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Annual Report 2004

The American Meteorological Society



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Dear Members,

Welcome to the 2004 American Meteorological Society's Annual Report, a look at the events and activities that shaped the Society and our field over the past 12 months. Remember that this report provides only a glimpse of the programs that we coordinate, support, and initiate – from meetings to publications, education, and policy advocacy.

During the past year we charged ahead with our mid-term review, taking a critical look at our progress in meeting the objectives outlined in the 10-Year Vision Study. In the following pages you will find a summary of the recommendations from the Mid-Term Review Committee and a summary of the ways we have supported those goals.

The National Research Council recommendation for the Society to actively facilitate the partnership between the various weather and climate services also dominated much of the dialogue among our members this year. The result, the formation of a new Commission on the Weather and Climate Enterprise, is a major step in addressing the needs and concerns of all sectors of the weather and climate enterprise; promoting a sense of community among government entities, private sector organizations, and universities; fostering linkages between and among the sectors; educating user communities on the value of weather and climate information; and providing appropriate venues and opportunities for communications that foster frank, open, and balanced discussions of points of contention and concern. Read on for specific details on the new Commission.

But these are just two of the hundreds of activities that took place all year. Last year we also held one of our most successful Annual Meetings in history in Seattle, organized and executed more than 12 specialty meetings in seven cities; published more than 20,000 pages of journal articles; began to redesign and overhaul the AMS Web site; hosted the 3rd Summer Policy Colloquium, and much more. All in a day's work!

I am truly amazed by the dedication of the more than 12,000 members of our Society and the AMS staff.

And last but not least, 2004 brought leadership changes to the AMS staff. Dr. Ronald McPherson retired after leading the Society since 1999 and Dr. Keith Seitter was selected as Executive Director. A simple thank you is not adequate enough to convey my and the entire Society's appreciation for the hard work and dedication that Ron brought to the job. He led the Society through many significant changes including the new certification programs, restructuring of the Annual Meeting, and new private sector initiatives. He also guided the staff and members through tough financial decisions and sacrifices. Thank you, Ron, for your service.

And thank you for allowing me the privilege to serve as your President in 2004.

Sincerely,

A handwritten signature in black ink that reads "Susan Avery". The signature is written in a cursive, flowing style with a large, decorative flourish at the end of the name.

Susan Avery
President, 2004

A Review of the 10-Year Vision Study: How are we doing?

The 10-Year Vision Study was formally adopted in January 1999. As the Society neared the half-way point on this road map, the Council set up a Mid-Term Review Committee to review the Society's progress in implementing the Study and suggest any actions the Society should take to better achieve this Vision. This Review Committee comprised of five subcommittees aligned to the five areas of the Vision – multidisciplinary, inclusiveness, outreach, technology, and finance and development. This Annual Report is organized according to activities and accomplishments in each of these areas in 2004. The complete summary of the Mid-Term Review Committee is online at <http://www.ametsoc.org/exec/tenyear/midterm.html>

MULTIDISCIPLINARITY

One of the main goals of the 10-Year Vision Study focuses on multidisciplinary – treating atmospheric sciences as part of an Earth System and integrating them into the social, economic, and environmental context.

The Mid-Term Review Committee recognized that the AMS has a long history of promoting interdisciplinary and multidisciplinary meetings and symposia. For example, organized symposia on Global Change Studies have occurred every year since 1990, and Conferences on Climate Variations, which frequently include interdisciplinary topics, have occurred eight times since 1981. A significant component of the restructuring of the Annual Meeting inspired by the Vision Study is increasing the number of interdisciplinary and multidisciplinary sessions held there. Since 1999, each Annual Meeting has included two special themed multidisciplinary symposia in addition to the regular interdisciplinary compo-

nents (such as the Global Change Symposium, the Education Symposium, IIPS, and others).

AMS publications, especially *Earth Interactions*, support multidisciplinary and interdisciplinary research. *Earth Interactions (EI)*, the all-electronic journal, continues to grow at a very healthy clip. It is difficult to believe that just two new *EI* papers were posted in all of 2002, while 21 new contributions were posted this year. The sky appears to be the limit for *EI* under the leadership of Dr. Jonathan A. Foley, who took over as chief editor at the beginning of 2003 and whose own research is highly interdisciplinary. The new format of the *Bulletin of the AMS* and other efforts in the publications arena also promote greater communication across disciplines.

Changes in AMS membership offerings have opened the door to new members from disciplines that are related to the atmospheric sciences. Some of the Society's awards such as the Robert E. Horton Lecturer in Hydrology and the Walter Orr Roberts Lecturer in Interdisciplinary Studies also present a significant way the Society is addressing the challenges of multidisciplinary.

Although much progress has been made, the committee identified three actions that would considerably enhance the Society's multidisciplinary:

- The Scientific and Technical Affairs Commission (STAC) should continue to actively develop entities that would promote interdisciplinary research topics.
- Many topics that have strong linkages to the atmospheric sciences could be strengthened through regular symposia at the Society's Annual Meeting or other relevant conferences.
- AMS should establish an interdisciplinary award with the stature of the Rossby, Charney, Suomi, or Sverdrup Medals and Awards that specifically focuses on rewarding strong scientific linkages between atmospheric sciences and other disciplines.

