

# IMAGIN 2014 Annual Conference

## Agenda at a Glance

Sunday, April 27, 2014		
6pm - 8pm	Attendee and Vendor Appreciation Event - Corn Hole Tournament, light refreshments provided. Sponsored by DTE	Comfort Inn - General Session Room
8pm	Hospitality Suite	Room 240
Monday, April 28, 2014		
7:30am - 9am	Registration	Comfort Inn Conference Center Lobby
7:30am - 8:30am	Continental Breakfast	Ballrooms A-D
8:30am	<b>Welcome</b> <b>Keynote Speaker: James Fee, <i>The Future of GIS: Gotta Wear Shades</i></b>	Ballrooms A-D
10:15am	<b>Technical Sessions</b>	Rooms E - G
11:15am	Refreshment Break	General Session Room
11:30am	<b>Vendor Networking</b>	Ballrooms A-D
12:15pm	Lunch	Ballrooms A-D
1:30pm	<b>Technical Sessions</b>	Rooms E - G
2:45pm	Refreshment Break	General Session Room
3:15pm	<b>Technical Sessions</b>	Rooms E - G
5pm	Dinner on Own	
7:30pm - 12midnight	<b>Euchre Tournament (no prior knowledge required) and attendee social event. Local Craft Beer and other refreshments provided. Sponsored by Sanborn</b>	General Session Room
Tuesday, April 29, 2014		
7:30am	Registration Open	Comfort Inn Conference Center Lobby
7:30am - 8:30am	Networking Breakfast: Full Breakfast Provided	Ballrooms A-D
8:30am	<b>Keynote Speaker: Eric Brady, Bergmann &amp; Associates, <i>3D GIS: The Road to Visualizing our World</i></b>	Ballrooms A-D
9:30am	<b>Panel Discussion: Free data vs. Charging for Data</b>	Ballrooms A-D
10:15am	Refreshment Break	
10:30am	<b>Technical Sessions</b>	Rooms E- G
12:00pm	<b>Awards Luncheon and IMAGIN General Membership Meeting</b>	Ballrooms A-D
2:30pm	<b>Technical Workshops</b>	Various
4:30 PM	<b>Conference Ends</b>	

### Technical Sessions Schedule - Monday, April 28th

Technical Session 1		Monday, April 28, 10:15am - 11:20am		
Session Time	Track 1 - Room G GIS Solutions	Track 2 - Room F UAS and UAV	Track 3 - Room E Spatial Data Analysis 1	
10:15am - 10:45am	Referencing Utility Plans presented by Chad Collins, <i>InfoGeographics</i>	UAS Applications and Workflows by Bob Goodwin, <i>Michigan State University</i>	(Google+Liquor (License Data))*Fusion=How to Make Quick Maps presented by Gregory Parrish, <i>Data Driven Detroit</i>	
10:50am - 11:20am	Ottawa County Environmental Health Web-based Editing Application presented by Shane Pavlak, <i>Ottawa County</i>	Hyperspectral Solutions Challenges and Opportunities presented by Benjamin Heumann, <i>Central Michigan University</i>	High Density Aerial LiDAR and What it can do for you presented by Andrew Brenner, <i>Quantum Spatial</i>	

Technical Session 2		Monday, 1:30pm - 2:35pm		
Session Time	Track 1 - Room G New Perspective on Mapping	Track 2 - Room F State Initiatives 1	Track 3 - Room E Collaboration Policy and Tools	
1:30pm - 2:00pm	New! Engineering and Municipal Applications Utilizing UAV's with Non-Metric Cameras presented by Gerald Nordlund, <i>Holland Engineering</i>	Introduction to State initiatives presented by Everett Root, <i>State of Michigan</i> , and Geographic Framework Update presented by Joshua Ross, <i>State of Michigan, Center for Shared Solutions</i>	A Working Model of Regional Cooperation and Collaboration: Regional Geographic Information System presented by Dharmesh Jain, <i>REGIS</i>	
2:05pm - 2:35pm	GIS Data Collection with Mobile LiDAR presented by Tony Thelan, <i>Surveying Solutions</i>	DEQ GIS Activities presented by John Esch, <i>State of Michigan, DEQ</i>	From Desktop to Delivering a Web/Mobile Presence with AGO in 4-days presented by Dawn Siegel, <i>GISi</i>	

Technical Session 3		Monday, 3:15pm - 5:00pm		
Session Time	Track 1 - Room G LiDAR and Imagery	Track 2 - Room F State Initiatives 2	Track 3 - Room E Improve Your Map Making	
3:15pm - 3:45pm	Combining Imagery and LiDAR for ecological systems mapping presented by Lisa Misenheimer, <i>Quantum Spatial</i>	Precinct Mapping Tool presented by Nicholas Daum, <i>Michigan Bureau of Elections</i>	20 Unrequested Map Tips presented by John Nelson, <i>IDV Solutions</i>	
3:50pm - 4:20pm	How Important is Indoor Location Analytics to You? Come Find Out presented by Michael Healander, <i>GISi Indoors</i>	GIS in MSP EMHSD, presented by Trevor Havelka, <i>Michigan State Police</i>	geoCallout for ArcGIS Desktop presented by Anurag Kulshrestha, <i>Superior Information Technology</i>	

