

CURRICULUM VITAE



MARK D. MCGINNIS, CCM, CBM

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CAREER SUMMARY

- Over 25 years of meteorological experience
- Certified Consulting Meteorologist
- Certified Broadcast Meteorologist
- President of the Association of Certified Meteorologists
- Board of Director for the American Meteorological Society (AMS) Board of Best Practices
- Member of the AMS Commission on the Weather, Water and Climate Enterprise
- Advisor to the Wisconsin School Safety Coordinators Association (WSSCA)
- Former Board of Director for the Association of Certified Meteorologists
- Former Board of Director for the WSSCA
- Chaired the AMS Board of Certified Consulting Meteorologists
- Served on the AMS Board of Certified Consulting Meteorologists
- NOAA Weather Ready Nation Ambassador
- Experienced forecaster and broadcaster in hurricanes, tornadoes, tropical storms, blizzards and floods
- Invited lecturer regarding weather safety and science of meteorology
- Bachelor of Science in Atmospheric Sciences from University of North Carolina Asheville

PROFESSIONAL EXPERIENCE

Owner, Meteorologist
Fair Skies Consulting, LLC

June 2013 - Present
Waukesha, WI

Weather Hazard Planning, NOAA StormReady® certification, Expert Witness and Business Weather Analytics.

- Weather research to reduce risk through education, monitoring and action-oriented solutions
- Research and analysis for forensic reconstruction related to weather events
- Reconstruction of past weather events using technology and demonstratives

- Research and analysis of how weather may impact businesses

Meteorologist
WLS-TV ABC7

March 2016 – Present
Chicago, IL

Assist the ABC 7 AccuWeather team by filling in and forecasting and communicating weather on WLS ABC 7 Eyewitness News for Chicago Nielsen Market.

- Generate and present accurate and dependable 7-day forecasts for WLS-TV's newscasts.
- Analyze forecast models, BufoKit, radars, surface analysis, satellite data and model output statistics (MOS) for daily forecasts.
- Forecast and track real time severe weather and snowstorms using Live Doppler 7 Max S Band Dual Pole Doppler Radar.

Chief Meteorologist
WDJT-TV (CBS)

December 2005 – June 2015
Milwaukee, WI

Provided accurate, timely and compelling weather forecasts for WDJT-TV and WMLW-TV, reaching over one-hundred thousand viewers; also worked on call basis in case of severe weather to provide live severe weather tracking and updates. Managed a four-person team producing weather forecasts and updates for WMLW-TV in Milwaukee, WCIU-TV in Chicago and WYTU-LP (Telemundo-Wisconsin).

- Generated and presented accurate and dependable 10-day forecasts for WDJT-TV's 5p.m. and 10p.m. news and WMLW TV's 9p.m. newscast.
- Analyzed forecast models, BufoKit, radars, surface analysis, satellite data and model output statistics (MOS) for daily forecasts.
- Forecasted and tracked real time severe weather and snowstorms using Dual Pole Doppler Radar.
- Developed, evaluated and edited station's severe weather procedures and coverage.
- Provided weather forecasts and updates for social media, local radio stations and cbs58.com
- Maintained, beta-tested and performed all software updates.
- Managed staff and maintained department schedule.

Morning Meteorologist
WDJT-TV (CBS)

February 2005 – November 2005
Milwaukee, WI

Chief Meteorologist
WWAY-TV (ABC)

January 2001 – January 2005
Wilmington, NC

Morning Meteorologist
WWAY-TV (ABC)

September 1997 – December 2000
Wilmington, NC

Weekend Meteorologist
WCTI-TV (ABC)

April 1996 – September 1997
New Bern, NC

CERTIFICATIONS

- Certified Consulting Meteorologist by American Meteorological Society (AMS)
- Certified Broadcast Meteorologist by AMS
- FEMA Incident Command System 100, 200 and 700
- PADI Certified Open Water Diver
- PADI Certified Enriched Air

MEMBERSHIPS

- Member of American Meteorological Society (AMS)
- Member of National Weather Association (NWA)
- Member of Association of Certified Meteorologists (ACM)
- Member of WSSCA
- Member of The Wisconsin Association of School Business Officials (WASBO)
- Member of Screen Actors Guild-American Federation of Television and Radio Artists (SAG-AFTRA)
- Board of Director Southeast Wisconsin Homeland Security Partnership 2016-2019

EDUCATION

University of North Carolina at Asheville

Bachelor of Science in Atmospheric Sciences, May 1995

Concentrations: Weather Forecasting, Television, Hydrology, and Air Pollution Technology

SEAK, Inc.

