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## Weather station for storm chasers

Tornadoes and tornadoes are the most dangerous storms nature can throw at us. They can destroy entire buildings and cause thousands of injuries or deaths. Most people living in areas prone to these storms take care of weather reports and cover or evacuate when one is on its way. Storm chasers keep an even closer eye on weather data, but for a different reason. When a tornado or tornado happens, they want to observe and record it there. There are really good reasons to chase storms -- mainly, scientific research, though people live to sell photos or images of storms. There are also several reasons why amateurs shouldn't go after the storm no matter how much fun it looks. For one thing, eight to 12 hours spent driving around with no guarantee of seeing the tornado is actually anything but exciting. But also storms are very dangerous. Professional storm chasers have meteorological training that allows them to understand the storms they are chasing. They know when the situation is safe and when it's time to back off. They also learn to follow with other experienced storm chasers. Amateurs should never chase storms. Always. Our ads want to talk to some people who drive thousands of miles to find themselves near tornadoes, some of the world's deadliest storms. We'll find out why they do it, how they do it and what we can learn from their experiences. Equipment used by storm chasers can range from base (digital camera, mobile phone) to amazing custom built-in machines and research devices (TIV2, Doppler at wheels). Let's strip it into the naked essentials of The Storm Chaser: Video Camera - a documentary crew equipped with the latest HD cameras (or even IMAX), often with multiple camera operators to capture extra angles. But every storm chaser wants to capture the storm he spots, so even the most budget conscious chaser has a video camera along for the ride. Digital Camera - The camera can still capture storm details that videos often miss. Digital photos can also be uploaded quickly and easily on the Internet to see other storm enthusiasts. Laptop computers - With a mobile phone, a laptop can maintain an ongoing internet connection that allows continuously updated weather data, including weather maps and other details that a weather radio cannot provide. Radios - If storm chasers are riding on multiple vehicles, they can use walkie-talkies to stay in touch. SkyWarn members often use ham radios to communicate their observations, so chasers will need one to listen. CB radios can bring information from truckers who may have experienced nearby storms. A police scanner to hear Radio is useful for emergency crews who may be preparing or going looking for tornadoes. Food and drink - One day chasing a storm means a lot of time in a car. A sandwich and a Coffee is crucial to the success of any chasing team. On the next page, let's dive into high-tech, expensive things. there are worse things than boring . Excitement can be overstated, especially if it comes from a barrage of headlines about convictions, guilty pleas, and immunity grants for some of the president's men. Financial markets were mostly unseathed by the news stream about president Donald Trump's various colleagues. That reflects in no small part is the solid underlying backdrop of strong corporate earnings, low unemployment, and containing inflation. The S&P 500 and Nasdaq Composite finished the week on record, with the Dow Industries 3.1% shy of its high, set in January. The Fed also deserves no small measure of credit for it. Monetary policy remains adaptive: its short-term interest rate target is still below zero after inflation and is slowly and predictably lifted, while its large balance sheet has been trimmed in similarly deliberate fashion. However, Trump reiterated last week that he was not thrilled with the rate hike under the Fed chairman he chose, Jerome Powell, especially since they tend to pick up the dollar while the U.S. increases its trade disputes with other nations. (That the federal deficit, which is heading toward \$1 trillion, widens the trade gap, gets out of the debate.) Last week's president also opined that if he was impeached, I think the stock market would collapse. As our colleague Ben Leveson explained, while it can happen, history suggests other things are more important to the market. Richard Nixon was not impeached, largely because he resigned in 1974 before facing that inevitable ignition, but the Watergate period coincided with a brutal bear market. The S&P 500 fell 23 percent in the 12 months before Nixon resigned, but that came during a period of stagnation, the toxic combination of rising prices and the recession, which produced double-digit interest rates. In the 12 months leading up to Bill Clinton's impeachment in 1998, however, the S&P 500 gained 25%. That was during a strong technological expansion led by the 1990s. The bull was only temporarily slowed by the crisis caused by the collapse of long-term capital management in September 1998, after the Russian