



# NWA NEWSLETTER

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## IMPORTANT DATES

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.*

## It Only Takes a Spark ...

Liz Page, NWA President

A recent article in the Atlantic magazine reported that this fire season has included the greatest number of acres burned in the last 10 years. The fires in the West have affected air quality over an even larger region. With long-term drought conditions and a hot, dry summer, these deadly fires have resulted in widespread destruction. With conditions this volatile, fire prevention has become more important than ever.

This summer, while on a road trip in the Northwest, I learned about the [One Less Spark campaign](#) by the California Wildland Fire Coordinating Group. There were signs along the side of the road urging people not to start their cars on dry grass to avoid starting a wildfire. I have always been amazed by how easily wildfires can ignite. During this fire season, this message seems especially important.



*Courtesy of the California Wildland Fire Coordinating Group*

Under the right conditions, which have been present this year, fires can easily spread, even when started by what seems like innocuous situations. Starting a car, using a chain saw or weed eater, towing, etc. – all can produce a spark that can lead to ignition. These events, in

addition to the more obvious situations like burning debris and not properly extinguishing campfires, help form a powerful message to raise public awareness in order to prevent wildfire ignition.

[Firewise](#), a project of the National Fire Protection Association, is another prevention program to help people protect their homes from wildfire through creating defensible space and making good landscaping choices. These decisions can make a difference when wildfire moves through a region.

These educational programs are meant to reduce wildfire presence and the impacts once wildfires do start. This year is an exceptional example of why these actions are so important. Our role as part of the weather enterprise is to help communicate these messages to give people the best chance against the devastation of wildfire.



## Speed Mentoring Session

*For Students & Early Career Professionals*

NWS

Broadcast

Private  
Sector

Military

Academia

During the 8<sup>th</sup> Annual Student Session  
Sunday, October 18<sup>th</sup>

30+  
Mentors

3:30-6:00 PM

Network and Create  
New Relationships





# 40th NWA Annual Meeting Events

## The Speakers

### 2015 NWA Annual Meeting Keynote Speakers

Patrick Marsh Program Committee Co-Chair

The 40th NWA Annual Meeting Program Committee has arranged for some interesting and dynamic keynote speakers throughout the week. We'll kick things off on Monday morning with *Dr. Louis Uccellini*, NWS Director.



On Tuesday morning, *James Spann*, Chief Meteorologist WBMA-LD in Birmingham, Alabama, and co-host of WeatherBrains, is sure to motivate and inspire us with his talk, "The Intersection of Science, Communication, and Compassion."

As we enter the home stretch, Wednesday morning *Vice Admiral Manson Brown*, Assistant Secretary of Commerce for Environmental Observation and Prediction and Deputy Administrator for NOAA, will kick off a session of talks from those enjoying various leadership positions within NOAA/NWS and NOAA/OAR.

At the Wednesday Awards Luncheon, *Steve Harned*, NWA Charter Member and Former NWA Executive Director, will take us down memory lane with his retrospective talk on his time with the NWA these last 40 years.

We'll then round out the conference on Thursday morning with former NWS Director and current University of Oklahoma Professor Emeritus, *Dr. Joe Friday*. Dr. Friday served as NWS Director during the famed "Modernization of the NWS" in the 1990s and is sure to have a unique perspective on the weather enterprise.

This doesn't even begin to touch on the other talks you can expect to hear at the conference. I look forward to seeing all who can attend in Oklahoma City this October!

## Broadcasters Only

### Special Saturday Event

There will be a special event for NWA Broadcast Members to visit the National Weather Center on Saturday evening October 17. This event is limited to 55 broadcasters and requires registration by Friday October 2. The cost is \$20.00 (please pay at the Annual Meeting) and includes a bus ride from the convention center. This is a great chance for our broadcasters to visit with the NWS, the Storm Prediction Center and the NOAA National Severe Storms Laboratory. Please sign in to your Annual Meeting registration in order to sign up for this opportunity, or call the office at (405) 701-5167. [www.etchouches.com/nwas15](http://www.etchouches.com/nwas15)

### Monday Night Dinner

For: NWA broadcast members

Date: Monday, October 19

Time: 7:30 p.m. (approximately)

Cost: \$25.00 (pay at registration desk)

Location: Abuelo's Mexican Restaurant

Seating is limited for the broadcaster dinner so reserve your place when registering for the Annual Meeting.

## Fun & Fajitas for All

### Monday Night Ice Breaker

We look forward to seeing everyone on Monday night from 6 - 9 p.m. at our 40th Annual Meeting Ice Breaker – a great way to meet other members from across the country!