**Technical Sessions Schedule, Tuesday, April 29th**

<b>Technical Session 4</b>			
<b>Tuesday, April 29, 10:30am - 12:00noon</b>			
<b>Session Time</b>	<b>Track 1 - Room G ArcGIS On Line</b>	<b>Track 2 - Room F Spatial Analysis 2</b>	<b>Track 3 - Room E Parcel Fabric</b>
<b>10:30am - 11:00am</b>		Multivariate Spatial Regression Models for Predicting Presence of Permafrost using Alaskan Discontinuous Zone Data presented by Jason Matney, <i>Michigan State University</i>	
<b>11:05am - 11:35am</b>	Leveraging ArcGIS Online presented by Mike Koutnik, GISP, <i>Esri</i>	Visualizing Perceived Safety in a campus Environment presented by Sam Lipscomb, <i>Central Michigan University</i>	Esri's parcel Fabric one year on presented by Scott Ambs and Nick Nolte, <i>Jackson County</i>
<b>11:40am - 12:10pm</b>		Estimating Wildlife and Livestock Intensity presented by Cara Steger, <i>University of Michigan</i>	

<b>Working Sessions</b>			
<b>Tuesday, April 29, 2:30pm - 4:30pm</b>			
<b>Session Time</b>	<b>Room G Working Session 1</b>	<b>Room F Working Session 2</b>	<b>Room E Working Session 3</b>
<b>2:30pm - 4:30pm</b>	GeoCortex Workshop - Organized by <i>Latitude Geographics</i>	What's new in CityWorks - Working Session - Josh Stroessner, <i>CityWorks</i>	Parcel Fabric Panel Discussion, Phil Bendily, <i>Roscommon County</i> , Chad Collins, <i>InfoGeographics</i> , Harry Kitchen, <i>Emmet County</i> - Moderated by Brooks E. Kelley, <i>InfoGeographics</i>

<b>Off Site</b>
<b>Engineering and Technology Building Room 228 Working Session 4</b>
Education - Site License Discussions coordinated by Benjamin Heumann, <i>CMU</i>

## Keynote Sessions

**Monday, April 28, 2014**

**8:30am**

**Keynote Session**

**Presentation Title:**

*The Future of GIS: Gotta Wear Shades*

James Fee

Author of the Blog *Spatially Adjusted*

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

If there is one thing history has taught us about GIS, it is that GIS continues to be at the cutting edge of so many technologies. Visualization, databases, mobile, social, content management and others all owe their success to work GIS professionals have done over the years. James Fee will showcase where GIS is headed, what you should be looking for and how new technology will impact the way GIS professionals do their jobs. The one constant over the years is that GIS professionals get to experience new ways of analyzing data and how to present it. Hear how this will affect products and services they produce and how to prepare yourself to stay on top of technology.

**Tuesday, April 29, 2014**

**8:30am**

**Keynote Session**

**Presentation Title:**

*3D GIS: The Road to Visualizing our World*

Eric Brady

Bergmann Associates

We are all familiar with 3D GIS's role as an important tool in spatial analytics and visualization. Recent advancements in 3D software and data have allowed 3D GIS to grow into an important tool for master planning and urban design. With the availability of low-cost built environment massing models, 3D Cities managed as GIS data are now available as a powerful planning support tool. This talk will offer examples of how 3D GIS has evolved to help resolve old challenges in the planning and designing of built environments, while exploring the future of 3D GIS for facility and asset management.

**Bio:** Eric leads Bergmann Associates GIS Department. With a Masters in Geography and 15 years of professional GIS experience, Eric leverages his years as a GIS Programmer and Project Manager to lead one of the nation's leading GIS teams offering advanced GIS solutions for a variety of public and private clients. Bergmann Associates is a national A/E firm with a local office in Lansing, specializing in GIS software development, enterprise design and 3D solutions.

Breakout Sessions  
Session Abstracts and Speaker Contact Information

**Monday, April 28, 2014**  
**Technical Sessions 1**  
**10:15am - 11:20am**

**10:15am**

**Room G**

**Presentation Title:**

*Referencing Utility Plans*

Chad Collins  
GIS Consultant/Project Manager  
InfoGeographics, Inc.  
620 Third Street  
Traverse City MI 49684  
ccollins@infogeographics.com  
231-995-8266

**Abstract:** Storing, indexing and accessing hard copy utility plans and CAD files presents challenges in today's fast-paced world. The City of Petoskey, along with a cooperative agreement with Emmet County, has collaborated with InfoGeographics, Inc. to create a web based, spatial document referencing application using creative geodatabase design and ArcGIS for Server technology. Using the City of Petoskey's "RefPlan" web application, City staff and consultants are able to efficiently locate and access digital Adobe PDF and/or AutoCad utility plans using geography as their file indexing system. This session will demonstrate RefPlan and discuss the various decisions and tasks that went into its implementation.

