

# WEATHERBANK, INC.

*WEATHER FOR YOUR BUSINESS. WEATHER FOR YOUR LIFE.*



## Welcome to WxBlog !

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*Friday, May 15, 2009*

If you're reading this, then you are joining us here at WeatherBank on the very first posting of our new WxBlog! ("Wx" being the abbreviation for "weather".) See? You've already learned something!

*Mary S.*

*WxBank  
Girl Friday  
(and Monday,  
Tuesday....)*

[E-MAIL](#)

Let me say right off, I'm not a meteorologist. I am part of their most critical support system, however. And because I spend my days working with these amazing and intelligent folks, I have a unique perspective on the weather – not the scientific view with a language all its own, but as an end user. Through osmosis or water fountain interrogation, I've learned that weather is not the enemy.

Weather is a tool that can make your life a bit more manageable. It can help you plan your next marketing campaign, develop a strategy for your risk management program, or help to determine where you'll place that valuable inventory for sure-fire sales success. And that's on a business level. But I'm a different kind of end user.

I'm the gal who needs to know the weather to plan a trip, plan an outdoor BBQ, take the kids to the pool, or get my annuals in the ground AFTER the final freeze! But maybe you're needing a single day of weather data to submit with your insurance claim. Maybe you're writing a thesis and need some historical data to illustrate how weather can affect the GNP of small country. Are you planning a big outdoor fundraiser this summer? A wedding? Make sure that there won't be an historic downpour on the day of your event!

No matter what your weather needs – historical, forecasting, watches and warnings, WeatherBank has the answer you're looking for.

There's really not enough room to list our 40,000 weather products here, but rest assured that you can find them all @ [www.weatherbank.com](http://www.weatherbank.com). If you get to the website and find that you have any questions, give us a call! Then you can experience our very best product – our customer service!

**Call us toll free @ (800) 687-3562**

So come back and visit our WxBlog – we'll be sharing ideas about how to make the weather work for you in your business and in your day-to-day life. Don't let the weather slow you down. Instead, make it work for you. I look forward to talking to you when you call!

**WEATHERBANK, INC.**

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