2004: Seattle Meeting Crosses Boundaries

The 84th Annual Meeting in Seattle, WA, in January 2004 continued the Society's tradition of multidisciplinary through the broad theme of "prediction." This theme opened the door for AMS science and technology advisory committees that do not traditionally attend the Annual Meeting to participate and drew a broad range of attendees and presenters from various disciplines. The meeting included two cross-cutting symposia — the Symposium on Forecasting the Weather and Climate of the Atmosphere and Ocean and Symposium on Planning, Prediction and Nowcasting in the Urban Zone — as well as 15 themed symposia and conferences focusing on hydrology, education, climate, observation systems, and information technology. With more than 2643 registrants, 1456 abstracts, 582 posters and 250 exhibits the 2004 Annual Meeting was among the most successful meetings in the Society's 90-year history.

2004 Meetings at a Glance

- 12 meetings in 7 cities**
- 5009 attendees at AMS conferences and symposia**
- More than 3600 presentations and papers**
- 250 exhibits at the 84th Annual Meeting**
- 310 exhibit booths at all AMS Meetings in 2004**
- 4 CD-ROMs and 1 preprint volume**
- 12 organizations sponsored meeting activities**



AMS Journals: Achieving Acclaim

All of the AMS journals are doing well, and most are independently ranked as being among the most relevant and having the highest impact among atmospheric and oceanic publications throughout the world. Right now the largest is the *Journal of Climate*, which wound up 2004 with nearly 5,000 pages of published contributions, an astounding accomplishment and an impressive legacy of outgoing chief editor, Dr. David A. Randall, who has served the community so well in that capacity since 1995.

Overall, approximately 20,400 pages were collectively published during the year in all of the scientific and technical AMS journals (not including *BAMS*); this represents an increase of over 7% from 2003. The number of submitted and accepted papers set new records for the second consecutive year. Over 1400 papers arrived at AMS Headquarters to go through the production process, topping the 1354 that were received in 2003.

Finally, one of the highlights of 2004 was the publication by AMS of the much-anticipated monograph, *Northeast Snowstorms*, authored by Paul J. Kocin and Louis W. Uccellini. A two-volume, 800+ page set, this monograph includes hundreds of full-color and black-and-white photographs and a DVD of the digital data used for the analysis of 32 of the most significant storms of the past 100+ years; more than 75 storms are described and analyzed overall. When it comes to in-depth analysis of significant snow events, it is safe to say that nothing quite like this has ever been published before.

GEOSS — A Multidisciplinary Policy Study

The AMS Policy Program completed a major policy study of several significant issues involved in the implementation of a Global Environmental Observations System of Systems (GEOSS) with a focus on the U.S. contribution, an Integrated Earth Observations System (IEOS). Funds came from NOAA, as well as underwriting support from ITT and

Raytheon. The study, directed by Dr. Richard Greenfield, produced a policy paper, based on a unique, virtual workshop involving 23 external participants. The paper presents recommendations based on analyses of various policy options to deal with three policy challenges that must be resolved to successfully implement IEOS and GEOSS: 1) establishment of a framework to involve stakeholders; 2) IEOS/GEOSS management and funding arrangements to ensure long-term support, and; 3) facilitating the fullest system of IEOS/GEOSS data exchange. The paper was presented to the U.S. Interagency Working Group on Earth Observations and will result in the development of a series of forums to examine, in depth, the various policy issues by involving a broad spectrum of IEOS stakeholders. To access the IEOS/GEOSS study paper, as well as for additional study series information, see the AMS Web site at: <http://www.ametsoc.org/atmospolicy>.

Journals: 2004 A Record Year— Again

**1800 papers submitted
and reviewed**

**1450 papers accepted, reviewed,
processed—up 3% from 2003**

**20,340 pages published in all AMS
journals—up more than 7% from 2003**

INCLUSIVENESS

The Mid-Term Review Committee found that AMS clearly is committed to becoming a more inclusive society, reaching out to different economic sectors and disciplines; to students and weather enthusiasts; and to decision makers, international colleagues, and underrepresented groups.

The Society has worked to create an environment that attracts professionals from across the atmospheric, oceanic, and hydrologic sciences, both in the United States and abroad, as well as nonscientists and the public at large. Student membership in the AMS has recently increased dramatically in response to targeted actions by the Society.

AMS leadership has worked to ensure a more balanced representation of government, academic, and private sector members on the Council and other Committees within the Society. The AMS, through the Board on Women and Minorities, has taken on the challenge of reaching and attracting people from underrepresented groups and has developed a number of opportunities for individuals in those groups to interact with one another and with the broader membership of the Society.

Finally, the AMS has reached out to nonscientists and the public through successful events such as the WeatherFest, regional and local meetings, and the creation of a lower-cost Associate Member designation and pre-college local chapters. All of these efforts are consistent with and promote a more inclusive organization.

The review committee also provided an extensive list of recommendations to encourage a more inclusive environment. A few of them are:

- Further expand AMS student travel grants to encourage student participation at AMS meetings and to show students the commitment of the AMS to its student members.
- Follow-up and support efforts by the AMS Local Chapter Affairs Committee and Board on Pre-College Education who have teamed to publicize formation of new Pre-College

(K-12) Local Chapters to encourage the interest of young men and women in the atmospheric and related sciences.

