

## Conference Speakers – Monday, September 13, 2010

9:00 a.m. – 9:50 a.m. (Hampton Ballroom)

### **The Geography and Map Division of the Library of Congress:**

#### ***More Than 110 Years of Map Collecting and Service to Congress and Scholarship***

John Hébert, Chief, Geography and Map Division of the Library of Congress will deliver a special presentation on the Library of Congress' geographic collections, its dynamic plans for the future, and how the map community can access the Library for research and pleasure. The Geography and Map Division is the largest map collection in the world, with more than 5.5 million cartographic objects. In this time of transition from paper to digital, the need to work more closely with map producers and map users is ever present.



#### **Dr. John Hébert, Chief, Geography and Map Division Library of Congress**

A Louisiana Cajun, Dr. Hébert has been employed in the Library of Congress since 1969. Initially, he was senior reference specialist in the Geography and Map Division (1969-1974) then served as Assistant Chief and acting Chief in the Hispanic Division (1975-1999) and as Coordinator of the Library of Congress' Christopher Columbus Quincentenary Program **1492-1992: An Ongoing Voyage** (1989-1993) before his return as Chief of the Geography and Map Division in September 1999. In his position as chief he oversees the multiple activities of the largest collection of maps and atlases in the world, directs the activities of the Philip Lee Phillips Society, the friends group of the Geography and Map Division, serves on the steering committee of the Federal Geographic Data Committee, and is a member and presently Chairman of the U.S. Board on Geographic Names. He has been an active member of the Society for the History of Discoveries, Association of American Geographers, and is a past president of the Seminar for the Acquisition of Latin American Library Materials (SALALM).

Hébert contributed to the atlas publication ***Virginia in Maps: Four Centuries of Settlement, Growth, and Development*** (Richmond: The Library of Virginia, 2000) and contributor and editor of ***Charting Louisiana; Five Hundred Years of Maps*** atlas (New Orleans: The Historic New Orleans Collection, 2003) at the Historic New Orleans Collection, New Orleans. He served as Advisory Scholar to that organization in 2001.

A historian (Georgetown University M.A. '67., Ph.D.'72 in Latin American History, University of Southwestern Louisiana B.A. '65, history), Dr. Hébert has written on the

18th century Spanish presence in the U.S. (the Spanish borderlands), historical cartography, and Latin American bibliography. He is the editor and contributor to **1492: An Ongoing Voyage** (Washington: Library of Congress, 1992), directed and contributed studies in the preparation of exact facsimiles of the indigenous 1531 (Mexico) **Huexotzinco codex** (1995), in the study of the **Oztoticpac (Mexico) 1540 lands map**, and the **1562 map of America** by Diego Gutiérrez (a facsimile of the map was issued by the Library of Congress in 1999).

From 1973-1987, he served as editor of the cartographic and the bibliography and general works sections of the annual **Handbook of Latin American Studies** (University of Texas Press) and authored **The Library of Congress Hispanic and Portuguese Collections, An Illustrated Guide** (Washington, 1996). He contributed to **Eyes of the Nation** (Alfred Knopf and Library of Congress, 1997); produced, with Anthony Mullan, **The Luso Hispanic World in Maps; A Selective Guide to Manuscript Maps to 1900 in the Library of Congress** (1999) with support from a James Billington Grant; and authored **Panoramic Maps of Cities in the United States and Canada** (1<sup>st</sup> edition 1974, rev. edition 1984).

From 1989 to 1993 he directed the Library of Congress's Columbus Quincentenary Program, which featured the major exhibition **1492-1992: The Ongoing Voyage**. He served as a member of the presidential **U.S. Christopher Columbus Quincentenary Jubilee Commission**.

Hébert's research interest for the past 30 years has been in the study of the initial Spanish and French presence in North America, especially along the Gulf Coast of the United States.

**1:30 p.m. – 2:20 p.m. (Hampton Ballroom)**

**Government Panel Session: “Discovering New Business Opportunities”**

This panel session will be hosted by the United States Geological Survey and facilitated by Ms. Kari Craun, Director, National Geospatial Technical Operations Center. The government panel members include the U.S. Geological Survey, U.S. Forest Service, the Federal Emergency Management Agency, the Bureau of Land Management, and the National Oceanic and Atmospheric Administration.

The federal public sector organizations comprise the largest geospatial segment in the country, and changing business requirements and technologies present opportunities to make information more readily available through private sector partnerships. Today, many government organizations are pursuing new partnership opportunities for providing their geospatial information to the public.

The content of the session will focus on changing government business models related to geospatial information in the areas of publishing, information access, and dissemination. This interactive forum will effectively link experience and knowledge to trends and issues facing government mapping organizations, how they are evolving to

ecommerce, changing from paper map inventory to digital products, and distribution via the Internet. During the Question and Answer session, you will have the opportunity to seek information on issues that may have been resolved in the public sector. After this informative session, you will better understand government working with business – how your government works with the mapping industry and private businesses.



**Kari Craun**  
Director, NGTOC

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

Kari J. Craun is the Director of the U.S. Geological Survey, National Geospatial Technical Operations Center (NGTOC). This 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 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.

