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**Conference Program**

**GIS-Pro 2010: URISA's 48<sup>th</sup> Annual Conference for GIS Professionals**

September 28 - October 1, 2010

Orlando, Florida

**Welcome to GIS-Pro 2010: URISA's 48th Annual Conference for GIS Professionals!**

Since 1963, URISA members and friends from around the world have convened annually to learn about, share and discuss all things geospatial. Whether you are an established or emerging GIS Professional, the GIS-Pro Conference is for you.

Along with the new conference name, URISA has listened to you, our members and conference attendees. Through a series of surveys, interactive discussions, and a challenge set forth by Dr. Barry Wellar (2009 keynote speaker), URISA presents a series of exciting new conference themes. These themes are designed to truly reflect what GIS Professionals are looking for in a modern conference. Gone are restrictive conference tracks – what's in are coordinated themes, designed to move the conversation forward and interactively share information among conference participants.

Dig deeper...go beyond basic technology and applications and contemplate issues related to policy, information and technology management. The Conference offers a unique multidisciplinary approach, with participation from all levels and agencies of government, academia, consultants, developers, technology providers...so you receive the benefit of a variety of viewpoints and experiences.



*"Now is an amazing time for the geospatial industry and the world! Our understanding of, and interaction with, systems and environments around us has changed with the advent of Google Earth, Web 2.0, White House "Place-Based" initiatives and policies, data.gov, Virtual USA, OpenStreetMap, the Geospatial Platform, geotagging and other geospatial approaches by private and public sectors. GIS-PRO 2010 offers one of the most unique opportunities for immersion in very technical to very high level geospatial activities in all areas of interest."*

*- Danielle Ayan, GIS-Pro 2010 Conference Chair*

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**Conference Committee**

Conference Chair – Danielle Ayan, GISP, Georgia Tech Research Institute, Atlanta, Georgia  
 Program Chair – Gency Terry, GISP, El Dorado County, Placerville, CA  
 Associate Program Chair – Claudia Paskauskas, GISP, East Central Florida Regional Planning Council, Altamonte Springs, FL

**Program Committee Members**

Jason Amadori, GISP, Data Transfer Solutions, Orlando, Florida  
 Carl Anderson, GISP, Spatial Focus, Inc., University Park, Maryland  
 Brenda Burroughs, Michael Baker Jr. Co., Orlando, Florida  
 Kathrine Cargo, GISP, Orleans Parish Communications District, New Orleans, Louisiana  
 Tom Conry, Fairfax County, Fairfax, Virginia  
 Randy Fusaro, US Census Bureau, Washington, DC  
 Alex Hepp, Pictometry International, Rochester, New York  
 Allen Ibaugh, GISP, Data Transfer Solutions, Orlando, Florida  
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 Jonathan Posner, GISP, CDM, Irvine, California  
 Milo Robinson, Federal Geographic Data Committee, Reston, Virginia  
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 Curriculum Development Committee Chair – David Lanter, GISP, CDM, Voorhees, New Jersey  
 ESIG Award Chair – Dianne Haley, GISP, Alberta Energy Resources Conservation Board, Calgary Alberta Canada

**You likely have a preferred provider for technical training...we are glad you chose URISA as your preferred provider for GIS professional development and management training!**



## GIS-Pro 2010 is the place to be for:

- **New Ideas** - People at GIS-Pro 2010 will not only be talking about what works today, they will also be talking about where things are going. You will leave the conference with a long list of things to try and investigate further, usually too many to start on right away. You will also find ways to bring new value to your organization, value in a time when budgets are being cut and more is expected with less.
- **Sharing What Works** - There will be endless opportunities to talk to other people who face the exact same problems as you do. Not only will you learn from others, but you will form networks of people to talk with throughout the year. (Be sure to collect business cards and jot down a reminder of your conversation. Also, don't be afraid to skip a session or two if you get involved in an in-depth conversation.)
- **Inspiration & Rejuvenation** - You will be exhausted at the end of the conference, but when you get back to the office you'll be re-energized and full of good ideas. Something about being around some of the top minds in the industry and feeling like you are getting the inside scoop on things really will get you going.
- **Knowledge Gathering** - Listen to the speakers and also listen to those who ask questions during sessions. Don't be afraid to approach a speaker after his/her presentation to explore an idea further (and collect a business card for future follow-up) and be sure to connect with those fellow attendees who may have asked a question that grabbed your attention.
- **More Knowledge Gathering** - If there were no sponsors, there would be no conferences. Take advantage of the time to interact with the sponsors, ask them questions and learn about their products and services... in a safe, low-pressure environment. You can return to the office with solutions that can be implemented quickly without wasting hours on independent research.

### A Special Thank You to the Following Sponsors of GIS-Pro 2010:



## What is URISA?

Founded in 1963, URISA - *The Association for GIS Professionals* - is a leading provider of learning and knowledge for the GIS community. URISA connects great ideas and great people to inspire leadership and achievement. We strive to provide exceptional educational experiences, a vibrant and connected community, and the essential resources you need to be successful in your career.



URISA is a multidisciplinary association where professionals from all parts of the spatial data community come together to share concerns and ideas. Through its international, national and local chapter operations, URISA serves nearly 7,000 professionals. For more information about URISA, visit [www.urisa.org](http://www.urisa.org)

# Exhibits

We've tried something new this year to include our exhibitors in the action. The exhibit hall is situated within our general session room. After keynote speeches, plenary sessions, luncheons, etc., you can speak directly with the company representatives who have come to GIS-Pro to meet with you. See what's new, collect information to make wise purchasing decisions, compare products and services, participate in hands-on demonstrations, and get answers to your questions.

## Exhibit Hall Hours

Wednesday, September 29: 10:00 AM – 7:00 PM

Thursday, September 30: 10:00 AM – 4:00 PM

*We sincerely thank our participating exhibitors and sponsors!*

## CDM

[www.cdm.com](http://www.cdm.com)

CDM provides professional consulting services that address every phase of the GIS lifecycle. We offer a wide range of services to public, private, and utility clients; including planning, data conversion, organizational development, applications development, systems integration, and program management. Our project teams help define GIS requirements, establish appropriate funding vehicles, design network and data infrastructure, and build spatially-enabled productivity tools. CDM has over 3,700 staff in more than 100 offices worldwide.

## Data Transfer Solutions

[www.dtsgis.com](http://www.dtsgis.com)

DTS is a leader in Asset Management, Geographic Information Systems, and Transportation Planning. We are a federally recognized small business. Headquartered in Orlando, Florida, DTS truly has established itself as a leader in our field nationwide. The firm has expanded across the country with offices in Fort Collins, Colorado, Charlotte, North Carolina, and San Antonio, Texas. We develop solutions for public and private entities and have worked at all levels of state and local government. The DTS team is as diverse as the industry we serve. Combining a rich history of geospatial development on the ESRI platform

with cutting edge .NET and Javascript techniques, our team delivers the complete package. We love building software, and it shows.

## Esri

[www.esri.com](http://www.esri.com)

Esri leads the international geographic information system (GIS) software industry with innovative solutions that help more than 300,000 organizations create, manage, visualize, and analyze information. Our clients use ArcGIS software to unlock the spatial component of their data and quickly make effective decisions. ArcGIS is an integrated family of products for use in desktops, servers, or custom applications; in the field; or over the Web.

## Federal Geographic Data Committee

[www.fgdc.gov](http://www.fgdc.gov)

The Federal Geographic Data Committee (FGDC) is an interagency committee that promotes the coordinated development, use, sharing, and dissemination of geospatial data on a national basis.

## GeoAutomation

[www.geocopia.com](http://www.geocopia.com)

Advanced 3D Mobile Mapping – 360° view street level imagery where every pixel has the highest survey grade accuracy – computer vision based automated 3D reconstruction

and feature recognition make GeoAutomation Technology a world leader in surveying efficiency and automated 3D reconstruction – no GPS, no INS/IMU, no LiDar.

## GIS Certification Institute

[www.gisci.org](http://www.gisci.org)

The GIS Certification Institute (GISC) is a tax-exempt not-for-profit organization that provides the geographic information systems (GIS) community with a complete certification program. GISC offers participants from the first early years on the job until retirement a positive method of developing value for professionals and employers in the GIS profession.

## GIS Services

[www.gisservices.net](http://www.gisservices.net)

GIS Services provides training and solutions leveraging investments in geospatial data for access and creation of geospatial features, data and communication in real time. This provides increased efficiency for agency – interagency geocoordination for daily requirements and in times of emergency events saves lives and protects natural resources and infrastructure.

## Latitude Geographics

[www.geocortex.com](http://www.geocortex.com)

A division of Latitude Geographics Group Ltd., Geocortex provides a suite of proven products, services and knowledge that many organizations use to deliver effective web-based mapping solutions using ESRI's ArcGIS Server. With success stories around the world, we help clients and partners deliver top-notch web-based GIS implementations to end-users.

## National Geodetic Survey / NOAA

[www.ngs.noaa.gov](http://www.ngs.noaa.gov)

NOAA's National Geodetic Survey (NGS) defines and manages the National Spatial Reference System – the consistent, high-accuracy framework for positioning, mapping, charting, and engineering activities throughout the United States. NGS is a global leader in developing new surveying method and setting for precise positioning surveys.

## Pictometry International

[www.pictometry.com](http://www.pictometry.com)

The leader in Geo-Referenced Oblique Aerial Imagery Solutions, Pictometry offers a full range of GIS Integration with Esri products as well as change Detection Services.

## US Census Bureau

[www.census.gov](http://www.census.gov)

The Census Bureau is the premier source of quality information about the American people and the economy. More than just numbers, this information shapes important policy decisions that help improve the nation's social and economic conditions. The Census Bureau is responsible for the development and maintenance of the TIGER geographic database.

## Valtus Imagery Services

[www.valtus.com](http://www.valtus.com)

Valtus Imagery Services provides end-to-end solutions for the storage, management and delivery of geospatial information in the form of aerial & satellite imagery and LiDAR data, helping government and commercial users gain a better understanding of the geographies they serve. Various access options are available, allowing customers to choose the method most conducive to their structure and environment.

## VERTICES

[www.vertices.com](http://www.vertices.com)

Our mission at VERTICES is to connect people and to connect communities through GIS technology. VERTICES, an innovative GIS Technology company, focuses on providing feasible interactive mapping solutions with the benefits of Open Source technology and Open Maps API. VERTICES is especially committed to providing interactive web-based mapping tools for communities with little or no mapping expertise who support Public Participatory Geographic Information Systems (PPGIS). Please explore our website to see how your organization can fully benefit from VERTICES Interactive Maps.

## The GIS MANAGEMENT HANDBOOK

Have you purchased your copy of Pete Crosswell's book yet? Buy your copy at the registration desk and save on shipping fees!



**Buy your very own  
GIS-Pro 2010 T-shirt and  
URISA Water Bottle at the  
Registration Desk**

***While they last!***



The GIS-Pro 2010 Conference Proceedings will be available for download approximately six weeks after the conference for your future reference.

