

Role of the Commercial Weather Enterprise in the American Weather Enterprise

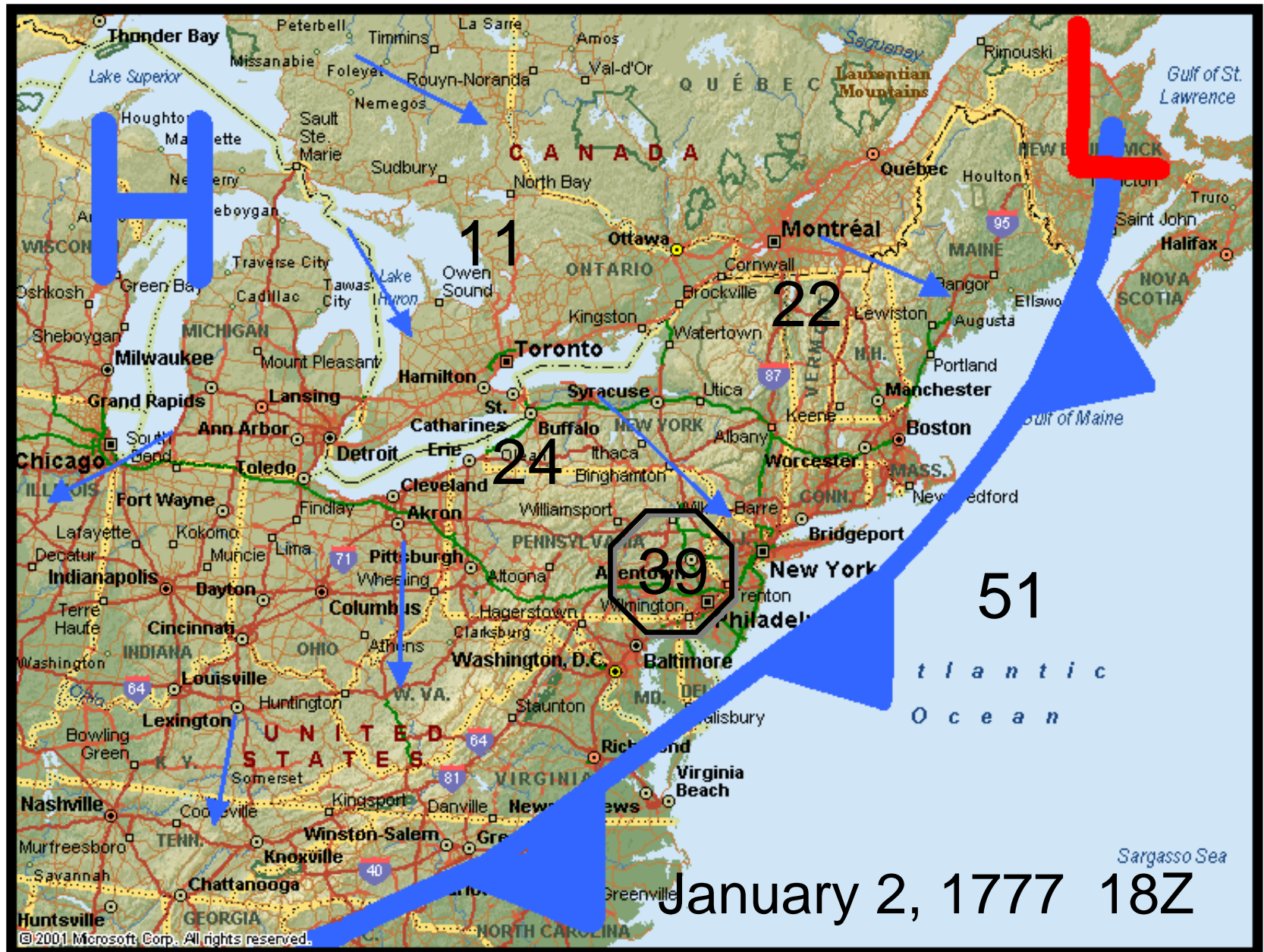
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Historical Perspective

- Weather has always and still does play a major role in human activities.
- Information was used if available. Weather has always been able to alter the course of history.