ruble declined and debt defaults. And with the help of the Fed rate cut, the dot-com bubble continued to blow up until it exploded in a 2000 burst. Talk of impeachment seems over-blown, which also helps explain why it doesn't figure in financial markets accounts. In the face of political turmoil, the Fed acts as an even dull Contropoan, exemulated by Powell's speech friday at the annual policy conference held in Jackson Hole, Wy. Although he's not an economist, he looked like a typical two-hand scientist who suggests the Fed doesn't want to Too much and kill the economy or stay too easy and let inflation get out of hand. As to the latter, Powell saw no signs of inflation accelerating past the Fed's 2% annual target, so continuing the one-time increase in a quarter seems all but certain. There is a nearly 95% chance of a three% increase in the federal funds rate target, currently 1.75% to 2%, on September 25-26 of the Federal Open Market Committee meeting, according to Bloomberg data. There is a 64 percent chance of another increase in the December 18-19 meeting. But the bigger question is where the federal funds rate will eventually inflate. The FOMC consensus is in the range of 2.75% to 3%, but forward rates for Fed funds point to 2.65% by early 2020. The Fed is unlikely to deter Powell from his policy path by the White House. After all, Trump is thrilled with the pale rate of increase compared to the barrage of criticism he leveled at his attorney general. JP Morgan chief domestic economist Michael Froley also sees Powell more than his two immediate predecessors Ben Bernanke and Janet Yellen willing to lean against the wind from financial exclusion. That's because the extremes leading up to the last two recessions were in the financial markets, not inflation. Other indicators are a sign of caution. While stock market indices are adjusting or approaching records, the Treasury yield curve continues to widen—historically, a harbinger of the economy. The expansion, or difference, in yields for two and 10-year Treasury notes, is below 20 basis points, the smallest score since July 2007, just ahead of the opening shots of the financial crisis. (A base point is 1/100 of a percentage point.) And even when placid conditions appear, squalls can appear quite suddenly. Global financial tensions can make life interesting for the Fed. In addition to trade tensions, there is a debt situation in peripheral Europe, especially in Italy (which is more below). And there's this nettle tendency that things panic in September and October. Try to enjoy what's left of the summer before. Writing to Randall W. Forsyth randall.forsyth@barrons.com Mark Ryan woke up early with Debbie in his mind. Storm Debbie, right. How could he sleep when he had to be intertwined with such a very bad force of nature? A day earlier, turbulent winds of 75 mph had barely missed Puerto Rico, and forecasters had predicted that Dubai would intensify as it began to get closer to Florida. Despite living in Atlanta, well out of harm's way, Ryan nonetheless felt as if he was gazing out the window of his beach house in a line of ominous dark clouds approaching. After months of preparation, he hoped to be ready. Hit your website - and hit hard. Ryan, 39, is chief technology officer for weather.com, the online arm of the Weather Channel. Even in Moments, when the weather is not making headlines, the site generates heavy traffic - between 7 million and 10 million page views a day. During hurricane season, that number is often dramatically possible, depending on the intensity and path of the storm. In time, those clusters have overshadowed the network, causing weather.com become the only thing Ryan wants to avoid: a slow site. So earlier this year, Ryan's team of architects and engineers .com the existing infrastructure and rebuild it completely. Despite completing the massive, multimillion-dollar project just in time for hurricane season, no on Ryan's team was confident or relaxed. How could they be? Forecasters had predicted a more active season than usual - as many as 7 hurricanes and 11 tropical storms - and Ryan still didn't know if weather.com could handle a sharp jump in traffic. There was no way to simulate a spike that big. In other words, there was no way to know for sure -- until the actual storm showed up on the doorstep of Florida, South Carolina, or North Carolina.Entering Hurricane Debbie. At 6 a.m., Ryan entered his computer from home to check the network. It was hard to believe that he didn't dream. The renovated infrastructure had handled nearly 15 million page views the day before without losing a beat. The average response time to download a page was about normal: only 1.7 seconds. That's well below the accepted industry threshold of 8 seconds - and more than twice as fast as the top 40 business, the standard used by the company that monitors climate .com speed. As the Cyclone Debbie became baffled that day, and the weather.com traffic returned to normal, Ryan was acquitted at the performance of his team and his site, congratulating team leaders and posting impressive figures