### URISA Committee Meetings at GIS-Pro 2010

**Room: Lexington – Ground Level, unless otherwise noted**

Several URISA committees have scheduled meetings during the conference. If you are interested in volunteering your time and expertise on a URISA Committee, or simply want to learn more, you are welcome to drop in on a meeting! For impromptu meetings, please visit the registration desk to check meeting room availability and schedule.

URISA Board of Directors	Monday, September 27, 8:30 AM – 4:00 PM (Room: Dade)
URISA Chapter Leaders Forum	Monday, September 27, 1:00 PM – 4:00 PM (Room: Flagler/Gilchrist)
URISA Board & Chapter Leaders Reception/Meeting	Monday, September 27, 4:00 PM – 5:00 PM
URISA Past Presidents' Breakfast Meeting	Wednesday, September 30, 7:00 – 8:00 AM
Workshop Development Committee	Wednesday, September 29, 10:30 – 11:30 AM
Curriculum Development Committee	Wednesday, September 29, 11:30 AM – 12:00 Noon
GISCorps Core Committee	Wednesday, September 29, 12:00 Noon – 2:00 PM
Quebec Chapter Meeting	Wednesday, September 29, 1:00 PM (GIS-Pro Registration Desk)
Publications, Website & Student Paper Committee	Wednesday, September 29, 4:00 – 5:00 PM
Florida URISA Chapter	Wednesday, September 29, 6:00 – 7:00 PM
Industry Relations Committee	Wednesday, September 29, 8:30 – 10:00 PM
Marketing & Finance Committees	Thursday, September 30, 10:30 – 11:30 AM
URISA Leadership Development Committee	Thursday, September 30, 11:30 AM – 12:00 Noon
URISA Leadership Academy Committee	Thursday, September 30, 4:00 PM – 5:00 PM
GIS-Pro Annual Conference Committee	Friday, October 1, 7:30 AM – 8:30 AM (Room: Dade)
URISA Board of Directors	Friday, October 1, 12:00 Noon PM – 4:00 PM (Room: Dade)

### First-Time Attendee Orientation Meeting

Tuesday, September 28, 5:15 – 5:45 PM

Room: Union, Ground Level

Kathrine Cargo (URISA President), Cy Smith (President-Elect), Hilary Perkins (Immediate Past President) and other URISA 'veterans' will share their tips on navigating the program: don't-miss events and sessions; networking hints, and why URISA has been important to them in their careers. Meet fellow newcomers to the URISA conference and then head out to enjoy Orlando!

### Esri User Group Meeting

Tuesday, September 28, 5:30–7:30 PM

Room: Citrus/Collier, Ground

Level

Join Esri staff, veteran users of Esri's geographic information system (GIS) technology, and those interested in learning more about leveraging the software in any industry. You'll explore the latest in ArcGIS tools and strategies, discover how everyone can leverage the geographic knowledge you create, and get answers to your questions. See demonstrations of quick and easy map publishing and advanced analysis. Plus, hear key information shared at last summer's Esri International User Conference. Hors d'oeuvres and refreshments will be served.



### New at GIS-Pro!

#### GeoSpatial Ignite Event

Tuesday - September 28, 8:00–9:30 PM

Room: Taylor, Ground Level

What is an Ignite Event? Ignite is a presentation style limited to 5 minutes (20 slides auto-advanced at 15 seconds each). Presenters do not have control of the advancement of slides and must tune their presentation to that timing. There will be some mystery presentations to add to the fun! It promises to be entertaining!

### GIS Certification Institute –

[www.gisci.org](http://www.gisci.org)

Interested in finding out more about GIS Professional Certification? More than 4,600 of your peers have earned their certification via the GISCI program. Ask anyone walking around with a GIS ribbon on their badge about the program and what the certification means to them. Drop by GISCI's booth and talk to staff and leadership and make plans to network during the GISCI reception on Thursday, September 30 from 5–6 PM.



Be sure to count your attendance at GIS-Pro as GISCI Education Points. Did you present a paper; participate on a panel, or volunteer time as part of the Conference Committee? If so, be sure to note your involvement as Contributions Points!

## Lots of Stuff to Do

- Shuttle – The Hilton Orlando Bonnet Creek offers complimentary transportation to Epcot®, Magic Kingdom® Park, Disney's Hollywood Studios, Disney's Animal Kingdom® Theme Park, and Downtown Disney® area. The shuttles are scheduled seasonally and pick up guests approximately every half hour; please ask at the hotel check-in for the current schedule.
- Golf – As a hotel guest, you have access to the adjacent Waldorf Astoria Golf Club, a Rees Jones designed Championship Golf Course.
- Spa – You also have access to the Spa by Guerlain, a 24,000 square foot spa that includes 22 treatment rooms.
- Fitness– There is a 4,000 square foot fitness center in the resort and if you want to get outside, take advantage of the 1 mile jogging/walking path on the property.
- Dining – There are a number of other conferences taking place at the same time as GIS-Pro, so be sure to make reservations at the Hilton and Waldorf restaurants.

*A resort map was included in your registration materials. Check it out!*

# September 27, 2010

## Asset Management Workshop & Tour

8:00 AM–5:00 PM

This workshop will start with an on-site technical tour of the Disney facility. Attendees will travel by bus to a select location where instructors will explain how Asset Management is conducted day-to-day. Real-world examples will be shown during a walking tour that will travel through portions of EPCOT's World Showcase. The walking tour will conclude and the workshop will re-convene at the hotel where more examples will be discussed and a technical demonstration of their management software will be demonstrated.

An abbreviated (half-day) version of this URISA Workshop will be presented during the afternoon to bring the concepts together:

### Asset Management: Planning, Strategy, and Implementation

*Room: Citrus/Collier, Ground Level*

*Instructor: Jason Amadori, GISP, Data Transfer Solutions, Orlando, FL*

Public and private agencies face continuous challenges to accomplish more with less as increases in demand, regulatory requirements, infrastructure deterioration, and political and economic forces have significantly outpaced increases in capital and operating budgets. Many of these agencies are turning to Asset Management to cope with these challenges and improve business performance and effectiveness.

This workshop will focus on several aspects of developing an asset management system that could help improve performance, reduce long-term costs, and maximize return on investment in infrastructure assets.

# September 28, 2010

## Pre-Conference Workshops

8:30 AM–5:00 PM

For more than 40 years, URISA has been the center for information exchange among professionals dealing with urban and regional issues. The Annual Conference workshops have been and are still considered some of the best real-world and practical learning experiences for attendees.

### Field Automation Options for Local Government

*Room: Palm Beach, Ground Level*

*Instructors: Tripp Corbin, GISP, Keck & Wood, Duluth, GA*

*Keri Brennan, GISP, The Schneider Corporation, Indianapolis, IN*

Budgets are shrinking at ever increasing rates however the requirements to provide more transparency, superior service levels, better operational efficiencies, and more detailed reporting continues to increase. One of the best ways to meet these requirements, now being referred to as Gov 2.0, is to leverage new technology that places GIS data in the hands of field crews, managers, elected officials and citizens alike. This allows for improved

management and better maintenance of work processes to properly appraise infrastructure assets and to meet service request response times.

This workshop is designed to provide local government managers with practical guidelines for building an effective mobile and web GIS program across multiple departments.

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### An Overview of Open Source GIS Software

*Room: Orange, Ground Level*

*Instructors: Sara Yurman, GISP, Spatial Focus, Decatur, GA*

*Carl Anderson, GISP, Spatial Focus, Inc., Washington, DC*

*Ken Sipos, GISP, Philadelphia, PA*

Free and open source software (FOSS) has been offering choices to computer users for a number of years. Over the past few years the open source choices in GIS have been broader and more capable than ever before. This workshop will focus on GIS open source software. It will give an overview of current developments from technical and management perspectives. Selected packages and their applications in various projects will be demonstrated and discussed.

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### Addresses and IS/GIS Implementation: Key to GIS Success

*Room: Nassau, Ground Level*

*Instructors: Martha Lombard, GISP, Spatial Focus, Washington, DC*

*Kathrine Cargo, GISP, Orleans Parish Communications District, New Orleans, LA*

Street addresses are the key, user-friendly geospatial identifier used by everyone, but addressing processes are usually poorly organized at the local level.

This workshop will help you understand the addressing process, managing address data, and organizational challenges. It will guide you in developing a Master Address Repository that serves the needs of the entire organization. The workshop will also review the new draft Federal Geographic Data Committee Street Address Data Standard, and help you understand how the standard can help you build quality address data.

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### GIS Program Management

*Room: Union, Ground Level*

*Instructors: Peter L. Croswell, GISP, PMP, Croswell-Schulte Information*

*Technology, Frankfort, KY*

*Rebecca Somers, GISP, Somers St Claire GIS Management Consultants,*

*Fairfax, VA*

Today, most government organizations have some type of GIS programs in place. They vary from being in their early stages, to the rebuilding or tuning-up phase, to being completed changed as new technologies and applications emerge. This workshop is designed to provide guidelines for managing your GIS program. It will look at the various organizational and technical issues program managers must address in order to develop a successful GIS program.

The discussions will include managing all aspects of a GIS program from staffing and budgeting to procuring technology and working with vendors. A variety of real world examples will be presented showing

a range of GIS programs and their implementations. This course presents an overview of successful and unsuccessful techniques for implementing GIS.

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### Introduction to Agile: Project Management & Development

Room: Taylor, Ground Level

Instructors: Dave Bouwman, Chief Technology Officer, Data Transfer Solutions, Fort Collins, CO

Brian Noyle, GIS Analyst, Data Transfer Solutions, Fort Collins, CO

Speaking from our real world experiences implementing agile practices in several organizations, we'll show you what agile looks like and how it works from a practitioner's viewpoint. We'll specifically focus on the use of Scrum to iteratively and incrementally deliver high quality, valuable, working software to your customers quickly.

This course is designed to provide the skills and techniques that project managers need to succeed in the agile world. We'll show you how to plan projects and iterations, how to provide realistic estimates (not W.A.G.'s) based on your team's experience, and how to track progress.

We'll introduce you to a new set of project metrics that will help you track your team's progress. You'll learn how to ensure the greatest value to you customer through a high collaboration project environment and how to continuously improve your team's performance and your products through retrospection. It will also provide real world examples of how to implement and use various tools and patterns to enable agile development. This includes an overview of source control, automated code documentation, unit testing, design patterns, refactoring tools, automated builds, and continuous integration.





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### An Introduction to Public Participation GIS: Using GIS to Support Community Decision Making

Room: Lake, Ground Level

Instructors: Judy Colby-George, GISP, Spatial Alternatives Inc, Yarmouth, ME  
Teresa Townsend, Planning Communities LLC, Raleigh, NC

As GIS becomes more widely available, many organizations and community groups are taking GIS out of the back room and are using it in public settings. Using GIS technology to engage various "publics" in decision making requires more than traditional GIS skills.

This course focuses on the process of entering into this type of engagement. It will also review how GIS techniques and software can be adapted for use in community settings. Using real world examples, the course will explore both government and community-led projects that encourage citizen participation and engagement.

Although this workshop will be focused on PPGIS within North America our case studies will illustrate the wide variability in the presence of governmental, societal, and technological infrastructure in different communities.