Ms. Craun is a Past-President of the American Society for Photogrammetry and Remote Sensing (ASPRS) and is currently President-elect 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.



**Howard P. Danley, Chief, Navigation Services Division, Office of Coast Survey**

The Navigation Services Division was formed in October 2000 with Howard Danley as its Deputy Chief. He became the Division Chief in 2005. The Navigation Services Division is the primary contact between Office of Coast Survey and the maritime community. The division is composed of the Coast Pilot Branch, which publishes the U.S. Coast Pilot, the Customer Affairs Branch with regional navigation managers who are in close contact with local user groups, and the Navigation Response Branch with its Navigation Response Teams that respond to emergency situations such as Hurricanes Katrina and Rita.

Danley began his career as a cartographer with the Naval Oceanographic Office in 1968. He transferred to what was to become NOAA shortly before its formation in 1970. During his career with NOAA he was Chief of the Mid-Atlantic nautical chart production Unit, which compiled all nautical charts from South Carolina to New York City. During his tenure as Chief of the Quality Assurance Branch he compiled a new edition of the Nautical Chart Manual, planned nautical chart production, and scheduled chart printing.

As Chief of the Customer Affairs Branch he managed outreach activities including trade show participation and the Cooperative Charting Program with the U.S. Power Squadrons and U.S. Coast Guard Auxiliary. He has conducted numerous management studies and strategic planning sessions for Office of Coast Survey. International activities include participation in an exchange program with the Canadian Hydrographic Service; working with the French and German hydrographic offices to publish a new and expanded edition of the Hydrographic Dictionary under the authority of the International Hydrographic Bureau in Monaco; and designing an international chart scheme in the Caribbean with the United Kingdom Hydrographic Office.

Danley received a B.A. from the University of South Florida in Natural Sciences and Economics; and an MBA from Frostburg State University, which is part of the University of Maryland system. He has received numerous awards including a United States Department of Commerce Bronze Medal and a United States Coast Guard Certificate of Merit award. He managed the Office of Coast Survey's response to Hurricanes Katrina and Rita including rapidly surveying the Mississippi River that allowed the U.S. Coast Guard to reopen the Port of New Orleans 13 days after Katrina struck.



**Paul Huang, Branch Chief, Department of Homeland Security, FEMA**

Paul Huang is a Branch Chief in the Department of Homeland Security (DHS) Federal Emergency Management Agency's Mitigation Directorate. Mr. Huang oversees outreach, information technology, and program planning and strategy for FEMA's largest performance-based program Risk Mapping, Assessment, and Planning (Risk MAP). His leadership Flood Map Modernization was rated as one of the top 5 managed programs in the Department. In his roles, Huang collaborates closely with FEMA's 10

regional offices, a multitude of staff and contractors, and closely with local, State, and Federal officials. He also collaborates with local and State officials as well as other Federal Agencies to coordinate data collection and risk communications ensuring optimization of local and Federal resources. Additionally, Mr. Huang has recently assisted in the successful delivery of the FEMA Flood Map Modernization program, which took paper-based flood hazard maps and modernized them into geospatial products for 92 percent of our Nation's population.



**Betsy Kanalley, Assistant Manager, Geospatial Services, U.S. Forest Service**

Betsy Kanalley has served as the Assistant Manager, Geospatial Services for the USDA Forest Service, at the agency headquarters in Washington, D.C. since 1999. In this capacity, she oversees the Forest Service Visitor Map Program and the production of maps, recreation guides, river and float guides, atlases, and other geospatial information for the 155 National Forests and 20 National Grasslands located in 42 states and Puerto Rico. She provides leadership and policy guidance for the agency's mapping activities. She also facilitates coordination of various Federal Geographic Data Committee activities within the agency and with external partners. Kanalley is the Department of Agriculture member to the U.S. Board on Geographic Names. She recently completed her tenure as Chairperson of the Board and currently chairs the Board's special committee on tribal coordination policy.

Prior to coming to the Forest Service, Kanalley worked as a cartographer for the Defense Mapping Agency (DMA) and was deeply involved in the agency's technical modernization program. During her last three years with DMA, she managed the agency's mapping agreements with NATO nations.

A native of New York State, Kanalley received a Bachelor's Degree in Geography and Environmental Studies from S.U.N.Y Geneseo and a Master's Degree in Geography from Bowling Green State University, Ohio.

**Mike McDermott, Chief, Science Information and Education Office, USGS**

Mike McDermott is currently the Chief of the Science Information and Education Office, which is part of the Geospatial Information Office, one of the five disciplines of the U.S. Geological Survey. He has programmatic oversight for information distribution, including map sales, the public inquiries function, the bureau's library system, and science quality stewardship, which facilitates activities such as the Fundamental Science Practices Advisory Council. Other positions have included Chief of the Office of Outreach, and Senior Advisory on customer research in the Office of Strategic

Planning and Analysis, both in the Director's Office. Before that, McDermott spent 14 years in the National Mapping Division (NMD), the current Geography Discipline's predecessor, and was a Supervisory Geographer in positions focused on external coordination and cartographic requirements. He led the map dealer program during which time he was a member of the IMTA Board of Directors, where he helped to establish IMTA in the United Kingdom. Prior to Federal service, he worked in the private sector for ten years mostly with the Bell System in marketing and customer services.

