

February 24, 2005

CCM COMMUNITY

SUBJECT: Minutes from CCM Breakfast Meeting on January 12, 2005 at the 85th Annual AMS Meeting in San Diego, California

SUMMARY

More than 40 CCMs and several AMS staff members attended the traditional breakfast meeting for CCMs hosted by AMS and led by the CCM Board Chair, Stan Marsh. Stan presented a summary of the current program and the progress made by on-going efforts to improve the high esteem the program enjoys within the AMS and associated fields served by consulting meteorologists. The new Professional Development requirements were discussed, including a presentation on the web-based Professional Development Tracking System (PTDS) by AMS staff member Corinne Kazarosian. The discussion included noting opposition to the new program from some members of the CCM community, including comments from the floor. Incoming AMS President Walter Lyons (CCM #163) participated in the discussions, noting that the current AMS Council includes seven individuals who either have their CCM or are in the process of obtaining it. Incoming Board Chair Andy White challenged active CCMs to continue working to improve the program.

MEETING NOTES

Stan's summary of the present program noted that 628 certificates have been earned to date, of which over 400 are active. Four oral exams were given during this annual meeting, and six applications are open and active. The Board now consists of eight members plus the Chair; the recent expansion of the Board was made to provide more people to share the workload of processing applications, updating the exams, working on the new marketing and advocacy work subcommittee, and PDTS implementation.

Stan presented some specific targets for the Board for 2005. One is to continue work toward the elusive definition of "meteorologist". People with varied educational backgrounds find themselves drawn to the field and want to be identified as meteorologists. This is particularly significant if they desire to become CCMs. Another target is to continue evolving the written and oral exam questions to better test applicants in their depth of knowledge. Future exams may include more essay questions; the Board remains open to suggestions for new material from current active CCMs.

Stan noted the successful production jointly with the NCIM of a short course on forensic meteorology held on the Sunday preceding this meeting.

Another important target for effort during 2005 is more progress working with NCIM on the Marketing/Advocacy Subcommittee. The fundamental objective remains to better acquaint both AMS members and those who use the services of consulting meteorologists with the CCM program. Continued interest exists in having a short monthly column in the Bulletin of the AMS

(BAMS) on the CCM program and related issues. Later discussions on this topic included suggestions to better identify CCMs at AMS meetings, possibly using more visible badge additions such as ribbons.

The attendees were particularly vocal about the future activities of the Marketing/Advocacy Subcommittee. Everyone agrees that this activity is long overdue and welcomes the potential benefits to the CCM Community. However, the Subcommittee is, once again, populated by volunteers who are willing to contribute their time and resources to the benefit of the entire CCM Community. The Subcommittee challenges each and every member of the CCM Community to come up with ideas on how this effort can be molded into something which can benefit your profession without breaking the bank! It is not the place for the AMS to market your company so that you can realize greater profits; that is your job. It is the place of the AMS to trumpet the stature of the CCM program and those elite individuals who can proudly claim membership in the CCM community. The Subcommittee hereby solicits your input on how this group can target this lofty goal. Tell us who your target audience is, how we can communicate with them, what messages you would like to be conveyed to them, and what your desired end result is. The CCM Community is a diverse group; we can only conjecture answers to these questions without your input. As a first step, we recommend that you review, expand, and prioritize the list of potential topics which were compiled as part of the Advocacy/Marketing Plan which resides at the CCM web site.

Discussions on implementing the new Continuing Professional Development requirements covered a wide range of topics. The presentation by George Greenly (CCM #214) to the AMS Council stating objections some CCMs continue to have to the program was noted. While the Council did not alter its directive to implement the program, apparent progress was made toward a mutual understanding of the intent of the program and specific improvements which are required to explain the needed program changes and better communicate the program to all CCMs. The article in the December issue of BAMS was also discussed, further noting objections held by a number of CCMs regarding the use of the word "consensus" in describing the acceptance of the new program. Important clarifications were made that the tracking system does not require submitting confidential or proprietary information of any kind. It was also discussed that the Professional Development Portfolio auditing process and procedures, as currently defined, require additional explanation and clarification. George Greenly's comments pertaining to the ambiguity surrounding the Emeritus designation were particularly helpful; this topic will be addressed. Questions from the floor included one questioning why more effort was apparently not made to obtain input from the people using the services of CCMs on the need for formal continued professional development. Similar suggestions included seeking more input from within our own community. Participants agreed that the program description should be more accurately represented.

Consideration is being given to organizing a CCM forum at the next AMS annual meeting in Atlanta in lieu of the traditional CCM Breakfast. This venue will serve to elevate the CCM and its perception by the AMS membership as a whole while providing an opportunity for further communication within the CCM Community. CCMs are encouraged to conceptualize how such a forum could best benefit the entire CCM Community. Your ideas are welcome.

Incoming AMS President Walter Lyons (CCM #163) spoke of his intent to support the program while President. Dr. Lyons proceeded to discuss some specific points raised during earlier discussions, such as an interest in some consistency with the Qualified Environmental Professional program. He noted the new AMS Commission on Weather and Climate Enterprise as a positive example of AMS efforts in issues facing CCMs. Walt strongly encouraged all CCMs to volunteer their services to the new Board's Commissioner, George Fredrick, who has

approximately 50 positions to fill. This is a golden opportunity to get the voices of the CCM Community heard.

Outgoing AMS President Susan Avery demonstrated her commitment to the CCM program and the CCM Community by submitting her CCM application to Stan at a rather timely moment during the meeting. The application was enthusiastically accepted.

The topic of seeking recognition for the program by State offices was raised again this year. Timothy Spangler gave a synopsis of previous efforts on that direction which were met with weak interest by the State offices contacted. Mr. Spangler also encouraged more training opportunities for CCMs who want to actively continue their professional development.

Dr. Andrew White was introduced as the incoming Chair of the CCM Board. Andy plans to approach the Board activities with milestones and regular progress reports to demonstrate positive progress on the topics as they evolve. He solicited input from the CCM Community to work together to improve the program.

Credit for compiling these minutes belongs to Paul M. Fransioli (CCM #291) and numerous other contributors.

Although certainly not without its ups and downs, my tenure on the CCM Board (four years) and Chair (two years) have been rewarding both personally and professionally. I will continue to work with the CCM Board to bring to fruition some of the programs now in their infancy. I challenge all CCMs to contribute their energy similarly.

Stan Marsh
Past Chair, CCM Board