

August 2006

## **MAPPS Urges White House to Develop Strategy for Commercial Remote Sensing Utilization**

At an August 15 meeting, MAPPS President Kurt Allen urged the White House's Office of Science and Technology Policy (OSTP) to implement an enforcement strategy for expanded use of the private sector in satellite and airborne remote sensing, and value-added services, in the Future of Land Imaging (FLI) program currently under development by OSTP. Mr. Allen, accompanied by MAPPS Executive Director John Palatiello and Government Affairs Manager John Byrd, urged Presidential Science Policy Assistant Dr. Gene Whitney to put into action a process to enforce several laws and policies that call for elimination of government competition and maximum practicable utilization of the private sector in geospatial and remote sensing related areas. MAPPS briefed the White House official on the concept to be introduced in the IMAGE Act (see related story).



Dr. Whitney invited MAPPS back to make a presentation to the FLI working group on how contracting can help grow the private geospatial market and leverage greater private firm experience in using mid-resolution LANDSAT imagery. [View MAPPS Comments](#)

## **Sen. Allen, Rep. Weldon to Offer "IMAGE" Act**

Despite the expanding market that MAPPS helped open over the years through legislation and advocacy, too many public sector agencies and organizations still do a considerable amount of geospatial work in-house, spend tax dollars buying equipment that duplicates private capital investment, and compete for the limited pool of trained and experienced geospatial workers.

To reverse this trend, Senator George Allen (R-VA) and Rep. Curt Weldon (R-PA), joined by cosponsors Rep. Jane Harman (D-CA) and Rep. Bud Cramer (D-AL), will, on a bi-partisan basis, introduce the Imagery, Mapping And Geospatial Enhancement (IMAGE) Act in the Senate and House, respectively when Congress reconvenes in September. This bill will create an in-house advocate, within the Federal Government, to promote government use of the private geospatial community to the maximum extent possible.

Competition in the geospatial field by Federal government agencies, universities, and state government continues to adversely impact private geospatial firms. The IMAGE Act will promote growth in the field in which MAPPS members participate by establishing among the responsibilities of the Office of Space Commercialization in the Department of Commerce the role of advocacy for the private mapping, geospatial and remote sensing community.

In 2003, President Bush issued a White House Policy on Commercial Remote Sensing. That policy is designed to assure U.S. leadership in this field, reduce government competition, and encourage utilization of the private sector by government agencies to the maximum extent possible. In the intelligence community, then-CIA Director Tenet also promulgated a policy on using the commercial sector for remote sensing imagery and related data in 2002. Previously Congress enacted laws requiring use of the private sector for remote sensing and value-added activities, including the Land Remote Sensing Policy Act and the Commercial Space Act. However, no agency has been charged with implementing the policy on using the private sector. The IMAGE Act will give that responsibility to the Office of Space Commercialization and will help firms in all commercial remote sensing and geospatial sectors: satellite, airborne, and value-added.

MAPPS urges its member firm principals to contact their Congressmen and Senators to request original cosponsors to this pro-free enterprise, pro-U.S. technology, pro-jobs, limited government bill. We would like to see the bill introduced with a number of the House's leading proponents of the geospatial community, and those with significant geospatial firms in their districts, on board. For information on requesting your Congressman or Senator to cosponsor the respective Allen and Weldon bills contact Government Affairs Manager John Byrd, at (703) 787-6996 or [jbyrd@mapps.org](mailto:jbyrd@mapps.org) and view [Image Act details online](#).

# President's Column

by Kurt Allen  
MAPPS President



Since its founding in 1982, MAPPS has not only served as a “trade association” that promotes the business interests of its member firms, but it has also been a “professional association” that has sought professional recognition for the community, MAPPS member firms, and the practitioners who own, operate and are employed in our member firms. These tenets have been the foundation of MAPPS. It was flattering that last summer, I attended a meeting of the NOAA Hydrographic Service Improvement Review Panel at which a NOAA employee offered a PowerPoint presentation in which he called the Brooks Act the “Holy Grail” of MAPPS.