**2:30 p.m. – 3:20 p.m. (Hampton Ballroom)**

### **The Central Role of Maps in Business Intelligence 2.0**

Increasingly, commercial and government organizations are realizing the power of mapping and location for understanding data and making better decisions. This session will explore the what, why, and how of this phenomena as well as how IMTA members can benefit from this trend. Specific use cases in organizations as diverse as Microsoft, Toyota, Novartis, Franklin Templeton Investments, Proctor & Gamble, the Department of Transportation, the Department of Homeland Security, and more will be examined and compared. A common thread from these stories will be extracted: exploiting the contextual power of maps to unite islands of enterprise and external content into focused, interactive, collaborative data visualizations to increase insight and understanding for better, faster decision making. The session will conclude with a look at best practices for making digital map assets appealing for this growing customer base.

#### **Scott Caulk, Director of Product Management, IDV Solutions**

Scott Caulk is the Director of Product Management for IDV Solutions and in this role is the primary messenger to and for the market as it relates to Visual Fusion software and other IDV products. He has over ten years of IT experience as a developer, project manager, and product manager. In addition to graduating with honors and earning an MBA from Michigan State University's Eli Broad Graduate School of Management, Caulk also holds a Master's Degree in Education from Azusa Pacific University. IDV Solutions is a business intelligence software company committed to helping organizations gain more insight from data. With a reputation for quality and innovation, IDV is helping Global 2000 and government customers engage and understand their data in unique ways for greater competitive advantage. For more information, please visit [www.idvsolutions.com](http://www.idvsolutions.com).

**2:30 p.m. – 3:20 p.m. (Governor’s Boardroom)**

**Working with Digital Elevation Models (DEMs) in Adobe Photoshop**

This session will focus on importing and working with digital elevation model data within Adobe Photoshop. Attendees will be shown how to easily import multiple DEM files, then mosaic, crop and reproject them to a desired co-ordinate systems as well as colourizing the DEMS based on elevation data, all within Adobe Photoshop. Participants will also be shown how to easily create hillshade raster backgrounds from DEMs and associated spatial imagery.



**Doug Smith, Sales and Marketing Director, Avenza Systems Inc.**

Doug Smith has been the Sales and Marketing Director for Avenza Systems Inc. since 2003. He has participated in multiple mapping and cartographic industry trade shows and has been involved in the development of the Avenza Suite of cartographic tools.

**2:30 p.m. – 3:20 p.m. (Capitol Room)**

**The Next Generation**

Traditional map demand is waning, but maps-on-demand are soaring. But how do you move from the decline – to the increase in business? This session will map a strategy to make you more efficient and position you to leverage more opportunities. Come see how to take advantage of the next generation of mapping.



**Mark Cygan, Industry Manager for Map, Chart and Data Production, Esri**

Mark Cygan has worked in cartography and GIS for over 26 years. 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, family run cartographic publisher. As Cartographic Facility Manager at Rand McNally & Co., he managed all aspects of map and atlas production, including a small four-color printing and bindery

operation. Seeing the advantages of GIS, he moved on to become Manager of Database Production at NAVTEQ, one of the world's largest map data publishers. Cygan joined Esri 14 years ago, as a Consultant / Project Manager and five years ago moved into his current role as Industry Manager for Map, Chart and Data Production.

**3:30 p.m. – 4:20 p.m. (Governor's Boardroom)**

### **IMTA... the Essential Box of Tools for Businesses in the Mapping and Geospatial Industry**

IMTA is an organisation that has put together a great range of different facilities and processes to allow for communication and enhancing the prospect of doing better business in the mapping and geospatial Industry. There are multiple facets and ways in which IMTA facilitates doing business in our industry. IMTA is like a big shiny box of tools with many drawers and every drawer revealing a new set of tools. IMTA over the years has been adding different types of drawers and filling them with tools. This presentation is about demonstrating how you can get these IMTA tools out of the box and use them to improve your business.

IMTA is the ONLY toolbox for our industry, where all the tools are together, organized, accessible, and are ready. All we need to do is USE them.



#### **Peter Davis, Managing Director, World Mapman Solutions**

Peter Davis is the Cartographer and Managing Director of World Mapman Solutions, who spent 20 years as Marketing Manager for one of the world's leading map publishers, Hema Maps, which followed a 13-year career in the Queensland Government mapping department. Over this time, he worked across many areas of the industry, including map production, wholesale, retail, marketing, and education.

Davis 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 and is also Certified Practising Marketer (CPM) and has been an active member of the International Map Trade Association for 20 years. Davis is currently the President of IMTA (Asia Pacific).