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### First-Time Attendee Orientation Meeting

5:15 - 5:45 PM

Room: Union, Ground Level

Find out from 'veteran' conference attendees how to best navigate the program and get the most out of your GIS-Pro conference experience!

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### Esri User Group Meeting

5:30 - 7:30 PM

Room: Citrus/Collier, Ground Level



Join Esri staff, veteran users of Esri's geographic information system (GIS) technology, and those interested in learning more about leveraging the software in any industry. You'll explore the latest in ArcGIS tools and strategies, discover how everyone can leverage the geographic knowledge you create, and get answers to your questions. See demonstrations of quick and easy map publishing and advanced analysis. Plus, hear key information shared at last summer's Esri International User Conference. Hors d'oeuvres and refreshments will be served.

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### Geospatial Ignite Event at GIS-Pro 2010

8:00-9:30 PM

Room: Taylor, Ground Level

URISA is hosting a Geospatially themed Ignite Event, Tuesday, September 28 at 8:00PM, during the GIS-Pro conference. Sure to be entertaining! Don't miss it!

# September 29, 2010

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## URISA Past Presidents' Breakfast Meeting

7:00 - 8:00 AM

Room: Lexington, Ground Level

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## Welcome & Keynote Address

Room: Bonnet Creek Ballroom, Lobby Level

8:00-10:00 AM

Hear from URISA President, Kathrine Cargo and Conference Chair, Danielle Ayan, along with other URISA leaders and invited guests - including Nick Lawrence, Chair-Elect of the Surveying & Spatial Sciences Institute (SSSI) and Esri, GIS-Pro 2010 Diamond Sponsor - as we begin URISA's 48th Annual Conference.

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## Chapter Roll Call

A new activity at the annual conference this year involves URISA Chapters. A representative from each Chapter will bring forth the three most important issues being faced by the members of the Chapter in the course of their daily work. What are local Chapter members talking about? They might be talking about data sharing, return on investment, or GIS funding. Cy Smith, URISA President-Elect, will facilitate the conversation to identify and prioritize these issues which will shape and guide much of the content and interactive discussions that take place throughout the conference.

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## Keynote Address



URISA is honored to welcome Stan Meiburg as our distinguished keynote speaker!

From Environmental Information to Environmental Action: Challenges in Using GIS for Environmental Protection

GIS applications are now commonplace in all areas of environmental protection. Applications include displaying air quality modeling and monitoring results, enabling a watershed approach to water quality, looking at the demographics surrounding waste disposal sites, or highlighting locations and corridors of special ecological significance, to name just a few. Nevertheless, there are barriers to the use of these applications in setting environmental policy and producing environmental improvement. These include integrating technical tools, data quality, laws and regulations, unclear policy objectives, and political will. These barriers can be overcome with patient, persistent, professional leadership and collaborative efforts, but they pose significant challenges which go beyond simply refining GIS applications.

Stan Meiburg is the Deputy Regional Administrator for EPA Region 4 in Atlanta, Georgia. Stan came to Region 4 in April 1996, following service as Deputy Regional Administrator in EPA's Region 6 office in Dallas, Texas. He has served as Acting Regional Administrator during transitions in both Region 4 and Region 6. From 1990 to 1995 Stan was Director of Region 6's Air, Pesticides and Toxics Division. From 1985 to 1990 he was Director of the Planning and Management Staff of EPA's Office of Air Quality Planning and Standards in

Durham, North Carolina, working on the 1990 Clean Air Act Amendments as well as planning and budgeting for the air program. From 1977 to 1984 he worked in EPA headquarters in Washington, including service as Executive Assistant to Deputy Administrator Alvin L. Alm. He was also a Special Assistant for Air and Radiation, and began his career with EPA as an analyst in the Program Evaluation Division specializing in delegation to States and clean air issues.

Throughout his career, Stan has been involved all across EPA. In 2003, Stan led a management review of EPA's Office of Criminal Enforcement, Forensics and Training which significantly reframed the mission and operation of that office. He served from 2001 to 2010 as Executive Director of EPA's Environmental Financial Advisory Board, and in 2004 led EPA in establishing the Integrated Consortium of Laboratory Networks with 10 other Cabinet Departments and agencies. In 2007-2008 Stan completed a 2-year detail as National EPA Liaison to the Centers for Disease Control and Prevention in Atlanta, Georgia, building relationships and strengthening collaborative activities between EPA and CDC. He has been very active on EPA task forces and in promoting innovation within the Agency.

Stan has a B.A. degree from Wake Forest University and M.A. and Ph.D. degrees in Political Science from The Johns Hopkins University. He has been recognized as a Meritorious SES Executive, and received EPA's Gold Medal for his work on the Clean Air Act Amendments and Silver Medal for work on State-Federal relations.

**Easy Access to Exhibits** - The opportunity to meet with conference exhibitors is an important part of the GIS-Pro Conference. This year, the Exhibit Area is integrated into the General Session meeting room where all keynote addresses, lunches, plenary sessions and the Awards Breakfast will take place. This allows attendees easy access to the companies that are supporting the conference through their participation as an exhibitor. Take advantage of the opportunity to learn about new products and services that will make your work easier! The exhibitors will be available on Wednesday (10 am - 7 pm) and Thursday (10 am - 4 pm).

## Breakout Sessions

10:30 AM-12:00 Noon

**Breakout Sessions** are concurrent educational sessions taking place during the conference. No need to pre-register for these sessions - choose the topic of most interest to you. You don't have to stick to a specific conference theme and may even choose to 'jump' between sessions to suit your needs. We are utilizing session rooms on the Lobby Level (BC Salons 7 & 12) and the rest are on the Ground Level. Just ask if you need help navigating the space!

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## Committee Meeting: Workshop Development & Curriculum Development Committee

10:30 AM - 12:00 Noon

Room: Lexington, Ground Level

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## Defining GIS Problems & Identifying Solutions

Room: BC Salon 12, Lobby Level

This two part panel discussion will include two 90 minute sessions, the first of which will focus on identifying ongoing/recurring GIS problems and issues

faced in organizations across North America. Some topics include funding, data sharing, standards, policies, organizational issues, etc. The second, follow-up, 90 minute session on Friday morning will discuss potential solutions. Both sessions will be interactive with the audience in guiding the definition and delineation of GIS problems/issues and potential solutions.

- *Peirce Eichelberger, gDBMS, Collegeville, PA*
- Panelists:  
*Barry Wellar, GISP, Wellar Consulting, Ottawa, ON Canada*  
*Cy Smith, GISP, State of Oregon, Salem, OR*  
*Ed Crane, ESRI, Leawood, KS*

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## Defining the GIS Profession

*Room: Broadway, Ground Level*

The U.S. Department of Labor Employment and Training Administration has recently adopted five new geospatial occupations and descriptions. There has also been progress in developing DOL's Geospatial Technology Competency Model. Simultaneously the National Geospatial Technology Center has been working on the competencies that are required for worker success in the geospatial industry as a whole, and for GIS Technicians in particular. This panel discussion will share the results of these efforts.

- What the New Geospatial Occupations and Competencies Mean to the GIS Profession  
*David DiBiase, GISP, Penn State University, University Park, PA*
- Panelists:  
*Daniel Ferstenberg, GISP, City of Miramar, Miramar, FL*  
*John Johnson, GIS Workshop, Encinitas, CA*  
*Rodney Jackson, GISP, Geo Tech Center, Corpus Christi, TX*

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## Follow the Map Leading You to Your Custom Solution

*Room: Carnegie, Ground Level*

From national health insurance to redistricting political districts to broadband and renewable energy technologies, mapping and GIS analysis capabilities are at the center of the decision making process. Through spatially enabled data, similar needs for different technologies can be addressed in a clever way.

- Moderator: Donna Phillips, GISP, City of Hayden, ID
- GIS for Redistricting, a Public Participation GIS Case Study in Ohio  
*Mark Salling, GISP, Center for Community Solutions & NODIS, Cleveland, OH*
- Mapping Health Insurance Coverage and other Health Disparities from Survey Data  
*Mark Salling, GISP, and Joe Ahern, The Center for Community Solutions, Cleveland, Ohio*
- IT Meets ET: The Marriage of Broadband and Renewable Energy Technologies  
*Stephen Sharp, GISP, Vermont Center for Geographic Information, Waterbury, VT*

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## Shaping our Landscape: Standards and Stewardship Organizations

*Room: BC Salon 7, Lobby Level*

ISO, OGC, FGDC, NGAC, NSGIC, the list seems endless...the alphabet soup of national and international standards. What do all these standards mean and what impact are they going to have on your organization? This session will focus on building an understanding of the roles of each of these groups in establishing standards and encouraging their adoption. An overview of standards organizations will be presented followed by a panel discussion featuring representatives of several organizations discussing their organizational perspectives.

- Moderator: Jo Treadwell, Publisher - GeoWorld
- Panelists to include:  
*Randy Fusaro, US Census Bureau, Washington, DC*  
*Raj Singh, Open Geospatial Consortium Inc, Wayland, MA*  
*Danielle Ayan, GISP, Georgia Tech Research Institute, Atlanta, GA*

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## Stewardship in Action: Case Studies

*Room: Madison, Ground Level*

This session focuses on how organizations using enterprise GIS are able to be good stewards of their data because they have overcome a variety of possible impediments to success. Learn from these organizations what you can do to overcome similar problems that may be affecting you.

- Moderator: Sandi Majewski, GISP, Las Vegas Metropolitan Police Department
- Implementing a GIS-based CAD/911 System - Collaboration and Stewardship  
*Thomas Conry, Fairfax County, Fairfax, VA*
- Data Stewardship and SOPs: A Key for Building Sustainable Airport GIS  
*Fei Wang, GISP, Metropolitan Washington Airports Authority, Washington, DC*

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## Improve Decision Making Using Technology

*Room: Liberty, Ground Level*

This session offers insight from leading Industry organizations on technological advances that effectively solve some of the challenges around creating efficiency, sustainability and accountability. You will see how various solutions improve decision making and organizational visibility by integrating and leveraging existing investments in data and technology.

- Moderator: Claudia Paskauskas, GISP, East Central Florida Regional Planning Council, Altamonte Springs, FL
- The Convergence of GIS, CAD, BIM, Visualization, Simulation and Collaboration  
*Geoff Zeiss, Autodesk, Ottawa, ON, Canada*
- Effective E-government - All Your Information Systems Working Together  
*Dave Feuer, Woolpert Inc, Orlando, FL*
- JMap: A Spatial HUB for Municipalities and Local Governments  
*Jean Robert Desbiens-Haddad, K2 Geospatial, Montreal, QC Canada*

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**Committee Meeting: GISCorps Annual Business Meeting**

12:00 Noon – 2:00 PM

Room: Lexington, Ground Level

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**Presentation Luncheon**

12:00 Noon – 2:00 PM

Room: Bonnet Creek Ballroom, Lobby Level

A frequent response from conference attendees when asked for suggestions to improve the URISA Annual Conference is 'more time to interact with the speakers and the opportunity to discuss topics further with them.'