at the CEO's office door. Granted, it was only a test -- and only a very good day in August -- but the numbers to Ryan and the rest of the staff weather.com what they needed to know Weather.com was on solid ground. Twenty million page views in one day? no problem. Thirty million? These days, most web-based companies are forecasting, and for the Internet economy in general, stormy weather ahead. Blue Sky strategic thinking has given way to batten down the war hatch for survival, against gal force winds of investor hatred, risk-taker investment confusion, and a huge corporate backlash. Like homes destroyed by the random cruelty of twister, internet startups that once seemed promising are declining to nothing. Who would have thought, amid the rubble of laid-off employees, worthless stock options, and abandoned football tables, that one of the websites would still be standing rooted in the weather? Weather.com just survived - it has become an online service with loyal followers looking for it Growth. It is not only high-weather-related site but one of the top sites on the entire web. For example, in July, which is traditionally a climate-wise indisponsable month, 7.4 million individual users visited weather.com, of which The Weather Channel placed 33rd on Metrix's media list of web domains, many of which pool their audience from multiple sites. Another 4 million to 5 million users .com the company's custom service at AOL, the company's largest partner. In fact, that about 12 million people who measure information from weather.com.By almost every, 5-year-old business is growing like a herd, as Deborah Wilson, climate.com president and CEO, put it. Employees .com grown from 3 employees to more than 150 this year in the early days. Its annual revenue is more than double, which will put the site at a pace to keep profits in turn next year, with its five-year plan. And the number of page views is expected to double to about 3 billion by the end of the year, partly due to more than 200,000 weather.com affiliates. Every day, about 800 new web companies drag and drop the Blue Sky Weather Channel logo to their site, immediately adding features like finding forecasts at no cost. Last January, weather.com officially from the Weather Channel, although the two employees still interact daily. In fact, they work in the same building north of downtown Atlanta. Wilson, 43, whose previous job at the Weather Channel was to make new investments, such as providing weather information for stations and radio newspapers, says weather.com is the company's most important and successful new business around. It has taken a trusted source for weather information on cable TV and expanded that brand well beyond home - to desktop computers at work, to laptops in transit, to mobile phones, pagers, and other wireless devices that people carry wherever they go. After signing partnerships with Palm Computing, SkyTel, PCS Sprint, and other leading wireless technology players, weather.com has been prepared to ride what many expect will be the next big wave of technology. Wilson. But few of those companies are focused on those goals as effectively as weather.com goals. At the moment, many internet companies that have good ideas are not succeeding, says Alexei Kaminsky, 38, the site's vice president of marketing. We meet the needs of 12 million to 14 million unique users every month. weather: What's in it for you? For Wilson and his web team, the weather is anything but dry because, nature, it's very dynamic. They'll know he's got a climate. The capacity to inspire or to ruin your day, and if you're not prepared for really severe conditions, it even has the capacity to wreak havoc. I always find it interesting that people are surprised weather.com how big it is, because it seems clear to me that we have what it takes for big business on the Internet, Wilson says, reiterating: We provide compelling information daily that consumers want and need. Mother Nature creates the perfect product for us. The climate concerns everyone in the world, and it is constantly changing, so people need to continue to return to us for the latest information. As recently as the early 1980s, of course, people were not consuming nearly as much weather information as they do today. Although the weather was equally relevant at the time, people simply did not have immediate access to the latest forecasts for both Nebraska and the Netherlands. What little information was either incomplete, date-by-date or both. That was before newspapers began assigning a full page to cover the weather, complete with full-color graphics. So most people had no choice but to wait for weather updates on the radio, or most likely, for a three-minute report on local TV news, which meant they had to get in weather information only twice a day, during the morning and evening broadcasts. If they wanted more, they would be hungry. On May 2, 1982, the Weather Channel went on air and changed all that - by delivering weather-related news all day, every day. Instead of the strangely cheerful or mild clown weather, the Weather Channel offered unexplained scientists explaining the weather in

