



## Association of Certified Meteorologists

### Newsletter

May 2020

#### **Announcements**

##### ACM Special Meeting and Networking Event (Virtual Event)

Date: September 16, 2020

Location: WEBEX

Agenda: Networking Event 6:00 – 7:15 PM; Special Meeting (All Members) 7:30-8:30 PM

Notes: *Attendance is limited to ACM members*

##### Open Board Positions (2021 Annual Meeting Election)

Secretary

##### Open Board Positions (2022 Annual Meeting Election)

President-elect (for 2024-2026 Presidential term)

\*Contact Elizabeth Austin if you are interested in running for a Board position ( Elizabeth at weatherextreme.com )

##### Proposed Changes to ACM Constitution and By-Laws

The ACM Board is proposing a second update to the Constitution and By-laws. The changes with potential refinements based on membership feedback will be adopted through a vote at the Special Members Meeting in September. Proposed changes are explained in the Google Doc version at the following link:

[https://docs.google.com/document/d/1mSifhXlIEW3\\_tpOaGtD0e21YiHSMB4vprUgqLabRR5g/edit?usp=sharing](https://docs.google.com/document/d/1mSifhXlIEW3_tpOaGtD0e21YiHSMB4vprUgqLabRR5g/edit?usp=sharing)

The final, “clean” version being proposed by the Board for adoption at the Special Meeting in September can be viewed at the following link:

<https://drive.google.com/file/d/1802uZ1ht5f1-mIEV1yoYJN0kd1r-10ML/view?usp=sharing>

Please send comments or proposed modifications to the changes to our organizational email address, ACM.wxexperts at gmail.com.

##### ACM Membership Renewal

It is almost time to renew your annual membership! Watch for an email message very soon from ACM Secretary Morgan Yarker with instructions on the process this year.

## President's Message

*Tim Hall, CCM*



While the nation continues to wrestle with the horrible COVID-19 pandemic, many businesses of ACM members have taken a hit as clients put engagement with consultants on hiatus, and businesses furlough employees. For ACM, we nevertheless find ourselves in an exciting phase of rapid growth as we continue to launch forward from the pivot in recent years to a new value proposition for members. Looking ahead to the Annual ACM meeting in concert with the AMS Annual Meeting in New Orleans, it is unclear to what extent the AMS meeting will be a primarily virtual or traditional in-person event. The ACM Board will be considering options in the coming months but it appears inevitable that the 2021 ACM Annual Meeting will at least be a hybrid event with a significant virtual attendance option. I view this as an opportunity for ACM to explore new paradigms for how we interact just as many of us are doing in the workplace.

Since the Annual Meeting this past January, the Board has moved quickly with the development and adoption of a 3-year ACM Strategy (see column below for details), completion of a second round of critical, drafting of proposed updates to the ACM By-Laws and Constitution, acceleration of our marketing efforts, nomination of ACM members for AMS Harrison and Fellows awards, and adoption of a logo use policy with an array of graphics approved for use by members. Ongoing initiatives include a refresh of the ACM Code of Ethics, a membership contact campaign, planning for a Special Meeting and Virtual Membership Networking Event, kick-off of the ACM Membership Growth Committee, refresh of the ACM web site, increasing engagement in the International Forum of Meteorological Societies (IFMS), and chartering of an ad hoc Committee to explore a concept for an ACM service mission focused on support to local emergency managers (outside of those actively served by the NWS).



Concomitant with the uptick in ACM activities, new opportunities are emerging for members to actively engage in association business. Let me know if you would be interested in serving ACM in any of the following roles:

- ACM Newsletter Editor
- Webmaster
- Annual Meeting Planning Committee
- Membership Growth Committee
- International engagement (IFMS)
- Awards and Recognition Committee

“See you” in September at the Special Meeting!

## ACM Strategy

The core elements of the ACM Strategy include a Statement of Purpose (i.e., mission statement), Vision and Primary Strategic Objective. In March 2020, the ACM Board adopted a strategy that was developed between September 2019 and February 2020.



### ACM Purpose:

- Promote professional standards to uphold the dignity and honor of meteorological consulting through the application of sound scientific principles and ethical business practices
- Serve society by providing thought leadership on issues of international significance relevant to the practice of professional meteorology
- Increase the stature of AMS credentialed, private sector Certified Consulting Meteorologists (CCMs) to advance the business interests of members by engaging their government and commercial client segments
- Create opportunities for networking, development of business partnerships, and peer mentoring with ACM colleagues to advance the business interests of members and their organizations
- Cooperate with other weather, climate and water related professional societies to promote meteorological consulting best practices and the interests of constituent private sector CCMs

ACM Vision: The premier, internationally recognized professional association for Certified Consulting Meteorologists.

Primary Strategic Objective: Grow ACM active membership to 75 (of all types) by Jan 2023.

