

Conference Speakers – Monday, September 14, 2009

9:00 am – 9:30 am

Doing Business in a Changing World

Our world is going through a period of dramatic economic, social, cultural, technological, and political change. While we have experienced change in the past, we are now seeing one of the most significant changes in the world economy that has occurred in decades.

How consumers and companies choose to allocate their dollars impacts nearly every person and business in the country and beyond. In recent months the changing economy has resulted in layoffs among factory workers in China, upheaval in the oil business in Russia, hard times for the fashion industry in Europe, and of course, a deepening recession in America.

We have also seen, for the first time tribes in Africa celebrating the election of an American president. We have seen cultural changes brought on by aging populations in Japan and the United States. And we've seen how technology has made our world smaller by allowing people to reach out and communicate with others from countries and cultures across oceans and around the globe.

Are you prepared for, able, and willing to adapt your knowledge, skills, and mindset to this new world? Are you and your company prepared for a time when ideas, concepts, and strategies that may have been in common in the past are no longer relevant? Have you accepted the idea that your job, business, and the world around you will expect and demand a new way of thinking?

Key issues to be discussed:

- How changes in the economy impact every person and organization / company
- How advances in technology will help us recover from the recession
- How important a “world view” is to building a successful business
- Why embracing a “change culture” is essential in every company
- How effective strategies and good business practices will always help build a sustainable organization

Speaker: George Whalin, Lecturer & Owner of Retail Management Consultants

George Whalin's experience is extensive and first hand. He started his career on the sales floor and worked his way up. In the 1960s, he opened and managed the original Guitar Center on Sunset Boulevard in Hollywood, California. He sold instruments to the Beatles, Rolling Stones, Jackson Five, Grateful Dead, and many more well-known and not-so-well-known musicians. After leaving the musical instrument business he became the senior training manager for a 125-store consumer electronics chain.

In 1987, Whalin founded Retail Management Consultants, which provides business-building services to companies and industry suppliers all across North America. He has worked with a wide range of companies from single-store merchants to leading national

chains. His clients also include trade associations; buying groups; franchise organizations; and some of the world's best-known consumer products manufacturers, distributors, and suppliers.

Whalin's latest book, *Retail Supertars: Inside the 25 Best Independent Stores in America* is now available. It can be preordered online today. Whalin's top priority every time he speaks is to give audiences innovative ideas as well as practical, hard-hitting strategies and no-nonsense tools they can put to use right away to build their businesses, sell more merchandise, and better serve today's savvy consumers.

3:00 pm – 3:50 pm

Topic: Retail Success! Increase Sales, Maximize Profits and Wow Your Customers in Today's Challenging Economy!

Even in today's challenging economy, there are retailers who are thriving. In this idea-packed, business-building presentation, you will learn how to use the same tools these successful retailers are using to attract more customers, get them to buy more, and keep them coming back again and again. These real-world ideas and strategies will work for you regardless of the size or location of your retail business.

Key ideas covered in this presentation:

- Why some stores thrive in a recession and others struggle
- How marketing is changing and what you can do to reach more new and current customers
- Customer service policies, procedures, and systems that have the most impact while influencing customer perceptions
- How better pricing policies can be used to maximize profits
- How to use multi-channel retailing to get more customers and maximize sales
- How younger consumers are changing retailing and what they want from retailers
- Building your business for long-term success and more

Speaker: George Whalin, Lecturer & Owner of Retail Management Consultants

Topic: Graphic Products from *National Map Data*

During the last couple of years, the U.S. Geological Survey (USGS) has expended significant research, design, development, and implementation toward semi-automated and automated production of consistent graphic products, particularly at the 1:24,000-scale. The culmination of this effort has resulted in software and processes that will allow for the creation of about 15,000 1:24,000-scale 7.5-minute image map products in FY2009. Each resulting image map product is an Adobe Portable Document Format (PDF) file that is georeferenced and layered. This initial product is a relatively simple USGS quadrangle map that uses an orthophoto image as its primary content, packaged with traditional map collars and grids while enhanced with interpreted road linework plus place and feature names, data that all resides in *The National Map* (TNM). As the TNM

data layers mature, the map product will evolve over future years, eventually containing all the core TNM layers of hydrography, elevation, structures, boundaries, transportation, land cover and geographic names. This presentation will discuss the project plan for areas of coverage, explain and present the tools and processes used to create these products, demonstrate how users can interact with these PDF files via Adobe Reader, and discuss near future enhancements.

