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Success Story - Vanderbilt University

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THE STORY

March 09, 2006 | Nashville, TN

- **4:06 p.m. CST** - WeatherData meteorologists proactively issued a warning to the Vanderbilt University Police Department for 'high winds' up to 60 mph, valid 4:30 p.m. to 5:30 p.m.
- **4:15 p.m. CST** - Per warning guidelines instituted by the University, WeatherData issued an additional warning when the thunderstorm came within 15 minutes of campus, valid 4:30 p.m. to 5:30 p.m. The warning stated "thunderstorms are approaching campus from the southwest. Expect west wind gusts up to 60 mph through 5:30 p.m. At this time, no large hail is anticipated."
- **4:22 p.m. CST** - The National Weather Service (NWS) issued a countywide 'Severe Thunderstorm Warning', valid 4:22 p.m. to 4:45 p.m., stating "NATIONAL WEATHER SERVICE DOPPLER RADAR INDICATED A SEVERE THUNDERSTORM CAPABLE OF PRODUCING NICKEL SIZE HAIL...AND DESTRUCTIVE WINDS IN EXCESS OF 70 MPH."

According to the NWS Local Storm Report, reports of roof damage, downed utility poles, telephone wires, trees and powerlines due to high winds started at 4:23 p.m. - **only 1 minute before the NWS issued their warning.** However, **NO** hail occurred.

By using WeatherData, Vanderbilt had enough time to initiate their *Severe Weather Early Warning System*, which included an automated phone calling system, announcements via fire alarm systems and public address systems, and the activation of outdoor sirens to clear practicing athletic teams from the field.

If Vanderbilt University officials had depended on the National Weather Service, the high winds would have hit the campus only one minute after receiving the warning and the thunderstorm would have hit without allowing them time to activate their warning system. Students would not have been warned to "take cover" and their lives would have been placed in jeopardy.

Why is this important to you?

Timely, accurate, site-specific information is necessary to keep your students safe. If relying upon NWS warnings or companies that simply "repackage" NWS warnings, you may not have enough lead time to warn students and faculty before severe weather hits, as the actual events above clearly depict.

Customized, site-specific warnings and professional, highly trained meteorologists watching out for your campus are the only way to ensure viable severe weather procedures. **Call WeatherData today...the next storm is already on its way.**

Act Now

A recent study from MIT calls tornadoes and similar hazards "low probability/high impact" events. We can't stop the hazards. But, with our proactive risk mitigation, we **can** help you change the impact from "high" to "lower" – or even zero. *However, once the disaster occurs, it is too late to prepare.*

Be proactive in identifying and preventing potential problems.

Call or email WeatherData today -

Your students' lives depend upon it.

For More Information, Please Call:

316.265.9127

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