To answer that request, we are introducing small group presentations, over lunch. Presentations will be made a bit more informally at a lunch table instead of at a podium. The format will certainly offer opportunity for in-depth discussion, questions & answers about the topic being presented.

Pick up your boxed lunch and head to the presentation of most interest to you!

**Presentations:**

1. A GIS Approach to Addressing a US Military Facility  
*William O'Toole, Jacksonville Sheriff's Office*
2. Spatial Decompositions for Gravity and Shortest Path for Set Covering for Measuring Potential Accessibility to Emergency Service  
*2010 Student Competition (First Place, Graduate Paper Category) – EunSu Lee – North Dakota State University*
3. A Quantitative Assessment of 2 and 4 feet Sea Level Rise on the Broward County, FL Landuse Using GIS  
*2010 Student Competition (First Place, Presentation Category) – Ugur Dagkilog – Florida Atlantic University*
4. GIS As A Tool For Land Use and Transit Planning  
*Keith Smith, East Central Florida Regional Planning Council, Altamonte Springs, FL*
5. Medical Services and Urban Traffic in Republican Beijing in Historical GIS Perspective: Between East and West  
*2010 Student Competition (Third Place, Graduate Paper Category) – Peiyao Zhang – The Chinese University of Hong Kong*
6. Interface by Audience  
*Melissa Northey, GISP, Marion County BCC, Ocala, FL*
7. The GIS Behind Portland, Oregon's Regional Land-Use and Transportation Planning  
*Matteo Luccio, Pale Blue Dot Research, Writing, and Editing, LLC*
8. Land Use Conflict Identification Strategy: Using GIS Post Processing Tools for Automatic Allocation of Future Population  
*Iris Patten, University of Florida*
9. Analysis and Profiling of the Potential for Regional Development in Jordan  
*Rania Qutieshat, Balqa Applied University, Jordan*
10. Scaling Down: Non-Profit Community Organizations Supporting Sustainable Farming Through Social Media and Interactive Mapping Technology  
*Jennie Brant, Vertices LLC, New Brunswick, NJ*
11. Spatial Analysis of New Jersey School Survey on Health and Physical Education  
*Bomin Koh, State University of New York at Stony Brook*
12. Address Standard Data Quality in the Real World  
*Sara Yurman, GISP, Spatial Focus Inc, Decatur, GA*
13. Universal Street Address Systems  
*Fawzi Kubbara, University of Damman, Saudi Arabia*
14. Data Retrieval and Viewing Made Simple in a Mobile Environment  
*Michael Lovett, GISP, CDM, Maitland, FL*
15. Campus Crime Analysis: Rutgers University  
*Gretchen Grajo, Rutgers University, Holmdel, NJ*
16. Local Government GIS Centric ERP Solutions: One-Stop Shop for Geographic Intelligence  
*Michael Dawson, Geographic Technologies Group Inc and Irene Degroot, GISP, Town of Davie, FL*
17. Phoenix Sign Inventory and Replacement  
*Ryan Cook, Parsons Brinckerhoff, Tempe, AZ*
18. AMME – Asset Management Made Easy or Is It?  
*Donna Phillips, GISP, City of Hayden, ID*
19. Using GIS to Support Solving Central Florida's Traffic Congestion Problems  
*Douglas Lynch, GISP, TranSystems, Maitland, FL*
20. Geospatial Courseware for US Forest Service Biologists  
*Thomas Heutte, Penn State University/USDA Forest Service, Cass Lake, MN*
21. Moving Beyond the Technical: Skills Needed to be a GIS Manager  
*Tripp Corbin, GISP, Keck & Wood Inc, Duluth, GA*
22. Using Doppler Radar to Help Foresters Find Damage from Storms  
*Randal Hale, GISP, North River Geographic Systems Inc., Chattanooga, TN*
23. Young GIS Professionals – How can you help URISA?
24. Open Discussion
25. Open Discussion



## Breakout Sessions

2:00-3:30 PM

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### Standing the Test of Time

Room: BC Salon 12, Lobby Level

The Orlando/Orange County GIS Program was a milestone project that has helped define what GIS is today. The program has many salient points that have been implemented by many other programs over the years. This panel discussion will highlight the more important aspects of this program and its long-term success.

- Orlando/Orange County GIS--Nearly 30 Years and Counting  
*Peirce Eichelberger, gDBMS, Collegeville, PA*
- *Panelists:*  
*Louis M. Schoolkate, GISP, Orange County, Orlando, FL*  
*Bob Drow, Orange County, Orlando, FL*  
*Frank Usina, City of Orlando, Orlando, FL*  
*Will Walter, GISP, PBS&J, Tampa, FL*  
*Hal Trask, Orange County Sheriff Office, Orlando, FL*  
*Lorinda Gilbert, GISP, City of Orlando, Orlando, FL*  
*Joel Salmons, GISP, Orange County, Orlando, FL*

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### GIS Capability Maturity Models - Part One

**Note: this session is scheduled from 2:00-5:00 PM**

Room: Madison, Ground Level

This two-part workshop provides an update on the development of a proposed local government GIS capability maturity model (GISCM). How does a local or regional government know where their GIS development is in relationship to potential capability compared to similar agencies? Some agencies consider their GIS to be "mature" because their implementation project has been completed and they are doing ongoing GIS operations and maintenance. But how do these agencies know if they are lacking basic GIS capability? Workshop participants will have the opportunity to complete a GISCM self-assessment of their own GIS program as the instructors walk through the model.

- *Greg Babinski, GISP, King County GIS Center, Seattle, WA*
- *Hilary E. H. Perkins, AICP, GISP, East-West Gateway Council of Governments, St Louis, MO*
- *Twyla D. McDermott, GISP, City of Charlotte, NC*

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### Professional Data Management & Access

Room: Carnegie, Ground Level

The new URISA Industry Relations Committee (IRC) has developed this session to provide information from an industry perspective related to professional data management and public access. While many datasets are developed specifically to be sold as products, there are also many datasets that are developed as components of value-added services. Some of that data comes originally from government sources, but more and more data is developed by corporations for specific purposes, partly because there is resistance by many government organizations to provide data they have developed to corporations for revenue-generating purposes. There are inherent inefficiencies

when nearly identical datasets are created by multiple sources covering the same geography. The IRC members on the panel will discuss their perspectives on this matter and the audience will have an opportunity to ask questions and pose their own viewpoints.

- Moderator: Cy Smith, GISP, State of Oregon  
*Panelists:*  
*Keri Brennan, GISP, The Schneider Corporation*  
*Scott Sherwood, Pictometry International*  
*Others to be announced*

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### Stand and Deliver: Presentation Skills for GIS Professionals - Part One

**Note: this session is scheduled from 2:00-5:00 PM**

Room: Broadway, Ground Level

GIS Professionals move between technical, administrative and customer communities. As such they must be able to deliver complex information in an effective manner that informs and interests a range of participants. Key steps to successful presentations include: establishing a clear purpose, selecting and organizing critical content, delivering the message with impact, and actively engaging participants. Learn more about big and small steps you can take make your presentations 'standing room only'.

- Lynda Wayne, GISP, GeoMaxim-FGDC, Asheville, NC*
- Sharon Shin, Federal Geographic Data Committee, Reston, VA*

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### How You Can Use the Draft Addressing Standard

Room: BC Salon 7, Lobby Level

The draft United States Thoroughfare, Landmark, and Postal Address Data Standard is now available to provide guidance to organizations as they develop and revise their addressing datasets. This session is designed to help organizations move forward with their own implementations. An interactive session on the practical aspects of interacting with the draft standard with members who served on the URISA Address Standard Working Group.

- Moderator: Clare Brown, GISP, New Orleans Regional Planning Commission
- Interacting with Address Standard Data  
*Carl Anderson, GISP, Spatial Focus, University Park, MD*  
*Ed Wells, GISP, Washington Metro Area Transit Authority, Washington, DC*  
*Martha Wells, GISP, Spatial Focus Inc, University Park, MD*  
*Sara Yurman, GISP, Spatial Focus Inc, Decatur, GA*
- Taking ANSI Framework Data Standards from Technical Jargon to Useful Knowledge  
*Shawn Lanning and Margo Berendsen, Wyoming Geographic Information Science Center, Laramie, WY*

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### Bringing it all Together

Room: Liberty, Ground Level

Ease of access to and distribution of accurate and complete information is a key requirement for all organizations. This session focuses on how using various technologies and standards to integrate information for analysis, reporting and publication, creates a common operational picture of important and necessary information for various business purposes.

- Moderator: Brenda Burroughs, Michael Baker Jr, Inc., Orlando, FL
- Content Management for GIS Application  
*Allen Ibaugh, GISP, and Lakshmi Ramseshan, Data Transfer Solutions, Orlando, FL*
- A Comprehensive Solution for Address Data Quality and Integration  
*Martin Roche, GISP, GeoPlanning Services, Orlando, FL*
- Oblique Imagery for a Common Operational Picture  
*Art Kalinski, GISP, Pictometry International Corp, Guntersville, AL*

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### Transportation for the Nation (TFTN) Project

*Room: Lexington, Ground Level*

Transportation for the Nation (TFTN) is a NSGIC initiative to create and sustain a national single transportation dataset for multi-purpose uses, by facilitating cooperation between the local, state and federal national governments, and the private sector. Desired outcomes for TFTN are to reduce or eliminate the duplicative efforts and costs, and to streamline the collection and dissemination of transportation data.

Participants will represent different levels of government, and/or industry. After a brief overview of the project and findings, an interactive discussion will take place.

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### Break with the Exhibitors

*3:30- 4:00 PM*

### Breakout Sessions

*4:00- 5:00 PM*

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### Committee Meeting: Publications, Website & Student Competition Committee

*4:00 - 5:00 PM*

*Room: Lexington, Ground Level*

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### Using GIS Technology to Encourage Participation

*Room: Liberty, Ground Level*

GIS technologies provide opportunities to expand collaboration in the planning process by providing tools that allow multiple stakeholders to actively participate in community planning processes.

- Moderator: Judy Colby-George, GISP, Spatial Alternatives Inc, Yarmouth, ME
- Community Visioning Using Google Maps/Google Earth, SketchUp and Second Life  
*Wansoo Im, Vertices LLC, New Brunswick, NJ*
- Participatory GIS for Non-Profit Environmental Groups: Case Studies and Insights  
*Thomas Rubino, Edison, NJ*  
*Wansoo Im, Vertices LLC, New Brunswick, NJ*
- Fostering Collaboration through Adaptive Application of GIS in Planning and Community Development  
*Ahmed Baha Abukhater, Ph.D, GISP, ESRI, Redlands, CA*

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### An Army of Two at Your Service!

*Room: Carnegie, Ground Level*

Geospatial data captured using remote sensing technologies are assets of great value to GIS systems. They complement one another in a way that they become indissociable in the process of modeling and analyzing our environment. A great opportunity to improve your understanding of the relationship between GIS and remote sensing.