- Find ways to encourage more faculty membership in the AMS since faculty have a significant impact on student participation in AMS.
- Pursue Private Sector members who can assume key positions of AMS leadership and committee memberships.
- Develop a strategic plan to garner more operational government meteorologist (NOAA and military) memberships and involvement in AMS activities.
- Create a link or highly visible section (non-technical) on the AMS homepage geared toward weather enthusiasts to capture their interest and encourage them return to the page for updates or new information.

BAMS: Embracing a Diverse Membership

In 2004, *BAMS* published 2032 pages—the most since the redesign in 2002, and a direct result of the doubling of the submission rate since 2001. The magazine's popularity with authors helps provide *BAMS* with a diversity of topics to achieve its mission of “engaging and extending the Society and the community.” To meet the increasing load, the staff recruited a new Senior Editor, who began work in January 2005. Also, in April, *BAMS* debuted “Potential Energy,” a section written and edited by and for undergraduates. The section strengthens the Society's outreach to high school and college students.

More than 800 New Student Members

College students continued to join the Society in record numbers, with 800 undergraduate and graduate students joining the Society as Student Members this past year. While the number of new applications was slightly lower than the 2003 total (806), it still represented a

113% increase over the 375 students who joined the Society in the year before the Early Career Dues (ECD) rate was introduced. Since the ECD discounted rate is offered only to former Student Members of the Society, it provides an added incentive for joining the Society before graduation. Nearly 300 Members took advantage of the ECD rate in 2004.

As in previous years, growing and retaining the student member base remained a top priority in 2004. In July 2004, the AMS Executive Committee approved an initiative to give Precollege Student Members a choice of either *BAMS* or *Weatherwise* as their membership publication starting in 2005. The marketing of the new initiative started in October 2004 when the Society promoted Precollege Student membership to the attendees of the first-day-of-issue dedication ceremony of the new U.S. Postal Service Cloudscape stamps at the Blue Hills Observatory.

The number of new member applications for 2004 was 1346, compared to 1225 for 2003.

The Society also co-sponsored the GEO Forum 2004, a cooperative effort between the University Corporation for Atmospheric Research, AMS, the Consortium of Universities of the Washington Metropolitan Area, and the National Academies Board on Atmospheric Science. The Forum, open to high school students in the greater Washington, D.C. area, explored the opportunities and challenges in careers in the geosciences.

Teachers Join the Society

Weatherwise continues to play an important part in the recruitment of different types of Associate Members. In the summer of 2004, the Society contacted the many teachers involved in the AMS Education Program to promote Society membership and to market the availability of *Weatherwise* as a membership publication. The response was very positive with over 100 elementary school and high school teachers joining the Society in 2004 (compared to 15 in 2003). Overall, the

Society's membership has taken good advantage of the discounted *Weatherwise* price, with nearly 1550 subscriptions processed for 2004 (1240 subscriptions in 2003).

Working with International Members

In an ongoing effort to provide meteorologists from other countries with up-to-date information on scientific developments, the "Journals to Developing Countries" program continued to provide current AMS journals to over 100 organizations around the world. In 2003, an enhancement to the program allowed participants to choose between getting up to three of the journals in print and access to all of the AMS Journals Online. While the response to the offer of electronic access was initially low, 135 out of 167 organizations now enjoy access to the journals online. The Journals to Developing Countries program is funded in part by NOAA's Office of Global Programs, the National Weather Service, NASA's Office of Earth Science, and the National Science Foundation.

2004 Membership at a Glance

Honorary members	32
Fellows	547
Members	8008
Members, Student Privileges	101
Assoc. Members, Voting	52
Assoc. Members, Nonvoting	920
Assoc. Members, HS Students	114
Assoc. Members, K-12 Teacher	178
Student Members	1916
Corporation Members*	174
TOTAL	12,042

*includes 7 Sustaining, 69 Regular, 15 Small Business, 83 Publication

New Chapters in 2004

**Plymouth Community Intermediate School Weather Club (Pre-College),
Plymouth, MA**

Eastern Nebraska Pre-College Chapter, Offutt AFB, NE

UCHS Valley Beautiful Pre-College Chapter, Erwin, TN

Northern California Chapter, San Francisco, CA

University of Miami Student Chapter, Miami, FL

New Jersey/Delaware Valley Pre-College Chapter, Mt. Holly, NJ

A New Commission on the Weather–Climate Enterprise

In 2003, the National Research Council (NRC) in its report, *Fair Weather — Effective Partnerships in Weather and Climate Services*, recommended that “The National Weather Service and relevant academic, state, and private organizations should seek a neutral host, such as the American Meteorological Society, to provide a periodic dedicated venue for the weather enterprise as a whole to discuss issues related to the public–private partnership.” In response to this recommendation, the American Meteorological Society formed a 22-member ad hoc Committee on the Weather and Climate Enterprise. The Committee was charged with preparing a plan that embraces the breadth and diversity of the communities of providers and users of weather and climate information, and shows how the Society can facilitate discussion related to partnerships among the provider and user sectors.

Throughout the year, the ad hoc Committee hosted numerous conference calls, a unique

Web cast, the first Community Summit, and met regularly to develop a coordinated plan to address the NRC report charge.

