Metro Atlanta AMS/NWA Minutes:
Meeting Date: March 17, 2011
Meeting Location: 11 Alive (WXIA)
Number in attendance: 22
Quorum needed for voting (more than one-third of active members): 15 members
Paying Members in Attendance: 16

Kent began the meeting by passing out ballots as members were asked to vote for the best presentation of the 2010-2011 year. Voting took place at the end of the meeting once the tour of 11 Alive was completed. Kent then thanked Stephanie Klipfel for the tour she led of Delta Meteorology in February. The chapter then began discussing old business. James provided an update on the AMS/NWA Student of the Year Awards. We received 5 applications from Georgia Tech and 2 applications from UGA. The Executive Committee will review the applications and notify each applicant of the chapter’s decision by the end of March. Afterwards, Sean provided an update on our chapter’s balance which as of xxxx is $yyyy. He then informed the chapter that they could pay for the annual banquet dinner online from our chapter’s website. After Old Business was complete, Kent opened the floor to New Business which included nominations of chapter officers for the 2011-2012 AMS/NWA Metro Atlanta chapter. Kent nominated Daniel Dix, who was unable to attend but supplied a short biography that Kent read to the chapter. Daniel is a meteorologist with The Weather Channel and is originally from the Midwest with 20 years of experiences, 13 of those years have been spent in Atlanta. He is now a senior graphics applications engineer but was previously a forecast meteorologist. He is a WAS-IS 2010 alumni member and has both a B.S. and M.S. degree from Minnesota State University. No other nominations were received for President Elect. Accordingly, Daniel Dix through unanimous consent was selected as the President-Elect for 2011-2012. In terms of nominations for treasurer, Sean Miller was nominated to serve again next year and through unanimous consent was selected as the treasurer. Caroline Zager was nominated to serve as secretary and during the meeting she gave a short biography. Caroline is both a weather producer at WSB-TV and a Georgia Tech graduate student in the professional master’s program. Without any other nominations, through unanimous consent Caroline was selected as the secretary for next year.

After the election of officers was completed, Kent then opened the floor to nominations for the Excellence in Services award. Three nominations were received including: Buzz Weiss, former public affairs officer for GEMA who recently retired after extensive service to Georgia. A second nomination was submitted from the floor to recognize the Georgia Automated Weather Network, which as the meeting had been selected for decommission due to budget constraints. The last nomination was for the Atlanta News Media for recognition of outstanding coverage during the 2011 winter storms that impacted Atlanta in January. The Executive Committee will vote and select the winner of the Excellence in Services award, which will be presented at the chapter’s annual banquet on April 14th. The last award that was discussed is the chapter’s most prestigious honor, the C. L. Chandler award. Kent
read some information that he had gathered on C. L. Chandler to the chapter to discuss the history behind this award. C. L. Chandler was an aviation meteorologist in the 1950s-80s who passed away in 1989. He was in charge of Delta Meteorology for 30 years and is credited for discovering how the jet stream could be used to optimize commercial aviation operations. After reviewing the history of the C. L. Chandler award in the Metro Atlanta chapter, it was determined that this year is the 20th anniversary. Three nominations for this award were received from the floor including: Buzz Weiss, the Central Weather Service Unit (CWSU) at Hampton in recognition of their consistently superior work in comparison to other CWSU locations, and finally the Delta Meteorology group in recognition of the extensive work in the merger of Delta and Northwest without any major impact to flight operations. Similar to the Excellence in Service award, this award will be selected by the Executive Committee based on the nominations that were received and the recipient will be presented with the award at the annual banquet in April.

After the election of officers and nomination for chapter awards was complete, Kent then discussed details of our awards banquet, which will be held at 6:30 PM at the Brio Tuscan Grille. The cost of dinner is $25 and is all inclusive including service. You will have a choice between lobster bisque or a salad (wedge or chopped) along with the option to select one of three entrees including: pork chops, chicken under the brick, or salmon with various vegetables. Flat bread and sourdough bread will be served and Kent’s wife, Janet, will prepare homemade desserts.

After all New Business was covered, the official tour of 11 Alive began with Chesley McNeil giving an introduction of the television station along with a short biography. Chesley has 17 years of experience, which began in Richmond, VA. He then moved to Buffalo, NY and has since been in Atlanta for the last two years. When he is not on camera or preparing for the day, Chesley spends most of his time on education outreach events mainly in elementary schools. Before giving a tour of the station, Chesley was asked to discuss the Wizometer, which arrived to 11 Alive in 2009. The purpose of the tool was to differentiate 11 Alive from the other local TV stations in hopes of gaining more viewers. The Wizometer was originally developed from a marketing project where it was determined by asking the general public what type of forecast they would like to see on TV. It was determined the public does not want a set of forecasts facts, they would like a simple forecast such as a rating for the day which ultimately became the Wizometer. The Wizometer ranges from 1 to 11 and is based on climatology as well as other weather/environmental factors that might impact people each day. The rating for the day is subjectively determined by the 11 Alive forecasters.

After discussion of the Wizometer, Chesley gave a tour of the station including its studios and behind the scenes operations. Afterwards, Kent presented Chesley with a mug and the meeting was adjourned.