



Association of Certified Meteorologists

Newsletter March 2022

President's Message

Alicia Wasula, PhD, CCM

It was great to meet so many of our members at the ACM Annual Meeting back in early February. The meeting, held virtually, was full of events that capture how our growing organization is serving its members. The first half of the meeting was a panel discussion event on the topic of ethics. Our panelists (Elizabeth Austin, Randy Bass, and Gerry Mulvey) have wide-ranging expertise on this topic and the discussion was lively and well-engaged. Numerous questions and comments from attendees were submitted during the time as well. For those who were able to attend, we hope you found it helpful! I know this event addressed a topic which is relevant and important to all of us as consultants. A special thanks goes to Doug Stolz, ACM Ethics Committee chair, for his time and effort in putting this event together! During the second half of the meeting, we held our annual business meeting and received updates from various officers and committee chairs. Additionally, we were able to recognize two long-standing ACM members for their career achievements: Steve Harned received a letter of congratulations for receiving the AMS Fellow award, and Dick Westergard was presented with our own Retired Emeritus award.



This year, we will continue to focus on growing our membership and engaging them in organizational activities as efficiently as possible. We are already looking into ways to streamline the onboarding process for new applicants to minimize wait time from initial application to eventual acceptance for membership in ACM. We will also continue to reach out to new CCMs with letters of congratulations, as well as publish activities of ACM members and our organization in the CCM newsletter. The website has been tweaked and updated to make it easier to find/join ACM, and we now have 39 active consulting member profiles on our 'Find an Expert' page! If you have interest in serving in ACM, please reach out as there are many ways to get involved.

Our committees are hard at work on many activities as well. A sampling of the ongoing work includes:

- The marketing committee is considering new and alternative ways to make use of its budget until in-person meetings become a reliable way to represent our members again.
- The AMS Board of Best Practices, together with the Board of Higher Education, is developing a statement on preparing students for work in the private sector. ACM Past President Tim Hall is sitting on that committee as a representative of ACM. Additionally, the ACM Ethics and Standards committee is considering whether ACM should have a formal position statement for our membership on this topic.
- The Small Business forum will continue to hold quarterly meetings during 2022: stay tuned for announcements regarding topics and dates.

Lastly, our Mid-Year Meeting will be held during Summer 2022: stay tuned for announcements on that as well.

I continue to be excited for the future of ACM and look forward to seeing many of you virtually, or perhaps even in person, during the year!

Calendar of Events



➤ **AMS 35th Conference on Hurricanes and Tropical Meteorology**

When: May 9-13, 2022

Where: New Orleans, LA

For more information visit: <https://www.ametsoc.org/index.cfm/ams/meetings-events/ams-meetings/35th-conference-on-hurricanes-and-tropical-meteorology/>

➤ **AMS 49th Conference on Broadcast Meteorology/6th Conference on Weather Warnings and Communication**

When: June 14-17, 2022

Where: Milwaukee, WI

For more information visit: <https://www.ametsoc.org/index.cfm/ams/meetings-events/ams-meetings/49th-conference-on-broadcast-meteorology-sixth-conference-on-weather-warnings-and-communication/>

➤ **ACM Mid-Year Meeting**

When: July 10, 2022 (Tentative)

Where: Virtual

Stay tuned for more information in the coming months

➤ **Sky Awareness Week (SAW) - 2022**

Sky Awareness Week (SAW) 2022 is on the not-too-distant horizon (April 24-30). As always, the week-long celebration of the sky (clouds, optical phenomena, planets, and stars) affords all an opportunity to appreciate sky beauty, to understand sky and weather processes, and to work together to protect the sky as a natural resource. Since many school textbooks are playing down conventional weather learning (even removing cloud identification), sky awareness takes on added significance.

Consider using this week as a way to integrate sky awareness into other Earth Day activities that take place around the same time. This includes offering talks to nature centers, schools and home schools, scout troops, museums, and other settings in either in-person or virtual settings. Just prior to Sky Awareness Week, I'll be providing a program (including sky awareness, weather preparedness, and much more) virtually to a cub scout pack in the Maryland suburbs.

I am working on a series of sky-based weather articles and will feature these on my "lifelong learning" blog site - <http://www.weatherworks.com/lifelong-learning-blog>. TV meteorologists and others can draw from these or refer their viewers/listeners to the site to read the articles. Photos used in the articles are copyrighted; please contact me for permission to use.