Speaker: Helmut Lestinsky, Cartographer, National Geospatial Technical Operations Center, U.S. Geological Survey

Helmut Lestinsky earned a B.S. Degree from the University of Illinois in 1973 and a Master of Science Degree from the University of Denver in 2002. He has worked on database design, cartography, model design, and mapping systems while employed at USGS. Lestinsky is working on the development of a web-based mapping capability that would enable both government and the public to produce updated topographic maps from internal USGS national data holdings.

Topic: Fast Maps

New advances in ArcGIS software allow you to build and deploy fast, high-quality map services. With easy-to-use map automation capabilities, you can quickly create maps that suit your unique criteria. This presentation will cover the latest innovations in automated map making and fast map functionality that allows you to deliver quality and performance.

Speaker: Natalie Vines, Product Engineer, ESRI, Inc.

Natalie Vines is a product engineer on the Mapping System Team at ESRI in Redlands, CA. She received her Bachelor of Science and Master of Science degrees in geography from Louisiana State University. Prior to joining the Mapping System Team, she worked as an instructor at ESRI teaching ArcGIS Desktop, ArcGIS Server, geodatabase, and cartography courses.

4:00 pm – 4:50 pm

Topic: Internet Marketing: Cheap, Free, or Easy

Let's face it: current economic times are demanding that we achieve more with less. With the map industry being in an equally or more difficult position than average, we need to promote ourselves now more than ever. The snag is that many new programs and efforts require up-front investment before one is able to see their successes and revenues roll in. Current marketing and development funds are being redirected toward survival- requiring us to pass on new opportunities.

What are our options for promotion our brands and businesses with little or no outlay of cash? What initiatives can we try that are quick to set up and easy to maintain? Join us for "Internet Marketing: Cheap, Free, or Easy" and learn about the type of marketing we must do to excel in today's business environment.

Speaker: Jeff Chappell, Vice President Online Business, Maps.com

Jeff Chappell, with a background in operations, project management, advertising, and manufacturing, joined Maps.com to oversee the many aspects of Maps.com's Online Group—including eCommerce, Online Programs, and Web Design and Programming. Experience in website optimization, analytics, and strategic industry partnerships on the web have given him an educated view of map products and online map commerce as a whole. Chappell attended San Francisco State University and UC Santa Barbara with coursework in psychology, and holds a variety of Management Training Certifications.

Topic: Challenges Faced by Small Publishers

This session will focus on the challenges small publishers' face in the ever-changing map market. The session will be set up as a round table panel discussion with panel participants representing small to medium publishers. The moderator with additional audience interaction will present questions to the panel. Questions will key on existing and emerging challenges with successful solutions.

Speaker: David Knipfer, President, Mapping Specialists, Ltd.

David Knipfer is owner of Mapping Specialists, Ltd, located in Madison, Wisconsin. He has been in the map business for over 23 years and has a wide range of experience in the industry. Knipfer has been a director for IMTA (Americas) for the past five years and moderated this session in Philadelphia and Vancouver.

Topic: USGS Dissemination of *The National Map*, Currently Published, and Historical Topographic Map Products

In the early 1990s, the Primary Series USGS Topographic Quadrangle mapping was completed for the United States. Since then, the agency's base-mapping program has focused on development of *The National Map* and digital-mapping products.

Conceptually, *The National Map* brings together a seamless, consistent, and current set of base geographic data for the nation. The USGS is now focused on the best way to produce its signature product—the topographic map—from *The National Map* data. These next-generation products will contain most of the desirable characteristics of the classic topographic map, although initially they are image-based and currently do not contain the actual topography.