MAPPS et al v. United States of America, the law suit filed in U.S. Federal District Court, along with other organizations on April 6, seeks a declaratory judgment that the Federal Acquisition Regulation (FAR) Council properly implement the Brooks Act in FAR part 36 to accurately reflect the actions and intent of Congress when, on numerous occasions, it passed legislation providing for a broad application of the Brooks Act’s qualifications based selection process by all Federal agencies. The government’s response was to move for dismissal of the case on procedural grounds. As we expected, the government sought to declare that MAPPS and other associations lack the legal standing to file the suit. This was a move our attorneys expected. A hearing was held on July 21 in which our attorneys and the government argued the procedural points of the matter, but not the merits. We expect a ruling any day. The law suit is not just a matter of professionalism for our members. It is a matter of principle and the rule of law. In its written documentation to the court, the government claimed “federal contracting officials must use QBS when procuring mapping services in states that define engineering or surveying to include mapping”. In fact, if federal contracting officials did just that, and the FAR documented this requirement, there would be no need for the law suit.

Recently, the MAPPS staff was advised by a member that the Corps of Engineers had issued a price based solicitation for mapping services. The scope of work clearly fell within FAR part 36.6, and the Corps’ own implementation regulations, EFARS 36.601-4. Our staff brought this to the attention of the Corps, and the solicitation was promptly withdrawn. This was a victory for MAPPS and an example of responsive and responsible action by the Corps. A few days later, another solicitation, this one from NOAA, came out. It

was for hydrographic seafloor mapping in the Gulf of Mexico, from Brownsville, TX to Key West, FL. MAPPS brought to NOAA’s attention the fact that four of the five states (TX, LA, AL and FL), in whose waters the mapping will be conducted, define mapping of bodies of water as the practice of surveying. Moreover, the tasks fall within the definition of hydrographic surveying under the Hydrographic Services Improvement Act, which also has a Brooks Act requirement. The Corps corrected its problem and NOAA did not. The fact that both contracts were advertised in an improper manner in the first place, and that NOAA refused to change its procurement procedure, is proof the FAR needs to be revised and the claim the government is making in court is false. These are just two recent examples when, in fact, there are many more each month.

Professionalism, rule of law and principle is also the reason MAPPS is taking issue with the language being used by the Labor Department in its High Growth Job Training Initiative. The use of terms such as “industry,” “information technology” and “apprenticeship” to describe the surveying, mapping and the geospatial field is not only inaccurate, but harmful and in conflict with existing law and policy. On June, I was joined by President Elect Marvin Miller and Director Anne Miglarese, as well as Executive Director John Palatiello and Government Affairs Manager John Byrd at the Labor Department’s Employment and Training Administration, along with representatives of the Geospatial Information & Technology Association (GITA) and the Association of American Geographers (AAG) for a discussion of this “nomenclature” issue. While I am convinced there was no ulterior motive behind the Labor Department’s selection of terminology, it undeniably will result in an effort to “dumb-down” the professional status of many within the geospatial community; more critically, the precedent of such a classification by the U.S. The Department of Labor would have catastrophic impacts on our members in procurement, labor-management relations, job classifications, taxation, professional liability, and many other issues that would be costly and harmful to virtually every MAPPS member. I invite you to view a complete background report, complete with links to all documents on this issue, on the MAPPS web site [www.mapps.org/LaborETA.asp](http://www.mapps.org/LaborETA.asp)

The bookends of a “trade” and a “professional” association are what make MAPPS different – and successful. # # # #

## **Registration Opens for MAPPS/ASPRS Specialty Conference**

Measuring the Earth: Latest Developments with Digital Surface Modeling and Automated Feature Extraction, a MAPPS/ASPRS Specialty Conference, will be held November 6-10, 2006 in San Antonio, Texas. Registration for the Conference is now open. MAPPS and ASPRS are hosting this third in a series of successful conferences on the latest technologies in acquisition and applications in remote sensing, mapping, and GIS and the latest developments and implementation of automated operations. This conference once again offers a mix of general sessions, breakout technical sessions, and posters on project acquisition and applications, automated feature extraction, visualization, simulation, research and development, hazards, and more. Combined with an exhibit hall filled with the latest products in the industry, this is a conference you MUST ATTEND.

General sessions cover Automated Feature Extraction, Disaster Response/Homeland Security, and the Future Directions of DEM. And, MAPPS members won't want to miss the MAPPS Fall Policy Conference that is being held on Thursday, November 9<sup>th</sup> 1:00 pm to 6:00 pm., during the main conference. Participating agencies include: NGA, USGS, DHS, FEMA, NOAA and USACE. There is a separate registration fee of \$150.

