

NATIONAL CONFERENCE UPDATE:
JUNE 19-21, 2013
RADISSON BLU—MALL OF AMERICA, MINNEAPOLIS, MN
INTRODUCING KEYNOTE SPEAKER PAUL DOUGLAS

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2013 NATIONAL CONFERENCE THEME — Embracing The Future

Thank you to everyone who returned the conference surveys that were emailed to everyone a couple of weeks ago. I am still busy compiling the results.

Our theme this year has to do with new technology, new software, and has a futuristic twist. The Wednesday evening Social Event will have a futuristic theme too, so you may want to start prepping for the costume contest! I'm expecting to see a lot of space aliens, Star Wars creatures, and other fun futuristic characters. I wonder if I could buy a jet pack for my costume?! The conference schedule and brochure will be done by mid-April and will be posted on-line first, so keep checking.

**Announcing our Wednesday, June 19th, Keynote Speaker:
 Paul Douglas - Embracing Your Inner Entrepreneurial Spirit**

Paul Douglas is a 32 year broadcast television veteran, Minnesota's first Certified Broadcast Meteorologist. He's worked for KARE-11 and WCCO-TV in the Twin Cities, as well as WBBM-TV in Chicago and a national news channel. He's lived in Minnesota for 26 years, where he taught Broadcast Meteorology at St. Cloud State University, and authored two books, "Prairie Skies, the Minnesota Weather Book", and "Restless Skies, The Ultimate Weather Book".



Douglas has always been fascinated by the intersection of weather and technology. In 1989 he launched EarthWatch, creating the world's first 3-D television weather graphics. Steven Spielberg used the software in "Jurassic Park" and "Twister". In 1998 he started up Digital Cyclone, creating personal weather for the web and cell phones. His Minnesota company created the first software application for a smart phone in 2001, black and white Doppler radar on Nextel phones. He sold Digital Cyclone to Garmin for \$45 million in 2007.

In 2008 Douglas started his latest venture, Media Logic Group. With an emphasis on weather content for multiple media platforms, the company is providing content for a new 24/7 national cable weather channel, "WeatherNation", in addition to local TV stations, newspapers and web sites. His Smart Energy unit is working on a new level of accuracy for wind farms, HVAC and irrigation markets. Singular Logic is a patent holding and technology company developing a next-generation advertising platform that allows consumers to choose the types of ads they want to see with their content. But his first love is, and always will be, the weather.

Douglas uses weather as a metaphor to track the "storms of business", telling his unique story, the lessons he's learned from starting up six companies from his early entrepreneurial days at Penn State....often the hard way.