Production of these new image-based maps has begun in 2009 using suitable data from *The National Map*. In addition, production of high-resolution scanned and enhanced georeferenced digital copies of the published historical maps has also been underway for several years. Map users will easily be able to obtain all available vintages of these maps as digital files or by print-on-demand, using a web-enabled, automated, user-controlled production process. Dissemination will also occur via a network of business partners.

Speaker: John Kosovich, Cartographer, Central Region, Geospatial Information Office, Science Information and Delivery Program, U.S. Geological Survey

John Kosovich has been a cartographer and geospatial scientist for the U.S. Geological Survey in Denver since 1985. He received a B.S. degree in Physics at Colorado State University in Fort Collins and completed a year of graduate study in Geography at the University of Colorado in Boulder. Kosovich's focus is primarily on elevation data, GIS, and software development. He currently is active in a project to scan and convert over 54,000 paper topographic maps to digital web-based products.

5:00 pm – 5:50 pm

Topic: Producing More with Less

Economic and technological issues are forcing us to “produce more with less.” How does a map trade organization do this? We must find new ways to leverage our finite resources. We must rethink our products and our processes. We must reinvent ourselves. These are not new concepts and we only need to look as close our IMTA colleagues to see it in action. This presentation will examine how your colleagues in IMTA have done precisely this and learned how to produce more with less.

Speaker: Mark Cygan, Industry Solutions Manager for Map, Chart, and Data Production, ESRI, Inc.

Mark Cygan has worked in cartography and GIS for over 25 years, and is an IMTA (Americas) board member. With a degree in geography from the University of California, Santa Barbara, he worked his way from Cartographer to Supervisor at North American Maps, a small cartographic publisher, and eventually to Cartographic Facility Manager at Rand McNally & Co. Seeing the advantages of GIS, he moved on to become Manager of Database Production at NAVTEQ. Cygan then joined ESRI, Inc. 14 years ago, as project manager and senior consultant. He is currently the Industry Solutions Manager for Map, Chart, and Data Production.

Topic: International Distribution – Challenges and Rewards in Emerging Markets

As emerging markets grow in size and gain more attention from global economists, many companies are looking to sell their products in these countries. This session will highlight some of the tactics that National Geographic has used to open up distribution in emerging markets. The discussion will cover some of the success stories and some of the inherent challenges in international distribution. While focused primarily on map products, this presentation will also cover some of the other areas of business that National Geographic participates in such as magazine and book distribution.

Speaker: Dan Ortiz, Vice President Products Marketing & Operations National Geographic Maps

Ortiz oversees the product management of National Geographic's retail maps and map software products, along with directing the Marketing department and the operations of National Geographic Maps' office in Evergreen, Colorado. Prior to his current role, he

managed the company's consumer products and served as General Manager of its Evergreen, Colorado operation. Ortiz has been employed with National Geographic for 23 years, splitting his tenure between the headquarters office in Washington, DC and his current location on Colorado. He began his career as a cartographic researcher and after several years joined the production group, focusing on the development of digital production techniques for desktop platforms. Since 1992 he has held a variety of management positions in the areas of project management, business development, operations, and product management. Ortiz has been actively involved with the IMTA since 1995. He served on the Board of Directors from 1997 - 2001 and was International President from 2000 - 2001.

Conference Speakers – Tuesday, September 15, 2009

7:30 am – 8:50 am

Topic: Toast & Topics

Back for the 11th year running, this session has something for all IMTA members. Participants sit at round tables and are given a specific topic to discuss. The topics cover a range of relevant industry issues and the discussions can get quite energetic depending on the mix of people. After time for the table to develop a position on its topic, the table leader reports to the entire group. The presentation is then open for discussion, comments, and questions.

Speaker: Karen Davis, Director of Operations, Spherical Concepts – A Subsidiary of Herff Jones, Inc.

Karen Davis is the Director of Operations for the Retail Map & Globe Group of Herff Jones, Inc. She joined Spherical Concepts in 1988 after graduating from Millersville University with a B.S in Business. Davis has worked in every facet of Spherical Concepts from Customer Service all the way through Production Planning.

