



# imagiNEWS

## what's inside

Award  
Winners

State &  
Federal News

Welcome New  
Board Members

Message From  
the Events  
Committee

## Ninth Annual IMAGIN Forum

Some of today's greatest GIS leaders reported the latest GIS industry developments and expectations to an outstanding crowd at the Ninth Annual IMAGIN Forum held May 8 and 9 at the Lansing Center.



According to Debbie Schutt, IMAGIN executive director, the conference was an overwhelming success. "I have received very positive feedback from both conference attendees and exhibitors," said Schutt. "We have a conference formula that works well — we've perfected the number of sessions, placement, and keynotes. Bringing in high caliber speakers is the purpose of the Forum, and we will continue to do so in the future."

The theme of this year's forum, The New Appeal of GIS: Integrated Information and Expanded Access was reinforced by Monday's first keynote speaker, Jack Dangermond, president and CEO of ESRI, Redlands, California.

"Access to geographic knowledge will be easy and natural — it will be into everything we do," Dangermond said,

elaborating on the progress of GIS. "Living in an applied geographic setting, people will decide things based on geographic knowledge."

He predicts that geographic knowledge will be everywhere. GIS will become a part of environment, relocation, business planning, community involvement, social services, locating a home, job services, navigation, research, education, and healthcare.

Specifically, Dangermond said ESRI will soon provide the asset of geographic data to the Associated Press, which includes service to more than 1,500 newspapers in the United States.

"We [GIS professionals] will have a lifetime of work ahead. This means we will be participants in GIS," he concluded.

Thirty-nine sessions and workshops in 11 tracks allowed attendees to tailor the conference to their specific interests. The all-new post-forum workshops, "Hi-Tech GIS Field Tools" and "Building GIS from Imagery" were a sell-out success.



Jack Dangermond

# imagiNEWS

MAIN STORY *continued from page 1*



*Karen Eby greets participants at the registration booth.*

An emotionally-charged futuristic earthquake disaster video was the prelude to Tuesday's keynote session "How GIS Can Help in a Disaster," presented by Lance Maidlow, GIS director, GIS Solutions Division of Autodesk. While the video depicted

incredible GIS applications used during an earthquake set in the year 2001, Maidlow emphasized that the people are the heroes in a disaster situation. "The faster you can get information the more lives we can save over the long run," he said. "The objective is to figure



*IMAGIN and MIC host a booth to promote the Michigan Geographic Resource Inventory Web site.*

out how to get the right information to the right people to make the right decisions."

"Recent disasters have led to the development of applications for reporting to emergency response teams," Maidlow said. Information users including the federal government, local governments, and emergency services need immediate information about type of disaster, location, size of the population effected, time elapsed since the disaster, local resource whereabouts, and expected duration of the event. "With the web-based technology breakthrough, intelligent map-related content can be successfully delivered across systems to an Internet site, he added.

IMAGIN and the Michigan Information Center have joined together to establish a GIS Clearinghouse Web site for the state of Michigan. The organizations collected a list of 300 names of GIS contact people throughout the state as the appropriate and most knowledgeable to respond to an on-line survey. Many attendees at the conference added their names to the computerized list at the IMAGIN/MIC display positioned near the entrance of exhibit Hall A.

A record number of exhibitors from across the nation brought their goods, services, and industry information for attendees to peruse and examine first hand.

## IMAGIN HONORS GIS PERFORMERS WITH ACHIEVEMENT AWARDS

The recently formed IMAGIN Awards committee presented three newly created GIS awards at the Forum to honor individuals and groups elected for their outstanding contribution to the GIS industry. Each winner received an engraved plaque and IMAGIN polo shirts.

**GIS for Everyone** — presented to the **Regional GIS Coordination Committee, Southeast Michigan Council of Governments (SEMCOG)**. The award recognizes an individual or organization that promotes the propagation of GIS by exhibiting a program with any of the following characteristics: Data Sharing, Enterprise, Multi-participant, and Internet use.

**Education & Outreach** — presented to the **Institute for Community and Regional Development (ICARD) at Eastern Michigan University**. The

award recognizes an individual or organization that established an original GIS program or activity that promotes public GIS education seminars, training, and GIS Day activities.

**Outstanding Individual Achievement** — presented to **Bill Enslin**. The award recognized an individual who has advanced the field of GIS through his/her contributions while representing and promoting the ideals of IMAGIN.

The awards will be presented annually. A notice for nomination applications will be posted in the newsletter and on the Web site in the fall.

