July 2017

A History of The Weather Café® by Rufus

The popularity of The Weather Café® often generates questions as to its origin and why thousands of “patrons” - as Rufus calls followers of his forecasts - grab their favorite morning beverage and sip through reading the discussions.

This is Rufus’ story…

Since the early 1970s, I have been weaving a personal fascination with meteorology into the fabric of my scientific career. Prior to obtaining a Master’s Degree in Entomology from Oregon State University in 1979, I was already building an ability to generate forecasts from 2-day old National Weather Service ‘thermal-paper prog charts’ in Eureka, CA. That interest came from taking courses in Meteorology, Oceanography & Physical Geography while completing a Bachelor’s Degree in Biology from California State University Humboldt (my degree had a focus on Invertebrate Marine Zoology & Biochemistry). As a young scientist, the realization of weather’s impact on the life sciences and agriculture was foundational in my quest to learn and share weather through forecasting. Concurrently, the capability of weather model programmers, coupled with advances in computing speed, expanded the ability for computer models to “look ahead” more than a just couple of days, to what is now an amazingly accurate model prognostication out 10 to 15 days at a time.

Before the age of personal computers, the Internet and smart phones, my course learnings about meteorology & forecasting grew rapidly with the help from respected PNW Meteorologists such as Jack Capell, John Walls, Phil Volker, Jim Little, Chuck Weise and Oregon’s previous State Climatologist, George Taylor. Some of them forwarded ‘used’ prog charts in self-address envelopes so I could refine a forecasting skill for PNW conditions. My forecasts are not written by parsing what others have worked hard to construct; rather, each forecast is crafted directly by interpretation of what the graphical models project. The Weather Café® is NOT meant to overshadow or displace professional weather scientist forecasts; rather, it is to function as another ‘tool’ of understanding and preparation for weather events that strike the PNW.

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During the early days of sharing written forecasts directly with growers & friends by email, public interest in my prognostications expanded far beyond that small community primarily located in Oregon & Washington. Therefore, as a reflection of the informal, over-a-cup-of-coffee style of weather discussions common in coffee shops, I coined & trademarked the concept as “The Weather Café®”. Comments left on the virtual counter of The WxCafe®, provided confirmation that this form of community service had merit & favor to a rapidly growing readership. The number of followers has grown to tens of thousands across not only the PNW (including Vancouver Island & Idaho), but California, Montana, Wyoming, Ohio, Florida and, yes, England & the Philippines!

In 2005, I was elected by the Council of the American Meteorological Society as a full professional member, which was a long-time personal goal. The organization goes beyond a simple membership fee for qualification, as a review of educational transcripts, illustrations of an applicant's work in the field and written references from colleagues are evaluated for merit prior to election into membership. Three years after achieving that goal, Oregon Vineyard Supply approached me concerning posting my forecasts on the OVS website.

The relationship with OVS has been delightful and provides a wider field of exposure to provide Patrons information about upcoming weather events that may have impact on property, businesses or crop production. In the past several years, The Weather Café® has been read on Saturday morning TV Garden Shows in the Seattle market, tweeted about across the Twitter® Universe and even translated into the Hmong language for Laotian flower growers & farmers living in the greater Seattle area. It is a pleasure - a la The Weather Café® - to be a frequent 'live interview' guest on both The Saturday Farm Show & weekdays on The Morning Show hosted by Dillon Hancock on 790 KGMI Talk Radio Bellingham.

In recent months, The WxCafe® has gained the respect of new Patrons associated with the grain export business in the Ports of Longview & Tacoma, as well those utilizing the Columbia River for transport of grain products from the eastern basins. Testimonials are that the forecasts have merit because of the accuracy, long-range trending and the 'edge of humor' woven into the weather discussions.

Given that the best weather in the PNW arrives whenever a high pressure ridge is in place, I like to say that, “I work best under High Pressure.”

Thanks for your interest. Mugs up!
-Rufus

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**OVS Lynden Adds to the Team!**

June proved to be a very exciting time at OVS Lynden, when we welcomed Jeff Veldman and Jason Veldman to the team, alongside Territory Manager Satpaul Neger. Jeff is an experienced Crop Consultant serving growers in the local community in a variety of capacities for over 25 years, and brother Jason has specialized in logistic and operational support for over 10 years, recently branching out into sales.

The members of our OVS Lynden team each bring unique experiences, complementing one another and creating a synergy that offers customers the diverse level of customer support OVS is known for in the Pacific Northwest.

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**NEW! Porter 125 D 125hp Orchard Tractor w/ front & rear 3 point hitch, hydrostatic transmission and 4WD**

*List Price: $105,700*  
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*60 Monthly Payments - $1,360 ea. *

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**NEW! Kubota KX-040 10,000lb Excavator w/ rubber tracks, open station, 6 way blade and 12", 24" & 36" buckets w/ hydraulic quick connects**

*List Price: $74,964*  
*SALE PRICE: $60,800*  
*60 Monthly Payments - $1,015 ea. w/0%*

**NEW! Jacto J1000 250 gallon Air Blast Sprayer**

*List Price: $22,629*  
*SALE PRICE: $14,489*  
*60 Monthly Payments - $222.76 ea. **

*Payments based on a 5 year lease with a 20% residual. Optional purchase available at lease end for $2,897.60. First payment due at signing.*

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