Davis attended her first IMTA meeting in 1990 and began volunteering for the Trade Show Planning committee shortly after that meeting. She was elected to the Board of Directors in 1993 and served until 1996, including a term as Vice President. In 2002 she was again elected, this time to serve on the IMTA (Americas) Board. Davis served as President of IMTA (Americas) in 2005 – 2006, and as President of the International Board of Directors from 2007– 2008.

Speaker: John Szal, Executive Director Retail Map & Globe Group Herff Jones, Inc.

Spherical Concepts, a subsidiary of Herff Jones, Inc., is proudly celebrating its 28th anniversary this year. Spherical Concepts brings you *the best of both worlds* – Artline Contemporary Globes and National Geographic Reference Globes. And now we are also pleased to offer a newly expanded range of globes including Cram, Stella Nova, and Columbus. We are your one-stop source for the Best Brands in the *World!*

John Szal is the Founder of Spherical Concepts and now serves at the Executive Director of the Retail Map & Globe Group of Herff Jones, Inc. He started Spherical Concepts in 1981, after graduating from Michigan State University, serving in the United States Marine Corps, and building his career in the plastics fabrication industry.

Szal has been involved with IMTA since its very beginning, serving on the Board of Directors and serving as President in 1989 – 1990. Spherical Concepts has benefited greatly from membership and involvement in IMTA and he enjoys giving back to the association and the membership.

8:00 am – 8:50 am

Topic: Advanced Automated Collision-free Map Labeling in Adobe Illustrator

This presentation will follow a very simple and user-friendly workflow that demonstrates the ease with which map documents can be quickly and accurately labeled using a rule-based collision-free system within Adobe Illustrator, including accurate placement of highway shields. Attendees will see base GIS data imported into Adobe Illustrator with all attributes and geo-referencing intact, stylized cartographically in Adobe Illustrator and then automatically labeled using the GIS data attributes and user-defined rule sets that are highly configurable and avoid text and feature collisions across multiple document layers. This presentation will demonstrate the ease with which both simple and complex maps can be quickly and easily labeled in an efficient manner that avoids tedious manual post processing.

Speaker: Ted Florence, President, Avenza Systems Inc.

Ted Florence is the President and Chief Executive of Avenza Systems and directs the company in coming up with innovative solutions to the problems that plague the map-makers of the 21st century. He is a professional engineer, who spent seven years as an international executive for a major pharmaceutical company followed by two years in the toy industry before joining Avenza in 1997 as an investor and vice-president. He took over the ownership and presidency of Avenza in 2000 and since has seen the company grow annually under his watch. Florence is also a member of the IMTA (Americas) Board of Directors.

8:00 am – 10:00 am

Topic: Fundamentals of GPS Workshop

The U.S. Geological Survey will conduct a free 2-hour “Fundamentals of GPS” workshop. A combination of classroom instruction and outdoor fieldwork will review calibrating your GPS to work with a map, verifying satellite reception, working with coordinates, and personal navigation. All material is provided and no prior knowledge of GPS or maps is required.

Speaker: Steve Reiter, Geographer, U.S. Geological Survey

Steve Reiter serves as a geographer in the Science Information section of the Geospatial Information Office of the U.S. Geological Survey in Denver, Colorado. He conducts training for USGS in geography, science, and geotechnologies (Geographic Information Systems (GIS), Global Positioning Systems (GPS), and Remote Sensing.

9:00 am – 9:50 am

Topic: Creating Data-rich Spatial PDF Map Documents in Adobe Illustrator

This presentation will follow a very simple and user-friendly workflow that takes raw GIS data directly to an attribute-rich and spatially accurate PDF map document that leverages the native attribute, measurement and location tools included in Adobe

Acrobat 9. Attendees will see base GIS data imported into Adobe Illustrator with all attributes and geo-referencing intact, then stylized cartographically in Adobe Illustrator to the final map completion stage, and then ultimately exported directly to a spatial PDF map document that contains all the desired map attribute data and geospatial coordinate information from the original GIS files. This presentation will demonstrate the ease with which the same high-quality cartographic maps, which have been produced in Adobe Illustrator for print, can be effortlessly published to spatial PDF files.