**3:30 p.m. – 4:20 p.m. (Hampton Ballroom)**

### **Distribution Options and Realities**

Map, atlas, and guide publishers have taken a real hit during the past two years. This reflects the significant decreases that have occurred in consumer spending across all categories of goods and services during this same time period. While there has always been competition for shelf space it has become even more challenging as retailers focus intensely on profitability per square foot, inventory turns, and carrying costs. During this session we shall speak to these trends and hopefully inspire discussion around the following issues:

- What are the distribution options for cartographic products?
- How can map publishers maintain a presence in retail?
- Are there things publishers can and should be doing to help create awareness for their products beyond just getting them sold-into retail?



#### **Henry Poirot, Founder, MapDistributors LLC**

Henry Poirot, with 40 years of experience in the publishing industry, started his own consulting firm in 2006 and MapDistributors LLC in 2007. He has worked with leading industry companies such as MapQuest, National Geographic, Discovery Communications, Maps.com, and Michelin Maps and Guides. MapDistributors LLC specializes in developing strategic relationships in sales and distribution and was formed to fulfill the supply and merchandising needs of particular retail chains.



#### **Fran Marshall, Principal of Red Rocks Consulting**

Fran Marshall is a consultant for MapDistributors, LLC working with founder and past IMTA President Henry Poirot, to provide sales, marketing, and distribution services to both map and guide publishers as well as retailers. As the principal of Red Rocks Consulting, Marshall has been engaged to assist with strategic plan development,

operational restructuring, financial recapitalization / compliance, and change management support within and outside of the industry.

Formally the president of National Geographic Maps, Marshall oversaw strategic business and product development, sales and marketing of National Geographic Maps award-winning reference, trail, and interactive map products for both consumer and professional markets. She also was vice president, Finance and Administration for National Geographic Ventures.

Prior to joining National Geographic, Marshall was vice president of finance and administration at Time Life Customer Service. She has also held various tax, audit, and litigation support positions at a private company and a leading accounting firm. She has a B.A. in Economics from the University of Illinois and an MBA from the College of William and Mary.

**3:30 p.m. – 4:30 p.m. (Capitol Room)**

### **The US Topo and USGS Historical Map Collection**

The U. S. Geological Survey (USGS) has published more than a quarter of a million different editions of topographic maps of the USA during the past 125 years. Copies of these historic maps are found in numerous libraries but the most complete collection known to exist is in the map library in the headquarters of the USGS, located in Reston, Virginia, USA. Currently there is a common expectation everything of value, or required for reference and research, needs to be available through the Internet. The USGS has a continuing commitment to supply topographic maps to the Nation and recognizes its responsibility as custodians of its historic topographic map collection. This presentation describes the process underway to scan all topographic maps in the Reston Library and convert these maps to an electronic format to be widely accessible through the Web. This includes metadata and technical processes developed to spatially reference maps.

The USGS has a long, proud tradition of producing topographic mapping products for the Nation. The Primary Series USGS Topographic Quadrangle map is a robust nationally consistent base map product used for a seemingly unlimited variety of applications by both professional organizations and the general public. The USGS is continuing to build on the base mapping tradition through rapid development and distribution of a new digital base map product called US Topo. These next-generation products contain most of the desirable characteristics of the classic topographic map, and are built from *The National Map* data, which have been integrated from local, State, and Federal agencies, along with other sources.

This presentation will provide a current status of the US Topo product and an understanding of its' key elements and functionality. The initial version of the product created in 2009 called "Digital Map – Beta" included orthoimagery plus roads and geographic names in the traditional 7.5 minute quadrangle format. More than 13,200 "Digital Maps - Beta" were produced within 20 states and are available free on the Web in the GeoPDF® format. Beginning in October 2009, additional features including

elevation contours and hydrographic features have begun being added to new maps being produced for new states, and the name of the product was formally changed to US Topo. Tools are available free for download. Users can navigate the map, zoom in and out, select various layers, and print the maps.



**Gregory J. Allord, Senior Cartographer, National Geospatial Program, USGS**

Gregory J. Allord is a Senior Cartographer with the National Geospatial Program of the U. S. Geological Survey. His current project is the scanning and creation of georeferenced files for the more than quarter-million topographic map editions published since 1884. He is also assisting the Board on Geographic Names put all official documents since 1892 online.

Allord has been with USGS since 1969 and has previously served as Chief of the Cartography and Publishing Program supporting water science programs nationwide and was the USGS Publishing Program Manager accepting his current project. He started his career with USGS while a student in geography and cartography at the University of Wisconsin.



**David Brostuen, Associate for Operations, USGS  
National Geospatial Technical Operations Center**

David Brostuen is the Associate for Operations within the USGS National Geospatial Technical Operations Center (NGTOC) located in both Denver, Colorado and Rolla, Missouri. In his role, he is responsible for oversight of *The National Map Data* Operations and Products and Services Branches of NGTOC including *The National*

*Map* data themes, The National Atlas and production of the new US Topo product line. He brings over 20 years of private industry experience in all facets of geospatial applications and program management including remote sensing, GIS and photogrammetry.

