

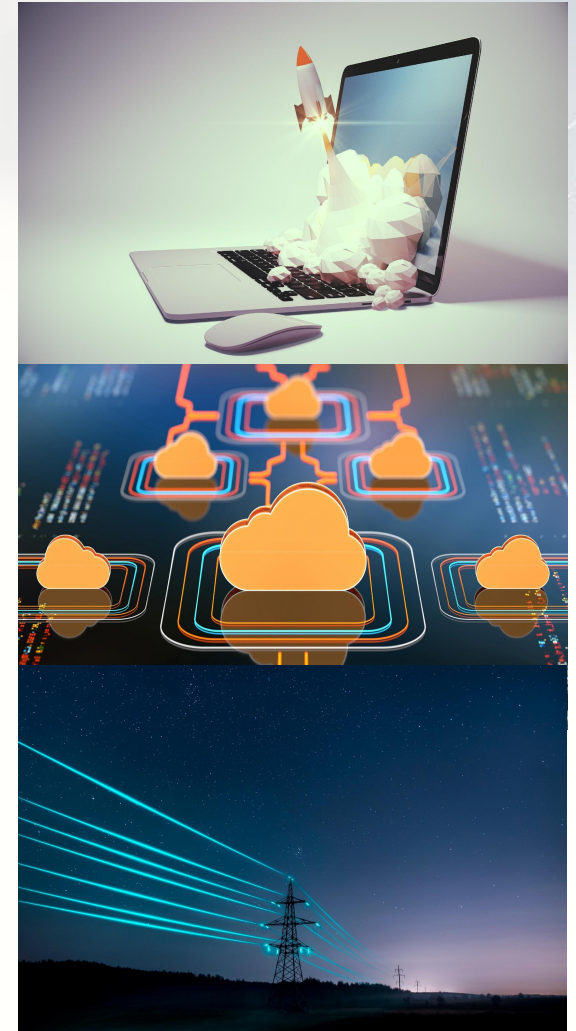


American Weather Enterprise Association (AWEA)

**...for a safer, secure, and more
competitive America.**

BLUF: AWEA Fills a Longstanding Void

- **Establish a Weather Enterprise identity for the future.**
- **Advocate for pro-growth, job creation, and public-private partnerships.**
- **Create a unified voice to articulate the importance and value of the Enterprise.**
- **Enable and sustain a resilient, efficient, and end-to-end weather value chain.**





VISION STATEMENT

A united voice advancing the Weather, Water, and Climate Enterprise to best meet the growing and changing needs of businesses, communities, and individuals.



MISSION STATEMENT

We champion the Weather, Water, and Climate Enterprise by promoting awareness, advocating for strategic priorities, and strengthening partnerships to ensure our nation's safety, security, and global competitiveness.



VALUES

Integrity · Science & Technology-Driven · Collaborative · Nonpartisan · Transparent · Accountable · Forward Thinking

The Longstanding Need for a Unified Voice



Why Now?

Current Events

Government reform **demands** our united voice

Confusion

Countering **misconceptions** about forecasting

Risks

Increasing extreme weather and **vulnerabilities**

Valuation

Quantifying value of the Enterprise

Resources

Increasing **competition** from other interests

Strategic Advocacy Is No Longer Optional!

THE WEATHER ENTERPRISE HELPS DRIVE THE ECONOMY

Insurance

- Short term forecasts for reduced claims
- Long term trends

Aviation

- Turbulence/ convection forecasting
- Fuel efficiency

National Defense

- Tactical operations
- Long term vulnerabilities



Energy

- Demand forecasting & grid stability
- Wind/solar efficiency

Retail

- Subseasonal forecasts
- Protecting supply chains

Health

- Predicting high impact events
- Ecological forecasts

Agriculture

- Subseasonal forecast for crop management
- Drought Outlooks

Why the American Weather Enterprise Association (AWEA)?

- **Powerful, Unified Advocacy with Well Respected Representation**

Amplify your organization's advocacy with Becker Federal Government Relations Team.

