

Minutes of the CCM Breakfast Meeting  
held on February 1, 2006 during the Annual AMS Meeting in Atlanta, Georgia.

SUMMARY

More than 40 CCMs and AMS staff members attended the traditional CCM continental breakfast meeting hosted by AMS. CCM Board Chair Andy White summarized the current program using a dynamic visual presentation titled, “2005 CCM Year in Review.” He was assisted by Jill Hasling and Sean Potter, speaking on the Marketing Initiative that was established to better acquaint people in and beyond AMS with the CCM program. Updates on the Continued Professional Development (CPD) program were discussed.

The group expressed its appreciation to AMS staff, notably Kelly G. Savoie and Corrine Kazarosian, for their support of the CCM program. Andy White’s presentation allowed for verbal comments from the floor that generated good exchange among the CCMs and with AMS staff. The meeting atmosphere was positive and constructive. Vince Scheetz, the incoming Board Chair, stated that his goals start with encouraging all CCMs to recruit new applicants. Further goals include staying the present course of direction with efforts in the Marketing Initiative and doing small revisions to the CPD program based on member feedback.

A period followed with questions and comments being accepted from the floor, with ensuing discussion. Many of the group adjourned from the breakfast to the CCM Forum, a panel discussion that touched on the “partnership” topic that was present throughout the Annual Meeting.

MEETING NOTES

The points noted from Andy White’s “2005 CCM Year in Review” presentation follow.

1. CCM Community

Chair Andy White introduced the other members of the CCM board.

- Terms expire in 2007: Vincent Scheetz (incoming Chair), Ronald (Nick) Keener, Anderson White
- Term expires in 2008: Elliot Abrams
- Terms expire in 2009: Robert Baxter, James Giraytys, Jill Hasling, Peter Robinson

A total of 629 CCM certificates have been awarded, and 377 are currently active. Dennis Trout was acknowledged for his preparation of the interesting summary of certificates awarded by date and current status that was circulated to the CCM community.

2. Promises from Last Year

- Stability – after the major changes made in the last few years, this year was characterized by stability, seeing how the changes made impact the program.
- Voice for the CCM community – the On-Line Forum for CCMs on the AMS website is not widely used yet. CCMs are invited to utilize this communication tool on the AMS website.
- Promoting the program – the CCM booth in the AMS resource area at the meeting is one example of efforts to make the program more visible to the AMS membership.

- Marketing Initiative – promoting the CCM program outside AMS is an on-going challenge. Jill Hasling presented a summary from the committee of five people who worked various issues. The new purple ribbons attached to annual meeting attendees’ badges are higher visibility than was used in previous years. CCMs on other AMS Boards and committees are having their designation added to their names. Advertisements for the program are being run in BAMS and Weatherwise. Sean Potter presented some results from a survey of the CCM community, 67 people responded to the survey on perceptions of the CCM program within AMS and in other segments of the professions. The group expressed their appreciation to this committee for their efforts.

### 3. What’s Next

2007 is the Fiftieth Anniversary of the CCM Program. Yes, time does past quickly when you are having fun. The Board is working with AMS for some additional acknowledgement of the program. Outgoing Chair Andy White introduced Vince Scheetz, the incoming Chair. Vince expressed his belief to continue the “stay the course” following major changes, with the sincere challenge to all the CCM community to recruit new members. The last few years have seen very few new CCMs. While everyone wants the standards for certification to remain high, we all know meteorologists who could, and probably should, become a CCM.

### 4. Comments

About a dozen people attending the meeting made verbal comments on the presentations and the program in general. Highlights of the comments follow.

- Tim Spangler, a Board Chair during the latter part of the previous millennium, discovered an old leather-bound book containing test questions and signatures of past Chairs that ended about 1990 when the testing went to an electronic format. Tim noted its historical value, and suggested it might even be worth trying to include Chairs since that period.
- A question on the status of the web-based tracking of Continued Professional Development points prompted a short summary by Kelly G. Savoie from the AMS Staff. Members were encouraged to enter their activities in the system, though entry is not required for a few more years.
- One member expressed concerns over difficulties encountered having his address changed in the multiple databases within the AMS system. AMS staff promised to look into the problems and seek a better way of handling changes.
- The experience of nominating CCMs for various AMS awards and the Fellows program was discussed. Jim Block, the Chair of the Board for Private Sector Meteorologists, is taking applications for the Applied Climatology award.
- Matt Parker spoke as Chair of the new Board on Enterprise Communication under a new Commission on the Weather and Climate Enterprise. Note was made that Matt became an AMS Fellow this year.
- Others spoke on their experiences realizing that the CCM certificate is important in their segments of the meteorological profession, and endorsed the need for people to recruit new CCM applicants.

