



# The MWN Newsletter

All the weather you need for Memphis  
and the Mid-South

## WELCOME

The weather in the Mid-South has definitely taken a turn towards "winter" from "autumn" the last couple of weeks! Since December started, temperatures have been well below normal here in the Mid-South and, of course, the major winter storm this past week that affected a large portion of the country served notice that winter has arrived with a vengeance!

## JACKSONWEATHER.NET



As mentioned in the last issue of this newsletter, MWN and JacksonWeather.net, serving west TN outside the Memphis metro area, are now "sister" sites. I am now in charge of

the maintenance and upkeep of JWN, as well as MWN, and am proud to be able to serve the weather needs of all west Tennesseans through these two sites. Part of the transition is finding a new source for local weather conditions (aside from McKellar airport). If you know of anyone in the Jackson region that owns a weather station and would be willing to help, please have them contact me through the links on MWN or JWN. Of course, please be sure to let all your friends and relatives across west Tennessee know about [www.JacksonWeather.net](http://www.JacksonWeather.net) as well!

## WEATHER IN 2009

It's been quite a year weather-wise in the Mid-South. Just in the metro area alone, we've had flooding, tornadoes, triple-digit heat, extreme cold, a summer derecho ("Little Elvis"), and even accumulating snow a couple of times early in the year – one which dumped 6-10" across much of the city! It's enough to keep any weatherman happy and the rest of the world wondering what's coming next! What does 2010 bring? It's hard to know, but suffice it to say, MWN will be covering it all as your TRUSTED and LOCAL source for Mid-South weather information!

## 15 YEARS SINCE THE 1994 GERMANTOWN TORNADO

This past Thanksgiving weekend marked 15 years since the infamous "Germantown tornado" of 1994. I wrote a recap and remembrance of that horrific event, which was posted on The MWN Blog. I invite you to read it over and use it as a reminder that not only do tornadoes strike metropolitan areas, it isn't always in the traditional "severe weather season." [Read the article.](#)

## MWN AND SOCIAL NETWORKING

One of MWN's new additions this year was the addition of social media to the mix and it has been one of successful expansions since MemphisWeather.net was created over 6 years ago. By joining with our 200 [Facebook](#) fans or 235+ [Twitter](#) followers, you will get additional information and instant updates that don't get posted on the website or blog, so be sure to check it out! In addition, I continue to use the [MWN Blog](#) when I want to send forecast discussions, recaps of weather events, and other Mid-South weather information worth sharing.

## ADVERTISING OPPORTUNITY

If your small or medium-sized business is interested in inexpensive, but effective, advertising to a wide audience, here's your chance! MWN continues to grow in popularity and the traffic counts are increasing. Banner advertising is available on a variety of levels, depending on your budget and the level of exposure you require. PLUS...mention that you read *The MWN Newsletter* for a special offer with your first ad contract. For more information, contact me at [webmaster@memphisweather.net](mailto:webmaster@memphisweather.net).

## THANK YOU!

2009 has been a fabulous year for MWN and you all are a major reason for that success! Thank you for your continued patronage and also for your referrals to friends, family, and colleagues in the area! I'm planning bigger and better things for 2010 and hope that you will continue to be a part of it!

Also, I want to thank this newsletter's sponsor, Gemini Multimedia. I am an "extremely satisfied" customer of Gemini and can personally attest to the quality and value of their services. If you are looking for a unique Christmas gift, such as transfer of old videos or slides to DVD, photo or video preservation, or even pre-loading that new iPod Touch, give Ande at Gemini a call! Gemini is the official multimedia partner of MemphisWeather.net.

Many blessings to you and yours this holiday season!

Erik Proseus, MWN Webmaster and Forecaster

	<p>Don't let a natural disaster wipe out years of memories. Call (901) 213-7890 for help in preserving your photos, videos, and documents.</p>	
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