The committee recommended that the AMS establish a Commission on the Weather and Climate Enterprise, which the AMS Executive Council approved at the January 2005 Annual Meeting. The Commission is to be fully operational by January 2007, and is charged with developing and implementing programs that address the needs and concerns of all sectors of the weather and climate enterprise; promoting a sense of community among government entities, private sector organizations, and universities; fostering synergistic linkages between and among the sectors; entraining and educating user communities on the value of weather and climate information; and providing appropriate venues and opportunities for communications that foster frank, open, and balanced discussions of points of contention and concern. In addition, the Committee recommended that the Commission’s work maintain the continued neutrality of the Society.

Unlike other AMS commissions, the Commission on the Weather and Climate Enterprise will have a unique Steering Committee, composed of members from across the provider and user communities. It will identify and discuss issues of interest or concern to the weather and climate enterprise as a whole, and help set the agenda for the Commission and its Boards. Because it was officially established in 2005 this new commission will appear in the AMS organizational chart and in the committee listing in the next Annual Report.



The Mid-Term Review Committee gave the Society high marks for outreach efforts to meet the goals of the 10-Year Vision Study. Over the past five years, the Society has worked diligently on outreach including increasing the effectiveness of input to federal policy; building capacity through education and curriculum development; broadening efforts in public information toward youth, weather enthusiasts, and the public at large; and broadening and increasing of the effectiveness of partnerships between the public and private sectors.

The Society influences public policy through issuing policy statements, working to support a variety of relevant Federal programs, and dealing with opportunities to influence public policy related to its area of interest. The Society has also been very active on the Hill in supporting the allocation of Federal funds for critical research and operational needs, and has a unique position and responsibility to speak for its members on the use of public funds and public policy issues affecting the atmospheric and hydrologic sciences. Training teachers and developing teacher resource networks and instructional materials on the Earth-atmosphere system have also been successful AMS programs. This increases scientific literacy and introduces broader career and educational opportunities to qualified students. New horizons have opened for continuing education of professionals using the Internet and course materials available at Web sites.

In addition, the Society has been highly successful in developing institutional and individual support for undergraduate scholarship and graduate fellowship programs aimed at introducing highly qualified students to the atmospheric and related sciences. And the AMS Policy Program, which sponsors post-doctoral and senior Fellows, a Summer Colloquium Series, curriculum development efforts, and regular Special Topic Study Series, has achieved a significant impact in its first several years of operation.

The Mid-Term Review Committee has two recommendations to improve outreach:

- Continue to strengthen the public policy program through careful evaluation of program results and partnership building.
- Continue efforts to promote environmental literacy both through formal education programs and through outreach to the general public.

Promoting Scientific Literacy in 2004

In 2004, the AMS suite of DataStreme distance-learning courses trained 1251 precollege teachers through about 90 Local Implementation Teams. The teachers were enrolled in graduate-credit courses via State University of New York at Brockport. Through December 2004, the DataStreme courses have trained a total 9179 teachers. The NOAA-funded course, DataStreme Atmosphere, trained 493 teachers during 2004. The DataStreme WES (Water in the Earth System) teacher enhancement course trained 388 precollege educators during 2004. DataStreme WES is supported by NSF and NASA. The new NOAA-funded course, DataStreme Ocean, was implemented nationally in January 2004. The course trained 370 teachers during 2004.

In addition, the AMS introductory college-level course, Online Weather Studies, is licensed to over 240 undergraduate institutions throughout the United States and Canada. Several thousand students enroll in the course every semester. About 70 AERAs (AMS Education Resource Agents) and college faculty members who are DataStreme course local implementation team leaders met in Miami 27 June to 3 July for their annual training. The University of Miami's Rosenstiel School of Marine and Atmospheric Science and several NOAA agencies hosted the meeting. Two two-week precollege teacher-training workshops were held at National Weather Service Training Center (Project ATMOSPHERE: Sensing, Analyzing, and Forecasting) and the U.S. Naval Academy (Maury Project: Exploring the Physical Foundations of Oceanography) in late July 2004. Each was

attended by about 22 educators. Funding was from NSF, the Navy, and NASA. As in past years, educators from South Africa and Canada attended the NWSTC workshop for precollege teachers in July 2004.

And with NSF funding, the Online Weather Studies course is being introduced over a four-year period to 100 Historically Black Colleges and Universities, Hispanic-Serving Institutions, Tribal Colleges and Universities, and other institutions with significant minority student populations. So far, 72 minority-serving institutions have become involved in the NSF Geosciences Diversity/National Dissemination program. NWS is a major partner in this diversity project. The AMS education program is also developing an introductory college-level course entitled Online Ocean Studies, patterned after Online Weather Studies. A pilot test of the course is underway at 10 participat-

ing colleges/universities in Spring 2005 semester with national implementation to take place during the Fall 2005 semester.

Developing Policy Curricula for Universities

To help equip AMS members to handle policy issues, AMS Policy Fellow Dr. Genevieve Fisher has been developing university policy curricula. Over the past year, she has developed a space-weather policy course with support from the National Science Foundation. Based on a pilot at George Mason University, the course will be modified for implementation by other university departments and programs. This project will educate the next generation of atmospheric and space scientists to understand the relationship between science and policy, and will help them effectively engage

Growing the AMS–UCAR Fellows Program

The 2004–2005 AMS-UCAR Congressional Fellow is Matthew Carr. Matt received his Ph.D. in atmospheric sciences from the University of Washington, and had been a teacher at the Harbor School, in Vashon, Washington. He is working as Energy & Environment Fellow in the Senate Agriculture Committee (Minority Staff) under Senator Tom Harkin (D-IA).