Brostuen holds a Bachelor of Science degree from Colorado State University and a Certificate from The Executive Leadership Program, University of Colorado School of Business. He began his career as a GIS / Remote Sensing Scientist in 1988 with the James W. Sewall Company in Old Town, Maine. Since then, he has held a variety of technical and management positions in geospatial service organizations including NASA's Commercial Remote Sensing Program (John C. Stennis Space Center), Analytical Surveys Inc., and The Sanborn Map Company (Colorado Springs, Colorado).

**3:30 p.m. – 4:20 p.m. (Calvert Room)**

### **A Web Based Cataloguing and Search Technology for Publishers of Maps and Geospatial Data**

Online retailers have a narrow window of time to close a sale before shoppers move to another store. This is a big problem for map retailers, who have large volumes of products buried deep within their website. Goldstream Publishing Inc. has developed a geosearch platform that makes it easier to find your way through the geospatial jungle. With a better geosearch, more of your “seekers” become “buyers.”



#### **Sean Simmons, President, Goldstream Publishing Inc.**

Sean Simmons is founder and President of Goldstream Publishing Inc., based in Prince George, B.C., Canada. The company publishes recreational maps through online and print formats. In 2010, the company expanded its business with a new geosearch platform called *Map Jungle*.

## **Conference Speakers Tuesday, September 14, 2010**

### **9:00 a.m. – 9:50 a.m. (Capitol Room) Re-purposing Your Maps for the Digital Age (*Delivering Maps in Geospatial PDF*)**

In an age in which paper maps are being used less and less frequently and an increasing number of maps are being used digitally on GPS devices, cellular phones, and in-car navigation systems, the challenge for all map publishers is how to address this new market and to ultimately continue the life of their map assets and products within these new media platforms. This presentation will focus on a potential solution to this problem by demonstrating how the open Adobe geospatial PDF format can be used by any map publisher or creator to deliver the same high quality maps previously available on paper, to digital devices including computers, iPads, and iPhones. In combination with free software for displaying geospatial PDF maps and interacting with the GPS system present on compatible devices, any map can now be used in the digital age.



#### **Doug Smith, Sales and Marketing Director, Avenza Systems Inc.**

Doug Smith has been the Sales and Marketing Director for Avenza Systems Inc. since 2003. He has participated in multiple mapping and cartographic industry trade shows and has been involved in the development of the Avenza Suite of Cartographic tools.

### **9:00 a.m. – 9:50 a.m. (Governor's Boardroom)**

#### **USGS Store – Delivering USGS Science**

The USGS Store is the web interface that supports the bureau's efforts to increase the visibility of products resulting from the research, studies, and activities of USGS scientists. The USGS Store is also the delivery mechanism that serves available USGS GeoPDF – including the new US Topo maps through a 'downloader' interface. This interactive demo will show how the web interface is a key access point to the new maps that are being produced and available in different formats. As USGS expands its business model to integrate a digital distribution model, opportunities and partnerships need to be identified that can help improve and support this activity to meet the goals of our partners and customers.



**Jeanelle Leyba, Operations Manager, USGS Information Program, USGS**

Jeanelle Leyba joined the U.S. Geological Survey (USGS) in 1996 at the National Distribution Center located in Denver, Colorado. She has been involved in several management activities with a focus on more innovative approaches to government (public and private sector partnerships, data accessibility, customer focus organizations, entrepreneurial government, and next step agencies). As an Operations Manager in the USGS Information Program, she is responsible for the oversight and management of the acquisition and dissemination of USGS and other Government agencies publications and products.

In 2000 Leyba was asked to be involved in a system implementation activity that would replace sales and inventory system-FFS. Her role was to bring her experience as it related to the customer service activities associated with the sale and distribution of our products. That implementation was the beginning of many projects throughout the years that leveraged the SAP platform to accommodate the variety of requirements that existed in our branch. That project team evolved into the core IBIS system team that exists today. Leyba has been the system team lead for about six years. She is currently in an acting position over the Science Information Services team that plays a significant role in the development, dissemination, and data integration of USGS science.

**1:00 p.m. – 1:50 p.m. (Hampton Ballroom)**

**A Publishers Discussion: How are Publishers Addressing the Economic and Industry Challenges of Today?**

This panel will be moderated by Dan Ortiz, Vice President of Products, Marketing and Operations for National Geographic Maps. The panel members represent a cross-section of the map publishing industry with products and distribution that span the globe.

The session will focus on strategies publishers have employed to keep their businesses moving forward in times of economic difficulties and as content delivery mechanisms rapidly change. Key subjects to be discussed will include ways to expand international distribution, changes in the traditional brick and mortar retail landscape, the growing role of online resellers, strategies for product diversification (print and digital), and content migration to new delivery platforms. The goal is to encourage audience participation to create a lively, engaging discussion on the many challenges that map companies face on a day-to-day basis.



**Sheena Barclay, Managing Director, Collins Geo, HarperCollins Publishers**

Collins Geo is a blend of publishing, digital, and services. Its flagship, The Times Comprehensive Atlas, is recognized by many as the world's most prestigious and authoritative reference atlas. Aside from its published list, Collins Geo has a growing data and solutions business, counting Multimaps, National Geographic, the World Bank, the United Nations, and the defence sector amongst its customers. Sheena Barclay was promoted in August 2009 to the position of Managing Director of Collins Geo, HarperCollins Publishers.