glorious detail. Despite widespread skepticism and downpours from a predatory line, the Weather Channel found the audience. Today, more than 76 million homes are distributed throughout the United States and Latin America, one of its newest markets. It is one of the most well-known media brands in the country. The Weather Channel changed the weather landscape of information in a number of ways. Intense storm coverage was riveted, breaking news and Channel meteorologists became minor celebrities. But the Weather Channel had a far deeper impact on mainstream culture. It didn't just feed farmers, pilots and climate enthusiasts who had become hungry for more information. It created climate consumers by convincing ordinary people that they needed more weather information than they had been getting. People are talking about high-pressure, low-pressure systems now, says Chief Operating Officer Todd Walrath, 34. In a sense, it already has. According to a 1998 Pew Research Center study, more people are going online to find weather information than to Any other kind of news. Stock prices, sports scores, celebrity rumors - they all go back to forecast. At the same time, the number of sites providing forecasts has doubled. But none rain on the .com, his parade. The difference between us and other climate institutions is that we have the science sector down, but we're interested in how science helps people, Walrath says. The question is, can we help them make that connection? while it's true that you actually need to predict the weather on a daily basis in a way that you need food, gas, or clothing, weather.com around the bedrock belief that the more weather information you get, the better you are. You may not be able to control the elements, but you can be properly prepared for them. Maybe you avoid getting sick wearing a jacket on a night that you know will become cold. Maybe you're saving time by taking a previous flight in order to avoid having your plane delayed by lightning approaching. Maybe you plan an afternoon trip with your kids because it's going to rain that day, weather.com focuses on translating reams from weather data not only on time, local forecasts but also on information about weather-damaged activities, such as sailing, gardening, golf, or travel. The result is a site that has grown to about 300,000 pages - more than a million if you count the inventory of maps. Until recently, though, finding out what you needed was at times like wandering through a quirky bookstore. So in addition to overhauling their hardware this year, employees are redesigning the site entirely. To keep up with its bread and butter content, updated maps, and forecasts, the site is adding tools that report flight arrivals and those golf course conditions rates. What we've found is that customers want predictions, but that's not the only thing they want to know, Wilson says, but it's just the beginning, but if you don't put customers in control and don't give them quick and easy access to the most relevant materials, they won't stick around. This is an ongoing concern weather.com. Although past research has shown that audiences are growing, Valerath says, the company has been troubled by other statistics: on average, visitors come to the site six times a month - not quite twice a week. The frequency of use is an obvious measure of loyalty, Walrath explains, and although ratings six times a month for a weather site are good, it is almost a third that of a top portal. Obviously, not everyone can come to work every day, but we want to get to a place where there are a lot more people coming every day, he says, weather.com will stop double every year, so strengthening the relationship with Customers are vital. This is one of the main goals of the redesign that changes the way users see the weather: different users see information that applies directly to them. For example, while rain is equally important for a golfer and gardener in Seattle, wind conditions are more relevant to the golfer, and overnight low temperatures are more relevant to gardeners. The site should reflect both views. In other words, weather information should be fielded for each user. The challenge has been how to integrate climate data with activity data. Information architect David Davila, 34, spent months designing new navigation. What he came up with resembled a wheel - with the user in the center and with information about that user located in the spokes that only one or two mouse clicks away. Before the redesign, the site used a navigation tree that had relatively few branches. Even if those branches ran deep, it might take a user half a dozen clicks to find something. Now, instead of having to look along two separate branches of the site to find, say, golf links and Houston weather maps, the site offers the two nearby, based on user input. The view is not limited to golf, though. All other links related to Houston, such as local allergies or travel content, are also on the page. This is simply not more information - but more