



For more information contact:  
Justin Roberti / 814.235.8756 / roberti@accuweather.com  
AccuWeather, Inc. / 385 Science Park Road / State College, PA 16803

Sara Ball / 415.318.4367 / sball@golinharris.com  
Golin / 600 Battery Street / San Francisco, CA 94111

## AccuWeather Provides Key Speakers for 2014 Esri International User Conference and New “Weather Track”

*AccuWeather Enterprise Solutions delivers insight into the future use of weather information to create sustainable competitive business advantages.*

**AccuWeather Global Weather Center, July 14, 2014** — AccuWeather Enterprise Solutions (AES) is partnering with leading Geographic Information System (GIS) solutions supplier Environmental Systems Research Institute (Esri) at the 2014 International User Conference, taking a leadership role to benefit this week’s event. AccuWeather’s Chief Commercial Officer Casey McGeever will serve as keynote speaker for the “Weather in GIS Track”, while two other members of the AES team present at the Business Summit: Technology Plenary.

"This is a great opportunity for AccuWeather and Esri to give vital information on the future of weather mapping as it's being used by enterprises at the cutting edge of situational awareness and customized severe weather warnings for workers and the public," said Casey McGeever, Chief Commercial Officer for AccuWeather Enterprise Solutions. "In my keynote presentation, I will describe how the usage of superior weather data is evolving from descriptive, to predictive, and ultimately to prescriptive – applying meteorological information to create competitive advantages and ultimately allow organizations to better protect People, Property, and Profits."

"Weather and GIS are a natural fit. GIS users need useful, real-time information quickly in order to move beyond traditional mapping, and towards supporting dynamic operations and situation awareness," Lawrie Jordan, Director of Imagery of Esri said in an interview on the company’s blog. "The agenda is very rich, with several unique real-world weather use cases, and we’re especially looking forward to the AccuWeather keynote."

In addition to McGeever’s keynote presentation, two key AES team members participated in the Esri Business Summit: Technology Plenary. Paul Raymond, Executive Director Commercial Division, presented “Winning the War on Winter Weather” which described how businesses and government organizations can better prepare for severe winter weather conditions. Rosemary Yeilding Radich, Senior Research Analyst for AccuWeather Enterprise Solutions, examined weekly consumer buying habits based on seasonal weather conditions with her presentation “Beer, Beards, and Batteries: Leveraging Weather to Maximize Profitability”.

Esri and AES have partnered for over 13 years to provide superior GIS and weather solutions for enterprise clients. Esri is the only GIS software developer offering tightly integrated solutions that span the full spectrum of GIS requirements from small applications designed for casual users to sophisticated multiuser enterprise-wide systems.



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*AccuWeather Enterprise Solutions is exhibiting at the 2014 Esri International User Conference in the San Diego Convention Center. Visit booth #1206 to learn more about AES solutions.*

*The new Weather Track begins Tuesday, July 15, 2014 at 1:30pm in the San Diego Convention Center – Ballroom 20D. McGeever's keynote presentation begins at 1:45pm.*

### **About AccuWeather Enterprise Solutions**

Serving 240 of Fortune 500 companies and hundreds more, AccuWeather Enterprise Solutions - the commercial services division of AccuWeather, Inc. - delivers mission-critical weather-driven enterprise solutions to assist businesses, government, media, and institutions, protecting people, property, and profits worldwide. AccuWeather enterprise products and services include the most accurate, site-specific and customized severe weather warnings, short- and long-range forecasts, legal forensics, and weather-triggered analytics, providing actionable insights from the world's largest weather media company.

Visit [AccuWeather.com/EnterpriseSolutions](http://AccuWeather.com/EnterpriseSolutions) for more information.

### **About AccuWeather, Inc. and AccuWeather.com**

Every day over a billion people worldwide rely on AccuWeather to help them plan their lives, protect their businesses, and get more from their day. AccuWeather provides hourly and Minute by Minute™ forecasts with Superior Accuracy™ for nearly 3 million locations worldwide, with customized content and engaging video presentations available on smart phones, tablets, free wired and mobile internet sites, connected TVs, and Internet appliances, as well as via radio, television, and newspapers. Founded in 1962 by Dr. Joel N. Myers - a Fellow of the American Meteorological Society who was recognized as one of the top entrepreneurs in American history by Entrepreneur Magazine's Encyclopedia of Entrepreneurs - AccuWeather also delivers a wide range of highly-customized enterprise solutions to media, business, government, and institutions, as well as news, weather content, and video for more than 180,000 third-party websites.

Visit [www.AccuWeather.com](http://www.AccuWeather.com) for additional information.

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