**Bio:** Composed of career Geographic Information System (GIS) professionals, InfoGeographics provides GIS Software Products, Implementation Consulting, System/Data Specification & Development, Onsite Support & Training, and GIS Custom Applications Programming for government and private sector clients throughout North America. Through proven experience, InfoGeographics delivers unsurpassed high quality GIS Solutions!

**Room F**

**Presentation Title:**

*UAS Applications and Workflows*

Robert Goodwin  
GIS/Remote Sensing Analyst  
RS&GIS, MSU  
673 Auditorium Road, GEO Bldg., MSU  
East Lansing MI 48824  
goodwinr@msu.edu  
517-432-0879

**Abstract:** The future of UAS is bright and the applications of this technology are unlimited. However, UAS is about more than just mounting a camera to an airplane or helicopter. This talk will focus on UAS applications, preparation, regulations and the workflow to get this uniquely-collected data into a GIS.

**Bio:** Robert Goodwin is a GIS/Remote Sensing analyst and project manager with RS&GIS @ MSU. He has been working in the geospatial industry for nearly 16 years and specializes in image interpretation, field data collection methods, UAS implementation, and GIS data development.

**Room E**

**Presentation Title:**

*(Google+Liquor (License Data))\*Fusion=How to Make Quick Maps*

Gregory Parrish  
Data & Technical Manager  
Data Driven Detroit  
440 Burroughs #330  
Detroit MI 48202  
gregory@datadrivendetroit.org  
(313) 433-5075

**Abstract:** Do you use Google and Google Maps? Did you know that with a Gmail account comes a bunch of free map making tools to explore your data? Come see how Google provides tools to let you make a map. Using Google Fusion you can combine data (especially free government data like liquor license data) into maps to support policy, advocacy, or answer questions. Come see how.

## Breakout Sessions Session Abstracts and Speaker Contact Information

**Bio:** Mr. Parrish is the Data & Technical Manager at Data Driven Detroit. He has extensive experience with government, foundations, non-profits, and service providers. Previous to joining Data Driven Detroit, he worked for the City of Detroit's Planning & Development Department, managing economic development projects and planning initiatives. He manages research projects and D3's information technology. Gregory successfully collaborated with partners on a residential parcel survey (DetroitParcelSurvey.org) of 350,000 Detroit parcels. He holds a Bachelor's from the University of Michigan, Masters in Public Administration, and All But Dissertation in Political Science from Wayne State University.

**10:50am**

### **Room G**

#### **Presentation Title:**

*Ottawa County Environmental Health Web-Based Editing Application*

Shane Pavlak  
GIS Supervisor  
Ottawa County  
12220 Fillmore St, Suite 320  
West Olive MI 49460  
spavlak@miottawa.org  
616-738-4602

**Abstract:** Ottawa County GIS is developing a web-based editing application using Geocortex for use by the County's Environmental Health Staff for increased efficiencies. Using Geocortex the GIS Programmer has developed an application in Silverlight that will allow for greater flexibility for the Environmental Health Staff, as the application can be used both in the office and the field on a desktop environment. The presentation will feature a demonstration of the Environmental Health Editing Application, and a demonstration on how the application workflows were created using Geocortex.

**Bio:** Shane Pavlak is the GIS Supervisor for Ottawa County, and is also currently serving on the IMAGIN Board of Directors. He holds a Bachelor's degree in Geography from Michigan State University, and has been working in the field of GIS for nearly 15 years.

Shane leads the GIS Team at Ottawa County, and works with external partners and County Departments to identify needs and develop new GIS capabilities.

Marshall Boyd is a GIS Developer with Ottawa County. He holds a Bachelor's degree in Computer Science from Grand Valley State University. Marshall provides GIS and application development for the county departments as well as the public in hopes to create better efficiencies in data retrieval.

### **Room F**

#### **Presentation Title:**

*Hyperspectral Solutions Challenges and Opportunities*

Benjamin Heumann  
Director, Center fo GISci  
Central Michigan University  
Dow Science, Room 296 - Geography  
Mount Pleasant MI 48859  
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989-774-1254

**Abstract:** Unmanned aerial systems (UAS) present an exciting new platform for remote sensing. This presentation outline some of the opportunities and challenges unique to UAS remote sensing with a focus on hyperspectral remote sensing of vegetation. Theoretical, practical, and regulatory issues will be highlighted from Central Michigan University's UAS hyperspectral remote sensing program.

**Bio:** Dr. Heumann is the Director of the Center for Geographic Information Science and an assistant professor in the Department of Geography at Central Michigan University. He received his Ph.D. in Geography from the University of North Carolina at Chapel Hill in 2011. With 10 years of international research experience in remote sensing and GIS, Dr. Heumann has worked on a variety of projects examining terrestrial and wetland systems and their interactions with environmental and anthropogenic factors. His current research focuses on the hyperspectral remote sensing of vegetation in human-managed systems and wetland ecosystems using unmanned aerial systems to address issues around the topics of

## Breakout Sessions Session Abstracts and Speaker Contact Information

ecosystem services, biodiversity, and habitat conservation and restoration.

