. Currently enrolled Freshmen. Sophomores, Juniors, and Seniors entering their final semester in January 2010 are eligible.

Award Criteria: The scholarship will be awarded based on:

- a) academic achievement/merit (transcripts) (Student copies of official university transcripts are acceptable, however copies obtained from the Internet are not acceptable)
- b) two letters of recommendation (at least one from a current or former meteorology professor), and
- c) a one page statement explaining why the applicant is applying for the Cassens/Phillips Scholarship

Logistics: Scholarship money will be transferred following the financial guidelines of the college or university involved. If there aren't any financial guidelines from the school, NWA will make the \$1,000 check payable to both the student and the education institution at the beginning of the January-May semester or quarter.

Applications for the NWA Cassens/Phillips Scholarship in Meteorology to be awarded in 2009 must be submitted to the NWA Office by October 25, 2009.

The office address is on the application form. The application form is available to copy from the NWA Web site at http://www.nwas.org/scholarship_app.html or it can be obtained from the NWA office by calling (919) 845-1546.

Professional Development Opportunities at the 34th NWA Annual Meeting: October 17 - 22

The 34th NWA Annual Meeting in Norfolk, Va., is one of those I "don't want to miss" events! Especially valuable in these difficult economic times and challenging job markets, there will valuable opportunities to meet people who can help connect you with those who are in a position to hire or influence hiring decisions!

Join your current and new colleagues in helping the NWA meet our annual meeting theme, "The Future is Now: New Technologies and Techniques to Support the Weather Enterprise and Society: 2010 and Beyond." In addition to a focus on new technologies such as advances in radar and severe weather analysis, there will also be an emphasis placed on marine and tropical meteorology, military weather forecasting, decision support for high impact events, and societal impacts of weather. Bottom line: there will be something to enhance the professionalism of each one of us!

Here are a few opportunities happening during the Norfolk meeting that we want to bring to your attention.

2nd Annual Student Session - Sunday, Oct. 18, 12:30-5:00 p.m.

Students, do you want a job in meteorology, hydrology, or broadcasting? If the answer is YES, you should attend the 2nd Annual Student Session. The four and a half hour student session will focus on skill sets needed to get the upper edge in an extremely tight job market. The session will begin with an eye opening career normal job vacancy has well over Session



wake-up call presentation. A Students Participating in the 1st NWA Student

100 applicants in most every sector of meteorology, hydrology, and broadcasting. Learn professional strategies for getting your work notices!

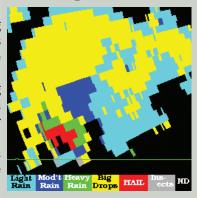
Another enlightening talk is how to separate yourself from other job applicants. This talk will highlight what some students have accomplished to move a step ahead of the rest. This includes developing top 10 weather lists, historical weather posters, Intranet and Web page overhauling, Geographic Information Systems work, and much more. The session will have speakers featuring a cornucopia of experience in operational meteorology, hydrology, broadcasting, and academia. Presentations will include how to prepare the best resume and cover letter, how to give an outstanding interview, finding a good mentor, networking, and technical skill sets for today's job market. Students will be given opportunities to answer interview questions, as well as ask eight diverse professionals any questions regarding employment, and how to improve their chances to enter the greatest profession in the entire world.

Contact session chair John Gordon at john.gordon@noaa.gov for more details.

Broadcasters - Learn More about Remote Sensing Tools - Sunday, Oct. 18, 1:45-3:00 p.m.

There will be an exciting part of the Broadcasters Workshop: Advanced Remote Sensing Tools. In this session, you will learn about emerging tools from both radar and satellites that will aid in your forecast and broadcast.

Hear from Scharfenberg (NWS Severe Storms Services Coordinator, Rain Rain Rain Drops HAIL Office of Climate, Water and Dual-Pol Precipitation Classifier Image Weather Services) dual-polarization radar. This



about (courtesy of NOAA/NWS/NSSL)

interactive course will provide a brief background on dualpolarization radar, including an overview of the new products that will be available and how they help forecasters and algorithms better understand the structure of convective and stratiform precipitation systems.

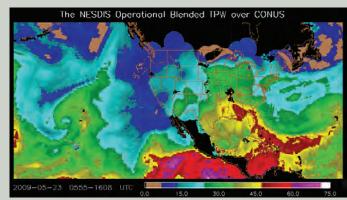
We will also discuss the expected deployment timeline. In addition, we will also explore and discuss example data collected by the dual-pol WSR-88D in Norman, Oklahoma, including hail storms, tornadic storms, and cases with considerable data

quality issues.

