

WEATHERBANK, INC.

Weather for your Business. Weather for your Life.



Mary S.
WxBank
Girl Friday
(and Monday,
Tuesday....)

E-MAIL

Severe Weather – Nationwide!

Wednesday, June 24, 2009

Just look at the TV news, or any major news website and what you'll discover is that the problems in the Middle East, Korea, and Congress have had to move over and share the spotlight with the weather! The last couple of days folks all over the country have found themselves in some serious weather situations. On one website the headline read, "Twister spins through Nebraska" and also, "Hail pummels North Carolina town". And that information was just below the bigger text that read, "Tornadoes, storms slam Midwest".

It's a mess out there, and it's only the middle of June! Think about it – weather can change your life in a moment. It destroys property and lives. It can take your home, your car, your business, and your FUTURE. We certainly can't sing the little "Rain, rain go away" song that we sang as children and realistically expect anything to change. Instead, we have to be prepared to face what comes.

Here at WeatherBank, we know weather. We know what it can do. But more importantly, we know what it's going to do before it does it. Wouldn't you love to know that too?

Here's the truth as I see it. (And remember, I'm the resident "end user" here and not a meteorologist.) There are all kinds of weather forecasts. There are those that we can get on the radio and TV all day long, and you can go online and get a weather report fairly easily. But what makes us different here at WeatherBank is that we have spent 37 years forecasting the weather, hour by hour, for clients who need to know EXACTLY what the weather is going to do. If they don't have the most accurate data, it can cost them money, time and maybe even lives.

For instance, if you underestimated the amount of power required to meet the demands of your community and then there wasn't enough power to go around, what would happen to that person who sits at home with a dialysis machine or breathing machine? If you didn't have up-to-the-minute road condition information what would you tell a driver who calls in and needs an alternate route because of road flooding? We're here to make sure you don't encounter those situations. We make sure you're ready to meet the challenges head on!

Some really big companies have relied on us for YEARS and YEARS to give them the most accurate weather data available so that the weather doesn't have to instill a sense of fear or dread. We'd really like to offer you that peace of mind also. Give us a call and let us discuss how you can use weather data in your business, in your home and in your life.

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