



National Weather Association

Press Release August 24, 2009

Opportunities for Professional Development at the 2009 NWA Annual Meeting

The 34th NWA Annual Meeting in Norfolk, VA, is one of those “don’t want to miss” events! Especially valuable in these difficult economic times and challenging job markets, there will be lots of opportunities to meet people who can help connect you with those who are in a position to hire or influence hiring decisions!

Join your current and new colleagues in helping the NWA meet our annual meeting theme, "**The Future is Now: New Technologies and Techniques to Support the Weather Enterprise and Society: 2010 and Beyond.**" In addition to a focus on new technologies such as advances in radar and severe weather analysis, there will also be an emphasis placed on marine and tropical meteorology, military weather forecasting, decision support for high impact events, and societal impacts of weather. Bottom line: there will be something to enhance the professionalism of each one of us!

Here are a few opportunities happening during the Norfolk meeting that we want to bring to your attention.

2nd Annual Student Session Sunday, October 18, 12:30-5:00 p.m.

Students, do you want a job in meteorology, hydrology, or broadcasting? If the answer is YES, you should strongly consider attending the 2nd Annual Student session in Norfolk on Sunday, October 18 beginning at 12:30 p.m. The four and a half hour student session will focus on skill sets needed to get the upper edge in an extremely tight job market. The session will begin with an eye opening career wake-up call presentation. A normal job vacancy has well over 100 applicants in most every sector of meteorology, hydrology, and broadcasting.



Figure 1. Students Participating in the 1st NWA Student Session

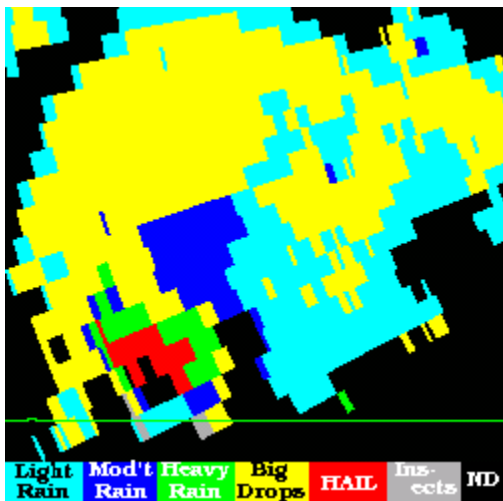
Another enlightening talk is how to separate yourself from other job applicants. This talk will highlight what some students have accomplished to move a step ahead of the rest. This includes developing top 10 weather lists, historical weather posters, Intranet and Web page overhauling,

Geographic Information Systems work, and much more. The session will have speakers featuring a cornucopia of experience in operational meteorology, hydrology, broadcasting, and academia. Presentations will include how to prepare the best resume and cover letter, how to give an outstanding interview, finding a good mentor, networking, and technical skill sets for today’s job market. Students will be given opportunities to answer interview questions, as well as ask eight diverse professionals any questions regarding employment, and how to improve their

chances to enter the greatest profession in the entire world. Contact session chair John Gordon at john.gordon@noaa.gov for more details.

Broadcasters – Learn More about Remote Sensing Tools Sunday, October 18, 1:45-3:00 p.m.

There will be an exciting part of the Broadcasters Workshop at the 2009 Annual Meeting in Norfolk – Advanced Remote Sensing Tools. In this session, you will learn about emerging tools from both radar and satellites that will aid in your forecast and broadcast.