Learn from Gary Ellrod (NOAA/ NESDIS, retired) and Sheldon Kusselson (NOAA/NESDIS) about using GOES imagery to detect low clouds and fog, and

about a new operational product: Blended Total Precipitable Water (TPW). These are useful for heavy precipitation and severe weather forecasting. You will learn how these satellite products can be used to enhance your forecast through specific examples, the best means to access the data, and limitations of the products.

Contact session chair Ralph Ferraro for more information at ralph.r.ferraro@noaa.gov.



Blended TPW product over the CONUS (courtesy of NOAA/NESDIS)

Student DVD/Resume Critique Session Sunday, October 18, 8:30-10:30 p.m.

Attention students! Have you registered for the annual meeting yet? Better get going, especially if you're graduating! This session is for you! Why, you may ask?

For the first time ever, we will be offering a student DVD critique session and panel discussion. This is not part of the professional tape swap. This is YOUR opportunity to ask questions and have your DVD reviewed. Make sure you are prepared to get hired. Here's what we have planned: a panel discussion covering three topics:

- How to put together your resume DVD, the do's and don'ts by Dave Williams of WCIV-TV in Charleston, S.C.
- How to dress and putting together your professional look by Kristine Kahanek of Dallas, Texas
- · How to do your makeup: the virtual makeover by Melissa Barrington, formally of The Weather Channel



Students getting feedback on their broadcast tapes

Questions or just need more information? Please contact session co-chair Melissa Barrington at mbarrington10@yahoo. com. If you're interested in participating, please use the subject line: "NWA Makeup", with a headshot of yourself prior to the conference if possible for makeup application. This is open to any student (Ladies, please have your hair pulled back and only foundation on).

After the discussion we will break out into small groups to critique your DVDs. The guidelines for the critique will be based on the NWA seal approval program. We strongly encourage all students to join us for the discussion. You will be enlightened to the in's and out's of the business and how to land that first job. The DVD critique will offer invaluable advice that professionals pay hundreds if not thousands of dollars for. The critique is only open to those that submit a DVD since this will be done in small groups and each person will go home with a copy of their individual critique.

Seize the moment, mark your calendar, register and see you there!

Focus on Professional Development: Communicating Weather Information - Tuesday, Oct. 20, 10:30-11:45 a.m.

This session will focus on enhancing our ability to communicate and connect with our diverse customer/client/ community that we serve.



Explaining and communicating weather information

We have invited outstanding speakers in diverse and important areas of interest such as challenges and perspectives in communicating weather information, making powerful presentations and posters, leveraging social science and understanding your customer, communicating and promoting interest in science, and using technology to communicate weather information.

Contact session co-chair Ken Carey at kcarey@noblis.org for more details.

> Kenneth Carey Professional Development Committee Chair

> > Ralph Ferraro, Remote Sensing Committee Chair

John Gordon Councilor and Annual Meeting Student Session Chair

Melissa Barrington, Annual Meeting Student DVD Resume Session Co-Chair

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

A Professional Development Opportunity: Preparing and Delivering an Oral Presentation, Part II

Carl D. Thormeyer

NWA Broadcasters Conference Program Committee

John R. Scala

Immediate Past President; Chair, Strategic Planning Committee

Kenneth F. Carey

NWA Professional Development Committee

In Part I of this series, we discussed the importance of effective communication when preparing and delivering an oral presentation. In this sequel, we offer specific considerations pertaining to the five W's: *Who, What, Where, Why, and When?* A sixth point, *How?*, determines the appropriate methodology for your presentation and ultimately, its content.

Questions to Ask Meaning?

- * Who do I want to talk to? (Desired Audience)
- * Who will I actually be talking to? (Actual Audience)
- * What am I going to say? (Audience "Needs")
- * What do I want to talk about? (Intent)
- * **Where** will I be speaking? (Location)
- * **Why** do I want to talk about it? (Purpose)
- * When am I going to speak? (Time of Day; Length)
- * **How** am I going to say it? (Content)
- * **How** will I develop my speech? (Structure)

Let's address these one at a time, and contrast the approach used for an after dinner talk at the local Rotary Club with a paper delivered at a professional meeting.

