

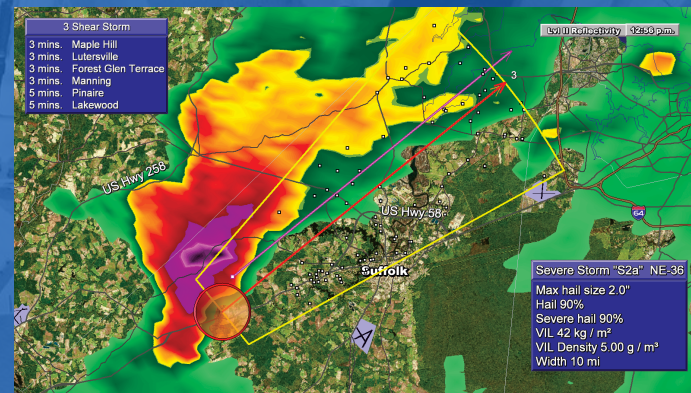
Public-Private Partnerships and the Weather Enterprise

Bob Baron, CEO
Baron Services



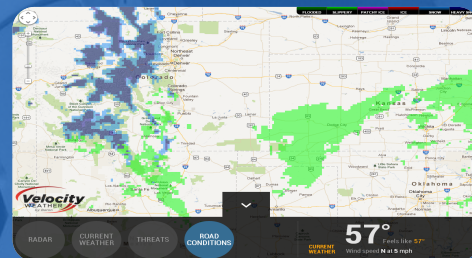
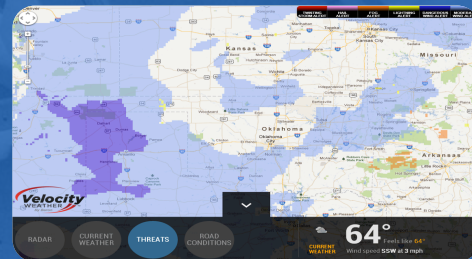
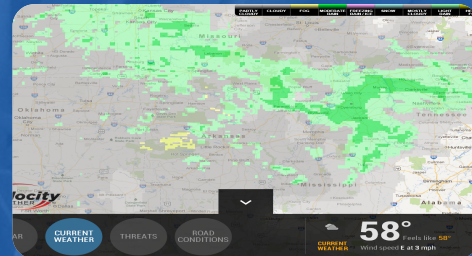
Historically

- Academia – Basic Research
- Government – Sensors and Systems
- Private Sector – Applied Technology
Consumer Interface



Road Conditions

- **Current Weather**
 - Precipitation , visibility, winds, cloud cover
- **Current Threats**
 - Hail , rotating storms, visibility, winds, lightning
- **Current Road Conditions**
 - Dry, wet, icy, snow-covered, flooded, closures



Applied Technology

NWS Next-Gen NEXRAD

- Public-Private Partnerships
 - Baron experience
- “Green” project
- New value-added output
- Positive PR for all sectors



Public Interface

Alabama SAF-T-Net

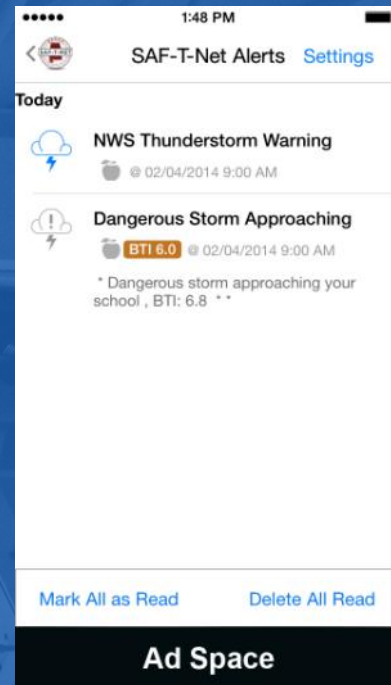
- Governor Bentley's TRAC Report
 - Improving weather response
- Baron in a unique position
 - Immediate system implementation



Public Interface

Alabama SAF-T-Net

- EMA Weather System – Citizen Signup
- Warnings via landlines, text, email, now app
- Multiple locations plus “follow me”
- Before, during, after
- Now 2-way, citizen-generated info
- Over 5 million messages, free to public



Public-Private Partnerships within the Weather Enterprise Equal Continued Growth

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