

April 2006

## MAPPS Launches “Member-Get-A-Member” Campaign; Boeing is Corporate Sponsor of Contest

MAPPS is pleased to announce that Boeing Corporation’s Space and Intelligence Systems (S&IS) mission systems division is the corporate sponsor for the 2006 "Member Get A Member" campaign.

A contest to encourage MAPPS members to bring in new firms into the membership runs through June 15. The MAPPS Board challenges each current member firm to refer at least one new firm from the mapping and geospatial profession into the membership. As a reward, the person who recruits the most new member firms will win an all-expense-paid trip (airfare, hotel & registration) to the MAPPS Annual Summer Meeting, to be held July 15-29 at the Four Seasons Resort in Whistler, BC, Canada. Second prize is an Apple iPOD (stores music, photos, podcasts and video!). Third prize is a Kodak Easy Share Digital Camera, V570 with dual lens,, donated by Eastman Kodak.

Boeing has a long tradition of leadership in Geospatial Intelligence. Through its Network & Space Systems business unit, it provides the Department of Defense and Intelligence Community with solutions that allow them to acquire, manage, visualize, communicate and act upon intelligence. Additionally, Jeppesen, a wholly owned subsidiary of Boeing, offers an extensive array of charting, navigation and information services for commercial air and marine usage. Boeing continues to be a leader and innovator through its use of sources, data and technology, by an adherence to mission and through the promotion of standards-based, interoperable solutions and network-centric operations.

The reward for every MAPPS member is a more effective and expanded MAPPS membership that:

*Strengthens the Profession and its Professionals;*  
*Creates a Stronger Voice in Legislation & Government Policy;*  
*Generates More Networking & Business Opportunities; and*  
*Fosters More Information Sharing on Mapping & Geospatial Issues*



Refer prospective members to the MAPPS website ([www.mapps.org](http://www.mapps.org)) for detailed information and membership enrollment. Be sure the new member you recruit enters your name as its sponsor. Encourage prospective new members to visit these pages on the MAPPS website for information about the most active and effective association in the geospatial field, and the ONLY association exclusively comprised of private sector firms: "About MAPPS" includes Background & History, Code of Ethics, Mission, and the Strategic Plan. Have prospective members visit the MAPPS online publications, CAPITOL COVERAGE and FLIGHTLINE and encourage them to look at Future Events and Member Firm Profiles.

The current members of MAPPS are the most effective recruiters of new members. Share your experiences on all the tangible benefits of participating in MAPPS, such as networking with senior executives of the community’s leading firms, information sharing, as well as legislative and public policy advocacy. Also mention the important but intangible value of supporting the profession. And, encourage them to join.

When a prospective member is interested in joining, an [online application](#) is available. Be sure to have the new member reference your name in the "REFERRED BY" line. Any questions should be directed to the MAPPS staff.

To help introduce prospective members to MAPPS, a “Member-Guest” Breakfast is being held on Thursday, May 4 at the ASPRS Conference in Reno, NV. MAPPS members are invited to attend a special breakfast during the ASPRS Convention and encouraged to bring a principal of a prospective new MAPPS member firm as a guest. In addition to this networking opportunity with fellow MAPPS members, attendees will hear a special guest (to be announced) speak on a topic of particular interest to the MAPPS community. [Member-Guest Breakfast Details](#)

At the **end of the contest, on June 15**, each MAPPS member will have their new members tallied and the person referring the most will be the contest winner. Boeing will help recognize the first, second and third prize winners at the MAPPS Annual Summer Conference, July 15-19, 2006 in Whistler, British Columbia, Canada.

**Bush Administration Unveils Geospatial Reform (see page 3)**

# President's Column

by Kurt Allen  
MAPPS President



## "Professionalism"

Some of you may have noticed that the MAPPS Vision Statement as part of our new draft Strategic Plan has changed (see MAPPS web site, [www.mapps.org](http://www.mapps.org) to review and comment). In addition, through discussions within the Board, we have added a series of Value Statements to the Plan that we believe reflect who we are and the traditional core values of our association has held throughout its 24 year history. The phrase: "To promote the geospatial business and professionalism in its practice is defined as our proposed vision statement". As an organization of private sector business owners and managers, we must earn a profit to sustain our businesses. But as professionals, we have a moral and ethical obligation to earn that profit while adhering to a high standard of public service.

In addition to being part of an occupation requiring certain specialized education, and in some cases being "licensed" to practice, the expectation that a practitioner combines profit with morality is what sets "professions" apart from "industries". MAPPS has always advocated professionalism in the mapping and geospatial community. Our association has always distinguished our community as profession, rather than an industry, and we, the members, must be vigilant in the way we act, the way we engage in our practice, and the way we describe and refer to ourselves. We must be careful about words we use.