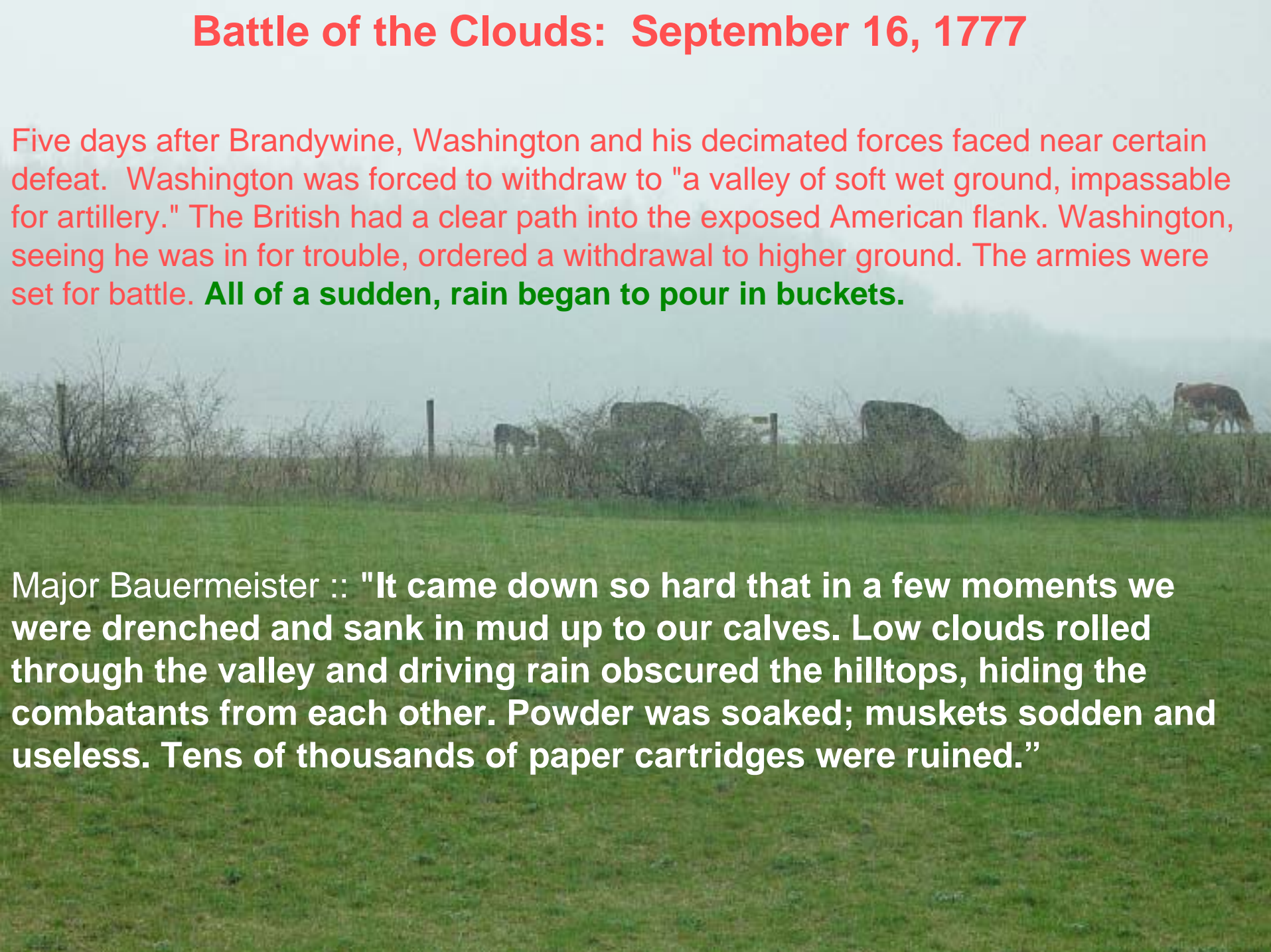
George Washington Saved by a Cold Front



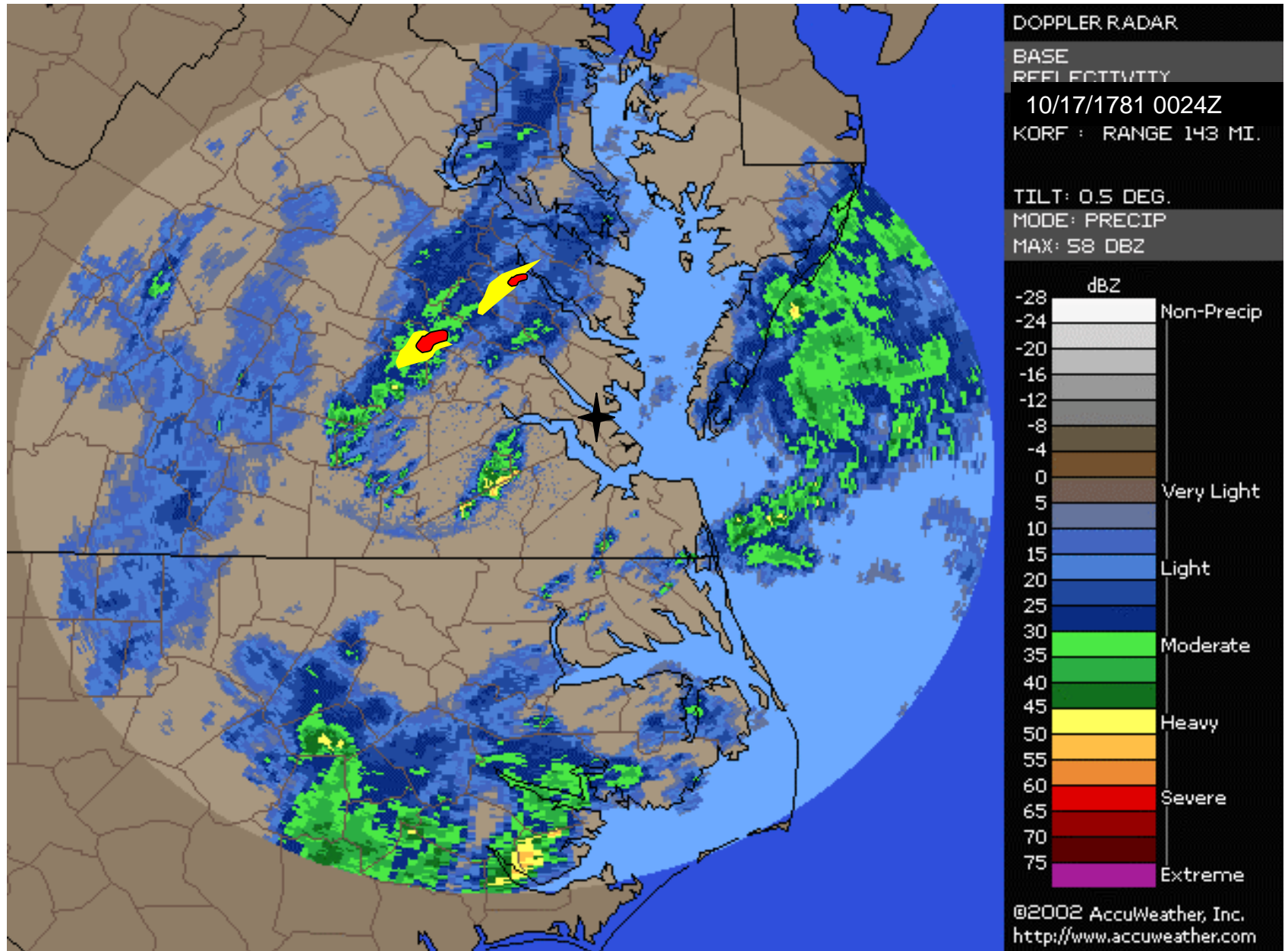
Temperatures in Fahrenheit

Battle of the Clouds: September 16, 1777

Five days after Brandywine, Washington and his decimated forces faced near certain defeat. Washington was forced to withdraw to "a valley of soft wet ground, impassable for artillery." The British had a clear path into the exposed American flank. Washington, seeing he was in for trouble, ordered a withdrawal to higher ground. The armies were set for battle. **All of a sudden, rain began to pour in buckets.**



Major Bauermeister :: "It came down so hard that in a few moments we were drenched and sank in mud up to our calves. Low clouds rolled through the valley and driving rain obscured the hilltops, hiding the combatants from each other. Powder was soaked; muskets sodden and useless. Tens of thousands of paper cartridges were ruined."



Just before British surrender at Yorktown

Who represents the
community?

Is there a need for communal
decisions?

If so, how shall they be made?

Current Players

- Academia
 - Led by departmental/university policies/deans, etc. et al ??????
- Government Agencies
 - Framework for action set by Congress
 - Executed by and through agency management
- Commercial Firms
 - CEO, Board of Directors

Suggest Ways to Harmonize for the Common Good

- Are the right people in this room to decide this and follow through?
- Various decisions are made at differing levels in each type of organization
 - This means the fact that we have discussed something here or even agreed to it does not make it happen.
 - So, each of us needs to do what she/he can to influence decision making.

The Current Conundrum

- We have a lot of great people in the room
- And many excellent ideas, but...
- We want to have some role in filling the glass, whether it half-full or half-empty now.
 - This kind of meeting helps each of us understand what is happening
 - Each of us applies the individual and organizational filters that help determine what we do about each item.

I thought it would last forever, but forever got ahead of me.

B. Sigel

Rapper

“Feel it in the Air”

Keep talkin’ ... Don’t quit.

Common

Rapper

“Chi City”

**We need to keep
talking!**