Sky photographs are welcome year-round at www.facebook.com/sky.awareness.week or via e-mail at ccm@weatherworks.com. Should I wish to use any, I would contact the provider (if I am able to do so). Hence, please, provide contact information to me via e-mail.

H Michael Mogil, CCM, CBM, NWA Digital Seal (Naples, FL)

➤ **ACM Awards Committee Call for CV's & Bios**

The ACM Awards Committee is requesting that members submit updated CVs and/or bios for their files. The committee is working to develop a process to ensure that ACM is regularly nominating its members for AMS awards such as the Henry Harrison Award and AMS Fellow. As part of that process, they would like to retain relevant information about ACM members so that nominees may be selected, and packages prepared each year by the AMS submission deadline of May 1. Please feel free to email your information to acm.wxexperts@gmail.com. Thank you!

Marketing Committee

Mark McGinnis, CCM

The Marketing Committee is made up of James Bria, Dan Schreiber, Morgan Yarker, Mike Mogil, Rick Shema, John Lavin and Mark McGinnis. The marketing committee met on December 9 at 3pm central. Here are some notes from the meeting:



1. Final prep work was discussed and carried out for The Meteorology Tech Expo that was scheduled for Miami Beach, Florida February 7 and 8, 2022. The ACM had planned to be an exhibitor at the expo and market our membership and services at this conference. Gary Ellrod, Mike Mogil, Charlie Paxton and Mark McGinnis volunteered to represent ACM at the conference. All ACM marketing items (skirt, display, trifolds, clips) were consolidated for the conference. *Unfortunately, the Meteorology Tech Expo was cancelled in early January due to high numbers of Covid.*
2. Dan Schrieber volunteered to advertise for, and interview, a new ACM intern. The ad was posted on the AMS intern Board. Since the meeting Dan has interviewed two candidates for the intern position. The ACM intern will write articles for our website, assist with our social media presence, and may attend ACM quarterly meetings and Marketing committee meetings. The marketing committee decided to pay the intern a small stipend for their time.
3. A final revamp of the ACM website was completed in Q4 of 2021, which included all new images on the website, and the addition of new consulting and associate members to our “Find an Expert” page.
4. 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 and continue to promote ACM members to AMS Boards and Committees
 - c. Outcomes: ACM membership will take on leadership roles in AMS. Membership will receive speaking roles as featured speakers or subject matter experts in their area of expertise. ACM membership will see an increase. ACM members will benefit from increased business, continuing education, and the social benefits offered by ACM membership.
5. ACM continues to advertise in the CCM newsletter.
6. The Marketing Committee voted to not advertise in BAMS, for now, based on the high cost per issue. Morgan Yarker recommended starting an ACM group in the AMS Community Board and inviting all registered CCMs to the ACM group.

Committee Updates (Continued)



7. The Short Course is moving forward with an outline and formal application due to AMS by April 1. Alicia Wasula, Gerry Mulvey, Tom Bellinger and Mark McGinnis met March 15th and developed a course outline for the AMS Annual Meeting in Denver, Colorado. We will need help from ACM members and the CCM community for assisting with the short course; help can range from assisting with speaking on topics, administering small group discussion, registration, and check in.
8. Big news for the marketing committee, John Lavin and Rick Shema have volunteered to join the marketing committee. Both will be valuable additions to our committee and we are excited to have them join us. Welcome guys!
9. The ACM Marketing Committee will hold their Q1 meeting on Wednesday March 30 at 3pm central

Thank you for your help and, as always, reach out to me (mmcginnis at fairskiesconsulting.com) if you have any questions, recommendations, or concerns.

Ethics & Standards Committee

Douglas Stolz, CCM

The ACM E&S committee reconvened in all four quarters of 2021. In 2012Q3/4, the E&S committee developed a set of guidance for ACM members to reference as they consider volunteering on behalf of ACM at public and industry events. The document details scenarios for how volunteers would be financially supported and then provides recommendations for avoiding potential conflict of interest while volunteering. From here, Marketing will put the guidance out to the Membership for comment, incorporate feedback, and then voting members have a chance to accept/revise/reject in the next month or two.