### Room E

#### **Presentation Title:**

*High Density Aerial LiDAR and What it Can Do for You*

Andrew Brenner  
Senior Program Director  
Quantum Spatial  
315 W. Huron, Suite 260  
Ann Arbor Michigan 48103  
abrenner@quantumspatial.com  
734-680-6424

**Abstract:** We have all now seen LiDAR and what it can be used for, but with the changing technology, higher density LiDAR datasets are coming into the price range of the ordinary community. This presentation will look at what high density (8 - 80 points per square m) looks like and where it offers value to an organization. It will look at the pros and cons of the datasets and their applications.

**Bio:** Dr. Andrew Brenner is Senior Program Director for Quantum Spatial. He is responsible for developing geospatial solutions for the organization that include remote sensing and GIS technologies. Andrew has worked in the commercial geospatial arena for 15 years and has been involved in a wide variety of geospatial projects that use imagery and LiDAR to create useful datasets. Andrew has a BSc in Soil Science from University of Reading and a Ph.D. in Forestry from University of Edinburgh.

**Monday, April 28th**  
**Technical Sessions 2**  
**1:30pm – 2:35pm**

**1:30pm**

### Room G

#### **Presentation Title:**

*NEW! Engineering and Municipal Applications Utilizing UAVs with Non-metric Cameras*

Gerald Nordlund  
Holland Engineering, Inc.  
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616-392-5935

**Abstract:** Improvements in computing power along with more powerful and cheaper off the shelf digital cameras have moved the field of Photogrammetry from an exclusive field where expensive outlays in cameras and aircraft restrict access to technology and increase cost, to a relatively inexpensive one relying on software and methodology of the surveyors. This presentation will explore some basic fundamentals of photogrammetry in relation to UAVs and non-metric cameras along with the strengths and weaknesses of both systems. In addition we will look at applications where UAV's allow both municipalities and engineering companies to capitalize on the strengths of these systems. Finally we will look at some of the challenges faced with using UAVs in today's environment.

**Bio:** Mr. Nordlund is a Licensed Professional Land Surveyor in the State of Michigan at Holland Engineering with 20 years of experience in Cadastral, Topographic, Bathymetric and Photogrammetric surveying and 8 years of experience working with ArcGIS. Mr. Nordlund currently heads the GIS department and is responsible for gathering, integrating and analyzing data in support of our pipeline operations.

### Room F

#### **Presentation Title:**

*Introduction to State Initiatives*

Everett Root  
Outreach Specialist  
State of Michigan, DTMB - Office of  
Technology Partnerships  
111 S Capitol  
Lansing MI 48933  
roote@michigan.gov  
517-373-7910

**Abstract:** This presentation will provide an update on collaboration activities in the State along with an update on the MI Statewide Imagery & Lidar (MiSAIL) program.

**Bio:** Everett is a recent addition to the DTMB Office of Technology Partnerships. He has 20 years experience working in GIS in State Government and was most recently the

## Breakout Sessions Session Abstracts and Speaker Contact Information

manager of the GeoData Services section with the Center for Shared Solutions.

**Presentation Title:**

*Geographic Framework Update*

Joshua Ross  
IT Analyst  
State of Michigan, DTMB - Center for Shared Solutions  
111 S Capitol  
Lansing MI 48933  
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517-241-8840

**Abstract:** This presentation will discuss the Michigan Geographic Framework and forming data partnerships. In addition, the discussion will touch on the launch of the web-based application The Michigan Geographic Framework Editing Environment (MGFEE) and how it can be used as a mechanism to advance and facilitate data exchange.

**Bio:** Joshua Ross comes from a background in Computer Aided Drafting (CAD) which includes working in Bridge Design, Residential Architecture and Landscape Architecture. His experience with CAD software allowed him to transition into GIS and specifically the mapping and analysis of transportation features. He has worked for the State of Michigan since 1999 with both CSS and MDOT. Since 2006, he has been a lead MGF (Michigan Geographic Framework) editor as well as the technical lead in migrating the framework editing environment to a web-interfaced Oracle Spatial platform. He also facilitates the promotion of the MGF through outreach efforts and data collaboration.

**Room E**

**Presentation Title:**

*A Working Model of Regional Cooperation and Collaboration: Regional Geographic Information System (REGIS)*

Dharmesh Jain  
Regional GIS Director  
Regional Geographic Information System (REGIS)  
678 Front Ave, Suite # 200

Grand Rapids, MI 49504  
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616-776-7617

**Abstract:** Today, more than ever, local governments are being asked to do more with fewer resources and collaborate to share services and the associated costs. Our state and local leaders have started discussions for creating one point-of-service for many functions such as One Fire, One Parks and Recreation, and more. While we are making efforts in creating one point-of-services, it's important to discuss what is already working in the same regard.

REGIS -- Regional Geographic Information System -- For the past 13 years, REGIS has been a single centralized GIS department for over 20 local governments in Grand Rapids metro area of West Michigan. It is a nationally recognized working model of regionalism and cooperation among government agencies that has achieved savings through sharing of GIS services and costs, and a level of cooperation that is extremely important, especially in today's economy. In 2007, REGIS won the Exemplary Systems in Government Award from the Urban and Regional Information Systems Association. REGIS offers one point of service to local governments, private sector, education community and our citizens REGIS is:

- One GIS vs. multiple duplicate GIS implementations in the region
- A collaborative effort versus an individual stand-alone GIS function

**Bio:** Dr. Dharmesh Jain has designed and implemented GIS technology and applications in public sector for the last nineteen years. He has incorporated GIS functionality into day-to-day operations and long-term planning of public sector organizations to enhance their overall efficiency and effectiveness in multiple disciplines. Dr. Jain has also developed and delivered a Spatial Data Privacy educational workshop, sponsored by the FGDC and URISA at different locations nationwide.