At our Winter Meeting in January, we had a session on state sales tax issues affecting photogrammetric services. Given that most states exempt from its sales tax services generally and professional services in particular, a compelling case was made at the session for treating such activities as professional services, not as products or something other than a *professional* service. How often have you been presented with a state or local government RFP which requires a firm on a mapping or GIS project to post a performance bond, agree to retainage clauses, carry insurance, and then try to win the contract by being the lowest bidder. When we call ourselves an "industry", we have no one to blame but ourselves when are treated as one. To quote the infamous cartoon Pogo, "We have met the enemy and he is us".

At the 2005 Winter Meeting, MAPPS Executive Director John Palatiello challenged us to think about and confront the "dumbing down" of the geospatial profession. He pointed out that acceptance that geospatial services can be provided by students, government bureaucrats, prisoners, and low cost foreign labor combines to "de-professionalize" the geospatial community. He advised that profession rather than industry using terms such as services rather than products, offer or proposal rather than bid, internship rather than apprenticeship, client rather than customer and firm/practice rather than business all help project a professional image.

How can we argue in favor of QBS, and against performance bonds, retainage, and sales tax assessments when we dumb down our own profession?

In the Federal government, an attorney who passes a bar exam earns a higher position classification and a higher salary. An engineer or surveyor who passes his or her PE or LS exam gets no additional status or income. Is that professional recognition?

Recently, the Federal government issued a report on its acquisition workforce. In recognition of the fact that the in-house ability of Federal agencies to manage, select and award contracts to private firms for architect-engineer services (including, surveying, mapping and geospatial services), Congress enacted section 1414 of the Services Acquisition Reform Act, Public Law 108-136, a plan to ensure that the Federal Government maintains the necessary capability with respect to the acquisition of architectural and engineering services to ensure that Federal Government employees have the expertise to determine agency requirements for such services; establish priorities and programs (including acquisition plans); establish professional standards; develop scopes of work; and award and administer contracts for such services. The report, however, failed to address any of these issues. Is that professional recognition?

(continued)

## President's Column (continued)

MAPPS has had an honest difference of opinion with individual agencies, such as the U.S. Department of Agriculture, as well as with the Federal Acquisition Regulation (FAR) Council, over the treatment of services such as digital orthophoto services as professional services that fall under those contracts Congress intended to be subject to QBS. Despite the submission of detailed and well-researched and documented legal analysis, neither USDA nor the FAR Council has afforded MAPPS the courtesy of a reply to that legal analysis. Is that professional recognition?

As professionals, particularly those of us who are licensed (and the trend in the States is to cover more and more geospatial activities under their licensing laws), we have an obligation to put the public interest above profit. How is that standard to be upheld? Is that professional recognition?

The longstanding advocacy of professionalism in MAPPS is not self serving. Professionalism is fidelity to the client. The MAPPS tenet is based on "The Law of Business" articulated by the British philosopher John Ruskin (1819 - 1900) --

*"There is hardly anything in the world that someone cannot make a little worse and sell a little cheaper, and the people who consider price alone are that person's lawful prey. It is unwise to pay too much, but it is also unwise to pay too little. When you pay too much, you lose a little money, that is all. When you pay too little, you sometimes lose everything because the thing you bought is incapable of doing the thing you bought it to do. The common law of business balance prohibits paying little and getting a lot ... It can't be done. If you deal with the lowest bidder it is well to add something for the risk you run. And if you do that you will have enough to pay for something better."*

## Federal Geospatial Reform Announced

The most sweeping reform of the Federal Government's geospatial structure in U.S. history – long a goal of MAPPS – has been proposed by the Bush Administration. A new geospatial "lines of business" initiative will not only affect Federal agencies that may be MAPPS member firms' clients, but it will directly affect private geospatial firms' business relationship with Federal agencies and impact the liaison between the Federal government and state and local government agencies, as well as access to Federal geospatial data that private firms use on non-government, commercial programs and projects. The reform will affect every MAPPS member firm, even those who are not Federal contractors.