Speaker: Ted Florence, President, Avenza Systems Inc.

Topic: IMTA (Americas) Business Conditions Survey

A panel of industry leaders will review the results of the critical Business Conditions Survey that has been conducted over the past two years. The purpose of the discussion is to review all aspects of the results, those that reflect potential opportunities for growth as well as those that pose significant challenges. The panel and audience will have an open dialogue on the state of the industry as reflected in the survey results.

Tracy Eubanks is Executive Vice President and Chief Operating Officer of Mapsco, Inc. He has been with Mapsco since 1993, first in the capacity of General Manager of the Retail Map and Travel Centers, then as Director of Sales for all sales divisions, and finally, in his current position. Eubanks came to Mapsco after a 15-year career in the book industry. He held positions with B. Dalton Booksellers and Barnes and Noble, as well as owning four bookstores as part of Main Street Booksellers, Inc.

Eubanks has been actively involved in the Dallas community for a number of years. He has been a Board Member of the International Map Trade Association from 1998 - 2001; a Board Member of the Texas Retailers Association from 1999 to the present; served as Chairman of the Texas Retailers Association in 2002; was a Board Member of the Metrocrest Chamber of Commerce from 2004 - 2007; served as Chairman of the Metrocrest Chamber of Commerce in 2006; is currently a Board Member of the Metrocrest Social Services since 2007; is a Member of the United States Handball Association; and is a graduate of the University of North Texas (1984) with a degree in Business Management and is a Graduate of Leadership Metrocrest (2007).

Henry Poirot, with 40 years of experience in the publishing industry, started his own consulting firm in 2006. He has worked with leading industry companies such as MapQuest, National Geographic, Discovery Communications, Maps.com, and Michelin Maps and Guides. Poirot & Company specializes in developing strategic relationships in sales and distribution.

John Serpa is the President/CEO of Maps.com – a leading ecommerce retailer of mapping products and services. He joined Maps.com as Online Marketing Manager in 1999 and was promoted to President & CEO in 2002. Maps.com is comprised of four business units: eCommerce, Custom Mapping Services, Maps101 Online Education, and Classified Concepts. In April 2009 Maps.com launched a spin-off company called

Creative Tecknology, which will be the launching platform for new mobile and SMS services. Its first product is www.PizzaTXT.com.

Jim Welch, starting January 2009, took on the role of Director of Sales at Mapsco, Inc. He also continues to pursue a life-long love of cars and is the Managing Partner in Rite Rods, a Hot Rod customization business located in Prescott, Arizona.

For more than 17 years Welch was very involved in the map industry. He most recently was Senior Vice President for Business Development being responsible for the Business-to-Business and Retail divisions of Rand McNally & Co. as well as reviewing the many M&A opportunities presented to Rand. Prior to that he was Senior Vice President of Local Travel responsible for marketing all non road atlas Rand McNally products. Most importantly he filled the role as an “Agent of Change” in the Rand McNally organization

Prior to the Rand McNally acquisition of Thomas Bros. Maps in 1999, Welch served as President and General Manager of Thomas Bros. stepping up from his role as Vice President of Sales and Marketing. He joined TBM in 1988 as a Regional Business Manager in the Pacific Northwest, charged with expanding both consumer and business-to-business for Northern California, Washington, and Oregon. At the time of the sale, Thomas Bros. Maps was undisputed market leader in the west and nationally recognized as being on the leading edge of digital mapping technology. Prior to his employment at Thomas Bros., Welch spent 11 years in multiple senior management positions at the largest book and magazine distributor in the Southwest, located in Phoenix, Arizona.

12:30 pm – 1:55 pm

Topic: Government Forum

The Government Forum will focus on mapping and spatial information in Government agencies in the North American region. Representatives from various Government agencies will discuss their mapping programs. Included in the discussions will be trends and issues facing government mapping organizations. The program will provide an opportunity for questions and answers and interesting roundtable discussion.

