



Association of Certified Meteorologists

Newsletter
December 2021

President's Message

Tim Hall, CCM

It has been an honor to serve ACM as President. Between January 2019 and the present, ACM membership increased by nearly 25%, we transitioned to virtual meetings, and our Marketing Committee embarked on an ambitious campaign to promote the individual CCMs practicing in the private sector. In parallel, we boosted networking opportunities and stood up the ACM Small Business Forum. We also established an ACM awards and recognition program which has sponsored successful Harrison Award and AMS Fellows nominations as well as the first ACM Honorary Retired Emeritus award. Our AMS profile continues to expand with key, semi-permanent ACM roles on the Board for Best Practices and Weather, Water, and Climate Enterprise Commission Steering Committee. As had become a great trend, our members continue to play core roles on the CCM Board with the four most recent CCM Board Chairs being current ACM members.



In January, two long-serving ACM Board members will step down to make room for new members to serve in key leadership roles. We thank Mike Mogil and Elizabeth Austin for years of tireless service to ACM. They both deserve great credit for their role in shepherding the organization through turbulent times and were indispensable assets in charting a new course. We will miss them on the Board and look forward to their continued engagement in ACM in other forums.

Looking toward the future, we have four candidates running for the ACM Board for January 2022-2024 terms and two Board positions to fill next January for 2023-2025 terms including Secretary and general Director. If you are interested in running, please contact our Nomination Committee Chair, Tim Hall (wxsleuth@gmail.com). We are looking to have a slate of candidates identified by September.

I am grateful for the opportunity through ACM to associate such esteemed, talented and interesting colleagues. I will be honored to hand off the President's baton at our Annual Meeting on February 6 to Alicia Wasula. Alicia is exactly the leader we need now to take ACM to the next level.

➤ **ACM Annual Meeting**

When: Sunday February 6, 2022 | 6:00 pm – 9:00 pm ET

Where: Virtual (Zoom) - *Details/formal invitation to follow in January*

Agenda:

6:00 pm – 7:45 pm: Special Session on Ethics in Meteorological Consulting Sponsored by the ACM
Small Business Forum (open to all members)

8:00 pm – 9:00 pm: All Members Meeting

➤ **Small Business Forum Meeting – 2021 Quarter 4 Meeting**

When: Wednesday December 15, 2021 | 7:00 pm – 8:30 pm ET

Where: Virtual (Zoom) - Formal invitation will be sent a week prior to the meeting

Details: The ACM Small Business Forum will hold their fourth and final quarterly meeting of 2021 on Wednesday, 12/15 from 7:00 PM - 8:30 PM ET. If you would like to attend, please send an email to Alicia Wasula at alicia@stmweather.com. A Zoom invite will be sent out about a week prior to the meeting.

➤ **AMS Annual Meeting ACM Gathering Cancelled**

Given the on-going threat of COVID and anticipated low participation by ACM members on-site in Houston, we have decided to put the planned Sunday evening ACM reception on hiatus for a year. However, we are laying in plans for the AMS Annual Meeting in Denver for a major networking event on Sunday, January 8, 2023 open to all CCMs, hosted by ACM.

➤ **The AMS Board of Best Practices is looking for new members**

The American Meteorological Society (AMS) Board of Best Practices was founded by the AMS in January 2015. The board is charged with writing a "Best Practice," a type of statement under the guidelines for AMS Statements. The purpose of a "Best Practice" is to alert the AMS membership, governmental and private sector organizations, and the general public to AMS endorsed best practices across sectors of the weather, water, and climate enterprise, and to promote statements of scientifically-based practices from third parties deemed worthy of the credibility and reputation of the society. Best Practice Statements in Force and In Progress can be found on the Board of Best Practice webpage: <https://www.ametsoc.org/index.cfm/cprof/boards/board-on-best-practices/>. Gerald Mulvey is chairman of the board.

➤ **January 2022 ACM Board Member Election Announcement**

The ACM Board announces candidates for four open Board positions for January 2022-January 2024 terms as follows:

- **President-Elect: Mark McGinnis**
- **Treasurer: Gale Hoffnagle (incumbent)**
- **Director: Jim Bria**
- **Director: John Lavin**

Please review the candidate's statements of interest at the end of the Newsletter. We would like to thank each of the candidates for their interest in bringing their ideas and energy to bear in service to the ACM members as part of the Board. We will conduct the election electronically in January so please watch for an email message prompting you to vote.

