Metro Atlanta AMS/NWA Chapter Minutes
President James Belanger, President-Elect Daniel Dix, Treasurer Sean Miller
February 23, 2012

Attendance: 72

Treasurer’s Report
As of 2/23/2012, total assets of $2095.16 and no outstanding liabilities. Currently, we have 42 paid members including 11 student members. Please pay your chapter dues. Students: $10, Full Membership: $20, Corporate Sponsors: $50

Secretary’s Report
If you ordered a polo shirt, please see Laura Belanger to pick it up. The chapter will be sending an email over the next couple of weeks soliciting feedback on putting in a second order. We need at least 12 orders to keep the cost at $20. The chapter currently has 4 polo shirts left that may be purchased: (all men sizes) 1-Small, 3-Medium, 1-Extra Large

President-Elect’s Report
Student of the year applications for 2012-2013 are due by March 14, 2012. Please send completed applications to Daniel Dix at DDix@weather.com. We will recognize two students: 1 from Georgia Tech and 1 from UGA at our annual banquet in April.

Old Business
Palmetto Chapter of the AMS will hold their Mini-Technical Conference on Wednesday, March 14th in Columbia, South Carolina. Typically the event lasts from 9-3PM. Deadline to submit a title and abstract is March 1st. Consists of a series of presentations, each lasting about 15 minutes on a variety of weather and climate related tropics. No charge to attend.

New Business
Nominations for Chapter Officers 2012-2013
Soliciting nominations for chapter officers for next year. Need nominations for: President-Elect (President during 2013-204), Secretary, and Treasurer. Sean has filled this position for last two years—special thanks! E-mail the chapter to submit your nominations. Also, ask that you include a brief summary that describes the individual so that folks have some background information and your plan of action. Chapter will vote on chapter officers at March 15, 2012 meeting. We will need quorum (1/3 of members + 1) to hold elections.

Local Chapter Awards
Best Program Award
Chapter will vote on this award at March 15, 2012 meeting. Members will vote on the best presentation/meeting of the last year.

Excellence in Services Award
The purpose of this award is to recognize an individual or group who have worked toward the development and dissemination of the knowledge of meteorology in all its phases and applications, and the advancement of its professional ideals. This award may be given to people in recognition of a specific act of service or in recognition of a body of work. Chapter will solicit nominations at March meeting. Chapter officers will vote on the winner of this award upon receiving nominations.
C. L. Chandler Award
This is the 21st anniversary of the C.L. Chandler award. This annual award is the highest honor our chapter can give to an individual or group which advances the atmospheric sciences and excels in meteorology during the past year. It is given in honor and memory of Mr. C. L. Chandler who for decades led the Delta Meteorology Department in the 1950s through the 1980s. His extreme passion for aviation meteorology led the way in the studies of forecasting flight winds and turbulence for safer travel and the use of the jet stream for airline cost efficiency. In the past, this award has gone to Delta meteorology and the organizers of the Inland Impacts Tropical Cyclone Conference. We will solicit nominations now through our March meeting. Chapter officers will decide the winner of the C. L. Chandler award based on received nominations.

Featured Tour of The Weather Channel (TWC)
Daniel Dix began the visit with a powerpoint presentation that provided some background information on TWC. TWC will be celebrating their 30-year anniversary on May 2, 2012. As of mid-2011, The Weather Channel had 148+ million watching/viewing content. The Weather Channel consists of weather.com, WSI, and TWC tv and radio. Lots of weather information and data of all kinds is constantly streamed to TWC (weather data plus video footage). Top of building consists of rows of satellite dishes.

Daniel then provided information on TWCN (The Weather Channel Network) which provides live studio coverage and on-site weather information. Severe (extreme) weather is their top priority. Local programming (local on the 8s) began in 1982 through the STAR system which provided a way to distribute localized forecasts to cable subscribers. Originally, forecasts were just NWS forecasts but beginning in 2000, TWC introduced their own forecasts. Some locations even today still receive just the NWS forecast.

Next, Daniel discussed the variety of tools that TWC uses to disseminate weather information especially through TWCi (interactive) via online and through mobile devices. Weather.com was purchased in 1995 and is one of the most popular sites on the internet. For instance, in Hurricane Irene there were over 100 million page views of weather.com. TWC also has a desktop application for Windows and a mobile application for android, iPhone, and blackberry users. Their Notify program provides email and text alerts for extreme weather. Also, interactive social media continues to become a bigger component everyday via Facebook, Twitter, Cover It Live, Skype, Google +, iWitness Weather.

Finally, Daniel wrapped up the presentation by discussing how all this weather information is covered. TWC has a team-effort approach in which many internal teams coordinate together to make TWC function. Even though they are a ‘weather’ company, they also act as environmental scientists for variety of earth system phenomena including earthquakes, tsunamis, etc.

After the presentation, Daniel along with several other TWC meteorologists provided a behind-the-scenes look at TWC including their recently remodeled HD studios.

After the tour, James thanked Daniel for organizing the visit and presented him with a customary AMS mug.

Next Meeting
Thursday, Mar. 15 at 7PM at Georgia Tech in ES&T Room L1205
Speaker: Jason Deese, Severe Weather Program Leader at NWS Peachtree City
Topic: April 2011 Severe Weather Outbreak Across North and Central Georgia