

WHY INNOVATIVE WEATHER?

Innovative Weather is an education-based program designed to assist in the daily operations of local businesses. While providing clients with customized, professional forecasts, UW-Milwaukee atmospheric science students develop academically and professionally. Innovative Weather interns provide comprehensible weather information that is specific to clients' needs.

DID YOU KNOW?

Innovative Weather provides clients with specialized data interpretation and analysis, not the industry standard automated report. In addition, the program is one of the only programs in the nation to provide hands-on forecasting experience to meteorology students.

GEOGRAPHIC

Services cover all of Southeast Wisconsin. Innovative Weather also serves businesses as far as Minnesota, Michigan, Ohio, and Iowa.

ALLIANT ENERGY TESTIMONIAL



Alliant Energy partnered with Innovative Weather approximately two years ago to provide weather data to our Wisconsin utility subsidiary, Wisconsin Power and Light Company (WPL). WPL primarily serves the southern half of Wisconsin and provides electric service to 485,000 customers and natural gas service to 130,000 customers.

“ Unlike a generic weather service, Innovative Weather provides WPL with concise, specific weather data that is tailored to our demands. When significant weather events occur, information that WPL receives from IW helps us mobilize the correct number of crews in the right locations to better manage outages, minimize cost and better serve our customers. The customized and configurable weather forecasts we receive from Innovative Weather are not possible from generic weather providers. Alliant Energy and its WPL subsidiary places a high value on the service that Innovative Weather provides, and we look forward to strengthening our relationship in the years ahead. ”

-Don Huebschen, Senior Manager, Distribution System Operations



ABOUT: DR. PAUL ROEBBER, INITIATIVE ADMINISTRATOR

Roebber, UWM atmospheric science professor and synoptic meteorology researcher, founded Innovative Weather in 2007. He recognized student's passion for operational meteorology. Roebber wanted to provide learning and earning atmospheric science opportunities for UWM students.



ABOUT: MIKE WESTENDORF, DIRECTOR OF OPERATIONS

Westendorf is a UWM alumnus and founder of the Atmospheric Science Club at UWM. With ten years of professional meteorology experience under his belt, he is responsible for the day-to-day business of Innovative Weather. He trains meteorology student interns, runs client recruitment and helps with general operations.

INNOVATIVE WEATHER TIMELINE

2004/2005

Professor Paul Roebber began compiling ideas for the program.

2006

Roebber and colleague Mike Westendorf secured the initial ideas and concepts behind Innovative Weather. They proposed the idea to G. Richard Meadows, Dean of the College of Letters and Sciences.

2007

Innovative Weather began employing UWM atmospheric sciences students to help run the business. Westendorf was named Director of Operations.

May 2007

Innovative Weather receives financial support from the UWM College of Letters and Sciences. Innovative Weather successfully attained an 8-month trial contract with their first client, WE Energies. The team included three interns and six staff members. Their client roster included WE Energies, WUWM and Boundary Waters Radio.

August 2007

Innovative Weather added Milwaukee Metropolitan Sewerage District and Thermal King as their clients.

March 2009

More clients enlisted: Lake Express, Alliant Energy, and University School of Milwaukee.