



Association of Certified Meteorologists

Newsletter
March 2021

President's Message

Tim Hall, CCM

After a year of lockdowns, isolation, mask-mandates, tragic family stories and challenges for businesses small to large, it finally feels like the nation is starting to return to some sort of normal. ACM will emerge from this challenging epoch stronger than ever. Not only are we experiencing an unprecedented growth in membership, but due to our increased collective savvy with remote meeting and networking tools we are more connected as an organization than we have been in at least a decade. Going forward, we are going to continue to exploit these tools to promote a vibrant, highly networked Association that seamlessly spans time zones and international boundaries.



On January 31, we held the ACM Annual Meeting. This was the first ACM Annual Meeting conducted virtually and it was an unequivocal success. Going forward, I believe it will become the permanent mode of operation to conduct official Association business. This will allow ACM to focus face-to-face gatherings at the AMS Annual Meeting (and other venues) on professional networking. Highlights of the business conducted at the meeting including announcement of the Board Election results and award of our first ever Retired Emeritus honor. We congratulated Randy Bass on his election to the ACM Board. We celebrated the award of ACM Retired Emeritus Status to long-time member, Steve Harned.

Looking toward the future, we have four Board positions opening up for 2022-2024 terms including President-elect, Treasurer and two general Director positions. If you are interested in running please contact our Nomination Committee Chair, Elizabeth Austin (Elizabeth at weatherextreme.com). We are looking to have a slate of candidates identified by September.

We live in exciting times for ACM. I look forward to seeing you at upcoming events including the Virtual Mid-Year ACM Meeting on Sunday, July 25 and at the ACM Reception at the AMS Annual Meeting in January 2022 in Houston.

Announcements



➤ ACM Small Business Forum

The ACM Small Business Forum held their first quarterly meeting on February 17. The topic was on business entities for tax purposes and financial planning for business owners. The speakers were Anita Savoy, CPA, of Sweeney and Associates, and Drew Prescott of Prescott Private Wealth. There were numerous questions from members and the discussion was timely as business owners are currently preparing to file their 2020 tax returns. Our next meeting will be held sometime in the spring; once a date is determined an email will be sent out. If you are a small business owner and there is a topic which you would like to discuss at an upcoming forum, please contact Alicia Wasula at acw at shadetreemeteorology.com.

➤ Awards Committee – Incoming Chair

Randy Bass has assumed the role of Chair of the ACM Awards and Recognition Committee. The Committee will be working on developing a process to ensure that there are regular nominations submitted to the AMS for both the Harrison Award and Fellow. Given the shortened nominations deadline for 2021 for the AMS, we will be focusing on developing this process with the goal of submitting nominations in 2022.

Calendar of Events



➤ Small Business Forum Meeting – Weather & Climate Toolkit Tutorial by NCEI

When: Wednesday May 12, 2021 | 7:00 PM ET

Where: Virtual (Agenda and invite details will be published as we approach the event)

Details: Our guest speaker will be Steve Ansari of the National Centers for Environmental Information (NCEI), and he will present a tutorial on the NOAA Weather and Climate Toolkit. The event will be open to consulting and associate members.

➤ ACM Mid-Year Meeting & Networking Event

When: Sunday July 25, 2021 | 5:30 pm – 8:30 pm ET

Where: Virtual (Agenda and invite details will be published as we approach the event)

➤ ACM Reception at AMS Annual Meeting

When: Date/Time TBD, January 2022

Where: Houston, TX

Committee Updates



Marketing Committee

Mark McGinnis, CCM

We are happy to announce Jim Bria and Dan Schreiber are joining Morgan Yarker, Mike Mogil, Bill Conway and Mark McGinnis on the marketing committee. The marketing committee met March 24 at 3pm central. Here are some notes from the meeting:



1. Under advisement of Ingrid Kast Fuller, we are developing a new strategy – Google Questions. Google is implementing a new algorithm for their search engine May 2021 and websites answering common questions receive higher search rankings.
2. Our intern, Maddi Johnson, continues to write and publish articles for our website. She is addressing articles for the website and writing short answers to common weather questions typed into Google search.
3. The ACM Find and Expert page is now dynamic and shuffles our consultants every time the page loads. Check it out at <http://certifiedmeteorologists.org/find-an-expert-meteorologist.htm> .
4. We need some help from our membership. As conferences slowly return to hybrid/ in person, we need to create a database of pertinent conferences. What conferences do you attend for your area of expertise? As a committee we need to explore conference options for ACM to attend as a vendor or advertise within.
5. What professional subscriptions do you have in your area of expertise? We would like to create a database and explore advertising options.
6. Please share your conference and periodical/ organizational suggestions with Morgan Yarker, Mike Mogil, Bill Conway, Jim Bria, Dan Schreiber or me.
7. Finally, the remaining 2020/2021 ACM marketing budget is significant because of our inability to attend conferences and find appropriate advertising with a suitable return of investment. We are looking to roll that into next year's budget and develop an aggressive marketing campaign as (crossing fingers) conferences - in person and hybrid – return.