## AND THE LUCKY WINNERS ARE...

Forum attendees got more than lunch on Monday and Tuesday. The meals were topped off by drawings for prizes



*Accepting on behalf of SEMCOG's Regional GIS Coordination Committee, Ann Van Slembrouck*

contributed by Forum co-donors. The seven lucky prize-winners are:

- **Daniel Walsh** of Consumers Energy won The Perfect Night Out \$50 gift certificate to Home Depot and a \$25 Gift Certificate to the Outback Steak House donated by **Aerocon Photogrammetric Services, Inc.**
- **Jeffrey E. Friedle** of the Michigan Department of Agriculture won 18 holes of Golf for two with a cart at on the Betsie Valley Course donated by **Crystal Mountain Resort.**
- **Erick Phillips** of Oakland County's Department of Information Technology won a golf club donated by **Kucera International, Inc.**



*Lunch provided a great opportunity to meet and network.*



## Message From the Events Committee

• **Charles M. Monsma**, ICARD at Eastern Michigan University won a golf shirt and golf balls donated by **R.A. Smith & Associates**.

• **Betty McCaghy** of the Michigan Department of Natural Resources-Fisheries Division won two clubhouse badges for the Ninth Oldsmobile Classic donated by the **Lansing Regional Chamber of Commerce**.

• **Yvette Capps** of the Livingston County Health Department won a "Romantic Adventure: - One night stay, champagne, truffles, a rose and breakfast for two in Seville" donated by the **Radisson Hotel Lansing**.

• **Michael Guthrie** of the Michigan Department of Environmental Quality won one night's lodging in



*Accepting the award on behalf of ICARD, Diana Cregar and Janice Moses*

a hotel guest room for two, 18 holes of golf for two with a cart on the Summit Golf Course donated by **Shanty Creek Resort**.



*Bill Enslin receives IMAGIN's Outstanding Individual Achievement award*

While many of you bask in the memories of the IMAGIN Spring Forum — applying learned skills, exchanging e-mail with new contacts, finding "homes" for your plastic toys — the IMAGIN Events Committee has already begun looking toward the future. In June, the committee met to review the Spring Forum and initiate plans for the Fall 2000 User's Conference. In mid-July, the committee will meet again to finalize session tracks and speakers for the Fall meeting, on August 1st the conference brochure will be sent to press, and soon after that, it will be time to begin planning for the IMAGIN 2001 Spring Forum. The Events Committee's job is never finished.

The Events Committee is interested in your ideas and suggestions. If you would like to see changes to the IMAGIN Fall User's Conference or the Spring Forum, please send us your comments. We are also interested in new volunteers. If you would like to contribute to IMAGIN by participating in the Events Committee, please contact Jessica Moy for information (e-mail: [dolansk3@msu.edu](mailto:dolansk3@msu.edu)).



*Participants enjoy the wine and cheese reception with opportunities to network.*

THANK YOU ESRI (FORUM SPONSOR)  
AND ERDAS (FORUM CO-SPONSOR).

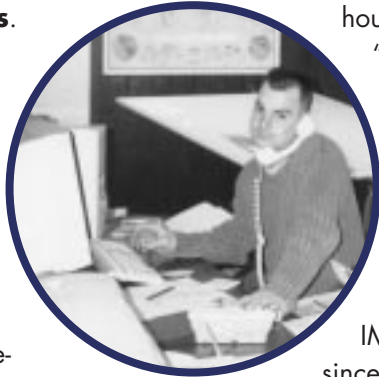
WE COULDN'T HAVE DONE IT  
WITHOUT YOU!

# Meet our New Board Members

My name is **Vince Bevins**.

I graduated from Northern Michigan University in 1998 where I completed a major in Land Use Planning and Management and a minor in Business Management. Until recently, I have been a one-man GIS department for the Central Upper Peninsula Planning and Development (CUPPAD) Regional Commission. I began this job in 1998 as a GIS/computer specialist and have helped opened the door of GIS services to our local units of governments. As is the nature of GIS, my tasks vary from week to week. Last month my primary task was data creation; this month I have dedicated much of my time to presenting GIS related topics to our local units. All in all though, this random work load has made my stay with CUPPAD an exciting adventure.

My family resides in the Upper Peninsula's beautiful Delta County where we enjoy hiking, hunting, fishing, and biking. The lush surroundings provide for a peaceful and secluded life for my wife and I to raise my son, Ean. My wife, son, and



house have kept my "plate full" for the past several months making my personal profile reflective of theirs.

I have been attending the Spring IMAGIN conference since 1998 (both in 1999), and have enjoyed meeting with other GIS specialists. Watching other GIS operators using the same methodologies in their work as myself, has given me a certain confidence; that I am on the right path. I appreciate the opportunity to serve on the IMAGIN Board and hope that I can help

---

Hello everyone this is **Brian Berdanier** from West Michigan. I am the GIS Director for the County of Ottawa, a position that I have been in for the past seven months. I'm a little new to the Public Sector side of things having spent approximately the last 20 years in the Private Sector. I have been involved in all phases of GIS for



I attended the first IMAGIN conference and have been to every one since. I have been involved in IMAGIN on various committees and currently am the chair for the Awards committee.

