



EARTHSAT ENQUIRER

Keeping you informed on the latest projects at MDA EarthSat Weather

August/September 2008

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Energy Weather

MDA EarthSat's Models Page has undergone a recent face lift and upgrades over the last few months. One recent upgrade includes the model verification section (see example below). This new feature tracks ongoing model performance and scoring.

The other new features and upgrades of the Models Page include:

* **More Real-Time**
Faster temperature departure maps

- * **Main Page Automatically updates the following**
 - Percentage complete
 - Latest run
 - Last map created
 - Latest available anomaly maps

* **Multi-Map Interface**

* **New Map Notifications**

* **Option for Auto-update**

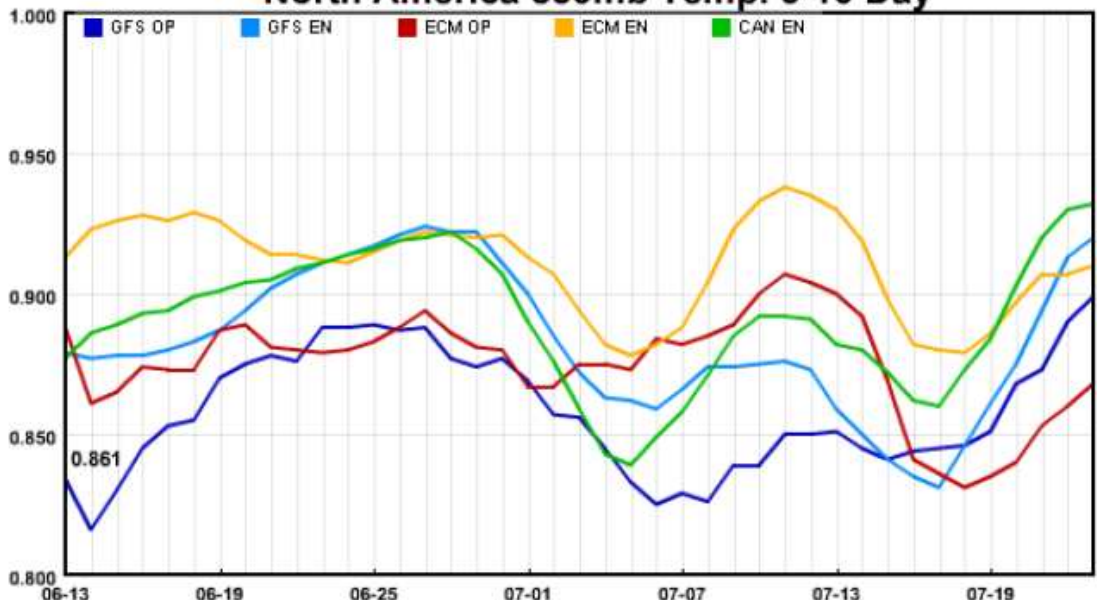
Efforts are also underway to optimize the page for I-Phone

North America 500mb Heights -- Best Performers

	Yesterday	Past Week	Past Month
6-10 day	GFS EN 0.92	CAN EN 0.94	ECM EN 0.92
11-15 day	CAN EN 0.91	CAN EN 0.92	CAN EN 0.90

[Un-Zoom Scale](#)

North America 850mb Temp. 6-10 Day



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Energy Weather continued...

Now that we just had four named storms this season and August is beginning, it will be time to constantly monitor the tropics. For fifteen years, MDA EarthSat Weather has produced the Tropical Update during the hurricane season.

The official report (.pdf) gets sent out at 5:30am ET and again at 11:30am ET. Probability of tropical development and Gulf impacts are addressed in these reports.

The web-based portion of the Tropical Update denotes all the GOM wells that are impacted by an impending system. A specific percentage of company production loss is displayed for each track update that occurs (see example to right).

Riverside Technology, inc. and MDA EarthSat Weather has a joint hydro product. This product is an enhancement to the current Western Utilicast and updates every Thursday.

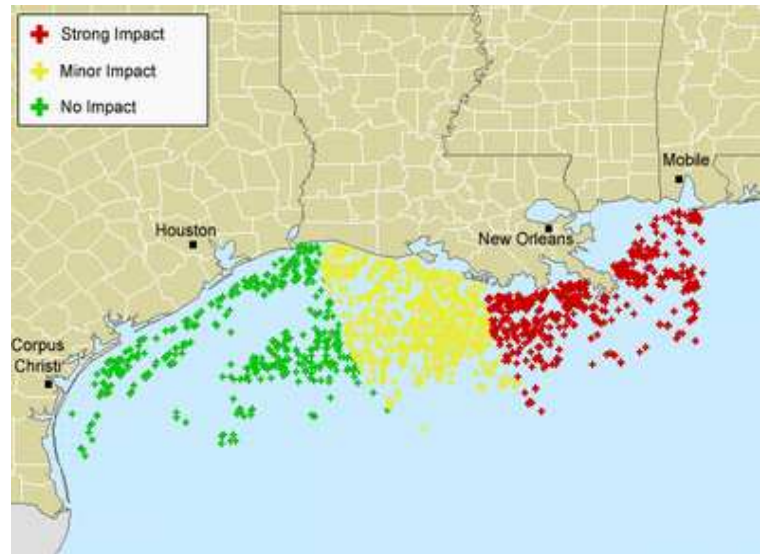
The product includes a water supply forecast update which has the following:

- * Volume (KAF) and % of average for various periods at The Dalles and Grand Coulee
- * Technical Discussion by Riverside
- * Weather Discussion by MDA EarthSat
- * Volume reference charts
- * 7-Day and 30-Day Temperature and Precipitation for all of the western U.S.