- **Shared Investment Leads to Greater Impact**

Be a part of a larger voice to achieve what no one organization can accomplish alone.

- **Economic Valuation Report That Commands Attention**

Help justify future investments and drive national policy decisions.

- **Elevated Brand Visibility & Public Understanding**

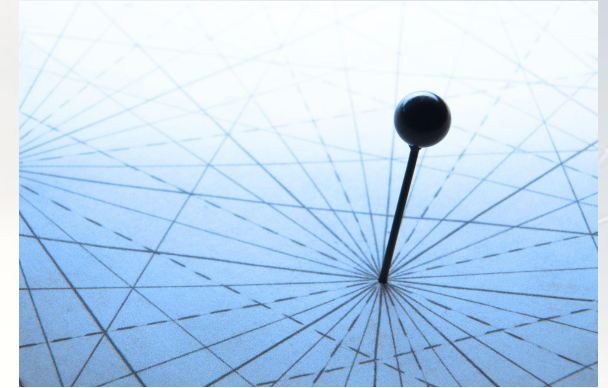
Fosters growth opportunities through strategic branding.

- **Recognized Leadership in a Critical National Function**

Align with a respected coalition of members that serve a lifesaving, defense, and economic mission.

- **Dedicated Staff Driving Sustained Results**

Leverage the leadership and professionalism of a efficient, experienced staff who are laser-focused on achieving meaningful results and accountability.



How Will AWEA Benefit the Weather Industry Sector?

Strong Return on Investment...

- Direct Congressional and Administration engagement
- Monthly newsletter on insights, progress, opportunities, etc.
- Access on the Hill, with Congressional Fly-ins, briefings, and Weather Day Events
- Economic Valuation Studies
- Marketing on value of commercial weather services across economic sectors (e.g., energy, transportation, insurance)

Advocacy Goals...

- Pro-growth initiatives (e.g., technological upgrades, infrastructure advancements, expanded observation systems)
- Seed funding/grants fostering research to commercialization
- Value of essential government contracts
- Public-private partnerships (e.g., CRADAs)
- Streamline federal contracting process
- Strategic discussions on enterprise growth
- Private sector roles in extreme events (Supplemental funding opportunities)

Already investing in government relations activities?

AWEA efforts can amplify your individual advocacy.

What Will Our United Voice Say? Some Notional Topics...

Observations

- Next generation National Radar System (WSR-88D) platform replacement vs. commercial data buys
- Value of weather satellite data and investment options
- Boundary layer observations are need/opportunity
- Private sector investments in observations need incentives/seed funding for the benefit of all
- Need for clearly defined data sharing policies