The Preliminary Program is available on line at <http://www.asprs.org/fall2006/program.htm>.  
On line registration is at <http://www.asprs.org/fall2006/registration.htm>.

Please register today and make your hotel reservations on line at the Crowne Plaza Riverwalk Hotel <http://www.asprs.org/fall2006/hotel.htm>.

## **Salary, Benefits Survey Sent to Members; Responses Due Oct. 6**

The 2006 MAPPS benefits and salary survey questionnaire was emailed August 10 to all MAPPS member firms in the United States that provide geospatial services. The survey has been designed to gather easily obtainable but important information about personnel policies and pay practices within the profession. The information that is derived from this survey will be beneficial in comparing firms' benefits, salary and policy practices to other similar firms, both nationally and regionally.

All participants are assured that individual responses will be treated with strict confidence. No individual firm's responses or name will be identified in the final summary report. To insure that this requirement is fulfilled, the MAPPS Board has retained COMPDATA SURVEYS, an independent, third-party firm, to consolidate the information and compile the summary report. Again, no individual within MAPPS, the MAPPS staff, or any MAPPS member organization will have access to your firm's questionnaire or data.

One of the objectives of this survey is to capture information that will reflect the diversity of the various geographic locations of the MAPPS membership firms. Toward accomplishing this objective, the survey questionnaire is being sent to all regular and sustaining MAPPS member firms, including those firms with multiple office locations, involved in providing geospatial data services in the market. Responses should be for employees in the United States only.

If you participate in this survey, you will receive a FREE copy of the final report. Otherwise, it will sell for \$250.00 per copy to non-participating MAPPS member firms, with a higher price for non-members. Any current MAPPS member, including associate members or others not in geospatial services, who are not part of the homogeneous group that was sent the survey, will also receive a complementary copy of the report.

The report is a valuable tool in benchmarking your firm against others in the market. Also it is used by many government agencies for developing government estimates for contract negotiations. Therefore, it is in every firm's vital interest to participate. MAPPS is the only source of this information, so your ability to participate and get a free copy is one of the additional benefits of membership in MAPPS.

The final report from Compdata Surveys will be available by the end of the year, and the findings presented to the membership at the MAPPS Winter Meeting, January 21-25 in Naples, FL.

## **Board Seeks Member Comment on Offshoring Policy Statement**

The MAPPS Board of Directors has sent a draft policy statement on offshoring to the membership. The document was first drafted by the Offshoring Task Force appointed by President Kurt Allen in August of 2005 and has been reviewed by the Board. Members have until October 20 to comment on the below Policy Statement. The MAPPS Board of Directors will meet on November 10 in San Antonio, TX, during the MAPPS/ASPRS Specialty Conference to take final action on the policy. Email comments to: [info@mapps.org](mailto:info@mapps.org)

### **DRAFT Policy on Globalization of Geospatial Services FOR MEMBER COMMENT** Policy

The Management Association of Private Photogrammetric Surveyors (MAPPS) believes that the provision of professional geospatial services should be accomplished in a manner that protects the public health, safety and welfare of all citizens, regardless of where the services are performed. MAPPS recommends that all geospatial service providers and/or data distributors should take into consideration the following criteria:

- Proven data security measures, such as ISO 17799 and other appropriate homeland security requirements;
- Licensing laws related to responsible charge;
- Principles and/or requirements of Qualification Based Selection using full disclosure of staffing, subcontractors and location; and
- Applicable trade agreements and contract law.

MAPPS reaffirms its commitment to Qualifications Based Selection for the procurement of professional geospatial services

### Issue

MAPPS defines offshoring as the practice of sending geospatial and related data to sources outside of the United States for conversion, processing and/or other value-added services/activities. Further, MAPPS recognizes that as globalization is a reality of today's marketplace and that competitive pressures, along with the increased demand for geospatial services, have resulted in offshoring being a component of the geospatial market.

In the past few years the development of advanced technologies, increased competition, and the worldwide supply of personnel familiar with United States' codes and standards, have greatly increased the globalization of geospatial services. MAPPS believes that state licensing law requirements governing responsible charge must be ethically and professionally adhered to with regard to the stamping, sealing and/or certification of deliverables resulting from the performance of geospatial services for work conducted both within the United States as well as by offshore personnel.