Every Tuesday, MDA EarthSat Energy Weather issues LongView. This seasonal forecast product focuses on longer lead outlooks including the upcoming winter!

The analysis in LongView includes several long term paramaters consisting of: ENSO, QBO, MJO, MEI and their associated analog year fits. The official forecast is comprised of a consensus of in-house meteorologist input.

Another seasonal forecast option is our on-site seasonal weather seminars and early release seasonal forecast presentation. Look for more details this month to sign up for these!



With the help of YellowJacket, MDA EarthSat weather now offers the Live Model Streamer. With this tool, you can follow along with each critical weather model update as it arrives at MDA EarthSat Weather. A meteorologist will also monitor the model and offer their real-time comments as the weather data appears.

Commentary includes:

- (1) Comparisons to previous weather model runs
- (2) Comparisons to morning MDA EarthSat outlook
- (3) Identification of key features and weather influencers
- (4) Predictions of the balance of model and significant model changes

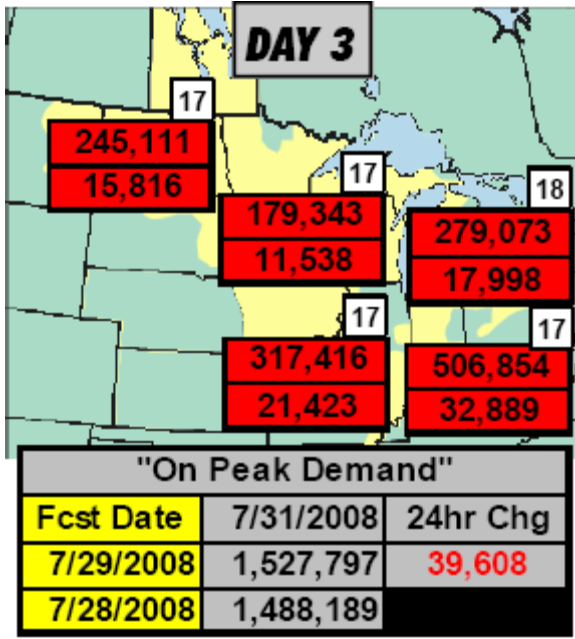
Coverage includes model updates on all business days (excluding holidays and weekends). The afternoon GFS and European operational and ensemble models are covered!

For more information about energy weather products or to sign up, please contact Chris Hyde at christopher.hyde@mdafederal.com or phone direct at 240.833.8322

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Energy Weather continued...



The MISO Weather/Load product, like the ERCOT and PJM versions, recently went through an upgrade last month, including:

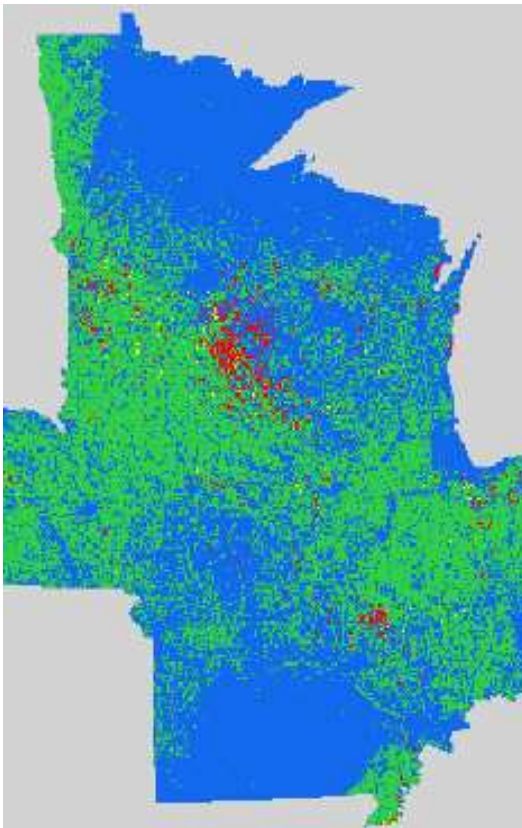
- * Separation of weather section vs. load
- * T-storm monitoring - impacting load
- * Station forecasts for load zones

This is a valuable product as we head into the balance of summer!

For more information about energy weather products or to sign up, please contact Chris Hyde at christopher.hyde@mdafederal.com or phone direct at 240.833.8322

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Agricultural Weather



Last month, CropCAST released a unique special report to analyze the flooding this spring in the Midwest using its expertise in the field of satellite analysis and remote sensing. This service allowed traders and analysts to obtain an objective estimate of the true extent of the floodwaters in corn and soybean areas.