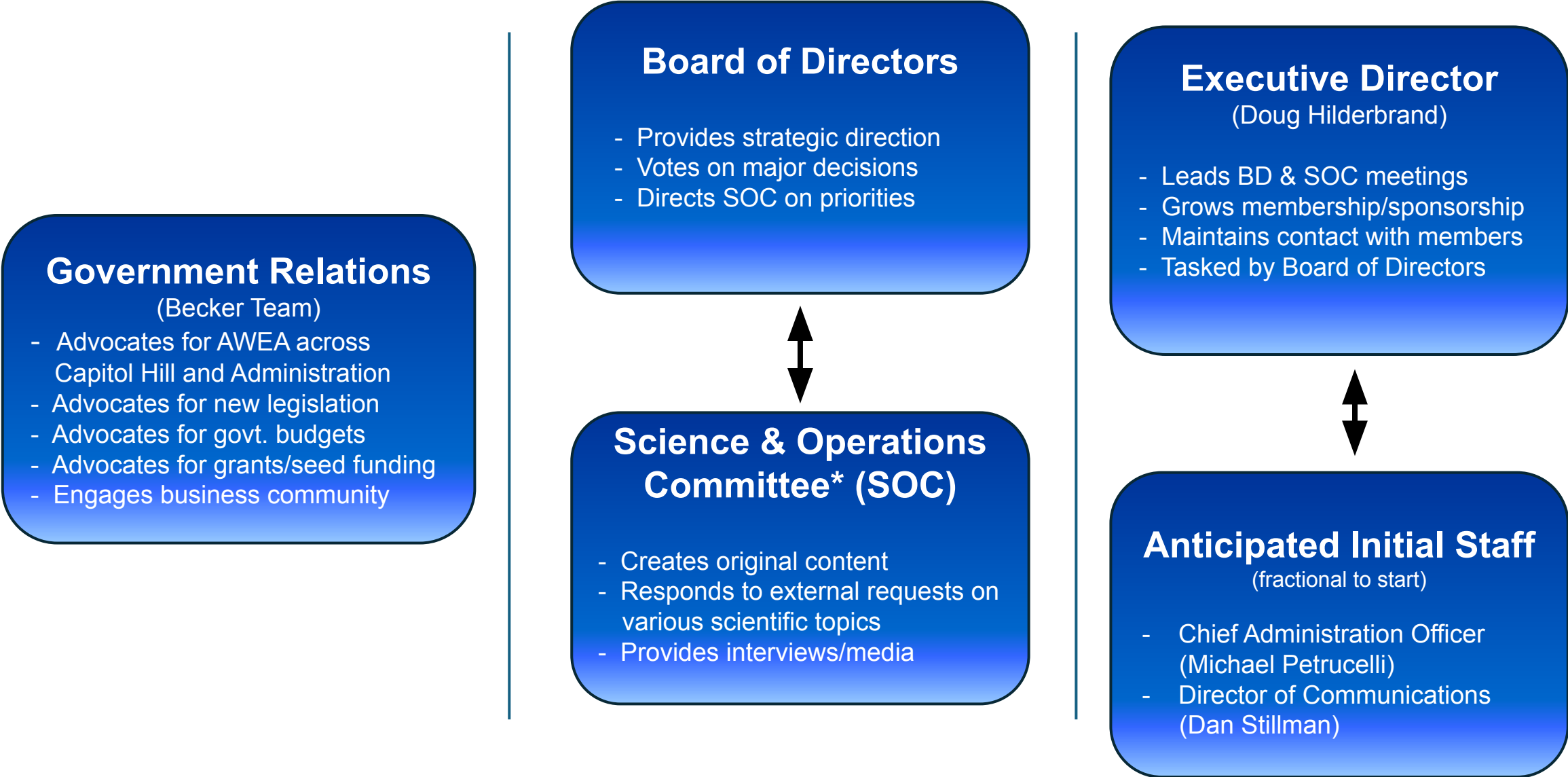
Modeling

- Govt. transparency & access
- Model infrastructure decision-making
- Long-term stability/strategy of computing upgrades
- Data assimilation investments are critical to numerical weather prediction performance
- Sub-seasonal to seasonal forecasts are challenging but improvements will create huge benefits across economic sectors such as energy, agriculture, and retail

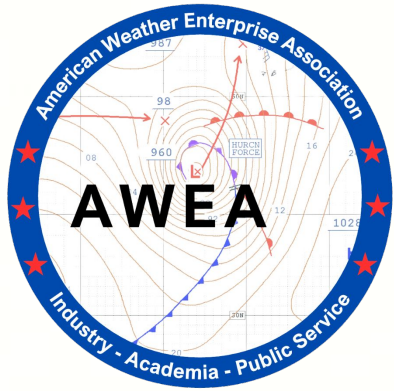
S&T

- Research –to-Operations for AI model integration
- Weather impacts on autonomous vehicles
- National security dependencies such as weather impacts on “Golden Dome”
- Data accessibility needs
- CRADA opportunities
- Flash flooding supplemental
- NTSB-like function for weather disasters

Initial Organizational Chart



* Other committees can be formed as needed by the Board of Directors



Take the Next Step...

Contact the AWEA Executive Director

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