Expert Witness and Litigation Support Training and Seminars, May 2016

- Effective Preparation of Expert Witnesses
- How Expert Witnesses Destroy Themselves
- Establishing Defensible Opinions
- How to Defend Yourself Against Opposing Counsel's Cross Examination
- Direct Examination Techniques: Making the Complex Understandable
- Writing the Excellent Report
- A View from the Bench: Common Mistakes to Avoid

INVITED PRESENTATIONS

- Team Organizer and Presenter at AMS Annual Conference Short Course: "Meteorological Tools, Processes and Techniques Used in Private Business", AMS Annual Meeting January 8, 2023
- "Winter Weather Prep", WSSCA Webinar, January 12, 2021
- "Wisconsin Winter Weather Can be Expensive", Aegis Corporation Webinar December 16, 2020

- “Creating Safer Schools”, WASBO Custodial Conference, Oak Creek, WI, July 18, 2018
- “Weather Safety Session; Creating Safer Schools with StormReady”, WERMC Annual Conference, Stevens Point, WI, November 3, 2017
- “Drivers of Atlantic Tropical Weather,” Milwaukee School of Engineering, PEAK Seminar, Milwaukee, WI, September 16, 2017
- “Weather Safety Session; Creating Safer Schools with StormReady”, Environmental Management Solutions Annual Conference, Watertown, WI September 15, 2017
- “The Continuing Evolution of Weather Forecasting,” Milwaukee School of Engineering PEAK Seminar, Milwaukee, WI, May 10, 2017
- “Mitigating Weather Risk,” Community Insurance Corporation, Client Webinar, Brookfield, Wisconsin, December 14, 2016
- “Assessing Meteorological Resources to Properly Prepare Response and Recovery,” Business Recovery Planners Association of Southeastern Wisconsin Resiliency Services Showcase, Menomonee Falls, WI, June 29, 2016
- “An El Nino in Transition and What it Means,” Wisconsin Society of Professional Engineers Discovery Conference, Milwaukee, WI, May 18, 2016
- “An El Nino Update, Spring and Summer 2016,” Milwaukee School of Engineering PEAK Seminar, Milwaukee, WI, March 12, 2016
- “Project Planning and How to Mitigate Weather Risk Using Analysis and Proper Resources,” Milwaukee School of Engineering PEAK Seminar, Milwaukee, WI, March 12, 2016
- “An El Nino Update, Winter 2015/ 2016,” Milwaukee School of Engineering PEAK Seminar, Milwaukee, WI, December 5, 2015
- “Are You Using the Best Weather Resources?” Milwaukee School of Engineering PEAK Seminar, Milwaukee, WI, December 5, 2015
- “The Weather Data Revolution,” Ignite Presentation, University of Wisconsin-Milwaukee; Milwaukee, WI, November 18, 2015
- “The Paradigm Shift in Broadcast Meteorology: What Is Happening and What Will Happen,” Greater Milwaukee Chapter of the AMS, University of Wisconsin-Milwaukee; Milwaukee, WI November 9, 2015
- “StormReady® and Weather-Ready Weather Hazard Planning,” Wisconsin Educators Risk Management Cooperative, Stevens Point, WI, November 6, 2015
- “Real Time Weather Variables,” GIS and GITA Wisconsin Chapter Meeting, Pewaukee, WI, October 27, 2015
- “Weather Impacts: Useful Historical and Forecast Data,” Milwaukee School of Engineering PEAK Conference, Milwaukee, WI, September 19, 2015
- Presenter at 2004 American Meteorological Conference, New Orleans
- Presenter at 1998 North Carolina Governor's Hurricane Conference

HONORS AND AWARDS

- 2022 National Weather Service WeatherReady Nation Ambassador of Excellence
- Local host for Milwaukee MDA Telethon, 2006 to 2010
- Emcee, Aicardi Fundraiser, Oak Creek Community Center, 2009 to 2017
- Emcee, National Fallen Firefighters Fundraiser/ Southeast Wisconsin, 2015, 2016 & 2017
- “*Best Weathercast*” Major Market by Wisconsin Broadcasters Association, 2008

- Voted “*Best Weather*” Small Market by the North Carolina Associated Press 2002, 2003, 2004
- Catechist, St. Mary’s Parish, Waukesha, WI, 2016, 2017, 2020 & 2021

Not Yet Retained