**Rob Boegheim, Group Managing Director, Hema Maps**

Rob Boegheim's mapping career began in 1988 when he donned a bright blue apron, spruiking maps at World Expo 1988. During his 22 years with Hema Maps he has had a variety of roles, first in map retail and sales and then for 15 years developing Hema's range of award-winning products. This has included over 100,000km of GPS field work in Outback Australia. As Managing Director of Hema Maps Australia for the past five years, Boegheim has helped redefine the company's core strategies and direction and is readily embracing a digital future. Recently appointed as Group Managing Director he now has the challenge of adapting the business to an ever-changing global marketplace, including Hema's businesses in New Zealand and North America.



**Jack Joyce, Founder, ITMB Publishing Ltd.**

Jack Joyce founded ITMB Publishing in 1980, initially to supply his retail store with inventory. Soon, his firm was supplying retailers all over North America with internationally produced maps. However, at that time, few publishers prepared maps on Latin America. Joyce formed a partnership with Kevin Healey and for the next decade produced a series of maps. By 1996, Lan Joyce arrived and new maps started coming out like sausages. ITMB now has 425 maps of countries and cities around the world and is still expanding its range. Recently, in partnership with Jiri Navratil, Joyce is reviving map distribution in North America.



**Dan Ortiz – Vice President, Products, Marketing and Operations  
National Geographic Maps (Colorado)**

Dan Ortiz directs the product management and publishing activities of National Geographic's map division. He also plays a key role in business development and strategic planning. Prior to his current position, he managed the company's consumer products and served as General Manager of its Evergreen, Colorado operation. He has been employed with National Geographic for 25 years, splitting his tenure between the headquarters office in Washington, D.C. and his current location in Colorado.

Ortiz began his career as a cartographic researcher and transitioned into a variety of production roles as desktop publishing systems gained acceptance. Since 1992, he has held a variety of management positions in the areas of project management, business development, operations, and product management. He has been actively involved with the International Map Trade Association (IMTA) since 1995. Ortiz served on the Board of Directors from 1997 to 2001 and was International President from 2000 to 2001.

**1:00 p.m. – 1:50 p.m. (Governor's Boardroom)**

### **Cartographic Production: Transitioning from Graphics Software to GIS**

The power of GIS has long been known and understood, but for many, real and perceived graphic limitations have inhibited its use for commercial map production. Frequently GIS (if it is used at all) is seen as a useful tool for accessing and manipulating source data only, with information exported in a raw form to graphics software for creation of a finished product.

This is changing. Although there is still emphasis in the software development of ArcGIS on robust geoprocessing and data manipulation, a lot of work has been done to introduce and improve techniques for effective cartography. In addition, the move away from traditional CMYK printing is making the use of some existing GIS tools more practical and worthy of reconsideration by the cartographic community.

As a production cartographer, map designer, and an Adobe Illustrator user of long standing I have had the same prejudices against GIS as many cartographers. Having spent the last year going through a 'deep immersion' experience with ArcGIS, I attempt in this presentation to demonstrate that good cartographic practice and sophisticated graphic effects can be achieved without losing the all-important connection to the source data that graphics software cannot offer. I shall also give a brief introduction to Esri's Mapping Center, an online resource center for cartographers, and the work we do to promote and support improved cartographic standards and practices from our users.



#### **Andrew Skinner, Cartographic Product Engineer, Esri**

Andrew (Andy) Skinner joined Esri in the summer of 2009 as a cartographic product engineer. Previously he was Manager of Cartographic Design at Rand McNally, where he worked on many of the company's products, including the *Rand McNally Road Atlas*, the Street Guides, *Goode's World Atlas*, retail and educational wall maps, and online and GPS mapping bases. Prior to Rand McNally he was with GeoSystems / MapQuest, where he was one of the team that developed the National Geographic and MapQuest road atlases. Skinner also worked on other National Geographic products, including the *National Geographic World Atlas* (7th edition) and the Destination Map series. He studied cartography at Oxford Polytechnic in the United Kingdom (where he was born) and moved to the United States in 1991.

**1:00 p.m. – 1:50 p.m. (Capitol Room)**

**Using Advanced Technology to Improve Your Business by Combining Web, Mobile, and Print Products**

Are you wondering how you can increase your profits, create, and produce more in less time and offer product customization to your customers? What is the best way to make use of the data you already have in different formats? How can you integrate your customers and their end-users into the process of keeping location-based data up-to-date and usable? How can you capitalize by using combinations of distribution channels for your map products including the Internet, mobile devices, and print?

This presentation will show you case studies that answer these questions. You will learn how to improve your business using advanced technology. You will learn to make use of the channels available for providing your customers, partners, and end-users with up-to-date, excellent map products.



**Ajay Mathur, Founder, Axes Systems**

Ajay Mathur has been active in the software industry since 1985. He founded Axes Systems in Switzerland in 1990 and has been the driving force behind the development and marketing of Axes Systems' GIS Cartography software "axpand" used for creating, deriving, and sharing excellent maps for print, interactive web, and mobile products. axpand has seen widespread media and market attention including recognition as a top 20 "on demand" solution in Europe. In 2009, Axes Systems was recognized as Red Herring Global 100 technology company and a potential top 500 company listing in Switzerland.

