AccuWeather Enterprise Solutions: Protecting People, Property and Profits When Out-of-Season Tornadoes Occur

Protecting your business or enterprise requires vigilance 24 hours a day, seven days a week. That’s our special expertise at AccuWeather Enterprise Solutions (AES) and we do it better than anyone else. Here are some examples from October 21 to 23, 2017, that demonstrate our Superior Accuracy™.

**Saturday, October 21**
Norman, Oklahoma: A Tornado in Darkness
Tornadoes that occur during darkness are 2.5 times more likely to kill people than tornadoes that occur during the day. That is why it is particularly important to ensure your company’s protective systems never sleep.

At 8:36 pm on October 21, a tornado touched down in southwest Norman, Oklahoma, on top of a casino. The storm began moving east northeast causing significant damage to several other businesses.

AES provided advance warning to BNSF Railway, allowing them to keep trains out of the hazardous area. Our warning was issued before the National Weather Service (NWS) issued a tornado warning for the area. This extra notice allowed the railroad to keep any trains out of the area. In addition, our warning was immediately canceled once the threat had passed, minimizing any delay in train traffic.

**Sunday, October 22**
Jackson County, Mississippi: Who Gets the Report? Tornado Strikes Oil Refinery
One unsheltered employee was injured by flying debris when a tornado struck an oil refinery (see photo on next page). Based on the warnings provided to our clients in the immediate vicinity, had the refinery been an AES client, it would have had twelve additional minutes (compared to the National Weather Service’s warning) to shelter people and secure the facility.

In addition to the damage and injury, according to WLOX TV news there was confusion as to which agency — the local emergency manager or the National Weather Service, should be the recipient of tornado reports while a storm is in progress. In short, the emergency manager wants the refinery to call in reports of waterspouts and tornadoes when they become visible.

While reporting is important, when a tornado is bearing down on your facility, your first action needs to be protection of life and property.
Working with AccuWeather alleviates confusion and provides faster, more actionable information. Our tornado warning for our clients in the immediate area of the Jackson County refinery was issued 12 minutes prior to the National Weather Service’s, providing extra time for employees to get to safety.

We advise and provide similar warnings to emergency managers across North America. Our SkyGuard service, coupled with the local information the emergency managers gather, is the best storm preparation available.

It is not just tornadoes. Whenever severe weather threatens, AccuWeather provides the finest storm warnings the state-of-the-art will allow. Consider these unsolicited comments from Tulane University:

"I would like to take a minute to thank the AccuWeather team for the excellent support and guidance you folks provided with Hurricane Nate. As you know there was quite a bit of uncertainty coming out of public weather sources regarding the strength and path of Nate in the 24 hours leading up to landfall. AccuWeather’s forecast remained consistent and on point. That consistency aided the University in making the decision to shelter in place vs. evacuate. Throughout the event the meteorologists were instantly available and provided accurate information delivered in a calm reassuring manner during our numerous executive conference calls.

Please share this thanks with the entire team as you all are considered Tulane team members.

Once again on behalf of the Emergency Preparedness and Response department and Tulane University, thank you for your valuable partnership."

Norris D. Yarbrough, CEM, LEM
Assistant Vice President

Whether it is tornadoes, hurricanes, blizzards or any kind of natural hazard, or extreme weather - knowing how these events will impact your organization, is critical. Lives and property can be saved. AccuWeather Enterprise Solutions will work with you to protect your people, your property, and your profits.