The Ice Breaker will be held at the National Weather Center where attendees will enjoy fajitas, a cash bar and take a tour of the center. Busses will be available to shuttle attendees to and from the event.



National Weather Center • 120 David L Boren Blvd. • Norman  
Abuelo's Mexican Restaurant • 17 E. Sheridan in Bricktown, Oklahoma City

# The Meeting Sponsors!

Thank you sponsors! The NWA Annual Meetings could not happen without your generous support!

## Platinum Sponsors



## Silver Sponsors



Oklahoma's Own™



NewsOn6.com



Oklahoma's Own



News9.com

## Bronze Sponsors



UCAR  
COMMUNITY  
PROGRAMS



## NWA ANNOUNCES 2015 SOL HIRSCH EDUCATION FUND GRANT RECIPIENTS

The National Weather Association awarded the 2015 Sol Hirsch Education Fund Grants to four individuals:

- **Lori Cain with the Dr. James "Red" Duke Elementary School in Manvel, Texas**
- **Megan Smith with the Girl Scouts of Central and Western Massachusetts, Inc. in Holyoke, Massachusetts**
- **Christopher Storm with Newkirk High School in Newkirk, Oklahoma**
- **Kaci Heins with the Northland Preparatory Academy in Flagstaff, Arizona**

The Sol Hirsch Education Fund Grants are awarded annually to teachers and educators of grades K-12 to help improve the education of their students, school and/or community in the science of meteorology.

Grant recipients will use funds to help purchase weather-related materials as a part of a STEM program for low-income and underserved girls, acquire equipment for atmospheric science activities, allow 6th graders to launch high-altitude balloons loaded with sensors and cameras and to purchase a weather station and software for high school meteorology and earth and space science programs.

"It is an investment in their lifelong love of scientific exploration," said grant recipient Megan Smith. "As girls eyes light up with wonder while making their very own anemometers and working together to create a cloud, they are trying—many for the first time—their hands at atmospheric science. They are learning that science, not magic, makes rainbows, and that they have the power to explain and predict the weather."

The grants were started by the late Sol Hirsch, a former director of the NWA. Since 1993, the NWA has awarded 122 K-12 Education Grants totaling over \$66,000 thanks to the generosity of Sol Hirsch, Hirsch's family and friends, and the many NWA members who donate to this program.



2015 NWA SCHOLARSHIP



# Golf Putting

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

**\$85 per player**

Includes lunch, range, cart,  
golf & donation

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

Presented By



BARON  
Social Weather Intelligence

Contact Betsy Kling for more information  
betsykling@wkyc.com

## Get Ready for Fall Weather Hazards

The NWA is a proud Weather-Ready Nation Ambassador. The fall season has arrived and with it come weather hazards such as strong storms with whipping winds, early season snows and flood.

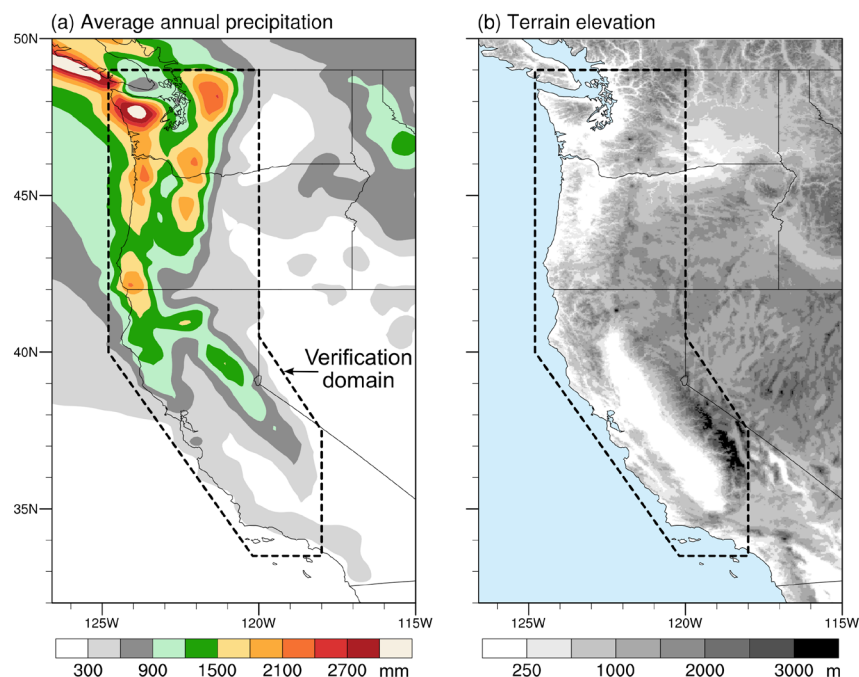
*Be a Force of Nature!* Help us get the word out about being prepared and staying safe.