Committee Updates



Marketing Committee

Mark McGinnis, CCM

The Marketing Committee is made up of James Bria, Dan Schreiber, Morgan Yarker, Mike Mogil, and Mark McGinnis. The marketing committee met September 22 at 3pm central. Here are some notes from the meeting:



1. The Meteorology Tech Expo is in Miami Beach, Florida February 7 and 8, 2022. ACM is an exhibitor at the expo. We will market our membership and their services at this conference. Gary Ellrod, Mike Mogil, Charlie Paxton and Mark McGinnis have volunteered to represent ACM at the conference.
 - a. The Marketing Committee is in the process of consolidating all ACM marketing items (skirt, display, trifolds, clips) for the conference
 - b. The Code of Conduct draft for ACM Consulting Members attending a conference, as a representative of ACM, has been forwarded to the Ethics Committee
2. Jim Bria evaluated and chose new updated pictures for all pages on our website. CityScope made those updates in November 2021
3. We are developing a 3 year marketing plan for ACM.
 - a. Goal of the Plan: position ACM members as thought and technical leaders in the meteorological community
 - b. Design: Promote and market members presenting at AMS. Continue to promote ACM members to AMS Boards and Committees
 - c. Outcomes: ACM membership takes on leadership roles in AMS. Membership receives speaking roles as featured speakers or subject matter experts in their area of expertise. ACM membership increases. ACM members benefit from increased business, continuing education and social benefits offered by ACM membership
4. ACM is now advertising in the CCM newsletter
5. ACM is developing an advertising campaign for AMS BAMS – paper and digital
6. We are beginning to plan for the ACM/ CCM short course for the January 2023 AMS Annual Conference. Initial thoughts are to offer a non-forensics course that displays the diversity of expertise held by CCMs. Possibly, include how to start and run a consulting business.

Committee Updates (Continued)



7. We end 2022 looking for a new intern for ACM. Maddi Johnson our student intern from Ball State assisted us considerably in 2020 and 2021
8. The ACM Marketing Committee holds their Q4 meeting Thursday December 9 at 3pm central

Thank you for your help and, as always, reach out to me if you have any questions, recommendations, or concerns.

Newsletter Editor

Steve Roberts, CCM

As they say..., "it takes a village"...I would like to send out a special thanks to all who have made contributions to this edition of the ACM newsletter. You all make my job of organizing and editing the newsletter the easy part. I would also like to send a VERY special thank you out to Tim Hall for his tireless efforts as ACM President the past 2 years. I became a member of the ACM around the beginning of Tim's tenure as President, and I have been amazed at all that the organization has accomplished under Tim's superb leadership. I would also like to say congratulations to Alicia Wasula for assuming the role as President of the organization for the upcoming term. I have no doubt her talents and contributions will bring about many remarkable things for the organization over the next two years and beyond!



I am currently seeking ACM member profile write ups for upcoming newsletter editions. This is a great way for members of the organization to learn more about you. Special thanks to David Moran for sharing his profile in this edition. Please reach out to me if you are interested in sharing your story in an upcoming edition of the newsletter. The newsletter is also a great place to share announcements that would be of interest to the membership. Please contact Alicia Wasula if you have an announcement that you would like shared in an upcoming newsletter. As always, if anyone in the organization has any ideas for new content or columns for the newsletter, please email me at sroberts@compuweather.com. I wish all of you a healthy, safe and joy filled holiday season.

Committee Updates (Continued)



Awards and Recognition Committee

Randall Bass, CCM

First, we want to honor Dick Westergard, as he has been chosen to receive the ACM's Retired Emeritus Award. It will be awarded at the ACM annual meeting in February. Dick has been a mentor to many CCMs and other meteorologists throughout his career. See the separate article recognizing him and his long career in meteorology.



