

100th Annual AMS Meeting, Jan. 12, 2020, Boston, MA
Westin Boston Waterfront, Marina 3



Welcome and thank you for attending this year's annual AWCIA Reception... I'm glad that you are here. While this is our 16th annual AMS reception, AWCIA as an organization, has been active since 1989.

In the beginning, we were known as the Commercial Weather Services Association – or C.W.S.A. In fact, 9-years ago this month, members of the executive committee and I elected to change our name from CWSA – to - AWCIA.



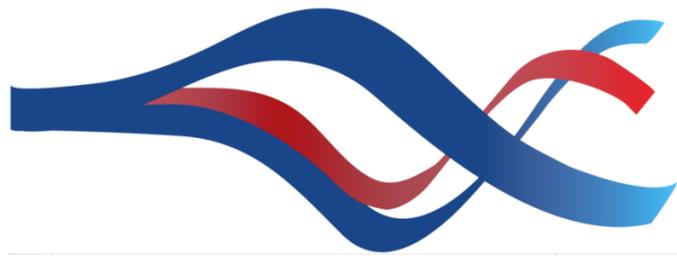
For those of you who are unaware of our organization, we support initiatives whose strategic purpose fits within five primary principals:

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 the 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 content;
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.

For more than 30-years, our organization has been advocating for America's Weather Industry, its participants, and our members large and small.

Our never-ending goal continues to be to advance ideas and needs of members to government through networking and ongoing partnerships, by promoting active and positive cooperation.

I was quite pleased, as I'm sure many of you were, to read in the October issue of BAMS, the article by Louis Uccellini and John Ten Hoeve, the cover of which I have inserted in our slide rotation, entitled:



*Evolving the National Weather Service to
Build a Weather-Ready Nation*

In the abstract of this article, the authors advanced:

The NWS could not accomplish its mission without the important contributions of the entire weather, water, and climate enterprise. America's growing weather, water, and climate industry also plays an increasingly / important role / contributing observations, models, and new tools and technologies to the enterprise, while also providing tailored forecasts and services across a multitude of sectors / to meet their specific needs.



Our Enterprise is changing... can you feel it? We are no longer isolated sectors, domestically. And - our enterprise now has expanded internationally, to include many non-traditional participants. Our enterprise is one partnership, studied and envied by many.

After our "WHAT IF..." project – installed in Atlanta in 2006, at much risk to our organization, we have evolved into a very tightknit fabric...

Here are recent issues that have received our focus:

- Spectrum issues – potential impacts to critical data flows;
- EPIC – NOAA’s big, community-based modeling initiatives;
- IDSS – how is this to unfold with increasing changes in the world?
- ... and these are just a few.

Thus, to continue to respond by advancing solutions to tough environmental challenges --- we cannot relax our efforts to work ---and--- achieve together;

to coordinate...

to cooperate...

and to collaborate... more than ever before.

To help achieve these needed solutions, we will need more involvement, and thus more members in AWCIA. I and others will be reaching out during AMS and in the immediate weeks to follow-up, seeking your participation. To help you sense and appreciate understand the benefit of AWCIA membership, I’d like to ask JEAN VIEUX – of VIEUX & ASSOCIATES of Norman, OK, a longtime member of AWCIA, to speak briefly on the value of AWCIA membership:

Thanks for coming... and let’s enjoy the 100th annual meeting celebration!