The Society's 2003–2004 Congressional Fellow, Wendy Parker, has just completed her assignment on the minority staff of the Senate Committee on Environment and Public Works, and has returned to academia. She has taken a position at Boston University where she taught a course on environmental ethics.

Johannes Loschnigg, the AMS Congressional Fellow for 2002–2003, served on the personal staff of Senator Joseph Lieberman (D-CT) and then completed an assignment with staff of the Committee on Governmental Operations. He now has a permanent assignment on the staff of the House Science Subcommittee on Space and Aeronautics.

The 2001–2002 Congressional Fellow, Ana Unruh Cohen, has just left Congressman Markey's (D-MA) office to join the Center for American Progress, where she is Associate Director for Environmental Policy.

2000–2001 Congressional Fellow, Tim Benner, continues to work in EPA's Office of Science Policy.

The Society is encouraged by the degree to which this one-year assignment is having a lasting impact on the Fellows and on the atmospheric and related sciences.

policy makers and make sound public policy decisions. Long term, we will extend this curriculum to cover the atmospheric and related sciences arena more broadly.

The Arctic Climate Impact Assessment

AMS Senior Policy Fellow Dr. Robert Corell continues to serve as Chair of the Arctic Council, a high-level intergovernmental forum that provides a mechanism to address the common concerns and challenges faced by the Arctic governments and the people of the Arctic. The Council completed a 1400-page Arctic Climate Impact Assessment, with findings from 250 experts, that was released in Iceland at a special symposium in November. This study was a major news story worldwide in 2004.

Communicating Science through the Media

In early 2004, Dr. Anthony Socci of the Environmental Protection Agency (EPA) joined the AMS Policy Program on an Intergovernmental Personnel Assignment. Funded by EPA and by the Paleoclimate Program of the National Science Foundation, he and colleague Morris "Bud" Ward are hosting a series of workshops on the communication of science through the lens of the mass media. These workshops are intended to bring small numbers of journalists and media executives together with scientists in regional settings.

Beyond the Meteorological Community

AMS outreach efforts to the road weather community are well established, as evidenced by the Society's participation in the Intelligent Transportation Society of America, Maintenance Decision Support System (MDSS), Aurora, and Clarus meetings. MDSS is a road weather proof-of-concept development effort funded by the Federal Highway Administration (FHWA), developed by the National Center for Atmospheric Research, tested by state Departments of Transportation (DOT), and refined with their input. The system

helps state DOT maintenance officials make decisions related to winter maintenance such as snow plowing, chemical treatment of roadways, and more. Aurora is an association of state DOT officials. Clarus is a new project of the FHWA and it is just spinning up now. Its goal is to create a national database of road weather data by putting all data now collected by the states using diverse sensors, instruments, and systems into a common framework that will facilitate data access and exchange. The Society's participation showed support for the entire road weather community.

In 2004, the Society also began to reach out to the railroad industry through a partnership with the American Railway Engineering and Maintenance of Way Association and the New England High Resolution Temperature Program (NEHRTP). NEHRTP was a NOAA project, started with earmarked funds, whose goal was to improve two-day maximum and minimum temperature forecasts for use by the electric utility industry in New England to produce better electricity load forecasts and ultimately lower costs for consumers and the industry, increase energy conservation, and increase industry profits. AMS cosponsored a NOAA meeting for the utility industry end users as well as for private sector weather vendors to discuss recent advances made by NOAA.

In addition, the NOAA Stakeholders Group and the Atmospheric Science Librarians International met at the 84th Annual Meeting in Seattle, and the Hydrological Manufacturers Equipment Industry (HMEI) is again holding their annual business meeting at the AMS Annual Meeting. HMEI agreed to work with the AMS to expand their member presence at the 85th Annual Meeting.

Seals and CCMs in 2004

- 74 Television Seals of Approval awarded
- 2 Radio Seals of Approval awarded
- 7 CCM designations awarded

WeatherFest 2004 — A Super-sized Science Fair

WeatherFest 2004 enthralled nearly 1000 students, teachers and families at the 84th Annual Meeting in Seattle. Billed as a super-sized science fair, the Society's only public event continues to be a valuable outreach tool using hands-on science experiments, a weather market, a raffle, and more. WeatherFest 2004 was supported by NOAA's National Weather Service Western Regional Office and the AMS Development Program.

Encouraging Continued Professional Growth

Much work was done in 2004 to prepare for the new Certified Broadcast Meteorologist (CBM) program launching in January 2005. The CBM Program is intended to raise the professional standard in broadcast meteorology and encourage a broader range of scientific understanding, especially of environmental issues, making meteorologists more valuable to news organizations. Current AMS Sealholders who wish to receive the new CBM designation will be required to pass an examination demonstrating their basic competence in atmospheric science. The test will also include questions on a broader range of scientific issues. New applicants after January 2005 must also hold at least a bachelor of science degree in atmospheric science, or the equivalent. Broadcast meteorologists who have earned the CBM will have a new logo to display on their newscast. Throughout 2004, the Society worked with news directors and management at television stations across the country to inform them about the new CBM program and encouraged them to explain the value of the new certification to their viewers. The Society also selected LaserGrade Testing Center to administer the computer-based exams for the CBM at more than 700 test centers nationwide.