Otherwise, the ACM Awards Committee is gearing up as nominations will soon be due for several awards our members are eligible for. We have received a nomination for the Henry T. Harrison Award for Outstanding Contributions by a Consulting Meteorologist. While we can't divulge who it is yet, we can say they are highly deserving and have had a stellar career. However, we are still accepting other nominees so if you have someone in mind let us know. A healthy competition makes for outstanding packages, and at the very least it establishes a pipeline as nominations are good for two more years. We will announce the nominee(s) at the annual meeting.

We also continue to solicit nominations for AMS Fellows. Follow this link for more information and criteria for being a Fellow: <https://www.ametsoc.org/index.cfm/ams/about-ams/ams-awards-honors/fellows/>. We have many ACM members with long, distinguished careers in meteorology as well as significant participation in AMS, so let's not waste an opportunity to recognize them.

Please contact me at bassweather@gmail.com if you have someone in mind for any award. The Awards Committee will even assist with filling out the application and collecting the required information for the submission so the nominee doesn't have to do everything themselves.

Finally, we continue to accept CVs from all members to build up our database for future considerations. Please send your CV to me or the ACM Secretary.

Westergard Honored with Retired Emeritus Status Award



Richard (Dick) Westergard has been bestowed the status of Retired Emeritus by the Association of Certified Meteorologists (ACM). Dick has been a great mentor to many CCMs over the years, along with making great contributions to the field of meteorology over a career that has spanned over 50 years.



He began his career in the Air Force in 1966, working his way to the Chief Observer rating in 1973. Dick then joined the National Weather Service (NWS) as a meteorological technician, serving at Tampa, FL, Chicago, IL and Rockford, IL before becoming the Official In Charge at Huntington, WV in 1983. He completed his professional degree in 1988 at Marshall University, then served as the Meteorologist In Charge at Duluth, MN, and Warning Coordination Meteorologist at Albany, NY. During his time in the NWS, Dick frequently appeared as the local, regional, and/or statewide spokesperson for the NWS. He also built NOAA unit citation-winning severe weather warning teams at both the Duluth and Albany offices, working with researchers to incorporate state-of-the-art research into operations. At the Albany office, Dick worked with public and private sponsors to expand the NOAA Weather Radio network from two to eight transmitters.

After retiring from the NWS in 2004, Dick founded Shade Tree Meteorology (STM), LLC. He formed the company with the goal of providing forensic meteorology clients (generally attorneys) with high quality science, communicated in a clear manner. In March 2006, Dick obtained his CCM (#632). He led STM until December 2016, when he sold the business and “retired” for the second time. However, he still continues to sub-contract his forecasting services to STM (now STM Weather) as needed, even as recently as 2021.

Service has always been part of Dick’s career. During his time in the NWS, he served as a mentor to science teachers enrolled in AMS teacher courses and participated in numerous outreach programs, bringing science information to educators and students. Dick served a four-year term on the AMS Board of Certified Consulting Meteorologists, serving as Chair during the last year of his term. Additionally, Dick was president of the National Council of Industrial Meteorologists (ACM’s former name) from 2009 through 2011.

Dick has always believed strongly in mentorship and passing on knowledge to new generations of scientists. Countless ACM members have benefitted from Dick’s willingness to share his experience and expertise over the years. He has selflessly offered advice, training, and personal experience on how to communicate successfully to forensic clients in both written and oral form as well as explain what business skills are required to run a private meteorology business.

Dick will formally be recognized as our newest Retired Emeritus at the ACM annual meeting in February.

Meet ACM Member David Moran, CCM

My name is David Moran. I've been a CCM and an ACM member since 2017.

Like many meteorologists, my interest in weather began during childhood and really took off after my family moved to Oklahoma in 1994. A few years later, after graduating from high school, I went on to attend the University of Oklahoma where I double majored in both meteorology and mathematics. I graduated from OU in 2009.



I kicked off my career as a consulting meteorologist for Weather Decision Technologies from 2010 until 2017. It was during this time, that I initially learned about the CCM program. While I was interested, I was somewhat reluctant to pursue my CCM, thinking that was something for someone MUCH smarter than me! After talking about it with a few colleagues, I decided to go for it and started the process in 2016. I finished my CCM in January 2017 and was invited to serve a four-year term on the Board of Certified Consulting Meteorologists a year later.

