



*The American Weather and Climate Industry Association support initiatives whose strategic purpose fits within five primary tenets:*

- 1. To empower and facilitate the American weather enterprise to achieve its full potential*
- 2. To define the value chain of all parts of the American weather enterprise to ensure the American public is served with the best possible information employing the most cost efficient combination of private and public institutions.*
- 3. To place special focus on NOAA/NWS role as the builder of the nation's core weather infrastructure, public warnings for events that pose imminent threat to life and property, and working with America's Weather Industry, to achieve world-wide leadership in weather and weather media.*
- 4. To focus federal support to ensure a legislative and budgetary agenda which makes maximum and optimum use of all parts, public and private, of the American weather enterprise.*
- 5. And to encourage the execution of the aligned missions and roles through public and private partnerships.*