I look forward to serving on the IMAGIN board and to continuing the excellent work that has been done to date.

the last 10 years, and prior to that the development of computerized mapping systems, civil engineering and surveying. I am currently in the process of developing the GIS department, direction, policies, staff, and system for the county. I hold an A.D. in Computer Design from North Central Technical College, a B.S. in Geography from Aquinas College, and am currently pursuing a Masters Degree in Public Administration from Grand Valley State University. I am married with a nine-year old daughter and live in the Grand Rapids Metro area. I spend my free time playing golf, kayaking, hiking and staying involved in my daughter's activities.

---

## Member News

Orchard, Hiltz & McCliment, Inc. (OHM) consulting engineers announced the recent acquisition of Passage Corporation, a software development firm that creates user-friendly data applications that integrate electronic forms, data, document images, engineering drawing and existing client-based systems into an easy to use end-user applications for network computing environments.

## Thank you

Board members Gary Bilow and Lorri Peltz-Lewis and EMU students from CEITA Tungding Ho and Qiang Zhou who helped in the IMAGIN office on Friday May 5, 2000 preparing for the Forum. We couldn't have done it without you! An extra thanks to Lorri for delivering the notefolios from the IMAGIN office to the Lansing Center.

## Census Update

Most census data products present the data in aggregate form, that is, in summary form rather than as individual records. These summaries are generally geographically based. The bureau delivers data both for political geography, such as states, counties, cities, and townships, and for statistical geography.

The term statistical geography refers to geographic areas created expressly for aggregation and presentation of data. Statistical geography is entirely within the control of the Census Bureau or of the intermediaries who create these types of geographic areas for local use.

**Census Tract.** The best known unit of statistical geography is the census tract. Census tracts were originally developed as a way of looking at small areas within large cities. The census tract program has been extended nationwide for publication of 2000 census data. Census tracts never cross county boundaries. In Michigan, census tract boundaries often match the Minor Civil Division (MCD) lines as well.

Census tracts are important in and of themselves, i.e. to view data for a small area, but they are equally important as building blocks for administrative and service geography. Some tracts are on the small side (less than 1,000 housing units), and response rates to the census long form are low in some areas, the long-form data for a single census tract often carry high sampling errors. This

makes the information unreliable. However, they are still very useful in the building-block approach to data analysis.

**Block Group.** Block groups are subdivisions of census blocks, defined as the blocks beginning with a single digit. Thus, tract 3062 may have block group 1, block group 2, etc. Block groups are designed to be about 400 housing units and 1,000 population, but many vary significantly from that ideal. The problems with data quality outlined above for census tracts apply even more strongly to block groups. Thus, they should only rarely be used as individual areas. Their main function is to serve as building blocks to larger area geography.

**Block.** A census block is, strictly speaking, not statistical geography. It describes a physical area, bounded by visible features such as streets, railroads and water. Occasionally, especially in rural areas, drainage ditches or power lines may be used to define blocks. Block data is often outdated before it is published. People and households move in and out, people die and babies are born, continually. Because most blocks have small population and housing unit counts, only 100 percent or short-form data is tabulated for them. The housing data items are much more reliable and consistent than the population items. Unfortunately, in 2000 the only housing data available will be the housing unit counts, occupancy/vacancy rates, and tenure

(rent or own).

As with block groups, the primary use of block data is as a building block to other geography, such as Traffic Analysis Zones (TAZs). They have also served an important function as the source of housing unit counts for sampling frames for local surveys.

**Metropolitan Areas (MAs).** Metropolitan areas are groups of counties which are geographically contiguous and share common economic and social bonds. In New England, towns are used as the building blocks rather than counties. Responsibility for defining MAs lies with the federal government's Office of Management and Budget. Metropolitan areas are intended for statistical use only. However, over the decades they have taken on non-statistical uses which were not originally intended. These uses include a number of federal laws which reference them, as well various private sector applications.

Patricia C. Becker  
APB Associates and Southeast  
Michigan Census Council

*Patricia C. (Patty) Becker*  
248/354-6520

APB Associates/SEMCC  
28300 Franklin Road  
Southfield, MI 48034  
Home 248/355-2428  
FAX 248/354-6645



**GIS Services:**

User needs analysis  
Data conversion and analysis  
Database design  
Global positioning systems

# Wade-Trim



800.482.2864  
www.wadetrim.com



# Mapping & GIS

Solutions for Today's Communities

800.833.0062  
www.spicergroup.com



GIS-GIS-CAD SYSTEMS-  
TRAINING- NETWORKING

# 1-800-405-1048



## ABRAMS AERIAL SURVEY CORP.

PHOTOGRAMMETRIC CONSULTANTS SINCE 1923

AERIAL PHOTOGRAPHY  
PHOTOGRAPHIC LAB SERVICES  
ANALYTICAL AERO TRIANGULATION  
PHOTOGRAMMETRY  
DTM & DEM MAPPING  
DIGITAL ORTHOPHOTOGRAPHY  
DATA CONVERSIONS  
GIS SERVICES