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

Committee Updates (Continued)



Awards and Recognition Committee

Randall Bass, CCM

I am excited to be leading the ACM Awards Committee and look forward to working with you all. Our most immediate need is a nomination for the Henry T. Harrison Award for Outstanding Contributions by a Consulting Meteorologist. The award recognizes a consulting meteorologist for outstanding contributions to the profession, clients, and society. Nominees should demonstrate expertise in weather or climate and their applications, adherence to ethical behavior, and a high level of service to clients and/or the weather and climate enterprise. Currently there are no nominations for the award this year. Surely someone knows a CCM that is deserving of this honor. If so, contact me at bassweather@gmail.com. Worried that it's a lot of work? I'm willing to help with the documentation (citation, nomination letter, getting letters of support) to ease the burden. I'll even work with the nominee to get their CV. Nomination packages are due 1 May, so we don't have much time.



We are also looking for nominations for AMS Fellows by 1 May. Per AMS: "Those eligible for election to Fellow shall have made outstanding contributions to the atmospheric or related oceanic or hydrologic sciences or their applications during a substantial period of years." If you have an ACM member in mind you'd like to nominate, let me know as soon as possible.

Additionally, we are soliciting recommendations for the ACM Retired Emeritus Award. This award recognizes the distinguished career of a retired member. The ACM by-laws state: "Retired Members shall be limited to individuals who have been Consultant members for at least one year prior to change of membership category to retired. A subcategory of Retired Members is Retired Emeritus. Emeritus status is an honorary designation that may be bestowed by the Board based on criteria including meritorious service to the ACM, a body of stellar career accomplishments, and continuous membership of good standing in the ACM of at least 5 years. Retired Emeritus may be awarded to one individual per year by the Board. Retired Emeritus members maintain all the rights and privileges of Retired members but have a lifetime exemption on membership dues." This award will be announced and awarded to the member during the ACM Annual Meeting.

My goal this year as Awards Committee chair is to develop a process to identify and nominate deserving ACM members for all these awards well in advance of the deadlines so we don't have to scramble every year. I'd also like to establish a pipeline, so we have 2-4 nominations for each award to choose from each year. One aspect of this process is to establish a database of everyone's CV. Instead of relying on the ACM members to submit names (which is still always welcome), the Awards Committee would comb through the CVs and select several CCMs for consideration. The ACM Board of Directors would then

Committee Updates (Continued)



select the nominee for each award for that year. More details to come, hopefully by the next newsletter, and any process will have to be approved by the Board. I welcome any comments and suggestions you may have. In the meantime, if you'd like to go ahead and send in your CV, please forward it to Morgan Yarker at acm.wxexperts@gmail.com.

Finally, I want to thank Alicia Wasula for her leadership as committee chair before me. Currently the committee consists of Alicia and me, and we need more members! If you're interested in being on the Awards Committee, please contact either of us. Thanks!

ACM Newsletter Editor

Steve Roberts, CCM

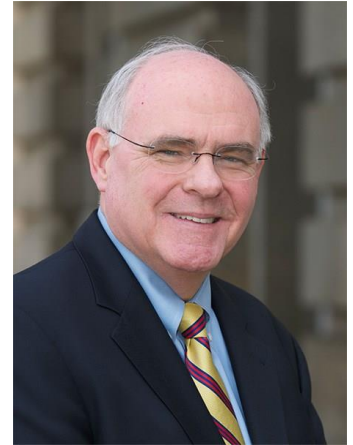
I would like to thank of all of those who have made contributions to this edition of the ACM newsletter. There are certainly a lot of exciting things happening within the organization. It is an honor to be part of such a great group of professionals. If anyone in the organization has any ideas for new content or columns for the newsletter, please email me at sroberts@compuweather.com. In the meantime, we will continue to feature a member of the organization in the "Member Profile" section of the newsletter. The objective of this column is for the organization to learn more about its members. Special thanks to Mike Mogil and Alicia Wasula for their contributions to the last two newsletters. Please reach out to me if you are interested in sharing your story in an upcoming addition of the newsletter. Happy Spring to everyone. For many of us, it was hard-earned this year!



Harned Honored with Retired Emeritus Status Award



During the ACM Annual Meeting in January, the permanent status of Honorary Retired Emeritus was bestowed upon Steve Harned in recognition of his stellar career and years of dedicated service to the ACM. During the virtual ceremony, ACM President Tim Hall highlighted just a few of Steve's achievements during a career that has spanned over 50 years and bridges across the public, private, and academic professional sectors.