Currently, Dr. Jain is the Regional GIS Director of Regional GIS Agency (REGIS), an agency of Grand Valley Metro Council, in Grand Rapids, Michigan. Prior to his current position, he



## Breakout Sessions Session Abstracts and Speaker Contact Information

served as a founding GIS Director of Coconino County, the nation's second largest county, in Flagstaff, AZ.

He earned a Ph.D. degree from Iowa State University specializing in GIS analysis and modeling for environment and resource management, and a Master's degree from the University of Hawaii at Manoa.

**2:05pm**

### **Room G**

#### **Presentation Title:**

*GIS Data Collection with Mobile LiDAR*

Tony Thelen  
Project Surveyor  
Surveying Solutions, Inc  
1000 S. US-27  
St. Johns Michigan 48879  
tthelen@ssi-mi.com  
989-227-9212

**Abstract:** The need for current and intelligent data to be captured quickly for GIS applications is becoming increasingly important. Since conventional GIS collection methods are often hazardous and time consuming, Surveying Solutions, Inc. (SSI) has instead moved towards Mobile LiDAR technologies to successfully capture the same data. Their Mobile LiDAR system, the Riegl VMX-250, can quickly capture an accurate depiction of the project site. This presentation will focus on completing GIS projects using Mobile LiDAR technology.

**Bio:** Andrew Semenchuk, P.S. is the President of Surveying Solutions, Inc. and has spent 20 years working with various surveying innovations.

Tony Thelen, P.S. is a Project Surveyor at Surveying Solutions, Inc. with a Master's Degree in Surveying disciplines and has 15 years of surveying experience.

### **Room F**

#### **Presentation Title:**

*DEQ GIS Activities*

John Esch  
Senior Geologist  
State of Michigan, Dept. of Environmental  
Quality - Office of Oil, Gas, & Minerals  
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517-284-6830

**Abstract:** The DEQ GIS Committee's mission statement is "To promote and encourage the use of Geographic Information Systems (GIS) technologies within the DEQ to increase efficiencies and to allow staff and management to make more informed decisions". GIS use within DEQ is extensive and quite varied, from managing large volumes of complex data at a Superfund site to mapping wetlands and watersheds to 3D visualization of subsurface geology to evaluating permits. DEQ has a number of internet mapping applications that display some of DEQ's data. These include the GeoWebFace, Environmental Mapper, Wetlands Map Viewer and Michigan Surface Water Information Management System (MiSWIMS). A number of examples of how DEQ uses GIS will be given.

**Bio:** John grew up in the Grand Ledge Michigan area and received his BS in geology from Central Michigan University in 1984. He started out his career in 1984 as a geologist with Aangstrom Precision Corporation. He led a geophysical survey crew for one year and later worked as a "computer geologist" mapping the structure and isopach maps of every Paleozoic formation in the Lower Peninsula of Michigan. John constructed the first ever comprehensive glacial drift isopach and bedrock topography maps of the Lower Peninsula of Michigan as well as assisting in mapping the major faults in the basin.

In 1990, John left the oil patch and took a job with the DNR (later DEQ) conducting hydrogeologic investigations at contamination sites across the state. From 1998-2006 he has been a project geologist (geodog) on 12 Superfund sites here in Michigan. Since 2006

## Breakout Sessions Session Abstracts and Speaker Contact Information

he has been with the Office of Geological Survey/Office of Oil, Gas & Minerals. John's interests include studying the bedrock surface and structural geology of the Michigan Basin, use of unconventional geophysical techniques, groundwater surface water interactions, and the use of GIS and 3D visualization techniques to help understand subsurface geology. He chairs the DEQ GIS Committee. He is a volunteer with Lifewater International in which he trains people overseas in groundwater exploration, shallow well drilling and hand pump repair.

### Room E

#### **Presentation Title:**

*From Desktop to Delivering a Web/Mobile Presence with AGO in 4-days*

Dawn Siegel  
State and Local Government General Manager  
GISi  
24800 Denso Dr Suite 340  
Southfield MI 48033  
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205-941-0442 ext 131

**Abstract:** Imagine going from a desktop only GIS environment to delivering a web and mobile presence in 4 days. By adopting Esri's ArcGIS Online (AGO) for Organizations you can do exactly that! This presentation is going to review the 4-day process and demonstrate how small municipalities that have few employees and limited GIS resources are leveraging AGO to become more relevant and do more with less.

