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National Weather Service  
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Re: Was\*Is Interest Statement

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To Whom It May Concern:

It is with great pride that I submit my application to you for an opportunity to learn more about how people decode weather information while identifying ways in which a culture change at the weather/society interface can be achieved.

For decades, the National Weather Service has been issuing weather products without much input from its users. Only within the last few years has a small shift occurred where customer feedback has been sought. As the national budget dwindles, the tax payers of this country will demand better products and services from its government. We must answer this call with ideas that will better serve the customer. Although accuracy will play an important role, the state-of-the-science can only take us so far. I am confident that focusing on the better use of existing products will be the forefront of change within this agency over the next few years. I am interested in participating in the Was\*Is workshop because it is time for our agency to begin delivering the products that matter most to our customers. It is time that we identify and distribute the services that people will most often use without reticence or impunity.

As a current project manager, my next career goal is to become a supervisor to a weather forecast office (WFO). In this position, it is customary to not only manage every facet of the WFO, but to meet the local customer base with the desire for internal improvement. From there, a new idea which may improve customer service could arise and be implemented. It is my hope that by participating in this workshop, I could enhance these interactions by focusing on new ways to approach customer concerns. It would be this ability that would really give our agency an edge by focusing and distributing relevant weather information while eliminating products that are inefficient, both to the customer and the office.

The most important product that we issue is the severe weather warning. It is imperative that we uncover how these warnings are used by the public. We need to answer the questions related to customer usage, timeliness, and generated public response. By investigating these aspects of the warning dissemination procedure and response, there may be a way to enhance the process of improving our services, which could enhance customer decisional impacts. I cannot think of a better way to advance the National Weather Service than to improve how our warnings are distributed. The use of satellites to disseminate warning information to vehicle navigational GPS systems, now being installed in most passenger cars, would greatly increase the visibility of said weather warnings. By thinking outside the box, we can challenge the status quo of this agency and assist the public, whom we are meant to serve.