

# 2019 IFEA WEBINAR SERIES



## IFEA Webinar On Demand

**Severe Weather Doesn't Just Happen: Managing Risks with a Comprehensive Weather Plan**  
**Michael Clark, Co-Owner and Chief Meteorologist |**  
**Terry Powers, Managing Director of Sports and Special Events**  
**BAM Weather**  
**Indianapolis, IN**



"Hazardous weather can strike at any time, but very rarely does severe weather come out of nowhere" is how meteorologist Michael Clark begins many conversations regarding the value of a comprehensive weather plan. With the increase in today's technology, anyone with a cellphone can get free weather information. However, Clark warns that those free apps are not site specific, are not usually current and do not include analysis by a trained meteorologist. The American Meteorologists Society (AMS) outlines best practices which include utilizing professional forecasting services and the development of a comprehensive weather plan on behalf of life safety for venues and public gatherings. This webinar will provide valuable information on why it's critical to develop a weather plan and how to get started.

Michael Clark is a Co-Owner and Chief Meteorologist at BAM Weather, a private weather consulting company based in Greenwood, Indiana. Clark studied operational meteorology at Mississippi State University and he worked as a meteorologist at FOX59 in Indianapolis for three years before founding BAMWX.com. BAM Weather has a client list that includes major fairs and festivals, professional sports teams and stadiums, municipalities, seed companies, farms, energy companies, motor speedways, and the list goes on. Terry Powers is the Managing Director of Sports and Special Events at BAM Weather. Powers joined BAMWX in October of 2018 and brought with him over 30 years of event management experience including overseeing 50 annual Indianapolis 500 Festival events. Powers served as a board member of the IFEA Foundation and was an instructor at the IFEA's Event Management School. Powers spent 15 years in collegiate athletics in multiple roles and has managed a variety of large and small events including an NCAA I Men's Final Four.

**Length:** 60 Minutes

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All IFEA Webinars must be purchased and viewed within the same calendar year.

**Questions:** Contact Nia Hovde, CFEE, Vice President/Director of Marketing & Communications at Email: [nia@ifea.com](mailto:nia@ifea.com) or Phone: +1-208-433-0950 ext: 8140.