- Moderator: Sheila Wilson, GISP, Executive Director – GIS Certification Institute
- LiDAR: A Blessing in Disguise for Watershed Modeling  
*Ekaterina Fitos, MA, GISP, Southwest Florida Water Management, Brooksville, FL*
- Using Remote Sensing and GIS to Determine Trend Analyses in Land Use and Land Cover  
*Gary Florence, PSM, CP, Photo Science, Saint Petersburg, FL*
- Mobile LiDAR: Surveying and Mapping at the Speed of Business  
*Brenda S. Burroughs, Michael Baker Jr. Inc, Orlando, FL*

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### Addressing System Stewardship: Open Source Tools and Quality Matters

*Room: BC Salon 7, Lobby Level*

Following up on the previous addressing session, these presentations look at other components relating to addressing databases. Find out potential benefits to using open source software to ensure system stability far into the future. Then learn about some of the issues involved in trying to improve addressing systems, including the assignment of multiple addresses to a single parcel such as apartment properties.

- Moderator: Ken Sipos, GISP, Philadelphia, PA
- Open Source Tools for an Industrial Strength Addressing System  
*Sara Yurman, GISP, and Matthew Yurman, Spatial Focus Inc., Decatur, GA*
- Stewardship, What, Why? Address Well, Delineate, disseminate; unfunded mandate!  
*Burt Simpson, GISP, Ekistic Address Integration Management, Hillsdale, NJ*
- Regulated Anarchy: Harnessing the Power of OSM to Create a Flexible National Address Database  
*Thea Clay, Cloud Made*

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### Good Government Through Geospatial Knowledge

*Room: BC Salon 12, Lobby Level*

As you know, GIS is continually evolving. These sessions will present the emerging techniques for geo-enabling data and delivery of that data. Hear how these techniques are enhancing the potential for good government through more informed decision-making.

- Moderator: Luke Boggess, GISP, URS Corporation, Anchorage, AK
- Government 2.0—Envisioning the Future of Delivering Government Services  
*Chris Thomas, Esri, Redlands, CA*
- Geospatially Enabling Environmental Data for Decision Support Applications  
*Lonnie Hearne, AMEC Earth and Sciences, Nashville, TN*  
*Brian Sovik, GISP, AMEC Earth and Environmental, Inc, Phoenix, AZ*



**5:00- 7:00 PM  
Exhibit Hall Networking Reception**

Always a 'golden opportunity' to network with fellow attendees, exhibitors, URISA leadership and invited guests.



**6:00 - 7:00 PM  
Florida URISA Annual Meeting**

Room: Lexington, Ground Level  
URISA's Florida Chapter will host their annual meeting during GIS-Pro 2010.



**8:30 - 10:00 PM  
Committee Meeting:  
Industry Relations Committee**  
Room: Lexington, Ground Level

**Entertainment Announced for Thursday Night Social Event!**

"Forbidden 403" was assembled as a DTS company band to play at occasional events. Four of the seven members are from DTS and its new affiliate Sail Forth Productions. Two of the band members are professional musicians (Rene and Justin). The name comes from a computer error message. Their URISA performance marks the first (and last) leg of their new World Tour.



**Band Members:**

- Allen Ibaugh - vocals (company: DTS, CEO)
- Phil Davis - vocals and guitar (company: DTS - Sail Forth Productions, media production manager)
- Lakshmi Ramaseshan - vocals (company: DTS, Senior Project Manager)
- Rusty Phillips - vocals and guitar (company: DTS, Software Engineer)
- Rene Flores - bass (company: Mel Bay Publications)
- Justin Kangrga - lead guitar (company: Avalon Park School of Music)
- Erik Varga - drums (company: Varga Market Research Services)

Note... Members missing for the conference are original players: Teresa Townsend (Planning Communities) and her husband Tyler Townsend. We're sorry they couldn't be here, but they had previous commitments.



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# September 30, 2010

## Awards Breakfast Ceremony – Sponsored by CDM

8:30–9:30 AM

Room: Bonnet Creek Ballroom, Lobby Level



Join URISA in honoring outstanding members of the community along with the winners of the Exemplary Systems in Government (ESIG) Awards and Student Competition winners. A breakfast buffet will welcome you while we spotlight the outstanding work of your peers. Find out who is being inducted into the URISA GIS Hall of Fame, who is winning a Leadership and Service award...and which URISA chapter is being recognized as outstanding!

### EXEMPLARY SYSTEMS IN GOVERNMENT (ESIG) AWARDS

URISA's ESIG Awards recognize exceptional achievements in the application of information technology that have improved the delivery and quality of government services. URISA is pleased to announce the winners of this year's ESIG Awards.

### ENTERPRISE SYSTEMS CATEGORY

Systems in this category are outstanding and working examples of using information systems technology in a multi-department environment as part of an integrated process. These systems exemplify effective use of technology yielding widespread improvements in the process(es) and/or service(s) involved and/or cost savings to the organization.

#### 2010 ESIG WINNER:

OneMap – A Multi-Agency Window for Geospatial Information and Service Delivery – Singapore Land Authority

*Submitted by: Lim Ming Khai, Head, GeoSpatial Operations & Development, GeoSpatial Division, Singapore Land Authority*

One of the core functions of the Singapore Land Authority (SLA) is to promote and proliferate the sharing and use of geospatial data among government agencies so as to support better decision making and the creation of new business opportunities. OneMap is a common map platform for public agencies to publish information and deliver map-based e-services to the public. OneMap is also available to businesses, who can leverage a free API to create useful and value-added location-based services that will benefit the public.

The motivating factor for this system was not to create a web mapping application for any specific department or agency, but the desire to create a common platform that could then be used by ANY department or agency to display their geospatial data. This is a country wide initiative with very granular local data. System development relied on multi-agency collaboration and effective use of agency resources. A unique aspect of the system is its inclusion of non-government partners and the provision of APIs to allow the public to not just consume the data, but to allow private enterprise to use the system as a platform for creating their own web map applications by using their own data and allowing these to be embedded in non-SLA websites. It is a major step forward for any national government to try and share non-sensitive data with its citizens. It is another major step to develop systems that can be freely consumed by private and public agencies to provide value added service delivery.

### DISTINGUISHED SYSTEM IN THIS CATEGORY:

City IQ – City of Bellingham, WA

*Submitted by: Don Burdick, GIS & Technical Services Manager, City of Bellingham, WA*

### SINGLE PROCESS SYSTEMS CATEGORY

Systems in this category are outstanding and working examples of applying information system technology to automate a specific SINGLE process or operation involving one department or sub-unit of an agency. The system application results in extended and/or improved government services that are more efficient and/or save money.

#### 2010 ESIG WINNER:

Situational Awareness for Field Operations Support System – New York City Office of Emergency Management

*Submitted by: Hassan Adekoya, GISP, GIS Application Development Project Manager, NYC Office of Emergency Management*

The primary objective of the NYC Office of Emergency Management (OEM) is to plan and prepare the city for emergencies, coordinate emergency response and recovery, and educate the public in order to better prepare for emergencies. The Situational Awareness for Field Response System (SAFRS) was developed to assist the agency's Operations Division in acquiring immediate situational awareness as an incident is reported as well as to provide citywide tracking on all OEM monitored incidents. The system allows watch commanders and citywide interagency coordinators/field responders to access and query the agency's GIS data sets from their desks or vehicles. In addition, SAFRS integrates with other systems to provide more comprehensive information to first responders; these system integrations did not require modifications to existing workflows.

The system is unique in being able to both create a spatial "dashboard" map of situations on the go, and being able to output a package of materials for use by field personnel. An important impact was the dramatic reduction in time required to produce situational awareness materials – from a former response time of 60 minutes to a current response time of 60 seconds – critical in the time-sensitive domain of emergency response. This system's human resource efficiencies are also commendable. The entire project was designed and developed using only in-house staff, and following launch, the need for after-hours GIS staff was eliminated, saving \$174k/yr.

### DISTINGUISHED SYSTEM IN THIS CATEGORY:

Pierce County GIS Online Budget System – County of Pierce, WA

*Submitted by: Art Seeley, GISP, Interim GIS Manager, County of Pierce*

URISA congratulates all of the participants in the 2010 Exemplary Systems in Government Award program. Two of the systems will also present their accomplishments within the ESIG Award Showcase Sessions at 10:30 this morning. In addition, all of the winning award submissions are posted online.

### 2010 STUDENT COMPETITION

URISA seeks to encourage students in a variety of academic settings and disciplines to write and publish papers and projects for the URISA membership and others in the spatial technologies industry. To promote this objective URISA has established a student competition. URISA is pleased to announce the results of its 2010 Student Competition. This year's competition featured three tiers: Papers, Presentations and Posters.

#### GRADUATE STUDENT PAPER CATEGORY –

- **First Place:** Spatial Decompositions for Gravity and Shortest Path for Set Covering for Measuring Potential Accessibility to Emergency Service – *Submitted by: EunSu Lee – North Dakota State University (presenting in the Presentation Luncheon on Wednesday)*
- **Second Place:** Geographic Characteristics of Resettled Refugee Populations in Worcester, MA, FFY09 – *Submitted by: Nicholas Cuba – Clark University – Graduate School of Geography*
- **Third Place:** Medical Services and Urban Traffic in Republican Beijing in Historical GIS Perspective: Between East and West – *Submitted by: Peiyao ZHANG – The Chinese University of Hong Kong (presenting in the Presentation Luncheon on Wednesday)*

#### UNDERGRADUATE STUDENT PRESENTATION CATEGORY –

- **First Place:** A Quantitative Assessment of 2 and 4 feet Sea Level Rise on the Broward County, FL Landuse Using GIS – *Submitted by: Ugur Dagkılıç – Florida Atlantic University (presenting in the Presentation Luncheon on Wednesday)*
- **Second Place:** Improving Access to Public Data with Open-Source Technology – *Submitted by: Joe Tricarico – Rutgers University (presenting in The Many Faces of “Free” GIS session on Thursday, 4–5 PM)*

#### POSTER CATEGORY –

##### Winning Submission:

- Simulating a Tsunami Pedestrian Evacuation from Seaside, Oregon  
*Submitted by: Lesley Bross and Jiunn-Der (Geoffrey) Duh – Geography, Portland State University*

#### URISA'S GIS HALL OF FAME

The Urban and Regional Information Systems Association has established the GIS Hall of Fame to recognize and honor the most esteemed leaders of the geospatial community. To be considered for the GIS Hall of Fame, an individual's or an organization's record of contribution to the advancement of the industry demonstrates creative thinking and actions, vision and innovation, inspiring leadership, perseverance, and community mindedness. In addition, nominees must serve as a role model for those who follow. URISA Hall of Fame Laureates are individuals or organizations whose pioneering work has moved the geospatial industry in a better, stronger direction.

- 2005 Inductees: Edgar Horwood, Ian McHarg, Roger Tomlinson, Jack Dangermond, Nancy Tosta, Harvard Lab
- 2006 Inductee: Gary Hunter
- 2007 Inductees: Michael Goodchild and Don Cooke
- 2009 Inductees: William J. Craig, GISP and Carl Reed, PhD.