## New article in the Journal of Operational Meteorology

One new article has been published in the NWA's JOM since last month's newsletter.

*JOM 2015-12: The Utility of the NOAA Reforecast Dataset for Quantitative Precipitation Forecasting over the Coastal Western United States by Benjamin J. Moore, Thomas M. Hamill, Ellen M. Sukovich, Thomas Workoff and Faye E. Barthold.*



*Figure 1 from JOM 2015-12. (a) Average annual precipitation accumulations (color shading in mm) for 1985-2011 from the NARR. (b) 2-arcminute terrain elevation (gray shading in m). The polygon in (a) and (b) outlines the domain (grid points over land only) for which verification statistics were calculated.*

The JOM publishes submissions in four 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, please 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.



## CORPORATE MEMBER NEWS

### Klobomedia

The ability to demonstrate a strong social media presence can have a direct impact on salaries, career advancement, speaking engagements and other contract terms. With weather one of the top drivers of social media engagement, Chicago-based Klobomedia created TheSocReports to help meteorologists and other personal brands grow influence and gain followers in the social space. Many mets are encouraged and usually required to use social media on the job, but few get meaningful feedback from their companies on how to improve and whether their activity is making a difference. TheSocReports solves this by curating a weekly digest of competitive analytics and customized advice, delivered to your inbox. Attendees to #NWAS15 can try out TheSocReports for free. [Sign up here](#) to get started on your month free trial.



### NWA Bob Glahn Scholarship

The NWA Bob Glahn Scholarship in Statistical Meteorology is now open for applications!

It offers one \$2,500 scholarship per year to an undergraduate student.

The scholarship is made possible thanks to a generous donation from Dr. Harry R. "Bob" Glahn, longtime and recently retired Director of the NOAA/National Weather Service Meteorological Development Laboratory.

**Click for additional  
information or to apply**

**APPLY NOW**

## New Voting Option



**Your Vote Matters!**

***Late October all NWA members will  
get a postcard with their renewal  
date and a reminder to read  
candidates' bios online and vote!***

***If you'd still prefer a paper ballot  
and renewal form please contact the  
office at 405.701.5167 or  
nwahelp@nwas.org by Friday  
November the 13th!***

**TOGETHER  
WE PREPARE.**

**JOIN IN!**

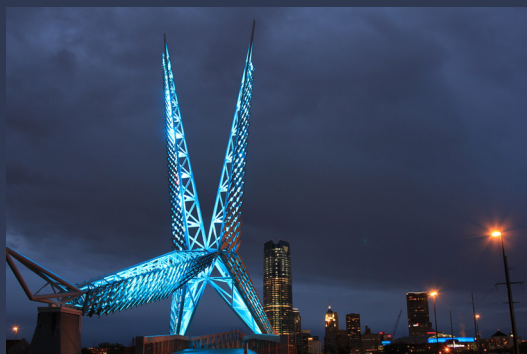
AMERICA'S  
**PrepareAthon!**  
BE SMART. TAKE PART. PREPARE.





**NEW: Instructions for Presenters!**

# 40th NWA Annual Meeting



*SkyDance pedestrian bridge and downtown Oklahoma City.  
Photo from BigStock Photos.*

*Join us - it's our 40th  
Anniversary!*



**"Power of the Past; Force of the Future"**

**October 17 - 22  
Oklahoma City, Oklahoma**

## THE 40th Meeting Agenda

[Click to view the NWA's 2015 Annual Meeting Agenda](#)

### Schedule of Events

Saturday Oct. 17 - NWA Golf Outing & Climate Workshop

Sunday Oct. 18: Broadcast Meteorology Workshop

Sunday Oct. 18: Eighth Annual Student Session

Oct. 19-22: General Sessions

Wednesday Oct. 21: NWA Annual Awards Luncheon

### NEW!!! Presenter Instructions

[Click for information on uploading your presentation and extended abstract.](#)

### Online Registration

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

Online registration closes October 8. (There will be on-site registration for beginning October 17). *There is an option to register now then pay at the meeting.*

## Location

**Conference Hotel:** [The Renaissance Oklahoma City Convention Center Hotel](#). Reservations [may be made online](#) or call (800) 468-3571 and telling them you are attending the National Weather Association Meeting.