**Monday, April 28, 2014**

**Technical Session 3**

**3:15pm - 4:20pm**

**3:15pm**

### Room G

#### **Presentation Title:**

*Combining Imagery and LiDAR for Ecological Systems Mapping*

Lisa Misenheimer  
Remote Sensing Specialist  
Quantum Spatial

315 West Huron, Ste. 260  
Ann Arbor Michigan 48103  
lmisenheimer@quantumspatial.com  
734-634-6693

**Abstract:** Linking together the variety of different land cover classifications created for different purposes is often difficult if not impossible because of the different methods and classification systems used. This presentation lays out both a conceptual basis for nesting impervious, land cover, land use and ecological systems mapping within the same framework and demonstrates how this can actually work to the benefit of the wider community of land cover data set users.

**Bio:** Lisa Misenheimer, GISP, is a Remote Sensing Specialist at Quantum Spatial. She has led and supported complex remote sensing and GIS projects that result in the state-of-the-art products for uses across multiple industries.

### Room F

#### **Presentation Title:**

*Precinct Mapping Tool*

Nicholas Daum  
Analyst  
State of MI - Dept. of State, Bureau of Elections  
111 S Capitol  
Lansing MI 48933  
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517-335-1003

**Abstract:** Elections are the voice of Democracy. From the local level on up to federal offices, the most basic components of this language are voting precincts. But how are precinct boundaries determined, and what role does GIS play in shaping these boundaries? While local and county clerks are familiar with precinct boundaries, many lack the technical background to operate mapping software. The precinct mapping tool presents an opportunity for GIS professionals to assist clerks in making informed decisions about constructing precincts. Representing collaboration between multiple units of government, the precinct mapping tool permits local election officials and State Elections Bureau staff to deliver precinct geography and election results to the Center

## Breakout Sessions

### Session Abstracts and Speaker Contact Information

for Shared Solutions. The data ultimately informs the bicameral redistricting committee for the decennial re-drawing of US Congressional, State Senate and State House district boundaries. This presentation will demonstrate the usefulness of the precinct mapping tool as means to yield better data, and how that data determines which offices you vote on.

**Bio:** Nicholas Daum works in the Program Development Division of the Michigan Bureau of Elections, helping to maintain the street index portion of the Michigan Qualified Voter File. The decennial redistricting process is of particular interest to Nicholas, as that project encapsulates many of the policies and procedures integral to street index data maintenance. Nicholas has bachelors degrees from Western Michigan University and Michigan State University, and in his spare time enjoys spending time with his family, backpacking, and practicing yoga.

#### Room E

##### **Presentation Title:**

*20 Unrequested Map Tips*

John Nelson  
User Experience & Mapping Manager  
IDV Solutions  
5913 Executive Drive, Suite 320  
Lansing MI 48911  
john.nelson@idvsolutions.com  
(517) 853-3755

**Abstract:** What good is a map that nobody reads? Effective and meaningful communication is the sole purpose of every map. In the realm of Geographic Information Systems, spinning off a map is so fast and easy that often times the presentation tier can be easily overlooked or paid trivial tribute. In this presentation, we will explore via story and example 20 piping-hot tips for making maps that are information-efficient, visually appealing, and emotionally resonant.

**Bio:** John Nelson is a cartographer and adviser in Lansing, Michigan. His work has been featured in National Geographic Magazine, FastCompany, the Guardian, the Atlantic Cities, the blogs of NASA and the Smithsonian, and others. As the User

Experience & Mapping Manager at IDV Solutions, John helps Fortune 500 and governmental clients integrate and visualize data, focusing on big-data strategies, the implementation of social media, and aspects of physical security and risk. He holds a masters degree in geographic information science and is active in researching and writing across topics of visualization science.

#### 3:50pm

##### **Presentation Title:**

*How Important is Indoor Location Analytics to You? Come Find Out*

Michael Healander  
GISi Indoors General Manager  
Geographic Information Services, Inc.  
24800 Denso Drive, Suite 340  
Southfield, MI 48033  
[mhealander@gis-services.com](mailto:mhealander@gis-services.com)  
205-941-0442

**Abstract:** Learn how Indoor Analytics is being used by organizations to understand how people are moving through their buildings and Cities. We will demonstrate how you will have direct access to view data at a glance or dive into the data for up-to-date information on a variety of metrics. Understand how using Bluetooth, Wi-Fi and other technologies that analyze pedestrian foot traffic in venues like parks, downtown business districts, shopping malls, and other types of businesses.

#### Room F

##### **Presentation Title:**

*GIS in MSP EMHSD*

Trevor Havelka  
GIS Specialist EMHSD  
State of MI - Michigan State Police EMHSD  
111 S Capitol  
Lansing MI 48933  
havelkat1@michigan.gov  
517-333-2743

**Abstract:** The presentation will cover the use of GIS in the Michigan State Police Emergency Management Homeland Security Division. Topics will cover various aspects of disaster management that can be supported by GIS

## Breakout Sessions Session Abstracts and Speaker Contact Information

including hazard analysis, pre-incident planning, incident response, and recovery. Additional topics to be covered include imagery and data resources and how the State of Emergency Operations Center (SEOC) GIS Analysts can support local disaster management efforts.