**2:00 p.m. – 2:50 p.m. (Capitol Room)**

**Comprehensive Data Processing for Your Webmapping Application  
(20 Years of Technological Innovations Committed to Cartographic Excellence)**

For 20 years, Lorient has provided cartographic solutions proven to be the most reliable and the most technologically advanced. Today's production of cartographic content targets webmapping and geolocalization applications. Lorient delivers an outstanding automatic production workflow while leaving open any interactive customization, if so desired.

Lorienne's cartographic solutions are based on the most efficient text placement and graphic engine, allowing full interactive customization of every graphical element. It can be integrated in any workflow to provide data source independence and a flexible engine to produce high quality georeferenced maps.

Building on its experience and expertise in printed maps, Lorienne lets you benefit from existing cartographic content. Should you already have cartographic inventory content as raster or vector files, Lorienne's technology will meet your needs. Developing cartographic content for the Internet or Mobile applications has never been so easy.



**Sébastien Lanoë, Product Marketing Manager, Lorienne Software**

Sébastien Lanoë has 17 years in experience in both map production and cartographic software. With a first experience in topography data production then in map edition with a private cartographer in Europe, he has always been involved in graphics software. His combined expertises in both software and cartography have led him to the position of Product Marketing Manager at Lorienne Software, a leading software vendor of map production application. Lanoë has been involved as a cartographic expert in multiple mapping projects worldwide with Lorienne customers and partners.

**2:00 p.m. – 2:50 p.m. (Hampton Ballroom)**

**Printing Vendors Showcase: Presenting Advancements in Printing Techniques and Services**

The International Map Trade Association has a number of member printing companies that devote a portion of their business to the printing of maps. While each of the member companies print a wide range of quality products, each company has a different area of expertise, specialized equipment, and knowledge. This showcase will give you a brief ten minute overview of each participating company and a chance to ask any questions you may have about the art of printing maps.



**Mark Budd, Secretary / Treasurer, William Heintz Map Corporation**

Mark Budd grew up in Burlington County New Jersey surrounded by an interesting mix of agriculture and heavy industry. Enlisting in the U.S. Navy three weeks after high school graduation, he served on active duty from 1976 to 1980. Desiring to see how the other half lived he joined the New Jersey Army National Guard in 1981 and later went into the Navy Reserve. During this time in the reserves, he was also attending Rutgers University pursuing a degree in business management. By 1984 he let his subscription to Soldier of Fortune Magazine lapse, married Holly Catherine Heintz, and started working at the Williams & Heintz Map Corporation, a family owned business that has been making and printing maps since 1921 in Capitol Heights, Maryland.

During the last 26 years Budd has worked in every department of the company: cartography, prepress, plating, pressroom, and bindery. He later became a job planner and estimator. In 1995 he became the Secretary / Treasurer and continues in this capacity today. Budd is currently enrolled at the University of Maryland, where he is completing a degree in business management.



**Mark Duffey, Account Executive, Frederic Printing**

Mark Duffey has over 35 years in the graphics arts industry. Aeronautical map purchasing buyer for Jeppesen. At Frederic Printing he is in charge of sales and supervision for customers commercial print, direct mail, print-on-demand, online ordering systems, and fulfillment. The last five years Duffey has concentrated on the production and fulfillment of maps with a focus in web-to-print digital map production.



**Phillip Harms, Senior Print and Marketing Advisor  
Progressive Communications, a Division of Taylor Corporation**

Phillip Harms is a senior print and marketing advisor with Progressive Communications, a division of Taylor Corporation. He currently heads up the map printing division and has vast knowledge, gained by his many years of experience in the industry. Harms got his start in the printing industry after serving eight years in the Army. His first job as an R&D test engineer with ColorSpan Corporation sparked an interest in printing. Harms has subsequently performed many roles, from design to marketing to business owner. He is tech savvy with a creative mind and a love of maps.



**Ann Leroux, Senior Account Representative, Vision Graphics, Inc.**

After receiving a B.S. from the University of Colorado, Ann Leroux has spent her career involved in sales, marketing, and printing including the last 13 years with Vision Graphics. She enjoys skiing, ranching, and traveling.



**David Mecklenburg, Account Representative, Techna-Graphics, Inc.**

David Mecklenburg's career in printing spans nearly 30 years during which he has held many different positions. Currently he is an account representative at Techna-Graphics,

Inc. of Washington D.C., a 33 year old printing company – the largest commercial printing company in the District of Columbia. Its main area of expertise is maps.

Mecklenburg holds a B.S. degree in Business from the Smith School of Business at the University of Maryland College Park. He has always had an interest in the mapping industry and became a member of IMTA shortly after joining Techna-Graphics, Inc. Mecklenburg has lived in Montgomery County Maryland since 1971. He feels that the more one travels, the more one becomes a citizen of the world, and that maps play a key role in that development – personally and professionally.



