

**PHYSICS & ASTRONOMY COLLOQUIUM
UNIVERSITY OF WISCONSIN – STEVENS POINT**

FRIDAY, October 17, 2014 at 2:00 P.M. (Room A-109 SCI)

**WEATHER MODELING; PAST, PRESENT AND FUTURE:
*An in-depth look at the current challenges and
model limitations in the prediction of the
weather***



About the Speaker:

Mark Holley is the meteorologist for WSAW's morning news program "Sunrise 7." Mark came to WSAW after working in Eau Claire for almost six years. Mark was born in Pottstown, PA. After graduating from Owen J. Roberts High School, he moved to Wisconsin where he attended UWSP before transferring to Mississippi State University. He received a degree in Broadcast Metrology/Climatology in 2006. Mark received the National Weather Association seal of approval in 2009. His love for weather, farming, and other outdoor activities make him a perfect fit for NewsChannel 7 Sunrise and for Central Wisconsin.

ABSTRACT:

Weather modeling and forecasting are crucial to both the demand and supply sides of current viewers on all media platforms. Weather prediction models have improved substantially over the years, but many challenges remain. I will compare the performance of weather models in both long and short range forecasting. The colloquium is open to the public, and audience members will be encouraged to ask weather prediction questions. Pay attention, this may be on the test! ☺



Refreshments will be served beginning at 1:45 p.m.