

**Press Releases**

## Weather Or Not

An article by Cynthia E. Griffin

Entrepreneur Magazine, September 1996, Page 30

---

Floods in the Midwest; record snowfalls blanketing the East Coast; a heat wave gripping the Southwest. To most people, it's weather gone mad. To James Roemer, it's business.

The 37-year-old meteorologist and his partners have spent more than a decade using weather forecasts to help themselves and others buy and sell stocks and commodities. "We provide service to a couple thousand people to help them figure out how to be better [investors]," says Roemer.

In conjunction with Des Moines, Iowa-based Freese Notis Weather Inc., Roemer's company, Roemer Weather Inc., produces a monthly newsletter, Trade Winds, which includes long-term forecasts. The company also provides daily fax updates with weather and trade advice and has several Web pages.

There is a direct link between weather and commodities trading as well as the regular stock market, contends the Raleigh, North Carolina, entrepreneur. Clothing manufacturers are a good example. When droughts caused cotton prices to skyrocket last spring, some companies whose income is significantly tied to cotton saw their profit margin hurt, which affect stock prices.

"More and more speculators are buying commodities and futures," says Roemer, "because it's good protection against price increases or shortages down the road." So the next time the weather takes a swing, you might want to check that stock portfolio to see how the wheat, corn or cotton are growing.

**Reminder: We do not guarantee your investment success.**

---

This page, and all contents, are Copyright (C) by Roemer Weather Inc., Stowe, VT, USA.