- * Who do I want to talk to? The answer will determine how you present your material whether you focus on style or substance. The Rotary Club audience will expect you to be lively and entertaining; if you're not, they may doze off! At an NWA conference, substance will be expected over style, however, the ability to deliver a well-organized presentation will enhance your probability of success.
- * Who will I actually be talking to? It is imperative to recognize who your audience will be to maximize the effectiveness of your talk. For example who makes up your actual audience at a Rotary Club gathering senior citizens, retirees or young professionals? What is the size of your audience, and overall education level? At a professional conference, the educational background of the audience can assumed to be similar to your own, enabling you to deliver a much more technical and scientific presentation.
- * What do I want to talk about? Most likely, something related to weather! For the Rotary Club, you might wish to share a personal experience (tell a story), or push a point of view (climate change). For a conference paper, you should be sharing your unique professional knowledge or research efforts in a more technical manner.
- * What am I going to say? Consider the needs of your audience? What do they want to hear? Why should they listen to you? Your audience will be asking: "Why should I care what you have to say? What's in it for me?" The answers to these

questions will determine not only the content but the delivery of your presentation.

- * **How am I going to say it?** Will you be delivering a talk in a language easily understood by an audience with a broad background or one with technical expertise?
- * Why do I want to talk? Any talk consists of a general purpose and a specific purpose. In both scenarios the general purpose is likely to inform, although at a Rotary Club meeting, entertainment is also possible. Your purpose may include some form of persuasion as well. A conference paper serves the specific purpose of exchanging technical information with your peers. At a Rotary Club gathering, the specific purpose might be to share similar information, but in laymen terms so that your point can be easily understood.
- * How will I develop my speech? A successful talk contains a clear opening, body and conclusion. A favored technique is to present your main points and support material in groups of three to enhance audience attention and recall. You may also want to use appropriate visual aids; ones that add to the presentation rather than detract (that will be the subject of Part III in this series on effective communication). Overall, the K.I.S.S. principle should always apply Keep It Simple and Sweet! You want people to remember what you said, so leave them with something meaningful and with impact.
- * Where will I be speaking? Will you be in a classroom, auditorium, or banquet room? The location will help determine your style. It's always a good idea to get a look at the venue ahead of time to familiarize yourself with the setting before your presentation. Take special note of the layout, particularly the presence of a stage or lectern, and the use of microphones.
- * When will I be speaking? Take note of the time of day and whether a meal will be served. Be particularly cognizant of the format: will your talk follow a formal meal or are you to speak beforehand? Keep track of your time allotment and NEVER go overtime. Be sure to reserve time for questions and discussion.

Here are a number of additional points to consider to guarantee success of that presentation you worked so hard to develop:

- * Try to limit how much you read directly from a speech. Keep your notes concise, utilizing bullet points if necessary.
- * Always give credit where credit is due. Don't pass off the work of others as your own.
- * Deliver a positive message, especially before the public.
- * Tell your own story. You are sharing your knowledge with others.
- * Be authoritative. That's why people are coming to hear you in the first place!

Becoming an expert speaker takes a lot of practice. The best way to develop and hone your oral communications skills as well as leadership capabilities is to join a local Toastmasters club. There you will learn fundamental speaking skills in a friendly, supportive environment.

of the facilitator was to develop and distribute a confidential survey to the NWA Council and Executive Committee. The leadership was asked to respond with individual perceptions of the NWA's strengths, weaknesses, and key opportunities. It also asked each recipient to identify those attributes which were essential to the future growth and sustainability of the NWA.

The results of this survey were discussed over two days at the NWA's mid-year business meeting in June. Individual responses from the leadership identified common strengths, weaknesses, opportunities and threats to the NWA's future. The outcome of this facilitated discussion was an agreed upon list of four key strategic priorities: 1) growing and maintaining our membership, 2) developing effective strategies for assuring the long-term financial stability of the organization, 3) enhancing our IT support and Web-based capabilities, and 4) expanding and enhancing membership services. It is my pleasure to announce that the NWA is already moving forward to address each of these key priorities through the construction of a *roadmap* that will guide the future of our organization.

The cornerstone of the new SP is enlarging and retaining our membership. Each of us represents not only the vitality of our organization but also the current and future face of operational meteorology, that special niche within the field of atmospheric sciences that makes the NWA a <u>premier</u> and <u>indispensable</u> organization. I hope that most if not all of our membership recognize that each of the aforementioned strategic priorities address singular aspects of a common goal: the future sustainability of the NWA. Within that concept, is the common desire to make the NWA more appealing, more responsive and more fiscally responsible to its members.

