



Weather for your Business. Weather for your Life.



*Mary S.  
WxBank  
Girl Friday  
(and Monday,  
Tuesday....)*

*E-MAIL*

## Accurate Weather Forecasting -- A Key Ingredient in Your Risk Management Plan

Early in 2006, an article in Science Daily reported that due to advancements in weather forecasting technology and computer simulations, meteorologists across the country were making more accurate weather predictions and five day forecasts were becoming more and more reliable. Even so, statistics recorded hundreds of weather related deaths each year. Three years beyond the publication of that article, we find that we are even more advanced in our capabilities and yet, people still die by the hundreds each year. What is the problem?

Meteorologists work very hard to get the most accurate weather information published as quickly as possible – especially in cases where life and property are threatened. However, if people don't receive that information or choose to ignore it, then tragedy is inevitable. There is a double cost that is paid; first in human life, and then in the loss of property. All this translates into loss of revenue and productivity. Not to mention the problems with your insurance company!

We here at WeatherBank cannot do anything about those folks who choose to ignore weather warnings, but our ongoing mission is to provide the best weather products in the marketplace to those companies and individuals who wish to take the weather seriously. While we cannot expect to ever understand your business the way you do, what we have done is to make our “best in industry” weather products easy to understand and readily available. Maybe you've considered using weather data before, but thought to yourself, “How would I ever make sense of all that scientific data? How would I apply it to my daily business?”

The answer to those questions is what makes WeatherBank the weather data provider of choice for many industry leaders across this country! We generate consistent and accurate forecasts that can be used to plan shipping routes, product placement, and inventory replenishment. Our staff will work with you to understand each of

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the products and how it relates to what you do. In the end, we hope to provide you with the tools that will help you to become your own best weather risk manager!

As we all know though, weather is not entirely predictable! Ever changing factors in the atmosphere mean that dangerous conditions can develop. If you've got truckers out there on the road, they need to know the latest in road conditions so they can navigate an alternate route. If you've got employees traveling to meetings, they need to know what precautions to take to maintain their personal safety. We can even make sure no one gets rained on at the company picnic! Most important is that we're always here to guide you through those unexpected weather situations so that any risk is kept to a minimum.

Our watches and warnings programs are currently part of the risk management protocol of trucking companies, forestry services, retailers, and a host of other leaders in various industries. Each of our clients has discovered just how valuable the right information can be; especially when it's delivered timely to their needs.

We know we can help you to make more informed decisions about your risk management strategies. Give us a call!