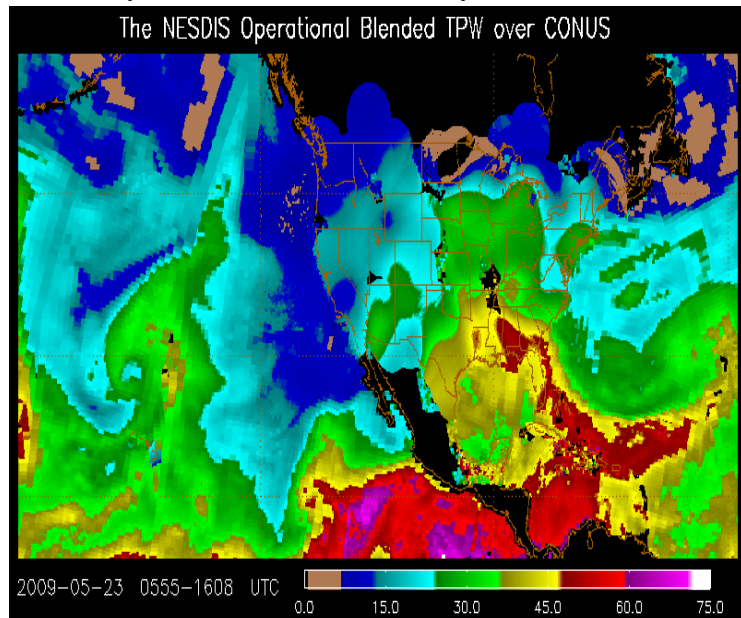


First, you'll hear from Kevin Scharfenberg (NWS Severe Storms Services Coordinator, Office of Climate, Water and Weather Services) about dual-polarization radar. This interactive course will provide a brief background on dual-polarization radar, including an overview of the new products that will be available and how they help forecasters and algorithms better understand the structure of convective and stratiform precipitation systems.

Figure 2. Dual-Pol Precipitation Classifier Image (courtesy of NOAA/OAR/NSSL)

We will also discuss the expected deployment timeline. In addition, we will also explore and discuss example data collected by the dual-pol WSR-88D in Norman, Oklahoma, including hail storms, tornadic storms, and cases with considerable data quality issues.

Second, you will learn from Gary Ellrod (NOAA/NESDIS, retired) and Sheldon Kusselson



(NOAA/NESDIS) about using GOES imagery to detect low clouds and fog, and about a new operational product: Blended Total Precipitable Water (TPW). These are useful for heavy precipitation and severe weather forecasting. You will learn how these satellite products can be used to enhance your forecast through specific examples, the best means to access the data, and limitations of the products.

Figure 3. Blended TPW product over the CONUS (courtesy of NOAA/NESDIS)

Contact session chair Ralph Ferraro at ralph.r.ferraro@noaa.gov.

Student DVD/Resume Critique Session Sunday, October 18, 8:30-10:30 p.m.

Attention students! Are you still not registered for the NWA conference in Norfolk, VA yet? Better get going, especially if you're graduating! Time is running out for registration and this session is for you! Why, you may ask? Well, for the first time ever at the NWA Annual Meeting we will be offering a student DVD critique session and panel discussion. This is not part of the regular annual Tape/DVD swap. This is YOUR opportunity to ask questions and have your DVD reviewed. Make sure you are prepared to get hired. Here's what we have planned. Starting at 8:30 p.m., Sunday, October 18th, we will have a panel discussion covering three topics:

- How to put together your resume DVD, the do's and don'ts by Dave Williams of WCIV-TV in Charleston, SC
- How to dress and putting together your professional look by Kristine Kahanek of Dallas
- How to do your makeup: the virtual makeover by Melissa Barrington, formally of The Weather Channel

Questions or just need more information? Please contact session co-chair Melissa Barrington at mbarrington10@yahoo.com. If you're interested in participating, please use the subject line: "NWA Makeup", with a headshot of yourself prior to the conference if possible for makeup application. This is open to any student (Ladies, please have your hair pulled back and only foundation on).



Figure 4. Students Getting Feedback on their Broadcast Tapes

After the discussion we will break out into small groups to critique your DVDs. The guidelines for the critique will be based on the NWA seal approval program. We

strongly encourage all students to join us for the discussion. You will be enlightened to the in's and out's of the business and how to land that first job. The DVD critique will offer invaluable advice that professionals pay hundreds if not thousands of dollars for. The critique is only open to those that submit a DVD since this will be done in small groups and each person will go home with a copy of their individual critique. Seize the moment, mark your calendar, register and see you there!

Focus on Professional Development: Communicating Weather Information Tuesday, October 20, 10:30-11:45 a.m.



This session will focus on enhancing our ability to communicate and connect with our diverse customer/client/community that we serve.

Figure 5. Explaining and Communicating Weather Information

We have invited outstanding speakers in diverse and important areas of interest such as challenges and perspectives in communicating weather information,

making powerful presentations and posters, leveraging social science and understanding your customer, communicating and promoting interest in science, and using technology to communicate weather information.

Contact session co-chair Ken Carey at kcarey@noblis.org for more details.

Kenneth Carey, Professional Development Committee Chair

Ralph Ferraro, Remote Sensing Committee Chair

John Gordon, Councilor and Annual Meeting Student Session Chair

Melissa Barrington, Annual Meeting Student DVD Resume Session Co-Chair

For more comprehensive information on the 34th NWA Annual Meeting view Web page: <http://www.nwas.org/meetings/nwa2009/>. It is updated frequently and now has the preliminary meeting agenda.