#### THIS YEAR, C. DANA TOMLIN IS BEING RECOGNIZED WITH THIS GREAT HONOR.



In the early 1980s, a young Ph.D. student prepared a dissertation on the use of computer algorithms to process raster data in land conservation applications. His groundbreaking research became known as Map Algebra, a vocabulary and conceptual framework for classifying ways to combine map data to produce new maps. While primarily applied to raster data sets (GRID and image data), the same concepts can be applied to many types of cartographic information, and Map Algebra has since been extended to 3D, time and other domains. Map Algebra is used for a broad array of GIS applications including: suitability modeling, surface analysis, density analysis, statistics, hydrology, landscape ecology, real estate, and geographic prioritization. While there are different flavors of Map Algebra, the overall concept is still used today in every GIS application that supports raster calculations.

For his immense contributions to the field of GIS through the development and implementation of Map Algebra, **Dr. C. Dana Tomlin** has been nominated for induction in the URISA GIS Hall of Fame.

Dr. Tomlin has held various teaching and lecturing positions with Harvard University, Ohio State University, Yale University and the University of Pennsylvania since 1975. His coursework in Landscape Architecture during that timeframe has extensively included GIS and cartographic modeling applications. Dr. Tomlin has also provided private GIS consultation services to public and private organizations since 1975.

In addition to his roles as teacher and lecturer, Dr. Tomlin has been involved in a number of high-level ecological research projects during the same time period. He has served as Principal Investigator or in other leadership capacities on projects for the National Science Foundation, Pew Charitable Trusts, the William Penn Foundation, NASA, IBM, AT&T, and Apple Computers, as well as many others. GIS has figured prominently in all of these projects. Dr. Tomlin has also been widely published in GIS journals and conference proceedings in the United States and abroad.

Dr. Tomlin's singular contributions to GIS extend across a number of years and a wide variety of applications. As a student at Harvard University in the mid-1970s, Dr. Tomlin developed the Tomlin Subsystem of IMGRID as a master's thesis. A number of analytical functions in IMGRID were later integrated into Imagine, the world's leading satellite image processing application developed by ERDAS.

As a doctoral student at Yale University in the late 1970s, and as a junior faculty member at Harvard in the early 80s, Dr. Tomlin developed MAP (the Map Analysis Package), which would come to be recognized as one of the most widely used programs of its kind, with several thousand installations worldwide. Before the term "open source" became widely used, Tomlin donated his source code, documentation and other materials to anyone who asked. While probably not the best financial decision, his generosity and collegiality led to the incorporation of Map Algebra vocabulary, concepts and MAP algorithms being embedded in virtually every raster geographic information systems on the market. His work on this original MAP software has been directly inherited by a long list of subsequent software packages including, OSUMAP, MAP II, MapFactory, MFWorks, MacGIS, IDRISI, MapBox, pMap, MGE, IMGRID and GRASS. A couple of these are described in more detail below.

Throughout the late 1980s, the U.S. Army Corps of Engineers and other federal agencies widely used the open source GRASS application, which derives many of its raster analytical capabilities directly from MAP. Dr. Tomlin served as Principal Investigator for the review portion of this project.

Dr. Tomlin's landmark book, *Geographic Information Systems and Cartographic Modeling*, was published in 1990 to expand on his earlier dissertation work. In 1995, AutoDesk acquired a South African company whose raster-analysis product was promoted as the truest implementation of the concepts presented in Tomlin's book. The result is AutoCAD Map, a geographic information system that couples these capabilities with AutoCAD, the world's most widely used computer-assisted design (CAD) program.

ESRI's Spatial Analyst application, as well as its predecessor, the GRID module of ArcInfo, was heavily influenced by Dr. Tomlin's Map Algebra. ArcGIS is generally recognized as the world's most widely used GIS software product. Dr. Tomlin has provided private consulting services to ESRI since 1990's related to the ongoing development of these applications.

Since 1978, Dr. Tomlin's knowledge and reputation have made him a highly sought-after speaker at colleges, universities, and cartographic organizations across the United States and Canada. He has also been invited to speak at universities as far afield as Madrid, Spain and Sydney Australia. Dr. Tomlin has provided consulting services for a broad array of distinguished organizations such as ERDAS, ESRI, USGS, and the National Ministry of Urban Planning and Ecology in Mexico City, to name just a few. Since 1989, he has also provided editorial and proposal review services to a number of cartographic and environmental journals, including those issued by the Association of American Geographers, American Congress on Surveying and Mapping, Sustainable Forestry, United Nations Environmental Programme, and the United States Department of Agriculture.

With funding provided by a corporate donor in 1990, Dr. Tomlin led an informal group of City and Regional Planning doctoral students at the University of Pennsylvania in founding the Cartographic Modeling Laboratory. The Cartographic Modeling Lab conducts academic research and urban and social policy analysis using GIS and spatial research applications. Dr. Tomlin has been co-director of the lab since 1995.

While Dr. Tomlin's contributions to the field and the advancement of geographic information science have been substantial, his greatest impact has likely been through the students he has taught and mentored over several decades. He is a masterful teacher and has received teaching awards from both colleagues and students over his career, including the Lindback Award for Distinguished Teaching (2002) and the Perkins Award for Excellence in Teaching (1997).

Dr. Tomlin's decision to advance the technology and benefit others without thought to personal remuneration speaks more eloquently of the man's character than any testimonial ever could. He has continued to freely share his ideas and insight with students, educators, software developers and others in the GIS industry throughout the course of his career.

For his many distinguished and ongoing contributions to the field of GIS, Dr. Tomlin is truly deserving of a place in the URISA GIS Hall of Fame.

## LEADERSHIP AWARD

Presented to members who have demonstrated exemplary leadership to URISA, creativity, innovation, and dedicated support of URISA programs.

### Leadership Award History:

1978	Barry Wellar, GISP
1979	Steve Kinzy, GISP
1980	Dale Richmond, Robert Harper
1981	Tom Palmerlee
1982	Ben Cramer
1983	D. David Moyer, GISP
1984	Lee P. Johnston, MacDonald Barr
1985	Libby Clapp
1986	Michael J. Kevany, Constance C. Blackmon
1987	William Huxhold, GISP
1988	Robert H. Alexander
1989	William J. Craig, GISP
1990	William J. Bamberger
1991	John Antenucci
1992	Dan Parr, GISP
1993	Nancy von Meyer, GISP
1994	Nora Evans
1995	Sandra Crutcher, Industry Advisory Board
1996	David DiSera, Mary Tsui, GISP
1997	Peter Van DeMark, Don Evans
1998	Ed Crane, Lyna Wiggins
1999	Peter Croswell, GISP, Martha Lombard, GISP
2000	Nancy Lerner
2001	Hilary Perkins, GISP
2002	Joseph Ferreira, Jr., Nancy Tosta
2003	Shoreh Elhami, GISP
2004	Peirce Eichelberger
2005	Jack (Al) Butler, GISP, AICP
2006	URISA 2006 Conference Chairs (Cindy Braddock – Integrating GIS & CAMA Conference; Mike Walls, GISP – Geospatial Integration for Public Safety Conference; Sandi Majewski – URISA 2006 Annual Conference; Melinda Laituri – Public Participation GIS Conference; Carolann Albury – Caribbean GIS Conference)
2007	Dianne Haley, GISP
2008	Ken Dueker and Cindy Domenico
2009	Ingrid Bruce

This year's Leadership Award recipient is **Geney Terry, GISP**.

## SERVICE AWARD

Presented to members who have demonstrated faithful service to URISA and participation in its programs over a period of several years.

### Service Award History:

1979	Samuel Trotter, William DeGroff, John Scoggins, Myron Weiner
1980	Joyce Annicello, Bill Hanna, Clark Rogers
1981	SIGGEO (Wm. Huxhold)
1982	D. David Moyer, GISP, Rolf Schmitt
1983	Robert V. Hurst
1984	HDR Systems
1985	Irene Wreen, Rolf Schmitt
1986	Robert Johnson
1987	Rebecca Somers, GISP
1988	Laurel J. McKay, Mark J. Salling, GISP
1989	Randolf Gschwind
1990	Barbara Bell, Wayne Bannister
1991	Bijan Azad
1992	Matt Beckstedt
1993	Liam Barry, David Matson, Mary Tsui, GISP
1994	Robert J. Lima, William Mumbleau, GISP
1995	Tom Tribble, GISP, Hilary Perkins, GISP, Nancy Lerner
1996	Tom Clemons, Barry Wellar, GISP, Elaine Whitehead
1997	Tony Leno, Donald G. Baker
1998	Stuart Challenger, Jury Konga, GISP
1999	Zorica Nedovic-Budic, Dianne Haley, GISP
2000	Mark Salling, GISP, William Bowdy
2001	Kim McDonough, GISP, Kathrine Cargo, GISP
2002	Sanjiv Gandhi, Harlan Onsrud
2003	URISA Certification Committee
2004	Anne Payne, GISP & Ed Wells, GISP
2005	Nigel Roberts & Steve Ventura
2006	Michael Lovett, GISP, Lynda Wayne, GISP
2008	C. David Hawker, Bruce Joffe, GISP
2009	Carl Anderson, GISP

**Mark Sievers** and **Karen Brandt** are the recipients of 2010 URISA Service Awards.

## BARBARA HIRSCH SPECIAL SERVICE AWARD

Presented to members or staff who have made special contributions to URISA. This award was created (in 2004) to honor URISA's former Chief Financial Officer, Barbara Hirsch. This award is given to individuals or committees who have shown a consummate level of service to URISA through an ongoing commitment to our success as an organization.

### Special Service Award History:

2004	URISA Staff
2005	Street Address Standard Working Group: Martha Wells, GISP; Hilary Perkins, GISP; Ed Wells, GISP; Sara Yurman, GISP; and Carl Anderson, GISP
2006	Eric Bohard, GISP and the Website Task Force (Dan Zezas, Tom Kimpel, GISP, Tim Case, GISP, Gurdeep Singh, Marc Forgang and Michael Tasker, GISP)
2007	Allen Ibaugh, GISP
2008	Jochen Albrecht and the URISA Leadership Academy Instructors
2009	Claudia Paskauskas, GISP

The 2010 Barbara Hirsch Special Service Award is awarded to **Michael Lovett, GISP**.

## Outstanding Chapter Award

Each year, URISA recognizes an outstanding Chapter that has sponsored particularly effective activities or has otherwise excelled in serving its membership. Outstanding Chapter Award criteria include:

- Innovation
- Outreach
- Education
- Community Impact

### Outstanding Chapter Award History:

1995	Rocky Mountain
1996	Ontario
1997	Midwest Gateway
1998	BAAMA
1999	Southern California
2000	Alberta
2001	Oregon
2002	Georgia
2003	Ontario
2004	Florida & Southern California
2005	British Columbia
2006	Washington
2007	Georgia
2008	Carolina
2009	Northern Rockies

The winner of the 2010 Outstanding Chapter Award is the **URISA Oregon Chapter**. Top contenders for the award this year were the Ohio, Georgia, and Ontario Chapters. Congratulations on your accomplishments!