Statements of the AMS

Three AMS Council-approved statements were released in 2004: "Meteorological Drought" (Adopted by AMS Council on 23 December 2003), "Mobile Homes and Severe Windstorms" (Adopted by AMS Council on 8 October 2004) and "Tornado Forecasting and Warning" (Adopted by AMS Council on 8 October 2004).







The 10-Year Vision Study states that AMS should take advantage of advances in electronic communications technology. From meetings to publications and from education to policy, the Society has made tremendous strides in this area according to the findings of the Mid-Term Review Committee. For example, online registrations and abstract submissions for meetings have been accepted since 1998, and close to 90% of registrations are now done online. The Society has improved the online publication process enormously, by making journal articles available online in a variety of forms (fully searchable in many cases), by permitting the posting of abstracts with links to complete text once a paper is accepted, and by making the electronic version of articles the official and archival version.

Advances in computing technology have continued to make possible enhancements in member services in the face of level or declining resources. The database, Web and email servers have all been upgraded, and the Information Services (IS) department of AMS Headquarters has expanded the automation of credit card processing and implemented cost savings by collecting complete billing addresses of those using the online renewal and other Web services.

Web-based membership services have continually increased, with capabilities for the maintenance of membership information and the online renewal of dues and subscriptions. IS also developed tools for chapter officers and CCM holders to update their contact information on the Web, and began to host local chapter and STAC committee Web pages on the AMS Web server. The IS team also developed a Web-based tracking system that all members of the Society's professional groups could use to track their individual professional development and experience for continued growth in their respective fields.

The DataStreme Atmosphere Distance-Learning Course is another example of the Society's use of available technology to further its services. Some AMS meetings use video conferencing capabilities, and the

Society's Web site provides a myriad of information and links, including search engine capability. The most critical recommendations made by the Mid-Term Review Committee for the future of the AMS in computing and communications technology are:

- The AMS should consider instituting an Advisory Board on Technology to guide the implementation of new technologies into the business of the Society.
- The AMS should consider developing a 5-year strategic plan as the benchmark to measure annual technological progress.

Streamlining Online Editing

2004 was a pivotal year of change, transition, and evolution in the Department of Publications. In April, The Sheridan Press (TSP), of Hanover, PA, became the new print and composition provider for all AMS scientific and technical journals. The combination of TSP proprietary state-of-the-art tools to streamline copy and technical editing and their rapid production and printing cycles promises to provide outstanding print quality while simultaneously reducing print time. This year much effort has gone into developing a new internal production workflow at AMS to merge with Sheridan's. The first issues that TSP actually prints will be those appearing in January 2005. With the transition also comes the implementation of an all-electronic workflow for manuscripts from submission through to publication. These are ongoing changes, begun in 2004, which are temporarily slowing editorial processing. However, the eventual intended result will be provision of the fastest possible turnaround times while maintaining a very high standard of quality for each published issue.

Software provided by Sheridan press was installed to allow for more automation of the copy editing phase of a manuscript. The uploading of manuscripts via the Web to the AMS server was enhanced to allow authors to submit native files, figures, tables, copyright

forms, cover letters and any other file associated with their manuscript. The Web-based tracking system, currently used by the field editorial staff, is being modified to accommodate the requirements of the in-house production staff as well.

Allen Press, of Lawrence, KS, will continue to host AMS journals online for the foreseeable future. They provide cutting-edge technology that will result in new online features and capabilities that will give visitors to the journal site unprecedented flexibility in quickly finding and customizing the journal content they are looking for.

Technology-Savvy Meetings

AMS Annual Meetings have become more technology savvy than ever. This year, IS has spearheaded efforts to provide first-class audio-visual and technical support for those who attend AMS meetings and present their scientific research. While efforts to record session presentations began in 2003, the project really took flight in 2004, starting with the Annual Meeting in Seattle. AMS vendor Conference Exchange streamlined the pre-event and on-site file uploading procedure. In addition, the presentation delivery and recording application has been customized to provide an easy to use, reliable application. A secondary benefit of the presentation delivery software has been a remarkable improvement in the efficiency of the oral sessions.

New Online Member Services

The development and implementation of new online services was an important focus for Member Services in 2004. Of particular significance was the launch of a new online edition of the *Curricula in the Atmospheric, Oceanic, Hydrologic and Related Sciences*, a reference publication produced in conjunction with the University Corporation for Atmospheric Research (UCAR). The *Curricula* provides useful information on programs in the atmospheric and closely related sciences at univer-

sities in the United States and Canada and is considered part of the education services the AMS provides to the meteorological community. Its publication as an online database not only gives users free and instantaneous access to information, but it also permits schools to keep their entries more up-to-date than the biennial print publication. Since the *Curricula's* official launch in August 2004, approximately 40 schools have updated the database on their own.

The Society also started work on two new online applications: an online membership application and an online bookstore. The membership application, scheduled for launch in the summer of 2005, will allow users to apply for any category of membership. Those who complete an application will have immediate access to Member Online services, such as the *Glossary of Meteorology and Science's Next Wave*. The online bookstore, scheduled for completion at the same time as the application, will allow users to purchase AMS books and other publications as well as AMS retail items. The membership has responded well to our current online services, as evidenced by the nearly 3100 members who renewed their 2004 dues online.

