

AWCIA



American Weather and Climate Industry Association

To Whom It May Concern:

January 17, 2009

The Commercial Weather Services Association (CWSA) changed its name to the American Weather and Climate Industry Association (AWCIA) at its 20th anniversary membership meeting in Phoenix, AZ. The meeting occurred in conjunction with the 89th Annual Meeting of the American Meteorological Society (AMS).

Members of the AWCIA have been among the leaders in pioneering key advances in weather sensing technology, the accuracy, timeliness and reach of weather forecasting, and the communication of weather information to the public, the media, businesses, and government. The renaming of the group occurred in a new environment of collaboration between the organization, its member companies, and NOAA, and recognizes the additional need to develop similar relationships, technologies and services related to climate change issues.

Also during this annual meeting, members unanimously voted to send two recommendations to NOAA's Science Advisory Board. Both of these recommendations are AWCIA members in good standing and are well-respected, professional members of America's Weather Industry. The integral roles performed by both individuals in America's Weather Industry have resulted in innovation and growth of the commercial sector for more than thirty-five years.

AWCIA proudly recommends:

Steven A. Root, CCM
President, AWCIA
President & CEO
WeatherBank, Inc.
Edmond, Oklahoma

And

Barry Lee Myers, CEO
AccuWeather, Inc.
State College, Pennsylvania

Nomination Support for Steven A. Root

Steven A. Root, CCM
President, AWCIA
President & CEO, WeatherBank, Inc.

AWCIA hereby nominates Steven A. Root, President and CEO of WeatherBank, Inc., as a member of the NOAA Science Advisory Board's Environmental Information Services Working Group, as per the Notice of Solicitation in The Federal Register.

Mr. Roots' background provides a unique base of knowledge, experience and training to enhance the EISWG's success in fulfilling its mission. Among his experience and qualifications: President & CEO of WeatherBank, Inc., a well-known, well-respected provider of customized products and services to multiple marketplaces for more than 30-years. President, American Weather & Climate Industry Association (previously known as CWSA), for more than five years, the weather industry's trade association; recognized as an expert in weather information collection and dissemination, including application of QA/QC procedures for the verification of historical weather data; recognized as an expert in long range weather forecasting, widely used by most of America's energy and retail industry leaders; inventor and co-inventor, currently holding twelve US patents, eight international patents, with many patents pending.

Member, National Council of Industrial Meteorologists (NCIM), B.S., M.S. in Meteorology from The University of Utah; he has presented speeches at local, regional, and national venues on many topics directly related to the EISWG's mission; maintains relationships with many of the leaders in business, academia, America's Weather Industry, and all levels of government.

Nomination Support for Barry Lee Myers

Barry Lee Myers
CEO, AccuWeather, Inc.

AWCIA hereby nominates Barry Lee Myers, CEO of AccuWeather, Inc., as a member of the NOAA Science Advisory Board's Environmental Information Services Working Group, as per the Notice of Solicitation in The Federal Register.

Dr. Myers' background provides a unique base of knowledge, experience and training to enhance the EISWG's success in fulfilling its mission. Among his experience and qualifications: CEO of AccuWeather, Inc., one of the leading members of America's commercial weather industry (he previously served as the Company's Executive Vice President and General Counsel with a total of over four decades of experience in America's Weather Industry); member of the Board of Directors of the American Weather & Climate Industry Association (previously known as CWSA), the weather industry's trade association, for almost two decades and the group's Chairman for Government Relations; advisor to the Director of the U.S. National Weather Service at the U.N.'s World Meteorological Organization Meetings in Geneva, Switzerland in 2001 and 2008; recognized as an expert in weather information exchange and public/private/academic relationships in the weather field; member of the Graduate School faculty in Penn State's nationally-recognized Smeal College of Business for 18 years; B.S. in business administration and economics from The Pennsylvania State University; J.D. from Boston University School of Law; he has presented speeches at local, regional, national and international venues on a wide variety of topics directly related to the EISWG's mission, including testimony before Congress, and invited presentations to the U.N.'s World Meteorological Organization and the World Federation of Scientists, and maintains relationships with many of the leaders in media, business, academia, America's Weather Industry, and all levels of government.

AWCIA strongly and respectfully believes that Steven Root and Barry Lee Myers would serve as ideal members of EISWG, advising on issues raised and enhancing effective collaboration between the National Weather Service and its partners.

AWCIA would welcome the opportunity to provide any additional information on both candidates, and can be reached by email at sroot@weatherbank.com or by telephone at 405-359-0773.

Thank you for your consideration.

Best Regards,

A handwritten signature in black ink, appearing to be 'S. Root', enclosed within a large, loopy oval shape.

Steve

President,
American Weather & Climate Industry Association
(previously known as CWSA)

Steven A. Root, CCM
President & CEO
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