**Bio:** Trevor Havelka is a GIS Developer within the Michigan State Police Emergency Management and Homeland Security Division. He provides GIS and web development for MI CIMS and the State Emergency Operations Center. Mr. Havelka holds a Bachelors degree from Northern Michigan University with an emphasis in Urban Planning and GIS and a Masters degree in GIS from Eastern Michigan University.

### Room E

#### Presentation Title:

*geoCallout for ArcGIS Desktop*

Anurag Kulshretha  
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**Abstract:** geoCallout is an Add-In Utility for Esri ArcGIS Desktop version 10, 10.1 and 10.2. geoCallout produces smart callouts encompassing tabular data with the custom leader-lines attached to respective map features. Its outputs are highly customizable and works with points, polylines or polygons geographic features. It can service data from many sources, such as shapefiles, personal geodatabase or dynamically created joins.

GIS analysts and specialists embrace geoCallout which solves their frustrations with standard ArcGIS toolset's limitations.

**Bio:** Superior Information Technologies, LLC. (Superior IT) is a Michigan based MBE/DBE technology firm, specializing in Software Systems Design and Development for Web, Mobile and Desktop platforms including GIS, WAM, AVL, EAI and Route Logistics. Mr. Anurag Kulshretha is President & CEO of

Superior IT and proudly says that all of our solutions and services are Made in Michigan, USA.

Mr. Kulshretha holds Master's Degree in Computer Science and is PMP and MCP certified technology professional. Mr. Kulshretha brings more than 18 years of extensive experience in program management and software development.

Mr. Kulshretha has unique ability to operational strategic vision and shape technology performance and responsiveness to business needs, with prominent contributions that enhances customer satisfaction. Mr. Kulshretha offers an effective result-oriented management leadership in building a global cross-functional team with a proven success record in problem solving using an energetic management style.

**Tuesday, April 29, 2014**

**Technical Session 4**

**10:30am - 12:10pm**

**10:30am**

**Room G**

**Presentation Title:**

*Leveraging ArcGIS Online*

Mike Koutnik  
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651-454-0600

**Abstract:** ArcGIS Online is Esri's SaaS cloud-based platform for geospatial content management, collaboration, and sharing. ArcGIS Online gives you the ability to store, manage, and share maps, data, and other geospatial services within the cloud. This allows you to enhance your existing GIS capabilities in an efficient and cost-effective way. This session will focus on how your organization can leverage the capabilities of ArcGIS Online. Length of session- 1-1 1/2 hours.

## Breakout Sessions Session Abstracts and Speaker Contact Information

**Bio:** Mike is a 20 year veteran with Esri supporting state government in Illinois, South Dakota and Wisconsin.

### Room F

**Presentation Title:**

*Multivariate Spatial Regression Models for Predicting Presence of Permafrost using Alaskan Discontinuous Zone Data*

Jason Matney  
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616-633-9543

**Abstract:** The goal of this study is to estimate the presence or absence of permafrost within interior Alaska by taking account of four covariates in a binomial generalized linear model.

The motivation for conducting this research is twofold: Climate change brings with it more substantial impacts in colder regions than warmer regions. Also, the maintenance of permafrost is of prime societal importance. Predicting permafrost serves a valuable role in maintaining accurate information on climate change cycles.

**Bio:** My research interests are in quantifying uncertainty in regional climate models and propagating this uncertainty through forest and agricultural growth and yield models. Specifically, I aim to assess univariate and multivariate spatial regression models for predicting individual tree structure variables using LiDAR covariates. Value is derived from considering multiple correlated tree structure variables, specifying joint models capable of estimating the within tree covariance structure, leveraging this structure for use with the subsequent prediction of unmeasured trees, and then drawing conclusions regarding uncertainty based on the covariates gleaned from high-dimensional remotely sensed data.

### Room E

**Presentation Title:**

*Esri's Parcel Fabric One Year In*

Scott Ambs  
Manager  
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**Abstract:** Jackson County GIS migrated their existing parcel data into the Esri Parcel Fabric of the Local Government Model to take advantage of some of the benefits, including increased efficiency over the old three tier geodatabase which was time consuming and redundant. The County also leveraged the migration as an opportunity to shift its parcels to fit its GNSS (GPS) control. This discussion will talk about Jackson County's experiences and lesson's learned during and after the migration.

Esri staff will present how these experiences fit into their vision of parcel fabric for local government.

**Bio:** Nick Nolte  
GIS Analyst and Developer  
Jackson County, Michigan

Nick Nolte graduated from Central Michigan University in 2007 with a B.S. in Computer Science and Geographic Information Science. He has been with Jackson County for the last five years as a GIS Analyst and Developer.

Scott Ambs  
GIS Manager  
Jackson County, Michigan  
Scott Ambs has been the GIS Manager for Jackson County since the department was created January, 2003 and prior to that he was with the Region 2 Planning Commission for 30 years.

He is the President for IMAGIN . Scott has been a member of IMAGIN for 20 + years and a member of their board for the last 15 + years.

