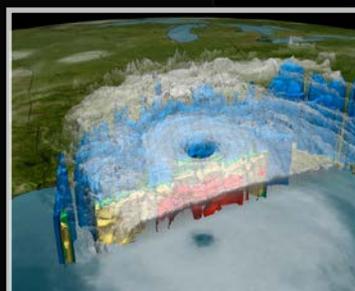
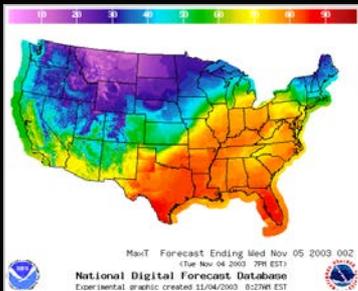
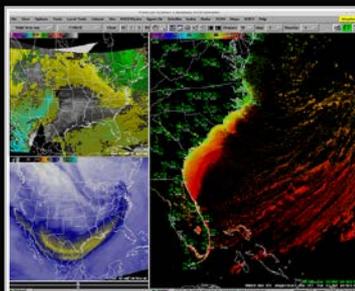


# Weather-Ready Nation Ambassador Initiative

*Douglas Hilderbrand  
NWS Weather-Ready Nation  
Ambassador Initiative Lead  
February 3, 2014*





# Strengthening Partnerships

## WRN Ambassador Initiative

### How can organizations be a part of and contribute toward building a Weather-Ready Nation?

- ✓ All levels of government
- ✓ Weather, Water, Climate Enterprise
- ✓ Academia
- ✓ Businesses & non-profits

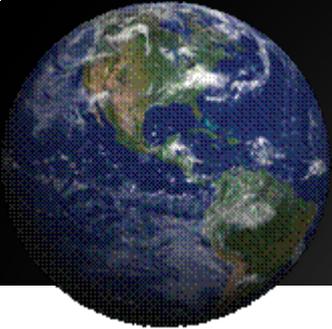
### Formal recognition of organizations that work with NOAA toward building a Weather-Ready Nation

- ✓ Promote WRN messages and themes
- ✓ Engage with NOAA on potential collaborations
- ✓ Share success stories
- ✓ Serve as an "Example"



Visit: [www.noaa.gov/wrn](http://www.noaa.gov/wrn)





# Strengthening Partnerships

## WRN Ambassador Initiative

- ☑ “All Hands on Deck” approach
  - ☑ Open up greater dialog
  - ☑ Innovative approaches for collaboration
  - ☑ Publicize successes of American Weather Enterprise (i.e., public-private partnership)
- ☑ **More consistent messaging**
  - ☑ Unified, more consistent messaging with public
  - ☑ Decision makers must trust information enough to act on it

Visit: [www.noaa.gov/wrn](http://www.noaa.gov/wrn)

**WRN Weather-Ready Nation**  
National Oceanic and Atmospheric Administration

### America's Weather Industry and NOAA

Working Together to Build a Weather-Ready Nation™

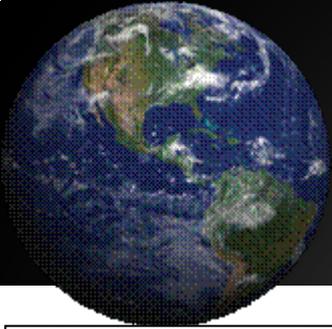
**Working Together to Protect the Nation**  
The weather industry plays a critical and growing role in building a truly weather-resilient society. Weather clients who use it are all part of this effort – all “Ambassadors” for building a Weather-Ready Nation.

**A Valued Partnership**  
The National Weather Service relies on the enormous contributions of America's weather industry – our private sector partners in the Weather Enterprise. America's weather industry delivers timely NOAA weather warnings to the public through a variety of media, and helps businesses protect their bottom line in the face of adverse weather.

**America's Weather Industry Delivers:**

- Critical weather information and forecast data to a vast majority of Americans
- Site-specific support for manufacturers, retailers, and resorts
- Routing and dispatching support for trains, trucks, airlines, and ships
- Detailed venue-specific support for outdoor events such as marathons, concerts, and races
- Thousands of wireless “apps” for general use as well as for specific groups like hikers, boaters, and pilots
- Equipment for observing, collecting and analyzing weather information

[www.noaa.gov/wrn](http://www.noaa.gov/wrn)



# Strengthening Partnerships

## WRN Ambassador Initiative



[www.noaa.gov/wrn](http://www.noaa.gov/wrn)



## WRN Ambassador Information and Application





# WRN

*[wrn.feedback@noaa.gov](mailto:wrn.feedback@noaa.gov)*

[www.noaa.gov/wrn](http://www.noaa.gov/wrn)