AMS Web Site at a Glance

Over 1.6 million visitors since March 1999

Hosting 13 STAC committee sites

Hosting 14 Local Chapter sites



The 10-Year Vision Statement, completed in a time of financial optimism, made only two specific recommendations with regard to finance: that a dedicated development office be established, and that dues be raised to be commensurate with past inflation and increased thereafter to be consistent with future inflation. These steps have been implemented. The Mid-Term Review Committee added the following recommendations based on their analysis:

- That the AMS obtain dues and financial information about similar professional societies to ensure that AMS dues are comparable.
- That the Society aggressively pursue efforts to rebuild the reserve fund and to ensure that the ongoing operations of the Society consistently exhibit a positive cash flow.

After several financially difficult years, AMS entered 2004 hoping to achieve close to break-even results for the year. Major adjustments and deficit-fighting measures were implemented, which should help attain budget projections for a slightly positive bottom line for 2004.

The Financial Picture

The AMS budget is divided into several major categories. The Society's significant continuing program areas are contained in the Services, Publications, and Meetings (SPM) section of the budget. Another important area of the budget is Education and Special Initiatives, which includes all grants and other special programs that are funded by grants or income from the AMS Reserve Fund, or sponsorships. The remaining areas of the budget include the Policy Program, Development, Public Information Program, and Government Relations Program.

A fluctuating economic climate made it difficult to determine which way the budget was heading the first part of the year. That climate improved during the year and this is reflected in increased number of journal pages, stable

meeting attendance, advertisement, and investment income. The Education and Special Initiatives budget, APP, Development, Public Information, and Government Relations are all at or better than budget.

Total SPM income will be approximately \$10,000,000, while total SPM expenses will be close to same amount, the result being a breakeven bottom line in this section of the budget. Overall, the Society's Reserve Fund will remain at the same level as it was at the beginning of the year with investment income approximately offsetting Education and Special Initiative expenditures. This is significantly better than last year's results and a step in the right direction.

AMS now presents a 5-year plan to the Council and Executive Committee as part of the budgeting process. The Society has also taken measures, and will continue to do so, to reduce expenses and increase revenue as best as can be done without seriously impacting the ability to deliver core mission activities. See the "Members" page on the AMS Web site later this year to review both year-end audited financial statements and for more detailed discussion of Society finances. The final audited financial statements will be available in June 2005 on the AMS Web site under the "Members" section.

2004 Budget Highlights

Services: *BAMS* and Other Member Services: The Society has worked hard to reduce the deficit in this area of the budget from a high of \$500,000 just a few years ago to approximately \$100,000 this year. The projections for dues, subscriptions, and advertising are right on target while page charge income increased significantly in 2004, the result of an increase in the number of *BAMS* articles.

Journals: This continues to be the single largest budget area for both income and expense. The Society has nine primary journals with revenues and expenses of approximately \$5.7 million and \$5.2 million respectively, and net income of about \$500,000. This

excess revenue is critical to many essential services provided to the AMS community for which no other sources of funding exist. A number of AMS public outreach programs, designed to make atmospheric and related science issued more visible to educators, policy makers, and the general public, would not be possible without this funding. Nor would financial support for many students to attend AMS meetings, or assistance to Local AMS Chapters throughout the nation. These are but a few examples of why AMS publications must more than pay for themselves every year. Given this reality, the uncollected page charge revenue (around \$380,000 in 2004) remains a significant operational problem seriously affecting the Society's ability to produce the additional income needed to offset other deficits in the budget.

The increase in uncollected page charges directly relates, but is not limited to, the number of papers submitted by international authors (many from nations that prohibit payment of page charges as a matter of law or policy). The AMS has recently taken steps to address this issue.

Books: Sale of the AMS books is the smallest of AMS program areas, with revenues of approximately \$200,000. This includes about \$60,000 of World Meteorological Organization publications for which the Society is the sole distributor in North America. The past few years has seen a decline in sales in both of these areas.

Meetings: Finally, after several years of significant losses the meetings program will come very close to break-even in 2004. The Seattle Annual Meeting was quite successful both programmatically and financially. In addition, the Society worked hard to cut costs where possible.

Education: Activity in this area of the budget declined slightly this year to approximately \$1,700,000. Education Programs generate most of this revenue while several smaller travel-related grants covered awards for attendance at AMS specialized meetings. The Society contributes significant cost sharing to these pro-

grams in support of our educational goals.

AMS Policy Program, Public Information, and Government Relations: The AMS Policy Program has been a tremendous success and is now close to being self-supporting via grants, sponsorships, and tuition. The Society also continues to carry out a variety of public information activities each year and has expanded government related activities. These activities are now funded mostly out of the SPM budget.