## 9:30-10:00 AM

### URISA's GISCorps - A Program to be Proud Of

URISA's GISCorps coordinates short term volunteer GIS services to underserved communities worldwide. Since its inception in October 2003, the Corps has attracted 100's of volunteers from over 77 countries. To date, GISCorps has deployed 183 volunteers to 61 missions. These volunteers have contributed over 7,600 working hours in disaster and non disaster response missions in the United States, Latin America, Asia, Eastern Europe, and Africa. The presentation will include an overview of missions that were implemented in the past 12 months followed by a brief presentation by Dr. Michelle Thompson on a GISCorps project in New Orleans.



- *Chair - Dianne Haley, GISP, Alberta Energy Resources Conservation Board, Calgary, AB Canada*
- *Shoreh Elhami, GISP, Delaware County Auditor's Office, Delaware, OH*
- *Allen Ibaugh, GISP, Data Transfer Solutions, Orlando, FL*
- *Heather Milton, GISP, URS, St Louis, MO*
- *Mark Salling, GISP, Center for Community Solutions & NODIS, Cleveland, OH*
- *Ray DeLeon, HJW Geospatial, Oakland, CA*

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## Exhibit Hours

10:00 AM - 4:00 PM

Take advantage of the opportunity to learn about new products and services that will make your work easier! The exhibitors will be available today from 10 am - 4 pm.

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## Breakout Sessions

10:30 AM - 12:00 Noon



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## Committee Meeting: Marketing & Finance Committees

10:30 - 11:30 AM

Room: Lexington, Ground Level

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## Committee Meeting: Leadership Development Committee

11:30 AM - 12:00 Noon

Room: Lexington, Ground Level

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## Avoid Implementation Headaches

Room: Liberty, Ground Level

The task of implementing a GIS, or expanding an existing system to the enterprise can be both expensive and time consuming if done without a solid plan. Even then, such an undertaking is challenging. These presentations look at ways to reduce the headaches related to GIS implementation projects.

- Moderator: Keri Brennan, GISP, The Schneider Corporation, Indianapolis, IN
- GIS Is Like A Box Of Chocolates: Organizational Challenges To GIS Implementation  
*James Barnes, Village of Wellington, Wellington, FL*
- Solving the Biggest GIS Program Cost and Time Problems  
*Rebecca Somers, GISP, Somers St Claire GIS Management Consultants, Fairfax, VA*
- Building and Managing Server Based GIS Using Workflow and Spatial Frameworks  
*Tayo Runsewe, Latitude Geographics Group, Victoria BC*

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## GIS as a Factor in Standard of Care Decisions

Room: BC Salon 12, Lobby Level

Governments and businesses have duty of care and standard of care obligations. Failure to satisfy those obligations may result in complaints from citizens, clients, and shareholders, and civil or criminal litigation for negligence. This session is designed for GIS and other professionals responsible for the information contained in public and corporate documents, and for providing

the information needed by governments and businesses to achieve duty of care and standard of care obligations contained in official documents, including charters, constitutions, by-laws, plans, ordinances, manuals, maps, surveys, and reports.

- Moderator: Brian R. Sovik, MPA, GISP, AMEC Earth and Environmental, Inc., Phoenix, AZ
- *Barry Wellar, GISP, Wellar Consulting, Ottawa, ON Canada*

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## Can You Handle That Much Information? GIS Can.

Room: Madison, Ground Level

Everyone wants to live in a safe and clean environment. We must put in place contingency plans to assess the many threats facing us. Analyzing risks associated with already-existing facilities as well as planning new facilities is a difficult and delicate task. The number of criteria to take into account in the analysis can be quite high and much diversified. See for yourself how GIS can leverage all this information.

- Moderator: David DiBiase, GISP, Penn State University
- Demographic and Spatial Analysis of North Carolina's Nuclear Plants  
*Michael Team, Greenhome & OMara Inc, Raleigh, NC*
- Corridor Selection in USA and UAE with GIS: from Road, Rail to Power  
*Ryan Cook, Parsons Brinckerhoff, Tempe, AZ*
- Using GIS to Enhance Decision-Making and Fulfill Environmental Legislation  
*Nalishebo Kaunda, GISP, City of Huntsville, Huntsville, AL*

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## Standards Development for Improved Data Quality and Sharing

Room: BC Salon 7, Lobby Level

Standards can be developed through many processes. The goal for the end product is that it improves the process by which we conduct our geospatial work. This session includes three presentations that look at the development of a standardized local government asset management data repository, a soon-to-be released public draft standard for loosely-coupled geosynchronization, and the development of a new addressing standard through an alternative approach.

- Moderator: Randy Fusaro, US Census Bureau, Washington, DC
- Stewardship: Integration of As-Built Records with GIS (CAD and GIS Integration) for Comprehensive Asset Lifecycle Management  
*Karen RM Stewart, GISP, ESRI Canada Limited, Vancouver, BC Canada*
- SDI 4.0: Crowdsourcing, Govsourcing Geographic Data via Open Geosynchronization  
*Raj Singh, Open Geospatial Consortium, Inc., Wayland, MA*
- New Paradigm For Standards Development: Outside the Beltway, into the Grassroots  
*Martha Wells, GISP, Spatial Focus Inc, University Park, MD*  
*Ed Wells, GISP, Washington Metropolitan Transit Authority, Washington, DC*  
*Carl Anderson, GISP, Spatial Focus, University Park, MD*  
*Sara Yurman, GISP, Spatial Focus, Inc., Decatur, GA*  
*Hilary Perkins, GISP, East-West Gateway Regional Council, St Louis, MO*

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## Relevant Topics in 3D Mapping and Data Usage

Room: *Broadway, Ground Level*

As GIS evolves, 3D mapping and data is becoming more prevalent. There are significant advancements in the development of tools for the capture and use of 3D mapping. Consider the possible uses of street-level 360 degree geo-referenced imagery at a high resolution. And then consider the duty and standard of care that applies to the use of such data. This session contains two presentations. The first will discuss a unique street level 3D mobile mapping system. The second will discuss the ethical use of such data.

- Moderator: Michael Waltuch, GISP, Esri, Redlands, CA
- Advanced 3D Mobile Mapping – High Accuracy without LiDAR/GPS/INS  
*Luke Kieft, GeoAutomation, Vancouver, BC Canada*
- The 3D Ethics Charter  
*Yvon Sevigny, GISP, Ville de Montreal, Montreal, QC Canada*

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## ESIG Showcase Session

Room: *Carnegie, Ground Level*

Hear presentations from the 2010 URISA Exemplary Systems in Government Award Winners. Find out why they were deemed exemplary!

- Moderator: Steve Kinzy, GISP, Esri, St Charles, MO

### Single Process System Category:

- *ESIG Winner* – Situational Awareness for Field Operations Support System – New York City Office of Emergency Management  
*Hassan Adekoya, GISP, GIS Application Development Project Manager, NYC Office of Emergency Management*

### Enterprise Category:

- *Distinguished System* – City IQ – City of Bellingham, WA  
*Don Burdick, GIS & Technical Services Manager, City of Bellingham, WA*

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## Lunch & Issues Follow-Up Session

12:00 Noon – 1:00 PM

Room: *Bonnet Creek Ballroom, Lobby Level*

- Moderator: *Cy Smith, GISP – URISA President-Elect*

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## Plenary Session - Industry Thought Leaders' Panel Discussion - Industry Direction & Trends

1:30 – 3:00 PM

Room: *Bonnet Creek Ballroom, Lobby Level*

URISA is honored to welcome an esteemed group of industry thought leaders to participate on a panel to discuss such topics as:

- Where is the Industry going?
- What are the next hot trends, issues, opportunities, emerging technologies?
- Moderators: *Cy Smith, GISP and Karen Stewart, GISP*

### Participants to include:

- *Ossama Alami, Geo Developer Relations Manager, Google Maps and Earth*
- *Clint Brown, Director of Software Products, Esri*
- *Joel Campbell, President, ERDAS*
- *Donald Fenhagen, GIS Service Area Leader, IBM Global Business Services*

- *Tim Henderson, Business Development Manager, Microsoft Bing Maps for Enterprise*
- *Xavier Lopez, Director of Product Management, Oracle Spatial Products Group*
- *Geoff Zeiss, Director of Technology, Autodesk*

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**3:00– 4:00PM**

## Break in Exhibit Hall

Be sure to ask any remaining questions you may have and view product demonstrations during this break. The exhibits dismantle at 4 PM.



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## Breakout Sessions

4:00 – 5:00PM

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### Committee Meeting: URISA Leadership Academy Committee

4:00 – 5:00 PM

Room: *Lexington, Ground Level*

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### GIS ROI: Measurement Tools You Can Use!

Room: *BC Salon 7, Lobby Level*

Rarely do municipalities measure return on investment associated with the utilization of GIS. However, as budgets tighten in a down economy, managers have to defend organizational resources to support GIS programs. This session provides insights, benefits, and practical tools for analyzing ROI within your agency!

- Moderator: *Martin Roche, GISP, GeoPlanning Services LLC, Orlando, FL*
- ROI: *King County Measures the Benefits of GIS*  
*Greg Babinski, GISP, King County GIS Center, Seattle, WA*
- *Managing by ROI*  
*Rebecca Somers, GISP, Somers St Claire GIS Management Consultants, Fairfax, VA*

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### GIS and Standard of Care Issues: Executive Aspect

Room: *BC Salon 12, Lobby Level*

GIS technology and applications are increasing the quality and quantity of spatial data available to governments, businesses, and institutions, and are also creating new opportunities and challenges to meet duty of care and standard of care obligations. This session will establish guidance for executive level decision makers who are responsible for approving the information content of duty of care and standard of care documents (e.g., laws, by-laws, policies, plans, programs, budgets, manuals), and for directing professional staff who provide the information (e.g., data, studies, files, records, maps, surveys, and reports) needed to ensure that legal and other obligations are achieved.

- Moderator: Danielle Ayan, GISP, Georgia Tech Research Institute, Atlanta, GA
- Barry Wellar, GISP, Wellar Consulting, Ottawa, ON Canada

Phillip Davis, GeoTech Center at Del Mar College, Corpus Christi, TX  
Ann Johnson, GeoTech Center, Corpus Christi, TX

### Greener Than Nature Itself: How Close Can You Get?

Room: Madison, Ground Level

Quality of life, low carbon footprint and economic development can get along pretty well. Last generation systems using GIS in association with targeted databases can help balance these objectives and provide valuable information on potential impacts and future directions. In the end, individuals and organizations will have a better understanding on their contribution for a better and greener future without sacrificing the growth and expansion of the community.

- Moderator: Mark Sievers, AICP, Sievers & Associates LLC, Altamonte Springs, FL
- Park City (Utah) Green  
Allen Ibaugh, GISP and Lakshmi Ramseshan, Data Transfer Solutions, Orlando, FL
- Using GIS in A Community Development Corporation  
Jim Herborn, East Orange Community Development Corp, Orlando, FL  
Martin Roche, GISP, GeoPlanning Services, Orlando, FL

### The Many Faces of "Free" GIS

Room: Carnegie, Ground Level

In the current economy, the sound of "free" GIS alternatives sounds tempting. The two presentations in this session will look at possible alternatives. Can free mapping services like Google really substitute for a GIS solution built and maintained by a government agency? Are solutions built with free and open source software just as capable of providing solid results? Attend this session and learn from the speakers' experiences.