Speaker: Kari Craun, Director of the National Geospatial Technical Operations Center (NGTOC), U.S. Geological Survey

The National Geospatial Technical Operations Center performs a wide range of functions in support of maintaining a seamless, current, nationally consistent coverage of base geospatial data for the United States. The Center also develops a wide range of digital and graphic products, including U.S. Geological Survey topographic maps and The National Atlas digital and graphic products. The Center manages several broadly-scoped contract mechanisms for acquisition of geospatial products and services through the commercial sector.

Craun is a Past-President of the American Society for Photogrammetry and Remote Sensing (ASPRS) and is currently Vice President of the Cartography and Geographic Information Society. She received a B.S. degree in Geology from the University of Missouri-Kansas City in 1984 and an M.S. degree in Photogrammetry from Purdue University in 1987. She is currently pursuing a Master of Science degree in Geospatial Information Science through Northwest Missouri State University.

2:00 pm – 2:50 pm

Topic: Topographic Science at the U.S. Geological Survey Earth Resources Observation and Science Center

This session will highlight the activities and services of the Elevation, Topographic Science, and Lidar Branch at the U.S. Geological Survey Earth Resources Observation and Science (EROS) Center. While their primary mission is to maintain the National Elevation Dataset (NED), the branch also conducts a wide array of research on elevation-related topics and provides numerous additional services through Web-based applications. The growing popularity of Light Detection and Ranging (lidar) as a primary source for elevation and other derivative mapping products is also a central focus. Presentation topics will highlight NED operations, the Center for Lidar Information, Coordination, and Knowledge (CLICK) web portal and other lidar activities, the Elevation Derivatives for National Applications (EDNA) suite of applications, data integration research, and potential future applications and services.

Speaker: H. Karl Heidemann, GISP, Physical Scientist, LiDAR Science U.S. Geological Survey EROS

Karl Heidemann received his education in Geography at the University of North Carolina at Greensboro and the University of South Carolina. His professional experience includes extensive GIS work in support of water resources engineering for Woolpert and Watershed Concepts, development of lidar processing workflows and breakline algorithms at EarthData International of NC, and the architecture of commercial lidar software at ProLogic, Inc. Now at the USGS/EROS, he oversees the CLICK lidar web portal, improves workflows and automation for lidar and terrain processing, manages IT infrastructure and software, and leads the development of lidar standards and specifications. He holds GISP certification and is an active member of ASPRS.

Topic: Customer Relations Marketing (CRM)—*an Essential Tool in any Businesses Tool Box*

Taking you through a systematic process of communication in a meaningful and focused way to optimise sales / income / profit. Outlining the way in which you can design a simple, customised, customer relationship marketing system using tools that come with Microsoft Office 2007 and in ways that specifically relate to the various sectors of the map industry.

- The anatomy of CRMs
- What is the purpose of customer relations marketing

- Where can CRMs work in the Geo Spatial Industry
- Making CRMs work for you
- The essential elements of CRMs as a business tool

**Speaker: Peter Davis Cert Cart, CPM, AFAMI, Managing Director
World Mapman Solutions**

Peter Davis is a cartographer and Managing Director of World Mapman Solutions and has spent 20 years as Marketing Manager for one of the worlds' leading map publishers, Hema Maps, which followed a 13-year career in the Queensland Government mapping department. Over time, Davis has worked across many areas of the industry, including map production, wholesale, retail, marketing, and education. He has been an active member of the Australian Marketing Institute for eight years and in 2007 was awarded an Associate Fellowship of the Australian Institute of Marketing. Davis is also a Certified Practicing Marketer (CPM).

3:00 pm – 4:00 pm

Topic: National Hydrography Dataset (NHD)

Presentation will include information on NHD content, NHD Maintenance and Stewardship processes, and a brief discussion of the linear referencing and addressing capabilities built into the NHD.

Speaker: Bill Smith, Cartographer, NHD Stewardship Liaison, National Geospatial Technical Operations Center, U.S. Geological Survey

Bill Smith worked in private industry as a mechanical/electrical designer after attending the University of Missouri (Rolla) and University of Wyoming at Laramie. He hired on with the USGS in 1988 where he worked in Field Surveys for three years and then transferred to the Denver office in 1991. While in the Denver office, Smith served as the USGS Liaison to the State of Idaho, was a member of the data assessment team, and has been involved with the NHD data stewardship program for the past three years.