The NWA hired a consultant in August to direct the redesign of our Web page, arguably the most visual representation of "who we are and why we exist." This *modernization* effort will consist of not only a more appealing and functional home for the NWA on the Internet but also a portal to a members-only site that will provide online and timely access to NWA publications, individual profiles and an avenue for a host of NWA member services. In concert with this change will be a new tiered membership dues structure that will allow members to select paper only delivery, electronic only delivery or a combination of both for individual receipt of NWA publications. The driving force behind this offering is the implementation of a more fiscally responsible as well as environmentally sensitive position for the NWA on behalf of its members.

The *modernization of the NWA* will occur in well-defined phases over the months and perhaps years ahead. A summary of these actions including the implementation of the new SP will be presented during welcoming remarks on Monday at the Annual Meeting in Norfolk. Additional information will be provided in future newsletters and with the 2010 dues renewal statements. I want to congratulate the members of the NWA Executive Committee, Council, and Finance Committee for their vision, dedication and energy to this exciting effort.

John R. Scala Immediate Past President Chair, Strategic Planning Committee

Professional Development Opportunities in 2009

5th Symposium on Southwest Hydrometeorology: Sept. 30 - Oct. 1

Co-sponsored by COMET, the National Weather Service, the University of New Mexico Department of Earth and Planetary Sciences, the Electronic Journal of Severe Storm Meteorology and Vaisala, Inc., the symposium will be held at the Albuquerque Marriott Hotel-Uptown. Go to http://www.weather.gov/abq/swhydromet/index.htm, to register.

34th NWA Annual Meeting: Oct. 17 - 22

The 34th NWA Annual Meeting will be held at the Sheraton Waterside Hotel in Norfolk, Va. Visit Web site www.nwas. org/meetings/nwa2009 for more information. Also see the cover and page 4 of this newsletter.

13th Annual Great Divide Weather Workshop: Oct. 20 - 22

Co-sponsored by the National Weather Service (NWS) forecast offices in Missoula and Great Falls, Montana, the workshop will be held at the U.S. Forest Service's Missoula Technology and Development Center, located adjacent to the Missoula NWS office. The conference's focus will be on the forecast challenges faced in the Intermountain West and the Western High Plains with special emphasis on fire weather and fire science topics. For further information visit, contact program chair Chris Gibson chris.gibson@noaa.gov) or visit www.wrh.noaa.gov/tfx/greatdivide.php?wfo=mso .

6th GOES Users' Conference: Nov. 3 - 5

"Bringing Environmental Benefits to a Society of Users" will be held at the Monona Terrace Convention Center in Madison, Wisc. Organized by NOAA with support from CIMSS at the University of Wisconsin-Madison, the conference will be held at the Monona Terrace Convention Center in Madison, Wisconsin. For more information, please see: http://cimss.ssec.wisc.edu/goes_r/meetings/guc2009. The conference co-chairs are Dick Reynolds, 410-268-5360; Dick.Reynolds@noaa.gov; or James Gurka, NOAA/NESDIS at: james.gurka@noaa.gov.

90th AMS Annual Meeting: Jan. 17 - 21, 2010

The 90th AMS Annual Meeting will be held in Atlanta, Ga. Visit Web site http://www.ametsoc.org/meet/annual/index. html for more information.



Look for the newest edition of the *National Weather Digest* in the mail!!

Kudos to the Newest NWA Broadcaster Seal of Approval Designees



"Promote ethics and excellence in broadcast meteorology, through continuing education and professional development, and award the NWA Seal of Approval to those weathercasters who meet or exceed the standards of the National Weather Association."

NOTE: Troy Kimmel was awarded the Radio Seal of Approval; the others received the TV Seal.

Dates 2 Remember

Sept. 30 - Oct 1: 5th Symposium on Southwest Hydrometeorology. Albuquerque, N.M.

Oct. 17 - 22: 34th NWA Annual Meeting. Norfolk, Va.

Oct. 20 - 22: 13th Annual Great Divide Weather Workshop. Missoula, Mont.

Nov. 3 - 5: 6th GOES Users' Conference. Madison, Wisc.

Jan. 17-21, 2010: 90th AMS Annual Meeting. Atlanta, Ga.

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 nwanewsletter@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.**

Supporting and promoting excellence in operational meteorology and related activities since 1975.

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