meaningful information. In addition to more customized views of the weather, weather.com offers its users an in-depth perspective on how the climate works and how it affects the world. Because the site is not limited by time limits when restricting broadcast TELEVISION, weather.com features a much broader classification of materials: from the latest weather stories in the U.S. and abroad to research papers written by channel meteorologists. As a writer and producer, Julie Gal, 26, typically updates or updates three to five stories a day .com water and water. After a morning briefing with one of the meteorologists in the channel's first-floor studio, he is thinking with a handful of colleagues about the possible stories of Hurricane Day. Today's lineup: The latest in Hurricane Debbie, which was down to tropical storms; And the effects of drought on a Louisiana bio. Although the weather is always making news somewhere, some days are more eventful than others - a fact that requires Gal to see news stories where others may have ignored them. Some stories are whimsical. It never rains in the Amys. Is this not a cool story? Gal asks. Others are dramatic, such as the one-year anniversary of the tornado that hit Oklahoma City. Gal discovers empty lots where houses once stood and trees without He met a woman who had survived the storm with Hodling in the closet with her children while the rest of the house was destroyed. This story makes you realize that the things we report about - storms, tornadoes - affect someone out there, says Gal, We our Deputized Weather users.com inherited their intense focus on customers from their weather channel, which has been conducting extensive research on its viewers for years. There is no company in the world that understands the climate consumer the way we do, he says. Wilson.Weather.com divides the climate into three basic categories. Climate enthusiasts are the kind of folks who refer to weather channel characters as OCMs (meteorologists on camera), who all know them by name, and even know their expertise. Weather enthusiasts can easily visit weather.com chat room for a few weather.com hours to discuss today's rain, last winter's snowfall or fear of thunderstorms. Sometimes they study satellite imagery online to produce their own predictions. On the other hand, planners regularly weather.com but don't stick around for too long. They just want to anticipate it as relevant to work, school, travel, or whatever it is that they are planning. Is it raining or not? How hot is it going to be? How cold? Whatever the forecast, planners want to make sure they're ready. And then there are the product users. They are neither enthusiastic nor disciplined by the planner. If it crosses their minds, product users may check the occasional forecast, but in general, they don't think about the weather regularly. Weather.com staff are able to know how those customers feel at virtually any given moment. The number of page views has been posted to the company's offices since the previous day near both entries, and throughout the day, employees can consult with the company's intranet to see which pages are most visited. Wilson says such instant tracking is a powerful tool in terms of measuring customer satisfaction. You literally know every day how good you've done, he says, I hate making a product that sits on the retail shelf and then I have to wait three years to find out if anyone has used it. Weather.com users play a very important role in product development. In its early stages of redesign, the site called on groups of four cities to prioritize the type of activities they had planned around climate information. Paula Musides, 46, who is the site's navigation manager and her staff found that while customers said they were using weather.com to plan a holiday, they didn't actually do it a lot of the time. Gardening and golf were far more likely to drive users to the site. It took a while for climate data developers to merge the site Related to those hobbies. In the case of golf, product developers take the concept one step further by creating a golf algorithm that weighs several factors, including wind and rain probability, and then ranks local golf courses in terms of forecast conditions. This fall, before launching its redesign, weather.com sent about 200,000 emails to its regular visitors inviting them to explore their beta site and fill out an online survey. The survey results are helping the company to work out some wrinkles before the official redesign launch that is scheduled for this winter. On a daily basis, .com are also its best critics. Almost every page on the site has a link that reads, Send us feedback on this page. Customers point out what they like, but more importantly, what they don't - such as when information is lost, uncertain, or uncoordinated. When you consider all the pages and maps of the city, we don't have enough eye butter here to see everything, says Marshall Mizeral, online customer service coordinator, so we deputized our users. The other day the numbers increased because a radar was not updated on