Topic: Mapping the 2010 Census

In the United States, the decennial census is the largest peace time mobilization. While the date of the census is designated as April 1, 2010, the various operations leading up to census week and subsequent steps require numerous geographic and cartographic activities and products. Planning, developing, implementing and managing a geographic and cartographic program requires a diverse staff, geographic data, computer applications, collaboration with partners, products, and innovation. Geographic and cartographic support for census operations is essential for a successful census or survey. The MAF/TIGER system is a component of the U.S. Census Bureau's infrastructure to provide for that support.

Mapping is conducted using a variety of approaches depending on production requirements. Millions of small format assignment maps produced for each census

block require fully automated mapping systems while high quality thematic maps serving a variety of interests are interactively produced using commercial GIS software tools. Many other map types are needed during the census, which puts great pressure on people and systems during demanding schedules. Geographic support for the census will conclude with maps and other spatial products that help users locate geography for which census results apply.

Speaker: Timothy Trainor, Chief of the Geography Division, U.S. Census Bureau

Timothy Trainor was selected as the new Chief of the Geography Division of the U.S. Census Bureau in December 2008. As the Census Bureau's chief geographer, he is responsible for directing all aspects of the division's work related to development and implementation of geographic and cartographic activities necessary to support the Census Bureau's data collection, processing, tabulation, and dissemination programs for the United States and its territories. These activities revolve around the Census Bureau's TIGER (Topologically Integrated Geographic Encoding and Referencing) automated geographic data base and the MAF (Master Address File) digital address list. Included in this is collecting, maintaining, and developing criteria and reference files for geographic entities in the United States and assigning addresses to the correct geographic locations, fostering partnerships between the Census Bureau and Federal, state, local, and tribal governments and commercial companies, preparing maps to support the Census Bureau's data collection and dissemination operations, and developing standards and defining cultural and demographic features to meet Census Bureau obligations to the Federal Geographic data Committee (FGDC), the requirements of Executive Order 12906, and the submission to and acceptance of these standards by the American National Standards Institute (ANSI) and the International Standards Association (ISO) committees on geospatial data.

Trainor began his career with the federal government as a cartographer with the Defense Mapping Agency (now the National Geospatial-Intelligence Agency). He joined the Geography Division, Census Bureau in 1980. Throughout his career, Trainor has been actively involved in the development and implementation of the Census Bureau's TIGER System and cartographic operations. He has served as Chief of the Cartographic Products Branch and the National Geographic Partnership Team. Prior to being named Geography Division Chief, he served as Assistant Division Chief for Geo-Cartographic Products and Criteria within the Geography Division of the U.S. Census Bureau. In this position, he was responsible for all cartographic operations, preparation of TIGER/Line files as well as other geographic products, and the development of statistical geographic area concepts and criteria and maintenance of geographic area names, attributes, and codes within the Census Bureau's MAF/TIGER database.

Trainor has a Post-Graduate Diploma in Cartography (1978) from Glasgow University, Scotland where he studied under John S. Keates and a B.A. History from Rutgers University (1975). He is a member of the Association of American Geographers, International Cartographic Association (ICA), Cartography and Geographic Information Society (CaGIS), the National States Geographic Information Council, the Urban Regional Information Systems Association and the Senior Executive Association. Trainor currently is Vice President of the

ICA and chairs the Census Cartography Working Group. He previously served as chair of the ICA Commission on National and Regional Atlases, and represented the ICA at the UN Regional Cartographic Conference for the Americas and early meetings of the UN Geographic Information Working Group at the request of the President of the ICA. He also represented CaGIS as a delegate to the American Congress on Surveying and Mapping (ACSM). He is a Fellow of ACSM, a Senior Fellow of the Council for Excellence in Government and Fellow of the Federal Executive Institute. In addition to his professional activities, Trainor is an adjunct faculty member in computer cartography and GIS at the University of Maryland.