21st Century Campaign Opens Opportunities

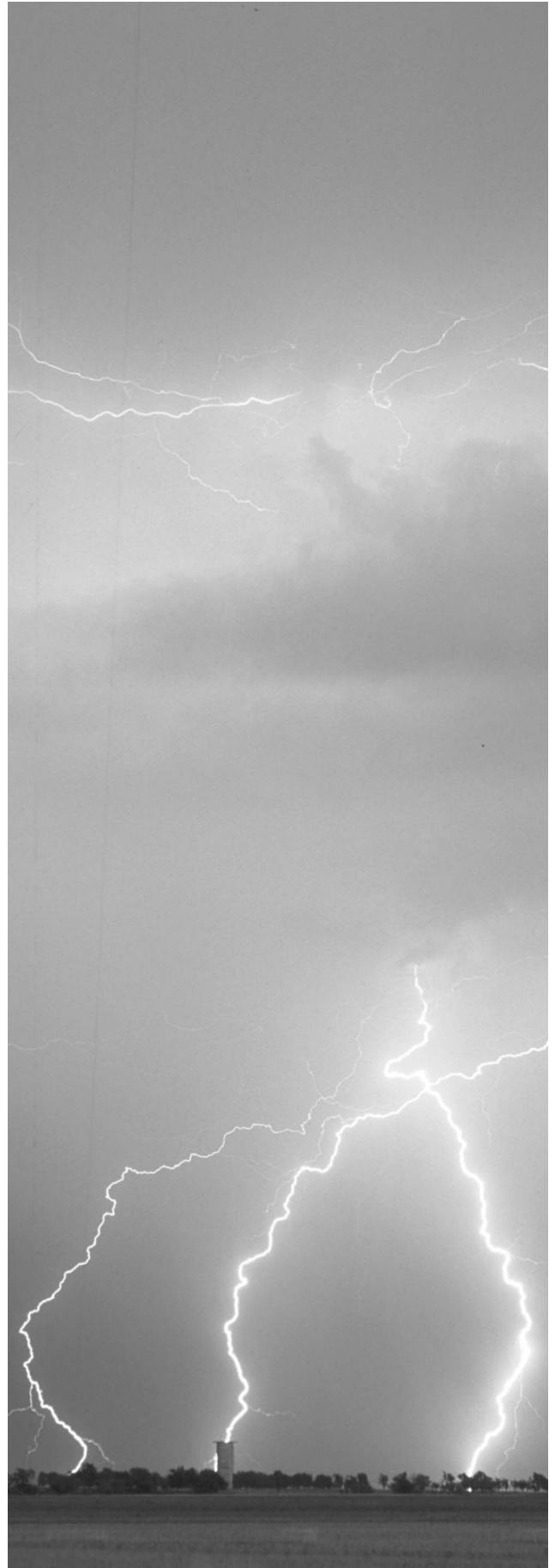
The AMS 21st Century Campaign received nearly \$350,000 in contributions in 2004, including donations to Campaign programs and named funds. Member contributions allow AMS to implement activities and programs that rely on external support of this kind including an AMS graduate fellowship with financial assistance to over 200 first-year graduate students (cumulative), affording these students the opportunity to focus solely on their studies and research; three minority scholarships that encourage students from underrepresented groups to pursue a degree in the atmospheric and related sciences; the 3rd AMS Annual Student Conference which provides for a unique learning experience for a large number of students; travel support to meetings for more than 100 students to attend the AMS Annual Meeting in Seattle; and co-sponsorship of WeatherFest.

The generous contributions also allowed the Society to establish three named funds. The AMS Remote Sensing Prize was established by David and Lucille Atlas and will be awarded for advances in the science and technology of Remote Sensing, and its application to knowledge of the earth, oceans, and atmosphere, and/or to the benefit of society. The two additional named funds were established following the passing of two longtime AMS members, Jerome Namias and Edgar Saltsman. Both individuals had done a Bequest by Will to ensure a substantial contribution was made to

AMS upon their deaths. The Namias Fund and Saltsman Fund will be used to establish scholarships in their memory, with a portion of the Saltsman money to also be used to support other Campaign initiatives.

In addition to individual member support, over 40 corporations contributed over half a million dollars to meeting sponsorships, fellowships and scholarships, the Policy Colloquium, and the K-12 Education Program. AMS is grateful that ITT Aerospace and Communications Division continues to support AMS activities at the Corporate Patron level, and thanks Raytheon Company for increasing their support to join ITT as a Corporate Patron. Corporate support continues to be an integral part of the overall AMS development efforts and we are grateful that so many corporations recognize the importance in partnering with AMS in supporting the atmospheric and related sciences.

The Society is especially grateful to the Founders, those members that have made a one-time or cumulative donation of \$10,000 or more, and to the members of the Leadership Circle who have made it their intention to contribute at least \$1000 for at least three years. It is through the continuing commitment of so many members to the AMS 21st Century Campaign that the Society can continue to implement such vitally important and worthwhile activities and further the Campaign's goal of "ensuring a strong future for the atmospheric and related sciences and services."



2004 Deceased Members

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Harold Arthur Bedient, Jr.

William Binniam

Harold I. Bjorn

Paul J. Bodenhofer

Henry A. Brown

Richard E. Cale

James E. Caskey

Robert L. Clark

John Hoagland Conover

Robert E. Daniels

Haldun Direskeneli

Julius D. Fleming

Howard M. Frazier

John C. Freeman

Stanley M. Greenfield

John F. Griffiths

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Eric B. Kraus

Dale F. Leipper

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Edward Stapowich

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Dansy T. Williams

Morton G. Wurtele

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Georgia Institute of Technology

Jule G. Charney Award

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Kiel, Germany

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Francis W. Reichelderfer Award

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NOAA Weather Radio

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Constitution and Bylaws

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