Looking ahead in 2022, the ACM Executive Board has granted E&S an open charter to develop a set of ACM "Standards for Consulting Meteorologists". The vision for this piece is multi-fold: to raise awareness about the scope of professional meteorological practice in the private sector; to highlight some possible pathways for professional development (e.g., on the job training etc.) leading to employment as a private sector meteorologist; to establish a basic guideline for providing services (e.g., "What can the customer expect to get from a CCM?"); and to ultimately help raise the ACM brand. The set of standards will be developed with E&S committee input and later reviewed by the ACM Executive committee before possible adoption.

Lastly, E&S is excited to welcome Mr. Matt Bunkers to the committee in 2022 - looking forward to a productive year!

Committee Updates (Continued)



Newsletter Editor

Steve Roberts, CCM

I would like to send out a special thanks to everyone who made contributions to this edition of the ACM Newsletter. It is an important way for us to all stay connected and informed on the latest happenings within the organization.

I am currently seeking ACM member profile write ups for upcoming newsletter editions. This is a fantastic way for members of the organization to learn more about you. Special thanks to John Lavin 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. In addition, please reach out to me if you have any ideas for newsletter content or would like to contribute an article to a future edition. The newsletter is also a great place to share announcements that would be of interest to the membership. Please contact Alicia Wasula (acm.wxexperts@gmail.com) if you have an announcement that you would like shared in an upcoming newsletter. Happy spring everyone!



Admissions Committee

James Bria, CCM

I have recently taken over the role of Chair of the Admissions Committee. My role is to coordinate the onboarding process of new members to the ACM and act as a liaison for them during the process. In addition, I am working on creating an action plan and looking for ways to potentially streamline the process.

The board has recently approved 2 new members for the ACM. We should have their onboarding process completed in the next couple of weeks.



Committee Updates (Continued)



Awards and Recognition Committee

Randall Bass, CCM

The ACM Awards and Recognition Committee continues to solicit nominations for the three major meteorology awards we track: the Henry T. Harrison Award for Outstanding Contributions by a Consulting Meteorologist, AMS Fellows, and the ACM's Retired Emeritus Award. Please contact me at [bassweather at gmail.com](mailto:bassweather@gmail.com), if you have someone in mind for any award. The Awards Committee will assist with filling out the application and collecting the required information for the submission, so the nominator doesn't have to do everything themselves.



The focus this quarter is preparing a nomination package for the Henry T. Harrison Award for Outstanding Contributions by a Consulting Meteorologist. We do have a highly deserving candidate with an exemplary career. Nominations are due by May 1, and we should be able to announce who it is after that time.

Unfortunately, we have not received any nominations this year for AMS Fellows. Many of our members have long, successful careers with significant contributions to AMS, the meteorology career field, and most importantly the public. Let's make sure they are recognized for their efforts and achievements. We will accept nominations any time throughout the year.

As always, we are looking to build up our database for future award considerations by accepting CVs from all members. Please send your CV to me ([bassweather at gmail.com](mailto:bassweather@gmail.com)) or the ACM Secretary, Morgan Yarker ([mbyarker at gmail.com](mailto:mbyarker@gmail.com)). We would love to have several candidates for each award to choose from every year.

Committee Updates (Continued)



Ethics & Standards Committee

Douglas Stolz, CCM

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Member Profile



Meet ACM Member John Lavin, CCM

Hello all! My name is John Lavin and I am the Director of Forensic Services At AccuWeather for Business. I recently joined the ACM board of directors as well as the marketing and planning committee. I am excited to get more involved with ACM, which truly is a great group of consultants.

As with many meteorologists, I became interested in the weather at a young age. My earliest weather memory was during Christmas 1989 in Jacksonville, FL. It was on that day they received their first-ever recorded White Christmas and I distinctly remember the power being out. I also recall many scary moments of dangerous cloud-to-ground lightning striking our house. A few years later, my family moved to Kansas and the fascination for weather only increased with wall-to-wall coverage of tornado outbreaks on TV. I knew I wanted to major in meteorology out of high school. I graduated from the University of Kansas in 2010 and soon started working as a storm warning meteorologist at WeatherData, which is now an AccuWeather Company in Wichita, KS. The job was a dream come true issuing real-time site-specific weather warnings and forecasts to clients across the country.

However, a few years later I took over a forecasting verification project in operations. This motivated me to learn more and more how to review weather events in the past. The interest continued to grow. Our company already had a forensic department with Steve Pryor, CCM doing the work out of the Wichita, KS office. I began mentoring under him and soon earned my CCM in early 2018. From there, my forensic career took off, and I now lead our entire forensic team at AccuWeather. The job is always different each day and there is never a dull moment.