MAPPS has long advocated reform of the Federal government's geospatial activities and the reorganization initiative is the result of MAPPS advocacy. In 2003, then-MAPPS President Mike Ritchie testified before a Congressional Committee in a hearing on the Federal geospatial structure. That hearing was initiated by MAPPS. MAPPS also worked with Rep. Adam Putnam (R-FL) and Rep. Pete Sessions (R-TX) to design a request for the Government Accountability Office (GAO) to conduct an investigation of Federal geospatial activities. Part of the GAO study was a focus group session with MAPPS at the 2004 Federal Programs Conference in Washington, DC. That report led to a second hearing, later in 2004, at which MAPPS Executive Director John Palatiello was a witness. Last year, MAPPS was deeply involved, as a stakeholder, in providing input to a new governance model for the Federal Geographic Data Committee. Again, a stakeholder session was held at a MAPPS meeting, the 2005 Winter Meeting in St. Thomas.

As a result of those studies and investigations, the Bush Administration announced that the Office of Management and Budget (OMB) would implement a new [Geospatial Lines of Business \(LOB\) initiative](#). Among the steps already unveiled --

\* A request for information (RFI) on Geospatial Lines of Business has been issued and is available. [View RFI](#)

\* OMB required agencies to designate a Senior Geospatial Information Officer [View Memorandum](#)

*OMB's Stacy Boyd briefs members at the MAPPS Washington Policy Forum*



## Member-Guest Breakfast to be Held at ASPRS in Reno

MAPPS will host a member-guest breakfast at the ASPRS conference in Reno on Thursday, May 4. The breakfast will be at 7:00 AM in rooms of the Reno Hilton. Speaker to be announced. For [registration and further information](#), visit the MAPPS website. Plan on attending and please bring a prospective new member firm principal as your guest.

## Nominations Committee to be Established

According to the MAPPS bylaws, there is an election for the Board of Directors every year. To lead the 2006 election, MAPPS President Kurt Allen has appointed Jeff Lovin of Woolpert, LLP, Dayton, OH, to serve as Nominations Committee Chairman.

MAPPS is governed by a 9-member Board of Directors. The Board is the policy-making body for the association. It is responsible for developing public policy positions for the membership that will be advocated before Congress, government agencies, States, other associations and other public forums. The Board also provides policy guidance to the Executive Director on the operations of the association, including the development and implementation of programs for the membership.

Members of the MAPPS Board of Directors are elected by the membership. Terms are for a two year period. Elections are held at the annual business meeting during the summer conference in July. Directors take office upon election. Officers (President, President Elect, Secretary and Treasurer) are elected by the Directors from among the members of the Board.

The role of the Nominations Committee is to make recommendations to the Board of Directors, and to the Membership, on candidates for the MAPPS Board of Directors. The Nominations Committee is appointed by the President, pursuant to the MAPPS bylaws, to make a recommendation on candidates for the annual meeting.

Any member firm principal who would like to serve on the Nominations Committee, should contact MAPPS President Kurt Allen (301) 345-4488 or [kallen@photoscience.com](mailto:kallen@photoscience.com) by May 1. The Committee will soon be formed and they will begin considering candidates for the Board. The following is the 2006 MAPPS election schedule:

May 1	Close of call for Nominations Committee members
May 4	Announcement of Nominations Committee members by MAPPS President and call for candidates for MAPPS Board of Directors
June 4	Close of submissions to Nominations Committee
June 16	Nominations Committee slate announced (additional nominations made be made from the floor at the annual business meeting)
July 16	Annual MAPPS Business Meeting and Election

## Offshoring Task Force Reports, Member Comments Requested

The MAPPS Offshoring Task Force, appointed in 2005 by MAPPS President Kurt Allen reported a series of findings and recommendations to the membership at the MAPPS Winter Meeting in January. The [Task Force Report](#) is available to members. The MAPPS Board of Directors is seeking member comments on the Task Force recommendations. Members are encouraged to review the task force report and share your thoughts with the Board via an automated email template at the conclusion of the task force's PowerPoint presentation. The task force was formed to review the offshoring issue, understand all points of view within the MAPPS membership, and develop a recommendation for a policy position and implementation strategy for MAPPS that represents the consensus of the task force and can be accepted by the membership at large. Members are: John Voycik, Greenhorne & O'Mara, Chairman; John Copple, Sanborn; Dee Vaidya, Techni Graphic Systems; Greg Tilley, VARGIS; Jim Page, James W. Sewall Company; Susan Marlow, Smart Data Strategies; Jeff Lovin, Woolpert; Mary Brauer-Cox, LSI; Jean Carter, Aerial Data Service; and Eric Sandberg, BAE Systems.

## Revised Strategic Plan Open for Member Comment

The MAPPS Board of Directors has submitted a draft revision to the association's strategic plan to the membership for additional comment and input. For a period of time in December to January, the existing strategic plan was open for member comment via the MAPPS web site. Additionally, a member input session was held at the Winter Meeting in January. Based on that input, the Board met at the conclusion of the Winter Meeting for a special strategic planning session and drafted a revised plan. It is now on the MAPPS web site for another round of member comments. Please [review the draft plan](#) and provide the Board with your additional **comments by June 15**.