Breakout Sessions  
Session Abstracts and Speaker Contact Information

**11:05am**

**Room F**

**Presentation Title:**

*Visualizing Perceptual Safety in a Campus Environment*

Sam Lipscomb  
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**Abstract:** Past research has identified some key factors that cause individuals to perceive the environment as benign safe or dangerous. One of the most commonly mentioned is visibility. Visibility deals with many different aspects that include lighting, immediate visibility (blind-spots) and the visibility of and accessibility to safety. IN this study these elements were visualized for Central Michigan University's campus, proficing security and planning personnel with a quantifiable resource to assess the environment.

**Bio:** Sam Lipscomb, a Mount Pleasant resident, is a Graduate Assistant at Central Michigan University (CMU). He received his Bachelor's Degree from CMU, majoring in Geography with a concentration in Geographic Information Sciences (GIS) and Environmental and Land Use Planning. Between graduating with the B.S. in December 2011 and being offered an assistantship within the CMU Geography department, Sam worked in the Traffic Safety Department of Grand Rapids, Michigan, as a GIS Specialist and Traffic Technician. Since August of 2012, Sam has been working towards his Master's Degree in GIS, developing and finalizing his thesis research. He hopes to apply his work towards his interests of public safety and data visualization.

**11:40am**

**Room F**

**Presentation Title:**

*Estimating Wildlife and Livestock Intensity*

Cara Steger  
M.S. Candidate 2014

Conservation Ecology and Environmental Informatics  
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**Abstract:** Research on the nature of wildlife-livestock interactions in East Africa has focused primarily on the level of competition that exists between wild and domestic ungulate species. However, various authors have outlined mutually exclusive explanations of competition, which reduces the utility of this concept for real-world management decisions and outlines a need for further research into this field. Recent research indicates that livestock might be more compatible with wildlife conservation than is commonly thought, due primarily to shared habitat preferences. This study advances our understanding of where and when livestock and wildlife might be compatible by describing the clustering patterns of several species. I then incorporate the intensity of livestock into a parametric point pattern model of wildlife intensity, quantifying the effect of livestock on wildlife.

**Bio:** Cara is a Master's student at the University of Michigan's School of Natural Resources and Environment, studying conservation ecology and informatics. Her thesis work has focused primarily on testing the reliability of citizen science data in an East Africa context. Before coming to SNRE, she served in the Peace Corps in Senegal, West Africa and has plans to eventually pursue a PhD, returning to my roots in Forest Science. In the meantime, she will be working at the Graham Sustainability Institute's Water Center, improving my spatial analysis skills and enjoying life in Ann Arbor without the dangerously high ambient stress levels of a graduate student.

Breakout Sessions  
Session Abstracts and Speaker Contact Information

**Tuesday, April 29, 2014**  
**Working Sessions**  
**2:30pm – 4:30pm**

**General Session Room**

**Presentation Title:**

*IMAGIN and Coordinated Cooperative Efforts*

**Room G**

**Presentation Title:**

*GeoCortex Workshop*

Organized by Steve Madison, Latitude Geographics

**Abstract:** Delivering What Users Need  
Creators of web mapping applications often struggle when deciding whether to offer comprehensive applications that risk being overly complex or simple applications that can risk being too limited. Added to these challenges are the choices of delivery technology - Cloud based, Mobile, Disconnected, ArcGIS Online, HTML5 etc. In this session, we'll explore the pros and cons of the array of options available to GIS/IT administrators and discuss best practices for delivering the mix and style of applications that are most appropriate for your end-users. We'll use examples from real-world implementations to showcase success stories and lessons learned, while sharing core principles and specific approaches that are independent of our technology.

Latitude Geographics develops Geocortex software technology and helps organizations maximize their results with Esri web mapping technology. With experience building and supporting hundreds of web mapping application initiatives around the world, Latitude Geographics has emerged as a leading authority on helping people build deliver mapping applications that deliver value, adapt to the future, and reduce costs.

**Room F**

**Presentation Title:**

*What's New in Cityworks*

Joshua Stroessner  
Cityworks  
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**Abstract:** Cityworks and ArcGIS combine to form a powerful GIS-Centric platform ideally suited for agencies that care for public assets. Merging the authoritative content of the GIS with the business logic of Cityworks, the platform becomes the preferred solution for managing assets and organizing resources. This session will cover some of the core functionality, as well as what is new and upcoming with the software.

**Room E**

**Presentation Title:**

*Parcel Fabric Pane Discussion* moderated by Brooks E. Kelley, InfoGeographics

Panelists:

- Phil Bendily, Roscommon County
- Chad Collins, InfoGeographics
- Harry Kitchen, Emmet County

**Abstract:** The Parcel Fabric is Esri's new means of managing land record information within the geodatabase. It provides a flexible data structure to store and maintain a wide assortment of property and related information in a topologically and relationally integrated manner. It is an incredibly powerful new technology. However, it is also very different from the way many communities currently model their land records data. This panel discussion will focus on "lessons learned" by those trailblazers presently implementing or actively using the Parcel Fabric. The goal of this open discussion is to share information and improve everyone's understanding of this important new technology.

**Offsite CMU Location**

**Presentation Title:**

*Education Site License Discussion* coordinated by Benjamin Heumann, Central Michigan University

Offsite location: Engineering and Technology Building – ET228. Parking map available at Registration Desk.

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### Sunday Social Event



### Euchre Tournament





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