



Shade Tree News

Doing Business in the COVID-Era: 10 Lessons Learned

Written by: Alicia Wasula

As meteorologists, we often preach the values of preparedness. Preparing ahead for hazardous weather can save property, money, and most importantly, lives. I don't know if anything in 2019 could have prepared us for the challenges of 2020, but we have learned several lessons as we pivoted, reviewed old ways of doing things, and found new systems and processes to replace old ones which no longer worked in our new environment. Although we have always been a business which is able to work remotely, we also had to change some ways of doing things to make sure things ran smoothly for our clients. While I am sure everyone can come up with a list of their own best practices, here are some things I learned this year:

1. *People come first.* We always operate under this premise and it is a foundation of our business, but especially during this time it has been a real privilege to spend more time getting to know our clients and discuss common struggles which we all worked through this year.
2. *Productivity is possible even during slow times.* Although unpredictable workload is a hallmark of our business, this year was exceptionally so. Despite that, I found myself busier than ever during the quiet periods. I researched new software, educated myself on federal and state small business programs, and ensured we were operating as efficiently as possible.
3. *Flexibility is key.* I am used to working at home, but doing so with family members doing school and work at home also has completely changed my working environment. Barring hard deadlines, I have learned to be flexible with my time for those unexpected interrup-



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DID YOU KNOW?

December 21 is National Crossword Puzzle Day



tions.

4. *Be willing to learn.* New software? Check. New online meeting platforms? Check. We have all had to learn new ways of doing business, and part of that involves trial and error.
5. *Find systems and procedures that work best for you.* Related to #4, trying new things sometimes results in better outcomes, but not always. Now more than ever, it is important to evaluate what really works, and discard what doesn't.
6. *Take time for professional development.* While in-person conferences and meetings are not possible right now, I have found countless new ways to learn, within my profession and also about running a business. There are so many great online tools, meetings and conferences, and it is important to set aside time in your schedule for these events.
7. *The importance of up-to-date computers and reliable internet cannot be understated.* Enough said!
8. *You can't control the things that are out of your control.* Whether it is an unexpected quarantine, uncertainty with government policies and world events, or the weather, it is important to focus on resiliency in the face of obstacles, rather than the obstacles themselves.
9. *Stay connected.* To family, to friends, to coworkers, to clients. In these times everyone can have feelings of isolation. Connecting on a personal level to find out how people are doing, even virtually, can be so helpful.
10. *Be grateful.* Gratitude is a mindset that has helped me through what has been an incredibly difficult year. Professionally and personally, I find when I get overwhelmed that it is so important to step back and reflect on how much there is to be grateful for.



News from Shade Tree Meteorology

As we come to the close of this tumultuous year, I can't help but reflect back on December 2019 when I wrote this piece of our newsletter. COVID-19 was, at that time, a blip in the news headlines, affecting far away parts of the world but not anything to be concerned with here. I don't know if anyone could have foreseen the countless ways which we would all be impacted. From a business perspective, there were so many unknowns in March and April, but I am grateful to report that we have been able to continue operations as usual throughout this time. As our clients worked out their own new work environments, dealt with court closures, slow mail, and other issues, resiliency has prevailed and we have all found a way to do business in this brave new world. I am so pleased to report that we have been busier than ever this year, and remain absolutely focused on providing the highest quality meteorological analysis and reports to each and every client. It has been an inspiration to me to learn how so many of you have worked through very trying personal and professional circumstances this past year. I hope we all emerge with a sense of how strong and resilient we really are.

Kelly and I sincerely wish you a very peaceful holiday season and all the best in 2021.



Top 10 Items Needed to Build an Awesome Snowman

1. Wet snow
2. Warm, waterproof gloves
3. Carrot for the nose
4. Buttons or rocks for eyes
5. Small pebbles for smile
6. Two sticks for arms
7. A scarf to keep him comfy-cozy
8. A top hat, fedora, ball-cap...the options are endless!
9. Coal, buttons, or pinecones for his buttons
10. Accessories to make him unique (a tie, sunglasses, an umbrella—be creative!)

Annual Meeting of the American Meteorological Society

Written by Kelly Cebulko

We are quickly approaching the 101st Annual Meeting of the American Meteorological Society (AMS). Originally planned to take place in New Orleans, Louisiana, this year's meeting has gone virtual and will take place January 10-15, 2021. This year's theme is "Strengthening engagement with communities through our science and service" and will feature the work and research from scientists across the globe.