**Overflow Hotel:** [Courtyard Oklahoma City Downtown](#), which is across the street from the convention center. Reservations [may be made online](#) or call (405) 232-2290 and use the group code NWAN.

**Second Overflow Hotel:** [Sheraton Oklahoma City Downtown Hotel](#) This room block is available through Oct. 1 or until full. Reservations can be made online.

**Conference Venue:** Cox Convention Center in downtown Oklahoma City.

## Program Chairs

### **Program Committee**

#### **Co-Chairs:**

*Dr. Patrick Marsh*  
Techniques Development Meteorologist  
NOAA/NWS/NCEP Storm Prediction Center  
Norman, OK 73072  
[patrick.marsh@noaa.gov](mailto:patrick.marsh@noaa.gov)  
[nwas15@nwas.org](mailto:nwas15@nwas.org)

*John Ferree*  
Severe Weather Services Coordinator  
NOAA/NWS Office of Climate, Water, and Weather Services  
Norman, OK 73072  
[john.t.ferree@noaa.gov](mailto:john.t.ferree@noaa.gov)  
[nwas15@nwas.org](mailto:nwas15@nwas.org)

### **Broadcaster Workshop** **Program Chair:**

*Mike Goldberg*  
WTVR-TV  
Richmond, VA 23230  
[mgoldberg@wtvr.com](mailto:mgoldberg@wtvr.com)

Watch the meeting web page for updates on hotel accommodations, exhibits, and more, or contact the NWA Office at (405) 701-5167 or [exdir@nwas.org](mailto: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](https://twitter.com/nwas)

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

Meeting hashtag: #Nwas15

## NEW NWA MEMBERS

Please welcome these members who joined the NWA in August!

### **Regular Members**

Matthew Chatelain  
James Lee  
Molly Rosenblatt  
Renetta Sanders  
Austin Bowling  
Kris Oetzmann  
Kahley Amiot  
Daniel Henz  
Ashley Poling  
Gina Eosco  
Warren Wheeler  
Tanya Schoor  
Neil Dixon  
Michael Charnick  
Andy Ball  
Joseph Lester

### **Student Members**

Bradon Long  
Kyle Chudler  
Timothy Farmer  
Krista McEnany  
Kevin Sinwell  
Douglas Miller  
Eric Wright  
Marissa McGinty  
Kaitlyn Heinlein  
Mary Kelley

### **Corporate Member**

KlomboMedia

(see [KlomboMedia story, page 5](#))

## PROFESSIONAL DEVELOPMENT & EVENTS

### **NWA Sponsored Meetings, Conferences and Special Events**

#### **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**

#### **October 7-11: SEJ's 25th Annual Conference**

The Society for Environmental Journalism will be holding its 25th Annual Conference in Norman, Oklahoma, at the University of Oklahoma.

#### **October 31: National Weather Festival**

Hosted by the National Weather Center, this free event will be 10 a.m. to 2 p.m. in Norman, Oklahoma. Guests will be able to view the NWS forecast areas, check out the emergency response vehicles, watch hourly weather balloon launches and much more.

#### **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 10-14: AMS 96th Annual Meeting**

The theme is "Earth System Science in Service to Society" of this conference in New Orleans, Louisiana. The theme emphasizes that the growing knowledge of the academic and research communities about our Earth system is a strength of AMS. AMS brings together the physical, chemical, and biological study of the Earth, allowing important decisions to be made by policy makers and the public.

#### **January 27-29: 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 [nwanewsletter@nwas.org](mailto:nwanewsletter@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/](http://www.nwas.org/newsletters/).



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

Editor and Publisher:

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Communications Coordinator:

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Design/Layout: Mollie Doll,

[Treefrog Resources](#)

Published monthly by the National Weather Association, 350 David L Boren Blvd Ste 2750, Norman, OK (USA) 73072-7125; phone (405) 701-5167; [exdir@nwas.org](mailto:exdir@nwas.org); [www.nwas.org](http://www.nwas.org).

Submit newsletter items to [nwanewsletter@nwas.org](mailto:nwanewsletter@nwas.org) using the Instruction for Authors at [www.nwas.org/newsletters/newsletter\\_instructions.php](http://www.nwas.org/newsletters/newsletter_instructions.php).

Members receive the Newsletter online and access to an online portal which includes the Journal of Operational Meteorology as part of their regular, student or corporate membership privileges.

Address, phone number, email and affiliation changes can now be made online: [member.nwas.org](http://member.nwas.org).