## MAPPS Proposes Reforms in FEMA Flood Mapping

Earlier this year, MAPPS President Kurt Allen appointed a Task Force to look at the FEMA Flood Mapping Program. Congress is developing legislation to reform that program, and it was Mr. Allen's view the association had a professional responsibility to offer to Congress its expert recommendations. The [FEMA Recommendations](#) have been presented to the Congressional committees of jurisdiction, and posted on the MAPPS web site. The MAPPS proposals are being very well received in Congress and several MAPPS recommendations are expected to be in the Senate's flood insurance reform bill when it is marked-up by the Senate Banking Committee when Congress returns from the current recess later this month. The MAPPS FEMA Task Force includes: Silas Suazo, Bohannon-Huston, Inc., Chairman; David Greenwood, Michael Baker, Inc.; Michael Bullock, Intermap; Don Wicks, Spectrum Mapping; Vince DiCamillo, Greenhorne & O'Mara, Inc.; and David Maune, Dewberry.

## MAPPS Executive Director Testifies on Land Inventory Bill



Telling Congress, "the bottom line is the Federal government does not know what it owns, where it owns it, what condition it is in, what its appraised or market value is, what its characteristics are, whether it is still in the public interest for the government to own it, whether it should be surplus and disposed, or what its designated use should be", MAPPS Executive Director John Palatiello testified before a House Subcommittee on March 9 in support of H.R. 1370, the Federal Land Asset Inventory Reform, or "FLAIR" Act, introduced by Rep. Chris Cannon R-UT) and a bi-partisan group of 21 cosponsors.

"An accurate inventory is an important feature of good land management," Palatiello said. "Proper conservation, recreation and multiple use activities are dependent on accurate information about the government's land ownership. The American taxpayer can also be the biggest beneficiary of a "cadastre", also known as a land information system or geographic information system (GIS). Many units of local government -- cities, counties -- have used such land information systems, or even single purpose digital parcel or tax mapping programs, to more accurately and efficiently inventory real estate within the jurisdiction. There are numerous examples where local government has used GIS to identify tens of millions of dollars in annual property taxes that were unpaid or under paid. These systems have paid for themselves many times over, many in the first year alone. It is time the U.S. government invested in a similar methodology and technology to identify and inventory its land holdings. Such a system can help enhance the management of Federal lands, identify lands that could be put to higher priority use, as well as those that are no longer needed by the government and can be made surplus and sold, thus bringing revenue and savings to the Federal budget."

He said, "H.R. 1370 can save the government money by eliminating numerous duplicate, non-interoperable, inaccurate, single-purpose land inventories with a single, multi-purpose federal and inventory or information system, at a lower cost than the current practice. Over the years, Congress has in good faith and with the best of intentions authorized numerous inventories."

## University, Non-Profit GIS Earmarks Under Scrutiny

Citizen watchdog group and news media scrutiny over Congressional “earmarks” has reached the geospatial field. Earmarks are Congressional designations in appropriations committee reports accompanying funding bills that direct Executive branch agencies to fund specific activities. These appropriations, which bypass any competitive grant or procurement process, or peer review, usually fund a specific Federal, state or local government agency activity, or a university or nonprofit organization.

Citizens Against Government Waste (CAGW) has released its 2006 Congressional Pig Book, highlighting what it calls “the most egregious and blatant examples of pork”. To make the CAGW list, an earmarked “pork barrel” project must meet at least one of the following criteria: requested by only one chamber of Congress, not specifically authorized by law, not competitively awarded, not requested in the President’s budget, exceeds the President’s budget request or the previous year’s funding, not subject of Congressional hearings, or serves only a local or special interest.

This year’s Pig Book criticizes \$936,000 for an advanced spatial technologies center at Mississippi State University, \$4.5 million for a GIS Center of Excellence at West Virginia University, and \$200,000 for Coppin State University in Maryland for the Middle Passage Project to support its Geospatial Sciences Laboratory.

The New York Times, Wall Street Journal, and Washington Post, among other newspapers, have conducted reports on the finances of Rep. Alan Mollohan (D-WV). An ethics complaint against the lawmaker has been filed by the National Legal and Policy Center, alleging the Congressman and his family personally benefited from earmarks for organizations in West Virginia. Among the organizations cited is the Canaan Valley Institute (CVI), which claims to be “a nonprofit, non-advocacy organization committed to helping communities improve the quality of life in their watersheds by restoring aquatic resources using cost-effective, locally determined solutions”.

