



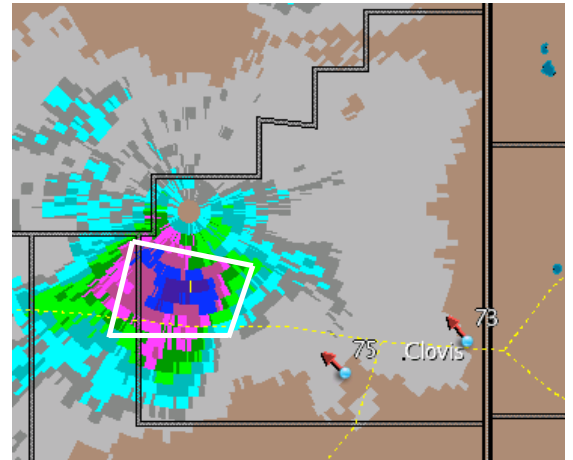
True Stories. Real Results.

WeatherData Gives Early Warning of Flash Flooding

The Story

On the evening of September 6, 2003 flash flooding struck the Melrose, NM area. BNSF track passes through Melrose. BNSF had a flash flood warning from WeatherData **before** flooding struck. The National Weather Service (NWS) did not issue a flash flood warning until **after** receiving reports of flooding.

- 9:18 pm (CDT): WeatherData issues a customized flash flood warning for BNSF, including Melrose, valid 9:25 through midnight.
- 10:18: Police report water over US Hwys 60 and 80, along with state Hwy 268.
- 10:19: NWS issues a flash flood warning for west-central Curry County after receiving the report of flooding on highways.
- **WeatherData** had a **proactive** warning out an hour before the flooding; the NWS did not issue a warning until **after** the flooding started.



Radar estimated rainfall totals (Cannon AFB NEXRAD): Dark blue indicates 5"+. Dark purple is 3"+. The WeatherData warning is the white box. BNSF track, included in the warning, is yellow dotted line.

Results

- WeatherData allowed BNSF time to **prepare** for flooding, and **protect life and property**.
- The NWS gave no lead time for the flooding, merely reacting to the reports of flooding on highways near Melrose.
- WeatherData was both **accurate** in forecasting flooding and **precise** in forecasting location near Melrose.
- WeatherData meteorologists have the **talent** and **experience** to provide you accurate warnings with comfortable lead times.

The SkyGuard® Promise

We will provide our clients with **timely, site-specific warnings** based on their **unique business operational needs**. We are available to consult with our clients 24/7/365.

Our **Storm Intelligence Center**, comprised of the nation's top meteorologists, has **more than 123 years of combined experience** with severe weather. We are the leader in weather risk management because we believe in **blending human skill** and **state-of-the-art technology**.

Our team uses proven scientific methods and techniques, strengthened by:

- Commitment to **understand business operations of our clients**.
- **22 years of saving lives** and tens of millions of dollars for our clients.

Put our Expertise to Work for You. Don Coash, Senior Sales Consultant, dcoash@weatherdata.com

**We're the Best
Because You Need
Us to Be.**

We do whatever it takes to deliver accuracy and speed every time because we know the stakes are high:

Your employees' safety.

Your bottom line.

Your commitment to your customers.

**Just ask some
of our clients.**

DaimlerChrysler

General Motors

Burlington Northern
Santa Fe

Boeing

Toyota