*Growth of the size and vibrancy of the ACM is fundamental to the human and financial resources of the organization and hence critical to the full realization of the full value proposition of the ACM to its members expressed in the statement of purpose*

The full text describing the strategy can be viewed on Google Drive at:

[https://docs.google.com/document/d/1mqCmyWjGIEf4aMTFw-Kt\\_kkg72qahuEuwc2xe\\_56ys0/edit?usp=sharing](https://docs.google.com/document/d/1mqCmyWjGIEf4aMTFw-Kt_kkg72qahuEuwc2xe_56ys0/edit?usp=sharing)

## Membership Contact Campaign

As mentioned in the President's column above, the ACM Board will be reaching out to all ACM members to have a conversation. We have created a standard set of questions and beyond the structured questions plan to encourage open discussion. Look for an email from a Board member soon to set up a call in the June-July time frame. The following is the initial set of questions:



- (1) Discuss the general nature of your business and client segments.
- (2) What is the value of ACM membership to you? What benefits are you expecting to derive from your membership? (prestige, customer credibility, business leads, networking, peer mentoring, outlet to give back to the community, other)
- (3) Are you interested in peer mentoring (either as a mentee or mentor)? What would that look like? How should that work?
- (4) Have you received any business leads as a result of membership? Are you willing to let ACM know if you do?
- (5) Describe the ACM brand.
- (6) What are your thoughts about the cost of ACM dues?
- (7) Are you interested in getting involved in one of the Committees and/or as a future Board member? Committees that need additional volunteers include:
  - a. Marketing Committee
  - b. Membership Growth Committee
  - c. Annual Meeting Planning Committee
  - d. Thought Leadership Committee
  - e. ACM Newsletter Editor
  - f. ACM Webmaster
  - g. Awards and Recognition Committee

## Virtual Weather Camp Announcement



ACM Member Mike Mogil is a primary organizer for a summer weather camp experience that has gone virtual this year. Separate middle school and high school camps will run for daily three-hour sessions, for two-week periods starting **June 15 (HS), June 29 (MS), July 13 (HS), and July 27 (MS)**. The cost for each two-week program has been set at \$225 per student and includes an investigative "care package" that will contain a published weather book (authored and signed by me), a camp tee-shirt, an infrared thermometer, and additional weather "tools" and materials. Detailed information is included in a blog article Mike authored at the following link:

<http://www.weatherworks.com/lifelong-learning-blog/?p=1615>

## Marketing Committee Update

*Mark McGinnis, CCM*

The marketing committee has been active in 2020. In late January, ACM was a vendor at Windstorm 2020 in Orlando, Florida. For three days, Morgan Yarker, Mike Mogil and TC Moore represented our membership and interacted with legal and insurance professionals heavily invested in wind and water claims due to tropical weather.



The marketing committee continues to gather information regarding our members and their activities. Our most recent article covered the mentorship and business relationship of Steve Harned and TC Moore. If you have professional news you would like to share, please reach out to me at [mmcginnis@fairskiesconsulting.com](mailto:mmcginnis@fairskiesconsulting.com).

In April, ACM had a unique opportunity. Scott Stephens, Meteorologist at NCEI, offered to take questions from membership regarding NCEI products within their website. This was a very informative session shared within the membership and included information of upcoming changes with the NCEI website. The marketing committee plans to build off this by offering informational sessions to membership through the year. To get things started, we are in discussion with Scott Stephens to schedule a webinar on NCEI products for later this year. We would like to have informational sessions/ webinars recurring twice a year for membership. Topics can vary. So, if you have an idea or would like to host a webinar, please reach out. We are taking suggestions.

Finally, we are looking at new ways to position our organization through conferences, memberships, our website and hosting webinars for organizations needing subject matter experts in the meteorological profession. To assist with this, ACM plans to advertise for an intern this summer to help organize and publish content for our website and social media platforms.

As you can see, the marketing committee has been productive and we have plenty of more work ahead.

## ACM Logo Use Policy

In recent months, the Board received several requests for clarification of the ACM policy regarding the use of the ACM logo. In attempting to respond to these requests, we discovered that there was no existing policy. As a result, the Board developed the following policy statement that was adopted at the May 2020 ACM Board meeting:

*Full consulting or retired members of ACM may use the organization's logo and/or name exactly as provided for download by ACM. There are various approved color options and versions of the file suitable for print or web-based media that may be reduced or enlarged as needed for marketing and related purposes. To ensure that no ACM endorsement is implied, no other use of the name and/or any variation of the logo is permitted. The logo and/or name may NOT be integrated into the member's business logo.. Failure to comply with the guidelines for usage as noted herein may be grounds for dismissal/removal from the organization.*

ACM logo files suitable and authorized for use in a variety of media applications from print to the web are available for download by members at the following Google Drive folder:

[https://drive.google.com/drive/folders/19ik2n0qxVTBN4mcydeTtRLQLYxdwu\\_OT?usp=sharing](https://drive.google.com/drive/folders/19ik2n0qxVTBN4mcydeTtRLQLYxdwu_OT?usp=sharing)

Sample images (reduced in size for illustrative purposes):