- Moderator: Irene Degroot, GISP, Town of Davie, FL
- Open Source GeoVisual Analytics  
Frank Hardisty, Pennsylvania State University, University Park, PA
- Improving Access to Public Data with Open-Source Technology  
Student Competition – 2nd Place: Joe Tricarico, Rutgers University, New Brunswick, NJ

### Stepping Up to a New Standard

Room: Liberty, Ground Level

Metadata is a critical component of the geospatial data that we work with, whether we are looking for information about data we hope to use, or we're trying to inform users about our own data. This session will inform attendees about migrating metadata from the FGDC CSDGM standard to the North American Profile (NAP) of the ISO 19115 international standard, and how to create new metadata directly using the NAP. This session is a must for all GIS practitioners and professionals.

- Moderator: Randal Hale, GISP, North River Geographic Systems Inc., Chattanooga, TN
- Transforming Geospatial Metadata to the North American Profile (NAP) of the ISO 19115 International Metadata Standard  
Lynda Wayne, GISP, GeoMaxim-FGDC, Asheville, NC  
Sharon Shin, Federal Geographic Data Committee, Reston, VA

### A Geospatial Education Resource at Its Best

Room: Broadway, Ground Level

The National Geospatial Technology Center of Excellence, operating under a grant from NSF, serves 1,150 two-year community colleges and technical colleges across the nation. Through collaborations with other organizations, including URISA and GISCI, the GeoTech Center is defining core competencies for GIS practitioners and building education curriculum materials to support educators and professionals alike. These presentations will discuss the resources that are available through the GeoTech Center and its collaboration with URISA to develop a webinar series for professional development.

- Moderator: Dan Ferstenberg, GISP, City of Miramar, FL
- The GeoTech Center: America's Resource for Educators and Industry  
Rodney Jackson, GISP, GeoTech Center, Corpus Christi, TX

### 5:00–6:00 PM GISCI Reception

Room: GIS-Pro Registration Lobby

Calling all GISPs! Attend this networking event to mingle with your fellow GISPs, GISCI Board members and Committee participants, and GISCI staff.

### 6:00–9:00 PM Conference Social Event

Make your way out to the Signature Island for an evening of fresh air, food, drink, good conversation and music by Forbidden 403!



# October 1, 2010

Note: We moved downstairs! Both the conference registration desk and the sessions this morning will be downstairs. Look for the Citrus/Collier/Columbia rooms on the Ground Level and you'll find us!

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## GIS-Pro Conference Committee Meeting

7:30 - 8:30 AM

Room: Dade, Ground Level

Conference committee members and those who wish to volunteer to serve on the GIS-Pro 2011 committee are invited to discuss the conference and begin planning for Indy!

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## Defining GIS Problems & Identifying Solutions – Part Two

8:30-10:00 AM

Room: Citrus/Collier/Columbia, Ground Level

As a group, we will revisit the ongoing/recurring GIS problems and issues in organizations across North America, that have been identified during the conference. This interactive and important session will focus on potential solutions.

- Peirce Eichelberger, gDBMS, Collegeville, PA
- Panelists to include:  
Barry Wellar, GISP, Wellar Consulting, Ottawa, ON Canada  
Cy Smith, GISP, State of Oregon, Salem, OR  
Ed Crane, ESRI Kansas City, Leawood, KS



positioning of a recreational hiking trail in the Duke Forest. A graduate of North Carolina State University College of Natural Resources and Paul Smith's College of Forestry, Zsolt began his professional career at the NC Center for Geographic Information & Analysis as a Technician taking career steps with positions as Project Leader, GIS Analyst, Project Manager, Production Manager, and Database Administrator, before serving as the State GIS Coordinator. Zsolt has made numerous contributions to national organizations and on collaborative initiatives. He was appointed by the US Secretary of Interior as a charter member of the National Geospatial Advisory Committee and is a former President of the National States Geographic Information Council. Earlier this year, Zsolt received The Old North State Award from Governor Bev Perdue in recognition of his service to North Carolina.

In his remarks, Zsolt will draw on his current and previous experiences to speak on the directions and opportunities to identify, collaborate, and advance geospatial priorities. Given the interactive nature of the conference and the challenge to dig deeper on the issues, this closing session will center on key discussions of the week and help move the conversation forward into the coming year.

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## BARRY WELLAR, PHD, GISP - EXCELLING IN GIS MEANS RUNNING WITH THE BIG DOGS



The closing plenary is a challenge for GIS professionals to excel. Consider some challenges of yesteryear that have not yet been met, by raising the bar on some of the leading initiatives at URISA 2009 and 2010, and by recalling several outstanding sources of documentation that are required reading for anyone who wants to or claims to excel in the application of geographic information systems (GIS). This Plenary is offered by Dr. Barry Wellar, a former URISA President, retired Professor of Geography, Expert Witness and owner of Wellar Consulting, Inc.

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## Closing Plenary Session

10:15 - 11:15 AM

Room: Citrus/Collier/Columbia, Ground Level

### The Closing Plenary Session on Friday is a double-header of GIS Professionalism at its finest!

#### ZSOLT NAGY, GISP



Zsolt Nagy is a Senior Project Manager with AECOM focused on advancing and marketing the company's GIS specialty practice. AECOM is a global provider of professional technical and management support services to a broad range of markets, including transportation, facilities, environmental, energy, water and government. AECOM has approximately 46,000 employees around

the world, and is a Fortune 500 company serving clients in more than 100 countries, with revenue of \$6.3 billion during the 12-month period ended March 31, 2010.

Prior to joining AECOM in 2009, Mr. Nagy was the State GIS Coordination Manager for the State of North Carolina. Zsolt conducted his first GIS project over 30 years ago utilizing a classic 'overlay' approach in the evaluation and

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## URISA Annual Business Meeting

11:15 AM - 12:00 noon

Room: Citrus/Collier/Columbia, Ground Level

Hear about URISA's accomplishments this year and plans for the coming year. Recognize outgoing and incoming Board members!

## Join Us As We Race To 50!

See you in Indy for GIS-Pro 2011:  
URISA's 49<sup>th</sup> Annual Conference for GIS Professionals

November 1-4, 2011  
Indianapolis, Indiana



## URISA BOARD OF DIRECTORS

PRESIDENT – Kathrine Cargo, GISP – New Orleans Parish Communications District, New Orleans, LA  
 PRESIDENT-ELECT – Cy Smith, GISP – State of Oregon Geospatial Enterprise Office, Salem, OR  
 PAST-PRESIDENT – Hilary Perkins, GISP, AICP – East-West Gateway Coordinating Council, St. Louis, MO  
 SECRETARY – Twyla McDermott, GISP – City of Charlotte, NC  
 TREASURER – Greg Babinski, GISP – King County GIS, Seattle, WA  
 Carl Anderson, GISP – Spatial Focus, Inc., University Park, MD  
 Cindy Braddock – Boulder County Assessor’s Office, Boulder, CO  
 Clare Brown, GISP – Regional Planning Commission, New Orleans, LA  
 David DiBiase, GISP – Penn State University, University Park, PA  
 Michael Lovett, GISP – CDM, Maitland, FL  
 Sandi Majewski, GISP – Las Vegas Metro Police Department  
 Karen Stewart, GISP – ESRI Canada, Vancouver, BC

**URISA HISTORY** – URISA evolved from conferences held from 1963 through 1966 (Annual Conference on Urban Planning Information Systems and Programs). URISA was formed in 1966 and the first URISA conference was held in 1967.

#	Year	President	Conference Location
1	1963	N/A	Los Angeles, CA
2	1964	N/A	Pittsburgh, PA
3	1965	N/A	Chicago, IL
4	1966	N/A	Berkeley, CA
5	1967	Edgar M. Horwood	Garden City, NY
6	1968	Barclay Jones	Clayton, MO
7	1969	Edward F.R. Hearle	Los Angeles, CA
8	1970	Robert Barraclough	Louisville, KY
9	1971	Wilbur A. Steger, Ph.D.	New Orleans, LA
10	1972	John Bereford	San Francisco, CA
11	1973	William H. Mitchel	Atlantic City, NJ
12	1974	Gerald G. Fox	Montreal, QC, Canada
13	1975	George Farnsworth	Seattle, WA
14	1976	Donald Luria	Atlanta, GA
15	1977	Robert T. Aangeenbrug	Kansas City, MO
16	1978	Barry S. Wellar	Washington, DC
17	1979	Dorothy Bomberger	San Diego, CA
18	1980	O. E. Dial	Toronto, ON, Canada
19	1981	William DeGross	New Orleans, LA
20	1982	Samuel B. Trotter	Minneapolis, MN
21	1983	Kenneth J. Dueker	Atlanta, GA
22	1984	Thomas M. Palmerlee	Seattle, WA
23	1985	William E. Huxhold	Ottawa, ON, Canada
24	1986	Robert V. Hurst	Denver, CO
25	1987	William J. Craig	Fort Lauderdale, FL
26	1988	Charles P. Kindleberger	Los Angeles, CA
27	1989	D. David Moyer	Boston, MA
28	1990	Constance C. Blackmon	Edmonton, AB, Canada
29	1991	Gilbert H. Castle, III	San Francisco, CA
30	1992	Libby Clapp	Washington, DC
31	1993	Edward Crane	Atlanta, GA
32	1994	Laurel J. McKay	Milwaukee, WI
33	1995	Randolf A. Gschwind	San Antonio, TX
34	1996	R. Wayne Bannister	Salt Lake City, UT
35	1997	Glenn O’Grady	Toronto, ON, Canada
36	1998	Peter Croswell	Charlotte, NC
37	1999	Joseph Ferreira, Jr.	Chicago, IL
38	2000	Nancy Tosta	Orlando, FL
39	2001	Lyna Wiggins	Long Beach, CA
40	2002	Peirce Eichelberger	Chicago, IL
41	2003	Martha Lombard	Atlanta, GA
42	2004	Dan Parr	Reno, NV
43	2005	Dianne Haley	Kansas City, MO
44	2006	Cindy Domenico	Vancouver, BC, Canada
45	2007	Ed Wells	Washington, DC
46	2008	Susan Johnson	New Orleans, LA
47	2009	Hilary Perkins	Anaheim, CA
48	2010	Kathrine Cargo	Orlando, FL

## New Board Members

The following URISA members were elected to the URISA Board of Directors this year and will begin their terms on the Board at the close of this conference. Welcome aboard!

President-Elect: Greg Babinski, GISP, King County GIS, Seattle, WA  
 New Board members beginning their three-year term at the close of the conference are:

- Thomas Conry, Fairfax County, Fairfax, VA
- Nancy Obermeyer, GISP, Indiana State University, Bloomington, IN
- Christopher Thomas, Esri, Redlands, CA

At the close of GIS-Pro 2010 in Orlando, the terms of service for these Board members will conclude: Hilary Perkins, Cindy Braddock, Sandi Majewski. We thank them for their dedication and service to URISA and anticipate many more years of continued involvement.

## URISA Headquarters

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## URISA Staff

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 Meetings Coordinator – Pat Francis, pfrancis@urisa.org  
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