time and we were going to go and fix the problem immediately. On a good day, he wrote 120 individual responses. Now this process is more automated. Two employees categorize incoming messages by content and then key a corresponding code (e.g., too much text/boring or loads too slowly), which generates an automatic acknowledgment. Overall, 95% of feedback-related messages are answered within three days. While criticism may bite, Massengale says it's the ultimate sign of loyalty and ownership that customers feel. Given his longstanding passion for Levi's jeans and Jeep Wranglers (he's paraphernalia for both in his chamber), he understands the emotions. They care enough to tell us what the problem is, he says, saying if they had no plans to return, they would not say anything. In a way, the Weather Channel was just waiting for an interactive media like the web to come along. Its customers were already dying to interact. Regularly call or write to ask questions about the weather (what causes a low-pressure system?) ; in the case of weather delivery meteorologists (who was the most memorable storm to John Hope - and could I get a self-writing image of him?); and about the minutia behind the broadcast (what background music was you playing this morning?); Today, the majority of those questions weather.com. Next to the fast track, there is a link called Talk to us. And although Can't provide any query with unique answers, it can answer questions promptly, thanks to your automated system. Having that system is part of the conversation we continue with our users, Wilson says, it's just really important to us. I think it further cements your loyalty. As with feedback messages, customer service representatives categorize meteorological questions and then generate automatic answers that offers answers. Weather.com now has a lot of answers in his database - because at one time or another, Jenny Dean, 44, esteies the question. A former meteorologist at the Weather Channel, one of weather.com's main staff, and now the leader of the HTML team, Dean used to personally answer climate questions that were sent by users. He says he has settled a lot of bets between spouses as well as among bar clients. He saved his explanations to prevent his research from multiplying and lightening the same answers. Luckily Dean says, some questions only come around once. Like the one who asked if communities making trailer parks build to distract tornadoes. (Given that he was living in a trailer at the time, he wasn't entertained.) Or one who asked if sex was safe on a waterbed during the storm. And Allah is All-Seer of what you do. People ask questions that you never think about, he says, shaking his head. Technology: What comes after Doppler's radar? Because the climate is changing all the time, it may seem ideal for a real-time media like the web. But tackling those changes is incredibly demanding from a technical point of view. Just like stock price fluctuations, temperatures last a short while. In fact, it goes even further away - because the weather doesn't make nights or weekends. Because humans cannot update conditions and forecasts for 77,000 different locations around the world on an hourly while, weather.com relies on cutting-edge technology. We are one of the most automated websites on the web, Walrath says, every 5 minutes a new Doppler-Radar image is inserted into the system and cut to 157 local images. Every 15 minutes, a U.S. satellite image arrives and cuts into 10 regional slices. And every hour, the latest parameters arrive for temperature, precipitation, and other current conditions, and they take a snapshot of the atmosphere at thousands of different locations around the world. Current observations are updated, and if they are different from what was anticipated, the 12-hour forecast will take into account new information and adjust accordingly. Within minutes of arrival, most of the new data is processed, analyzed, and packaged for the right destination, whether it's PalmPilot or a city page on the website. The Internet environment changed the whole paradigm, says Ian Miller, 46, from the development of weather systems in the Weather Channel. While the weather channel broadcasts a view of the weather at a time, weather.com broadcasts as many different views simultaneously as users request. We are going through a climate-information revolution, Miller says because of the data needed to produce more detailed profiles weather.com more locations. But here's the key to their innovative environment: they act like they've dominated nothing. When you focus on the customer, you're never satisfied, Wilson says. Despite climate dominance.com among online climate content providers, the company has reinvented nearly every step of its operations over the past few years: how it assembles climate data and generates forecasts; the type of products it offers; and how they are made; And how those products are delivered to different platforms. The result is a faster and more efficient overall operation. Valerath estimates that staff have completed projects this year in