AMS leaders are expecting approximately 7,500 people to attend the meeting, with hopes that the virtual format will allow more people from across the world to take part. Additionally, AMS is excited to extend a warm welcome to all to attend the "[AMS Presidential Forum: Building a Culture of Anti-Racism in the Weather, Water and Climate Community](#)," scheduled for Sunday, January 10 at 4:00 PM EST.

Additionally, there are two other exciting Presidential Forums planned throughout the week, including "NSF Strategy Into the Future" and "Increasing Resiliency Through Community Engagement to Protect and Nurture the Culture of New Orleans." There will be time throughout the week dedicated to networking, poster sessions, and exhibits.

If you plan to attend the conference, don't forget that you can sign on anytime beginning January 4 to create your profile, plan your agenda, and view pre-recorded content for poster and oral sessions. If you're unable to attend but would like more information on a specific presentation or session, feel free to reach out to us.



AMS101
101st Annual Meeting
VIRTUAL | 10-15 January 2021



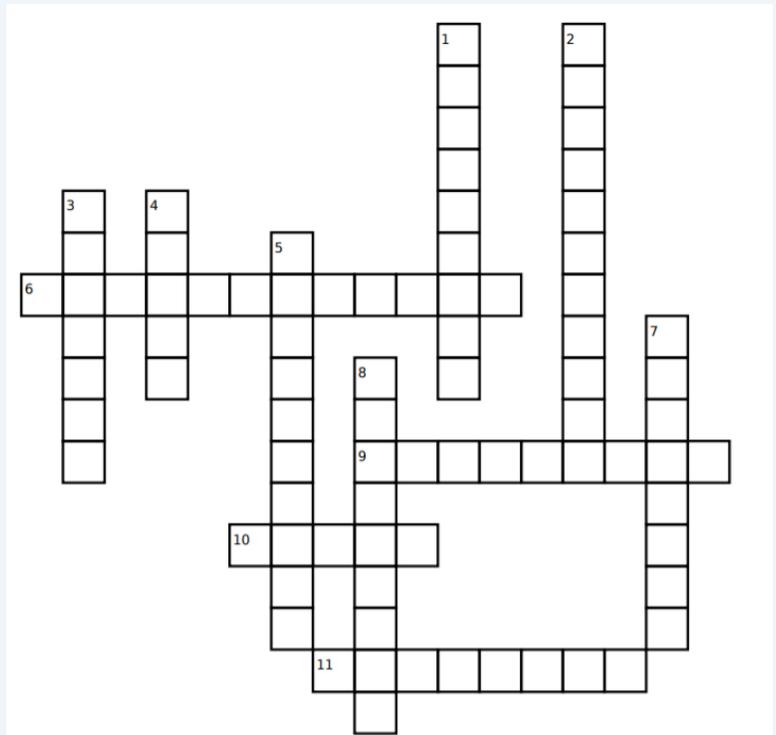
Weather Ready Nation: Preparing for Winter Weather

Written by Kelly Cebulko

I thought that a crossword puzzle would serve as a great refresher to some key winter weather terminology, so I hope you enjoy! Feel free to reach out if you get stumped by any of these.

Down:

1. Occurs when the body's survival mechanisms kick in during extremely cold weather; to protect the vital inner organs, the body cuts circulation to your extremities: feet, hands, nose, etc., which eventually freeze
2. Occurs when the body loses heat faster than it can produce it
3. Issued when confidence is high that a winter storm will produce heavy snow, sleet, or freezing rain and cause significant impacts
4. Precipitation that has partially melted while in the atmosphere that then re-freezes and forms ice pellets before reaching the surface
5. Winter weather hazard that moves in and out quickly, last less than an hour, and create sudden white-out conditions
7. Issued when light amounts of wintry precipitation or patchy blowing snow will cause slick conditions and could affect travel if precautions are not taken



Across:

6. Liquid precipitation that freezes on

contact with cold surfaces as it enters a shallow layer of temperatures at or below freezing near the surface

9. Keep one of these in your emergency kit as a way to receive weather warnings

10. Issued when confidence is medium that a winter storm could produce heavy snow, sleet, or freezing rain and cause significant impacts

11. Winter storm with winds of at least 35mph that causes blowing snow, reducing visibility to 1/4 mile or less for at least 3 hours

“So often in life, things that you regard as an impediment turn out to be great, good fortune.” Ruth Bader Ginsburg