CVI, however, engages in commercial activities, in competition with the private sector. According to its web site, CVI “obtained a new airborne mapping system in May of 2005 which is composed of a high-resolution digital camera and the Optech ALTM 3100 LiDAR (Light Detection and Ranging) system. CVI is the first entity in West Virginia to own a LiDAR system.” It reported that, “In the past, CVI has purchased over \$100,000 of LiDAR data from contractors.” However, now that it owns and operates its own LiDAR system, it is reported that “CVI plans to utilize the ALTM 3100 to provide Mid-Atlantic Highland environmental stakeholders with unprecedented high resolution, accurate, and timely information as well as *offer fee-based services to other clients throughout the United States*” and a CVI news release notes its LiDAR “products provide stakeholders and *clients* with important decision-making tools needed in the assessment, planning, and design phases of environmental restoration and conservation” (*emphasis added*).

## Firm Fined \$ 1 Million for False Small Business Claim

The U.S. Small Business Administration (SBA) has announced that Insight Public Sector, Inc., a company providing technology products and services based in Tempe, Ariz., has agreed to pay \$1 million to settle allegations that a predecessor corporation, Comark Government & Education Services (CGES), falsely certified itself as a “small business” on its application for inclusion on a General Services Administration (GSA) long-term procurement schedule. The settlement arises out of a complaint made to the SBA that CGES obtained a preference in regard to the award of certain purchase orders under the GSA’s multiple award schedule (MAS) by falsely certifying that it was a small business. The SBA Office of Inspector General, in conjunction with the GSA Office of Inspector General and the Department of Justice, conducted a two-year investigation, finding that CGES had misrepresented its size status on its 1996 application for inclusion on the MAS. Insight’s parent corporation acquired CGES in 2002 and withdrew the small business certification under the MAS in 2005.

***Attend the MAPPS Summer Meeting, July 15-19  
Four Seasons Hotel, Whistler, British Columbia, Canada***



## MAPPS Hears Agencies, Visits Congress



More than 100 MAPPS member firm principals heard briefings from Federal agencies, participated in Federal agency liaison meetings with agency officials, learned about emerging new programs requiring geospatial data and services as well as advocating legislation in dozens of meetings with Members of Congress at the MAPPS Federal Programs Conference, March 14-16 in Washington, DC.

MAPPS members from New York State who met with Rep. Randy Kuhl (R-NY) were featured in the Rochester, NY newspaper. [NY Delegation News Article](#) The conference already has begun to pay dividends; MAPPS members from Colorado secured Rep. Bob Beauprez (R-CO) as a new cosponsor of the Federal Land Asset Inventory Reform (FLAIR) Act, H.R. 1370.

The highlight of the conference was a geospatial technology exposition held in the U.S. Capitol Building. MAPPS members and more than 25 Congressional staff members gathered for a reception and demonstration featuring Photo Science, BAE and Smart Data Strategies. In the historic and ornate Lyndon Baines Johnson Room, just off the U.S. Senate floor, Congressional staff saw demonstrations and discussed geospatial capabilities with MAPPS members.

## Oregon Opens Licensing for Photogrammetrists

A grandfather period for current practitioners of photogrammetry to become licensed as surveyors has opened in the state of Oregon. The Oregon State Board of Examiners for Engineering and Land Surveying (OSBEELS) is accepting applications through January 1, 2008. Applications, applicable laws, rules and additional information can be obtained from the OSBEELS web site at <http://www.osbeels.org/Photogrammetry.htm>.

### *Upcoming MAPPS Events*

**MAPPS Member-Guest Breakfast**  
May 4, 2006

ASPRS Conference in Reno, NV  
[Register Today!](#)

**MAPPS Summer Meeting**  
July 15-19, 2006

Whistler, BC Canada  
[Conference Info](#)

**MAPPS/ASPRS Specialty Conference  
& MAPPS Fall Policy Conference**  
*Measuring the Earth: Digital Surface  
Modeling & Automated Feature Extraction*  
November 6 - November 10, 2006  
[Crown Plaza Riverwalk Hotel](#)

San Antonio, TX

**MAPPS Winter Meeting**  
January 21-25, 2007

[The Registry Resort & Club](#)  
Naples, Florida

**Federal Programs Conference**  
March 19-21, 2007

[Hyatt Regency Capitol Hill](#)  
Washington, DC

**MAPPS Summer Meeting**  
July 16-20, 2007

[Mount Washington Resort at Bretton Woods](#)  
Bretton Woods, New Hampshire