Even before he graduated from Florida State University with a B.S. in meteorology, Steve was hired by the U.S. Weather Bureau and worked summers with the Weather Bureau Airport Station in Bristol, TN. After graduation in 1970, he served 4 years on active duty in the Navy as a meteorology and oceanography officer and then remained in the Naval Reserves, retiring as a Navy Captain (O-6) in 1995. After his active-duty days, Steve rejoined what by then was the National Weather Service (NWS) and embarked on a three-decade career as a public servant. He held a number of managerial, staff, and forecasting positions in Raleigh, Houston, Anchorage, Silver Spring, and Lubbock during his NWS career, even appearing on TV while in Anchorage as an assistant meteorologist on the PBS-sponsored broadcast of "Aviation Weather."

After retiring from the NWS in 2004, he formed the consulting firm Atlantic States Weather, Inc., spending the next 15 years providing forensic meteorological services for a wide variety of clients throughout the US and even Europe. During this period, he also found time to hold the position of Lecturer on Atmospheric Sciences staff at NC State University, where he served as lead instructor for an introductory course on weather and climate.

Steve didn't just work in weather, he lived it. Stemming from a strong desire to advance the career field in all three sectors, and also to mentor and support future generations of meteorologists, he has given his time to multiple committees and boards within the AMS, the National Weather Association (NWA), and the ACM. Specifically, he has served on the AMS Board of Best Practices, the Board of CCMs, and the AMS Board for Private Sector Meteorologists. He also served as the technical editor and publisher for the NWA's *National Weather Digest* and recently served as both a member and the chair of the ACM Marketing Committee.

Steve sold his company in 2019 and now enjoys life with his wife Jeanne in Leland, NC. If he isn't golfing or on the beach, you may still find him volunteering on the World War II battleship USS North Carolina in Wilmington.

The ACM is privileged to have Steve Harned as a member and we are honored to recognize his stellar contributions to our nation, the career field, and to the ACM with honorary membership status as Retired Emeritus.

Meet ACM Member Alicia Wasula, PhD, CCM – Owner of Shade Tree Meteorology

Hi everyone,

My name is Alicia Wasula, and I own Shade Tree Meteorology, LLC. Although my motivation for studying meteorology is probably fairly typical of many of us, my career trajectory has been anything but typical.

I always enjoyed science as a kid- I was fairly quiet and a big reader, so I read books on all the sciences. One of my favorite things to do was watch nighttime thunderstorms on the front porch with my dad. When it came time to pick a college major, several factors came into play which led me to the University at Albany, where I learned that they had a top-notch Atmospheric Science department. The choice was easy from there, and I jumped into my studies with great enthusiasm.



One of the best things about my time as an undergraduate was the exposure I had to all of the different research projects that were going on in the department. I learned pretty early on that forecasting and shift work were not for me, and so I spent a lot of time learning about what other types of careers there were in meteorology. I was able to do an internship with a local forensic meteorologist and, although I absolutely loved the work, I came out of it thinking that I probably wouldn't pursue that as a career (I wonder if watching my mentor testify in court scared me off just a little bit!).

During graduate school, I spent lots of time teaching undergrads as a teaching assistant for both non-majors (gen-ed) and majors. I learned through that time that I had a knack for explaining science to people who were having trouble understanding concepts. I also learned in graduate school that I really enjoyed the data analysis that came with doing numerous case studies of tornado events in the northeast U.S. and southeast U.S. Looking for small but significant signals in observational data was something else which gave me great satisfaction.

After graduate school, I found myself with a husband employed by the National Weather Service and working all kinds of crazy shifts and a brand-new baby (born six months before I defended my PhD!). I spent about five years teaching as much as I could at any place I could. While very challenging to manage in terms of scheduling and content development, it was invaluable experience to be able to teach courses both in meteorology and in other related sciences.

In 2013, I reconnected with Dick Westergard, whom I had met as a student intern at the NWS many years before when he was the Warning Coordination Meteorologist in the Albany office. He had retired from the NWS and founded Shade Tree Meteorology and was looking for some help in the company. I

Member Profile (Continued)



was so excited to jump back into data analysis and forensic meteorology. I trained and worked with him, eventually moving into writing reports for clients once I obtained my CCM. I benefitted from his excellent mentorship for three years, and when he retired in late 2016, I was able to purchase Shade Tree Meteorology.

Owning my own business has been one of the best experiences of my life. I count myself so blessed to be able to do a job I love every day and have the flexibility I need with my growing family (even more significant now, as everyone is home more since COVID hit!). While my career path has been anything but 'traditional', I now speak to students about my experience with the benefit of hindsight. I can honestly say that every experience I had as a student, from internships, to research projects, to assistantships, helped shape me as a scientist and prepared me for the work I do in my job today.