Following the acquisition of Weather Decision Technologies, I was hired full time as a meteorologist by the new owner, DTN. I spend the majority of my day writing custom forecasts and various specialized discussions for a wide variety of B2B clients across multiple industries, including utilities, aviation, and transportation to name a few. My areas of expertise are mesoscale meteorology and synoptic meteorology. I have also performed some forensics work as needed as well.

In 2020, I was invited to join the exam review committee for the Certified Broadcast Meteorologist certification. I began my term on the committee in January 2021.

My favorite part about being a CCM is the ability to interact with, and learn from, other CCMs. I look forward to meeting more of you!

Meet the Candidates

There are currently four open board positions that will be filled during the 2022 annual election. The open board positions are Director(2), Treasurer and President-Elect. The election will be conducted electronically in January in advance of the ACM Annual Meeting. Each candidate has provided a statement of interest for all members to review. A special thank you to all our candidates for their interest in serving the ACM organization as board members.

James Bria, CCM – Candidate for Director

I would like to express my interest in the opportunity to serve as a Director on the Board of the Association of Certified Meteorologists. I graduated from the State University of New York at Albany in 2001 with a Bachelor of Science in Atmospheric Science. I have been employed at CompuWeather since 2003, where I currently hold the positions of Senior Forecast Meteorologist, Senior Forensic Meteorologist and Forecast Operations Manager. In those roles, I manage and train the staff meteorologists, prepare site specific forecasts for clients across the United States and provide forensic weather consulting services.



Since early 2020, I have had the opportunity to work on the Marketing Committee. I have found this experience to not only valuable but extremely rewarding. I enjoy being involved in the process of promoting this great organization and truly believe in what the ACM has to offer to myself and other professionals in the meteorological community.

I look forward to the opportunity to serve as a Director on the Board of the Association of Certified Meteorologists.

Thank you for your time and consideration.

A handwritten signature in black ink that reads "James Bria". The signature is written in a cursive, flowing style.

Jim Bria

Senior Forensic Meteorologist

John Lavin, CCM – Candidate for Director

I am interested in serving on the ACM board and was honored to be approached for consideration. I joined the ACM back in early 2020 and have already been impressed with the organization. The quarterly networking events have been very beneficial. I have enjoyed sharing my professional experiences and hearing from others as well. I am currently the Director of Forensic Services at AccuWeather for Business and began this role at the beginning of 2021. Previously, I started my career as an operational meteorologist in 2010 with AccuWeather and transited to the forensic department in 2017.



Our industry is rapidly evolving and growing every year. I believe my perspective working in a larger business setting is unique to ACM and could offer insights into the weather enterprise. ACM is an essential organization in our field, and the role of a consulting meteorologist will be key in the future.

I appreciate your consideration, and please let me know if you need any additional information.

A handwritten signature in black ink, appearing to read 'John Lavin'.

John Lavin, CCM

Gale Hoffnagle, CCM – Candidate for Treasurer (Incumbent)

I have been the treasurer since 2017 and I am glad to assist the ACM in this role. I am a past president and a member since 1976.

Gale F Hoffnagle, CCM, QEP
Senior Vice President and Technical Director
Air Quality Consulting



Mark McGinnis, CCM – Candidate for President-Elect

I was approached about my interest in being considered as Chair-Elect for the Association of Certified Meteorologists (ACM) for the next term. I am interested and am honored to be considered. I have actively served on the ACM board over the last three years as Marketing Chair and am excited to continue to serve ACM moving forward in a new role. ACM has evolved over the last three years. It has been a pleasure to work with such a fine group of CCMs to develop a new mission statement and focus for our membership. I see continued growth for our organization and membership as we move forward and develop additional value and benefits for ACM members.



I became a CCM in 2016 and have been on the CCM board since 2018. 2021 is my last year on the BCCM as I will transition off as Chair at the BCCM Annual Meeting in January 2022. This opens up significant time in my schedule and allows me to take on a challenging new role – Chair-Elect of ACM. Thank you again for consideration.

Cordially,

Mark D. McGinnis
CCM #722