just 6 months worth 12 months. Over the past four years, we've gone from being a .com company that works more like a software company, he says. It was a multimillion-dollar risk that at the end reduced the download time from 18 seconds to less than 2 seconds. Effectively, we ripped the engine off a car as we went down the highway - and we didn't gave up the beating, he says, continuing that he had doubled the service capability of the entire site. This is a great success. Great successes like that often require bold decision-making, something weather.com far from shy. Deborah understands what supporting emerging technology means, says Ryan, the company's chief technology officer. But failure is not something to be looked at, it's a step in the puberty process if you want to be the leading edge. Those technical opportunities and that best race mentality have attracted some very talented people. Ryan came home weather.com E.B. in October, where he was the company's chief technology officer. Before that, he worked at IBM, where he, Beshon and two others who will eventually join weather.com, built complex networks that have supported the last few Olympic Games. weather.com Ryan says, You're going to have a chance to get one. Innovative leaders in the industry to the next level. Maybe I was bored quickly, but I'm always looking for something that's new and what's creative - and that's what I can do here. Many decisions that need to be made include tweaking the site and making minor adjustments to applications, to servers, or to operating levels. Such issues are raised every day. But with a high-volume website, there's no such thing as a small tweak. Change change. It's risky. Every time you touch the site, you could take it down. One of the reasons weather.com feel comfortable changing the site throughout the day is because they manage their changes systematically. Every morning, at the change request meeting, team members review different requests and decide which changes to make, as well as the order in which they make. During the day, a sequence change coordinator is following the changes and then records each correction as it is done. That way, if something goes wrong, engineers can quickly identify the most likely source of the problem. Climate change - the strategy doesn't matter as it is to continue changing parts of the company, some business assumptions in weather.com are unwavering - make your business forecast, for example. It's not a culture where the CEO brings up a new strategy every day, based on what analysts say or what the market is going to do, says Wilson, the company's CEO. I think it's a desperate state of operations, we fully know what our business is, and we're totally focused on our content category. Instead of scattering in different directions, we do the right thing every day to get us further along that line. But she is no less severe she starts her day at 5.30am, when her husband and teenage daughter are still asleep. For an hour and a half, he goes through his email from the day before and then he sings business magazines, Internet newsletters, cable trade magazines, and the Wall Street Journal -- about three dozen publications in all. Deborah is a sponge, Walrath says. I've never given him an article that he hasn't read before, he says. He sings more in three days than most people in a month. Wilson shrugs it off as part of the job - the Internet CEO's homework. The industry doesn't allow you to fancy what happens on a day-to-day while it's happening, he says, and a lot of things are happening and change if he comes across a potential advertiser or partner, he picks up the phone and the substance actually leaves a pre-dawn phone message for his employees. They think I'm crazy,' he joked. Wilson says that to fully understand the customer You must act as one of your company's customers every now and then. In terms of climate consumers, he is more of a planner than a climate enthusiast. Recently, when he planned to take his youngest brother at Atlanta airport, he was following the status of his flight from Washington, D.C., using the new .com arrival feature. I'm sure enough that his plane is delayed, he says, It was very helpful. Wilson, who has been weather.com from the beginning, has been able to shape his culture. One of the reasons that members of the management team work well together, he says, is that the relationships between someone here are built on trust, says Judy Fennell, who is the climate.com president and executive producer, says Wilson sets a positive tone. Deborah is an older sister of five siblings, and I think it affects her management style, says Fennell, 39. He knows how to get the best out of people, he's one of the most diplomatic people I've met in my life. A diplomat? You run an internet company? It's just a more unlikely element in the climate.com unlikely to succeed. You don't need a water or a fan to know which way these winds are blowing, chuck csalter@fastcompany.com is a senior writer at Baltimore-based Fast Company. Contact Deborah Wilson by email (deborah\_wilson2000@weather.com). No