CropCAST performed the estimates at both the state-level and at the CRD (Crop Reporting District) level, providing customers with the visual analysis of the flooded areas depicted to the left (in red) as well as a quantitative analysis of the number of crop acres flooded.

Unlike initial estimates provided by USDA, CropCAST used NDVI and EVI satellite imagery to more completely assess the flood extent. A similar approach can be implemented following many similar extreme weather events in crop areas throughout the world.

For more information about ag weather products or to sign up, please contact Joel Widenor at joel.widenor@mdafederal.com or phone direct at 240.833.8238

www.mdafederal.com/wx/

Do not forget about ordering your copy of the Trader's Guide to Agricultural Weather. Only a few copies of the 2008 edition remain!



Matt's Note

It is difficult to fathom that we are only four months away from the start of the next important heating season. Despite the thick of the summer and the core of the tropical season ahead of us, we are also thinking forward to the winter ahead. In the next few weeks, our ~20 forecasters will be engaging in an effort to construct the winter 08-09 outlook. We'll be offering our latest consensus outlooks in late August (look for ads and details) and then bringing the show on the road with intermittent updates through the autumn period. Hopefully, I'll get a chance to see some of you as well as we present our thoughts on the next season. Our consensus concept has fared fairly well with the last three big seasons falling within 2% of the national outlook. We'll be judging this summer with the same metrics and reporting those this autumn.



Matt Rogers
Director
of Weather;
Manager of
Energy Weather
Services

Speaking of the winter outlook, I'm also excited about our upcoming Vegas conference. The plan this year is to give all the seasonal outlook presenters a set template to fill in for their winter outlooks. That way, we can significantly limit the presentation times so that we can all spend more time discussing and debating the various outlooks in our conference setting. With so many meteorologists typically there it tends to offer a very dynamic environment to debate the critical season ahead. Our conference has a lot else to offer too with expertise on long-lead forecasting from respected sources like the Scripps Institute and the IRI. We'll hopefully have plenty to talk about in the grand settings of the brand new Wynn Resort. Hope to see you there!

To send Matt Rogers your own note/input, please contact
matt.rogers@mdafederal.com
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Staff Recognition

Non of our staff meteorologists are only staff meteorologists and Jared is certainly no exception. Beyond creating daily and hourly forecasts for several key cities, Jared manages the MDA EarthSat tropical service and produces the twice-daily reports (his life will be getting very busy in the months ahead!). He also collaborates with Ken Wells to manage our Texas-based products and services (it helps that he has Texas roots too). Jared manages several aspects of our customer service. He tirelessly keeps our distribution lists up-to-date with the frequent personnel changes in the energy world. He also updates our client web sites when new products and services are added.



Jared Smith
Staff
Meteorologist

Jared joined the MDA EarthSat team in 2005 after graduating from Penn State University with a degree in Meteorology and global business strategy minor. Jared is originally from Albany, NY, but also lived in Victoria, TX, and he now lives in Germantown, MD.

While not especially fond of the early hours required of meteorologists in this industry (who does?), he does enjoy the challenge of weather forecasting. On the side, Jared is an avid race fan who attends NASCAR races when he can.

If you would like to nominate an employee of MDA EarthSat Weather for special recognition. Please contact
christopher.hyde@mdafederal.com
or phone direct at 240.833.8322

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Conferences

The 7th Annual EarthSat Conference for Weather Analysts will take place Wednesday, October 8th through Friday, October 10th at the beautiful Wynn Las Vegas resort. The detailed agenda is complete and can be found in the conferences website link.

We will be having a tropical panel, seasonal forecast panel and once again bring back the weather derivatives panel. Other speakers will address climate change, natural gas supply/demand and MJO. Networking opportunities have been set up over golf, a welcome reception, cocktail reception, Phantom show and park tour of Red Rock Canyon.

We are proud to have the following sponsors this year:



Sign up today as space/seating is limited!



The Annual Fall Joint MDA EarthSat/PIRA Energy Conference will be held Monday, November 10th in Houston at the Westin by the Galleria. The agenda is almost complete. Please look for more details in the weeks to come.

For details of all upcoming conferences, please log onto:

<http://www.earthsat.com/conferences/>

For more information about conferences or to register, please contact Chris Hyde at christopher.hyde@mdafederal.com or phone direct at 240.833.8322

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Historical Data

MDA EarthSat data product offerings continue to grow. This past spring, the Chicago Mercantile Exchange commissioned EarthSat to provide weather products for 6 new US CME stations, bringing the total to 24.

MDA EarthSat also offers cleaned hourly data for 828 US stations. Our off-the-shelf holdings include historical data going back to 7/1/1996 for most cities as well as hourly cleaned feeds that can be delivered on a near real-time basis.

We also are continuing to expand our international data products as well as processing wind storm data.

For more information about weather data, please contact Christian Guillemot at christian.guillemot@mdafederal.com or phone direct at 240.833.8233

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Thanks for your business!

Your input into product development is very much appreciated.