

# So What Scares You ?

There have been some pretty disconcerting, if not downright scary, headlines lately regarding our economy. Some of them include:

*“Census: Income fell sharply last year” (USA Today)*

*“Federal deficit surges to \$1.38 trillion through August” (AP)*

*“Critics worry stocks’ big climb isn’t on solid footing” (USA Today)*

And these headlines don’t include the loss of jobs, the housing market, or the bailout of banks and auto makers! Many experts agree that the US economy hasn’t been this stressed since the mid-1930s.

So, what scares YOU? Perhaps it’s the loss of revenue or the need to cut dollars out of your budget. You’re not alone. Consumers across this country are trying to make the best decisions about how to spend the limited dollars that they do have and, as a result, they are cutting back on products and services of nearly every type. Their decisions are affecting all of us.



You’re probably thinking that adding a product or service at this time doesn’t fit your budget. Here at *WEATHERBANK*, however, we would say just the opposite. We are one service that could truly benefit your bottom line, right now!

For over 35 years now, we’ve been helping businesses large and small to make the most of their resources. With our exhaustive historical weather database, as well as our real-time observed data and accurate forecasts, we can help you to make those important strategic decisions regarding product placement and replenishment, logistics, and risk management.

We’ve worked hard to develop over 40,000 different weather products and we will work even harder to help you choose just the right ones for your particular business needs. And there’s no need to fear the impact on your budget dollar

- our customers have found time and again that *WEATHERBANK* products pay for themselves with increased revenue and operational savings.

The right weather information will allow you to place inventory in just the right locations to meet the real-time needs of consumers. Perfect timing can help you claim some of those carefully spent consumer dollars! It can also help you to make those important logistical decisions that increase safety, reduce risk, and improve your profit margin.

Give us a call and let us show you why we are a touchstone of the weather industry and why major players in nearly every sector rely on our products and services day after day and year after year. Partnering with *WEATHERBANK* can make you fearless!

*We’re just a phone call away: (800) 687-3562.*