**Tom Walback, Vice President, MPH Graphics**

MPH Graphics Inc. is a dynamic graphic communications company focused on providing its North American client base with environmentally responsible print production and value added service. In late 2009 MPH Graphics acquired Signature Printing and along with it the knowledge and expertise that Signature developed serving the map publishing and public transit industries. MPH remains committed to IMTA and its members and looks forward to assisting clients develop new production strategies for their printed maps and atlases. MPH Graphics is proud to be the First FSC Certified Printer in the World, as well as Map Printers to the World!

Tom Walback is Vice President of MPH Graphics Inc., where he spends his days working with map publishing clientele assisting them in the production of their printed maps and atlases. His duties also include overseeing the prepress and press departments ensuring that they are staffed with the individuals who share his attention to detail.

Walback was Vice-President of Signature Printing Inc., when they were acquired by MPH Graphics in 2009 and was instrumental in seeing the successful merging of the two companies' technology and people. Walback graduated from Carleton University in 1997 with a degree in Geography and Urban Studies. In his 2<sup>nd</sup> year cartography class he created a map of Labrador and quickly realized that just because you love maps, it doesn't mean you can draw them.

**2:00 p.m. – 2:50 p.m. (Governor’s Boardroom)**

**Advances in the Quality of the TIGER Products; Type and Timing of Products from the 2010 U.S. Census**

In preparation for the 2010 Census, the Census Bureau has spent the past decade focusing on improving the quality of data in the MAF / TIGER database. Hear how we focused on improving our data quality, see examples of the spatial improvements we’ve made, and what the future holds. In addition, learn about the geographic and cartographic products being developed to support the 2010 Census and the American Community Survey.

**Katy Rossiter, Geographer, U.S. Census Bureau**

Katy Rossiter is a Geographer with the U.S. Census Bureau. She started at the Census Bureau in the Denver Regional Census Center five years ago and has worked in the Kansas City Regional Census Center as well. Rossiter graduated from Louisiana State University with a Masters Degree in Geography. She also has a Bachelors Degree in Meteorology from Northern Illinois University.

**3:00 p.m. – 3:50 p.m. (Capitol Room)**

**Creating Great Maps with ArcGIS 10.0**

ArcGIS 10.0 is a major release for mapping. In this session we shall discuss automating mapping workflows using Python scripting, new map book functionality called data driven pages, and the new tools that enable you to quickly and easily author multi-scale maps. We shall also discuss recent advances in ArcGIS software, which allows you to build and deploy fast, high-quality map services. You will learn about advances in ArcGIS 10.0 for creating better, faster maps.



**Natalie Vines, Product Engineer, Mapping System Team, Esri**

Natalie Vines is a product engineer on the Mapping System Team at Esri in Redlands, California. 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.

**3:00 p.m. – 3:50 p.m. (Governor’s Boardroom)**

**Print Grows Trees: The Sustainability of Paper and Printing**

“Forestry is the most sustainable of the all the primary industries that provide us with energy and materials... to address climate change, we must use more wood, not less. Using wood sends signals to the marketplace to grow more trees.” Quote from Dr. Patrick Moore – Co-Founder, Greenpeace / Chair and Chief Scientist, Greenspirit Strategies

Have you heard someone suggest that by using less paper you can “save a tree?” The fact is, that when the demand for paper declines, tree farming also declines, taking all of the important ecological impacts like clean water and wildlife habitat right along with it. Doing business requires maintaining a balance among economic, environmental, and social needs. Printing on paper meets those criteria. It’s a way to drive business in a renewable way – to be more effective in your communications and to be more sustainable.



**Christie Ridenhour, Senior Account Executive, International Paper**

Christie Ridenhour is a Senior Account Executive with International Paper. During her 23 years at International Paper, she has held many roles in sales: sales training, sales management, as well as in marketing. Ridenhour and her husband reside in Charlottesville, Virginia with their two children.

**3:00 p.m. – 3:50 p.m. (Hampton Ballroom)**

**Latitude, Longitude & Topics Galore**

Back for the 12<sup>th</sup> 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 industry issues and the discussions can get quite energetic. Each table of participants develops a position on its topic with the table leader reporting to the entire group. The presentation is then open for general discussion, comments, and questions.

**Karen Davis, Director of Operations, Retail Map and Globe Group  
Herff Jones, Inc.**

Karen Davis is the Director of Operations for the Retail Map and 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 to 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) from 2005 to 2006 and as President of the International Board of Directors from 2007 to 2008.



**John Szal, Executive Director Retail Map and Globe Group, Herff Jones, Inc.**

Spherical Concepts, a subsidiary of Herff Jones, Inc. is proudly celebrating its 29<sup>th</sup> anniversary this year. Spherical Concepts brings you the best of both worlds – Artline Contemporary Globes and National Geographic Reference Globes. Now we are pleased to offer a newly expanded range of globes including Cram, Stellanova, and Columbus.

John Szal is the Founder of Spherical Concepts and now serves as the Executive Director of the Retail Map and Globe Group, a subsidiary 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 plastic fabrication industry.

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