800 826 7518  
TEL. 517.372.8100 FAX 517.372.8112  
124 N. LARCH ST. P.O. BOX 15008, LANSING, MI 48901-5008



**Deborah L. Stoner**  
Account Manager  
ERDAS Northern Region

dstoner@erdas.com  
5400 Shawnee Road, Suite 206  
Alexandria, Virginia 22312 USA  
703/354-7415, Fax: 703/354-7416  
http://www.erdas.com

## KUCERA INTERNATIONAL INC.

Geographic Information Professionals / Photogrammetric Consultants



**Complete, Cost-Effective Mapping Services**  
Professional Engineers, Surveyors and  
Photogrammetrists on Staff

38133 Western Parkway, Willoughby, OH 44094  
Phone 440-975-4230, Fax 440-975-4238  
E-Mail map@kucera-gis.com

Branch Offices: Pittsburgh • Denver • Atlanta • Orlando • Columbus • St. Louis



**ESRI**

*Worldwide Leader of GIS Software*



1-800-800-5191  
2445 Darwin Road  
Madison, WI 53704-3186

Engineers/Photogrammetrists/Scientists/Surveyors  
E-mail: ayres@ayres-msn.com  
Internet home page: www.primenet.com/~ayres



## CMD&A

*Putting a world of 'Sky-High-Tech' into your hands*

**GPS Sales, Rental & Training**  
Catherine M. DeDecker  
Diane J. Zobl

Phone (800) 598-1600 Fax (248) 844-5404  
cmd-a.com

## WOOLPERT LLP



In an industry marked by rapid change, you need an experienced mapping resource. For three decades, Woolpert has provided the best proven technology for our clients.

- Experience
- Stability
- Dependability
- Integrity
- Service

Woolpert is your solution for aerial photography, surveying, photogrammetry, and GIS.

Offices throughout the U.S. **800.414.1045**  
www.woolpert.com

**Chris Vanderheyden**  
National Sales Director



# SDS, Inc.

2159 Arlaman Drive  
Fort Madison, IA 52627  
Tel: (319) 327-8427  
Fax: (319) 372-2679  
Pager: (888) 635-7448  
Cell: (615) 379-5280  
E-Mail: cavander@sds-inc.com  
Web Site: sds-inc.com

## GIS Services

imagine the difference!

For further information,  
contact us at:



- Needs Assessment
- Implementation Planning
- GPS Control
- Cadastral & Infrastructure Mapping
- Database Design & Management
- Data Conversion
- Customization & Maintenance
- Training

**ANDERSON, ECKSTEIN AND WESTRICK, INC.**  
51301 Schoenherr Road  
Shelby Township, Michigan 48315  
Phone: 810-726-1234 Fax: 810-726-8780  
www.aewinc.com email: aewinc@aewinc.com

*Civil Engineers • Surveyors • Architects*  
*Providing Solutions for People*



27300 Haggerty Rd., Suite F-40  
Farmington Hills, MI 48331

NONPROFIT  
U.S. POSTAGE PAID  
FARMINGTON HILLS, MI  
PERMIT NO. 592

IMAGIN is a nonprofit 501(c)3 organization comprised of individuals and organizations interested in the use and application of geographic information system (GIS) technology in Michigan. Our members are committed to improving the quality and availability of digital data necessary to make good use of GIS. We believe that cooperation and open communication are necessary to achieve these objectives.

## *imagiNews*

is published 9 times a year.  
You may contact the editor at:

IMAGIN  
27300 Haggerty Road, Suite F-30  
Farmington Hills, MI 48331  
(248) 489-3972  
(248) 489-3973 fax

Bill Enslin, IMAGIN President

Deborah K. Schutt, Executive Director

### IMAGIN MEMBERSHIP BENEFITS

- Discounts to the annual IMAGIN forum, local users' fall GIS conference, workshops, training sessions and IMAGIN products.
- Subscription to bi-monthly *imagiNews*;
- Advertising discount rates;
- For data sharing organizations, access to authoritative digital information; and
- Complimentary licensed copy of DataLogr© metadata management software for data sharing organizations (cost to other members: \$50.00; non-members: \$85.00 plus \$4.50 postage).

Frank Sobie, Board Liaison/Information Resources Committee

Contents©1999 IMAGIN. All rights reserved.

*Opinions and positions expressed by columnists and contributors are not necessarily those of IMAGIN, its officers, employees or the editor and publisher of imagiNews.*