

REAL-WORLD METEOROLOGY

A series of profiles celebrating a half-century of Certified Consulting Meteorologists



Who: John Toohey-Morales

What: Broadcast meteorologist, consultant, and forensic meteorologist

When: CCM since 1998

Where: Miami, Florida

Why: Asked by a consulting firm to become an expert witness



How: After attaining a B.S. degree in atmospheric sciences from Cornell University, John spent the first seven years of his career at NOAA, working first as a meteorological technician and later as a forecaster for the NWS. His last appointment at NOAA was as chief of the South American Desk at the National Centers for Environmental Prediction in Washington, D.C. Since 1991, he has been working as a broadcast meteorologist in Spanish-language television, first for Univision and most recently for NBC Telemundo. Occasionally he fills in on NBC's *Today Show* from New York City. In addition to his television work, he also runs a small private forecasting and consulting firm, ClimaData Corp., and is a forensic meteorologist and expert witness as an associate of Climatological Consulting Corporation.

John has many years of experience in tropical and subtropical forecasting. This has allowed for a variety of experiences, from print and electronic media forecasts to tailored forecast and consulting services for weather-sensitive industries. For example, ClimaData's clientele includes some important multinational pharmaceuticals operating in Puerto Rico. During hurricane season, the clients receive detailed tropical cyclone forecast information so as to better prepare themselves (and efficiently administer their operations) when there are severe weather threats.

In His Own Words: "I was asked to become a CCM when Climatological Consulting Corporation approached me in the mid 1990s to become an expert witness for some cases that were being tried in Puerto Rico. I found the process to be challenging, but in the end I would have to describe it as slightly less difficult than I had expected. As a broadcaster, I am one of only a handful of weathercasters that have attained CCM status. All clients, particularly those that I consult to as well as those requiring expert witness work, are advised of my CCM status. But more often than not, it is the CCM designation that leads clients to me. Most of my consulting work comes from clients placing a 'cold call' to me requesting the services of a CCM because they are already aware of the value of this certification. Without a doubt, the CCM accreditation has been very worthwhile, and I would do it again."

For more information on the Certified Consulting Meteorologist (CCM) Program, please visit the AMS Web site at www.ametsoc.org/amscert/index.html.