

# Savannah Yacht Club Keeps Members Safe, Informed, and on the Water with Sferic Siren



## OVERVIEW

The Savannah Yacht Club is a private, family-oriented club on Whitemarsh Island in Savannah, GA that traces its roots all the way back to June of 1869. The club offers a variety of recreational activities including sailing, boating, tennis, swimming, and on-premises dining. Lightning safety has always been paramount in Savannah, but in recent years, the club's alert system had fallen out of favor with members who felt the system was incorrectly costing them recreation time at the pool and on the water. Members frequently received alerts to get out of the water when the skies around the club were blue. In order to better satisfy their customers while maintaining the highest standard for safety, the Savannah Yacht Club partnered with AEM's Earth Networks brand to update their approach to lightning.

## Overcoming operational challenges

Savannah Yacht Club needed a lightning alerting and notification system that was tailored to their specific location – not drawing on data from a weather station at an airport more than 20 miles away. In addition to localizing data better, they also wanted to integrate the alerting flow with their existing member app. The club required a solution that would:

### 1. PROVIDE TRUE HYPERLOCAL LIGHTNING ALERTS

The club required lightning alerts localized to their actual site to provide members with the most accurate alerts possible.

### 2. EXTEND ALERTS TO MEMBERS IN A DIGESTIBLE WAY

The solution needed to bring weather alerts and notifications directly to members anywhere through the club's website and app.

### 3. CREATE ACCURATE, VALUABLE WEATHER RESOURCES

The club wanted to be able to package their weather intelligence in a way that delivered daily value for employees and members.



We have a pretty short season, and last year was stricken with a lot of storms... We used to have a 'hear it, clear it' protocol for thunder... being in the low country, you can have a thunderstorm 30 to 40 miles away, and you can hear it reverberate all through the low country. We had lifeguards calling people clear, and we went through an entire season of pointing fingers, and there was never a neutral governing body to give us the right data to make a good call.



— Leo M. Luistro VI,  
General Manager & Chief  
Operating Officer,  
Savannah Yacht Club

# The Solution: On-site monitoring & alerting with hyperlocal forecasts

When the operations team at Savannah Yacht Club heard their colleagues at a local golf club were highly satisfied AEM customers, they reached out to see how our approach could help them delight members better while maintaining operational safety and continuity. We provided a solution specifically designed to get them the data and decision-making support they needed. It includes:



### VANTAGE PRO2™ WEATHER STATION

With an on-site weather station, the club can get truly hyperlocal real-time data as well as more accurate forecasts for their members and operations team.



### SFERIC SIREN INDOOR/OUTDOOR LIGHTNING ALERTS

All lightning alerts for the Savannah Yacht Club are made audible and/or visible using a variety of strobes and alerting horns. An alerting widget is embedded directly in the club's website and member app.

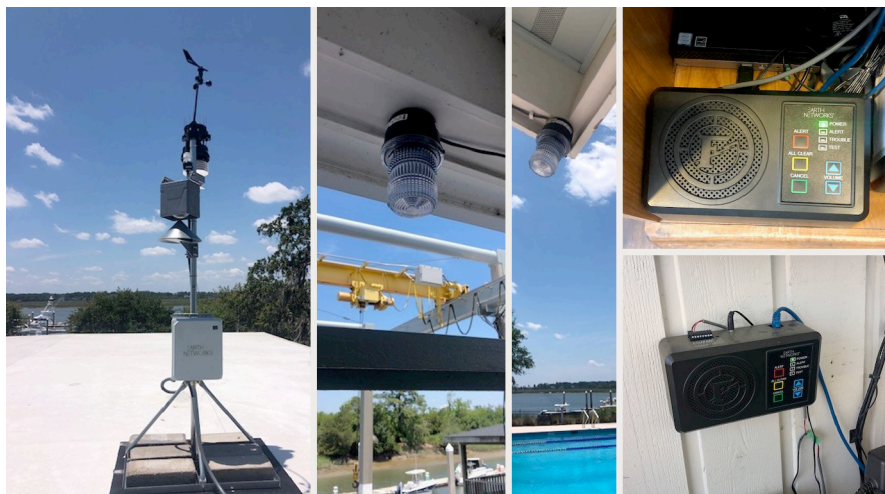


### DAILY WEATHER UPDATES

Each day, the Savannah Yacht Club receives a high-accuracy custom forecast they can share with members and employees through their Online Weather Center and on-premises display screens.

## A clear, understandable approach to lightning safety

Now, when lightning strikes within eight miles of Savannah Yacht Club, their Sferic Siren alerts on-premises members and employees to get out of the water and seek safety using a visible and audible siren. The same alert is pushed to members who might be out on their boats through the club's app. Once the alert has been made, a clear, real-time countdown to "all clear" begins, letting members know exactly when they can return to recreation.



### WHY AEM?

AEM's Earth Networks brand has been a leading provider of meteorological service and weather intelligence for more than 20 years. Our customers include a variety of public, professional, and member-supported sports clubs and facilities, each of which has its own unique operational and weather challenges. We provide tailored support to help each customer lead decisively and enable positive outcomes.

### COMPREHENSIVE WEATHER OFFERINGS

We can help you with any weather challenge, big or small. Our services cover everything from daily forecasting to severe weather resilience.

### 24/7 METEOROLOGICAL SERVICES TEAM

Our dedicated on-call team of weather scientists is here to help you survive – and thrive – in the face of escalating environmental risks.

### FLEXIBLE, CUSTOMER-CENTRIC SOLUTIONS

We measure our success by looking at our customers' success. We get you the weather intelligence, tools, and expertise you need to take the next step forward.



The turnkey utilization of products is powerful for us... There's a lot of transparency in terms of what it provides and how to utilize it. From arrival of product to installation to going live, it's very seamless.



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