barometer is better than the passion that some people have for the weather than the message board weather.com. Since the boards went online on July 19, users have posted more than 100,0 comments. Climate advocates debate that the storm is the wildest. They share survival stories - about chasing twisters and about being ravaged by them. They follow all the latest meteorological technology. The following messages were sent to the Weather Fanatics Online Bulletin Board in July. Caren: Friends just don't understand my love of bad weather. ARIZWX: After 28 years on this, I don't really expect anyone to understand.... To see those storm tails and high pools crumbling and exciting. La Banu: When there's a tropical system in the Gulf or the Caribbean, I glue to the TV. I can't help it, I love bad weather. Hello: You want to feel the wind rising, and watch as the trees bend and break. Then you see it for the first time, a nice funnel cloud formed coming down ready to tear down, twist, and destroy anything. Yes, I love the feeling that you have to do. Lisa Feldy Porter, 33, a banker turned stay-at-home mom, is one of 16 volunteer managers for daily chat rooms. About a third are mothers with young children, but there's also a teacher, a few college students, a hardware-store owner, and until recently, a car salesman. People who aren't in the weather Think you can talk about the weather all day long, but you can, Feldy Porter says. The more you learn, the more attractive it is. As far as die-hard fans enjoy discussing the weather, nothing compared to seeing it in all its amazing and terrifying beauty, either up close or in pictures. When weather.com weather photo gallery added users, it wasn't even advertised, and yet it still generated 12 million page views in the first six months. Donna Pistilli-Sauer, 27, can appreciate people's passion for the weather. A weather geek stranded in meteorology at Penn State, until recently reported and wrote for .com News Center. Climate is a problematic hobby, he says, because what aficionados find is the thrill of oh the potential to do tremendous damage. Just to see these big storms come together and see how powerful they are, you can't help but be interested in how they work, says Pisteley Saer, they're strong enough to change the landscape, but at the same time, because they change the landscapes and change lives, they're awful. You just hope they stay away from the beach picture this, Jane Kelly singing and dancing and getting completely soaked in rain. The weather.com check it out, then, after a long pause, to find out when it's raining. If you don't recognize the ad, you're not alone. It hasn't played yet. It's actually not even built. But endless has appeared in Alexei Kaminsky's imagination. As vice president of weather.com, Kaminsky has a fairly subtle job of getting the Weather Channel - one of the most well-known media properties around - in a new direction. It's not like the Weather Channel failed to create a successful brand, he says, away from him. The company has established itself as one of the most reliable sources for climate information. But he believes its reliability is part of a larger story. I hate to look like a Nicer, Kaminsky says of the channel's image, but it's boring. We've done a great job providing all the functional features, but what do you already have? We had forgotten things that made us magnetic, he calls his half-joking climate.com his resident artist-philosopher is this and more: a marketing veteran who worked at MindSpring, ESPN and Turner Entertainment Group before joining weather.com on December 19. At ESN, Kaminsky helped create popular ads for that network at home. One of these favorite ads involved recently discovered footage of Ty Cobb Wax about the game. (It was actually an actor doing a dead image.) Kaminsky wants to find a way to honor climate heroes, such as Daniel Gabriel Fahrenheit, who calls him our Babe Ruth. What gives E.S.P.N. its voice and character, he says, is its distinctive view - that of a fan, Relative to a massive and imper personable sports network. He still has a climate .com his point of view, but he knows it's not a fan's view. He says there is a wider and more emotional side to the climate. The idea is to tap into that psychology, that unseen appreciation of the weather and the big, small ways that affect us daily. The global and emotional side of the climate reminds us that we are part of something big. The fact that the Grand Canyon is formed by the climate is pretty cool, he says, if the Weather Channel brand reminds people of the time in their lives when the weather was an important element, we would widely change people's understanding of our role in the world. The climate, he argues, is ultimately about life. We help people prepare for extreme weather, but we also help them plan for good times. For it rides around the blocks with your daughter. For that afternoon they can sit on a chair again and bask on a beautiful day. I think that we should get credit for some of that. That is.

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