The CCM Breakfast was adjourned in time for people to attend the CCM Forum.

## CCM Forum

Approximately 50 people attended portions of the first CCM Open Forum during the annual AMS meeting. Past AMS President Robert Serafin opened the forum with welcoming remarks and positive statements about the CCM program, noting that the AMS Executive Director, Keith Seitter, is a CCM. Mr. Serafin convened a panel of public, private and academic sector representatives to present information and initiate dialogue within the professional community. The panelists were:

- James Block, CCM, Chief Meteorologist, DTN-Meteorologix
- Mary Glackin, Assistant Administrator, Program Planning and Integration, NOAA
- Edward Johnson, Director, Strategic Planning and Policy, NOAA/NWS
- Steven Root, CCM, President & CEO, WeatherBank, Inc.
- T. H. Lee Williams, Vice-President for Research and Dean of the Graduate College, The University of Oklahoma

Ed Johnson opened the discussions with thoughts on the NOAA partnership policy, and how it can be a tool to balance the forces of competing versus collaborating. He invited the CCM community to identify for NOAA the areas both can work to promote service to the public. He mentioned the AMS Weather and Climate Enterprise as a method to improve communication, suggesting using the Federal advisory committee. NWS has opportunities to make suggestions available on their weather.gov Web site; more than 25,000 comments on the new RIDGE radar display was seen as a good example of the chance for public comments to be made. Questions and comments from the floor included wondering if users are involved during program development, or only during the formal comment stage. The response indicated most development occurs within NWS, acknowledging that earlier involvement might improve the process. Other discussion followed on ways to improve the communication between NWS, the end-users, and the CCM community.

Mary Glackin continued the panel presentations on long-term planning of the NOAA Climate services. The efforts are moving forward to meet societal needs. The NOAA vision in 2005 through 2010 include five goals to help make the best social and economic decisions. Climate services are in growing demand, from historical information through predictions. The climate services clearinghouse has 422 web sites of service providers listed; about 80% of them are either government or education sites. An indication of the relevance of the work is the estimate that one-third of the gross national product is in businesses that are weather sensitive. Some of the climate services are made with regional decision support, which involve regional integrated science and assessments. Ms. Glackin referred to a National Research Council 2001 report with 13 recommendations, and five principles. She referred to the AMS Commission on the Weather and Climate Enterprise led by George Frederick and Matthew Parker. Comments from the audience included statements on the need for high quality data and metadata for climate assessment work

Steve Root spoke next, noting that the 25,000 comments on the RIDGE radar display could be the most comments ever received on a NOAA program. Mr. Root stated that the private sector is stable at approximately \$500 million per year, but that the sector is not capturing the market available. The role of the private sector in providing added-value products remains important, citing the RIDGE display as a possible example of NOAA possibly going beyond a basic service. Mr. Root also had questions on how shared intellectual property functions in these areas. Audience comments pursued the concept of NOAA stepping into the interpretation of data to users, an area

previously generally serviced by private industry. Mr. Root closed with an apt phrase: If you want something you've never had, do something you've never done.

Jim Block continued the panel discussion with a request from the public/private partnership: transparency. The private sector needs to know about changes in basic services enough ahead of time to adjust business plans. He also asked for the opportunity for feedback, and accountability for follow-through on collective decisions. Reference was made to a meeting on the Family of Services providers occurring during the AMS meeting.

Lee Williams provided an academic perspective, describing the innovative partnership program underway at the University of Oklahoma. Their National Weather Center (NWC) has formed a research campus in partnership with the National Weather Service and private industry, providing student apprentices to participants. The vision is to support the interaction and collaboration to benefit all partners. The Sasaki Institute at the University of Oklahoma is one tool to "connect the dots" of the academic, federal research and operations, and the private sector. This university works to prepare its students for the modern world, providing a multi-cultural and multi-organizational experience. Comments spoke of some other similar university efforts. The NWC is operated to avoid the issues of academic or federal subsidy unfairly affecting the private sector.

Mr. Andy White, the CCM Board Chair, closed the forum, noting the excellent opportunity for all interested parties to openly exchange timely information on topics critically important to the welfare of all sectors of the weather and climate profession.

Respectfully submitted by Paul Fransioli  
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Reviewed and Accepted by Vincent Scheetz 6/14/2006