In addition, the practice of using non-United States geospatial personnel expands access to information concerning facilities and infrastructure located within the United States. Providers of geospatial services/data and owners of geospatial data must be cognizant of the potential homeland security ramifications and potential increased vulnerability of such access and take appropriate steps to assure data security for all United States based operations as well as operations conducted outside of the United States.

Several existing laws currently apply to the offshoring of federal contracts, such as the Truth in Negotiation Act, False Claim Act, Brooks Act, and the Service Contract Act. Similar laws also exist in many states, and local units of government, impacting their contracts. MAPPS believes that all organizations involved in geospatial services (including producers, distributors and users) must be proactive in understanding how the provisions in these laws apply to offshoring. These organizations have a responsibility to be knowledgeable of these laws and assure their compliance with them.

### Rationale

A primary tenet of MAPPS' Code of Ethics is the protection of the public's health, safety and welfare. As a primary provider of and stakeholder in geospatial services, MAPPS has a responsibility to be a caretaker of geospatial products and/or services that may be of a sensitive nature and could abrogate the security of the

United States. It is in the public interest that MAPPS makes its member firms aware of the legal and security implications of their activities both within and outside of the United States and encourages members to engage in practices within the law and public interest.

To this end, MAPPS encourages its members to develop a data security program, such as the ISO/IEC 27001:2005 Requirements for Information Security Management Systems (133 controls) and ISO/IEC 17799:2005 Code of Practice for Information Security Management. The goal of both of these standards is to safeguard the confidentiality, integrity, and availability of written, spoken, and electronic information.

*If you have comments, email them to: [info@mapps.org](mailto:info@mapps.org) by October 20 2006.*

## **MAPPS Seeks to Protect Professional Status of Geospatial Community**

An effort to “dumb-down” the geospatial community – by referring it as an “industry” that is part of “information technology” where entry is provided through labor union-inspired “apprenticeships” – is being strongly opposed by MAPPS.

At issue is the use of certain terminology in the U.S. Department of Labor’s High Growth Job Training Initiative, which has targeted the geospatial community as one of fourteen areas where the U.S. economy will create a significant demand for new jobs in coming years. The Bush program seeks to focus on new and increasing job opportunities in high growth, high demand and economically vital sectors of the American economy. Geospatial has been identified as one where jobs and solid career paths are left untaken due to a lack of people qualified to fill them. The High Growth Job Training Initiative targets worker training and career development resources toward helping workers gain the skills they need to build successful careers in these and other growing markets. The Bush Administration has committed more than \$6.4 million in programs to create a geospatial career development infrastructure.

While praising the job growth initiative, MAPPS has taken issue with the use of terms in some of the Labor Department’s literature, including the designation of geospatial as an “industry” rather than a “profession”, use of a definition of geospatial that classifies the practice as “an information technology field”, and “apprenticeships” as a path to jobs in the field.

In December of 2005, MAPPS Executive Director John Palatiello wrote the Labor Department, after having met with several Department officials. In his letter, Palatiello warned the Bush Administration officials that the High Growth Job Training Initiative in geospatial could be undermined by several other issues, including government competition, prison industry competition, offshoring, and the unintended consequences of certain classifications and terminology. A meeting was convened by the Labor Department on June 19. Included were Labor Department officials and staff, representatives of GITA and the Association of American Geographers (who hold one of the Labor Department grants), and a delegation from MAPPS of President Kurt Allen, President-Elect Marvin Miller, Director Anne Miglarese, Executive Director John Palatiello and Government Affairs Manager John Byrd. At the meeting, MAPPS presented a background presentation on the government’s historic classification of surveying and mapping, and its more contemporary definition of geospatial. MAPPS noted that various government entities have considered these activities to be part of the broad field of architecture – engineering, not information technology, and that such a definition has governed how firms operate in procurement, tax policy, tort liability, economics, academics, and other critical areas. The association went on to educate the Labor Department on the fact that changing the definition and classification of the area in which MAPPS member firms operate would have severe and unintended consequences on university programs, private firms’ cost of doing business and profitability, students, and employees. MAPPS also noted that heretofore, the Labor Department had been primarily engaging *users* of geospatial data, technology and services, rather than *producers*, and thus were not being provided an accurate and unbiased viewpoint on the profile of the geospatial community. MAPPS demonstrated that geospatial *users* represent a broad cross-cutting field with applications across many other professions and industries, but that the *producer* community was where the job shortage is occurring and where the Labor Department must carefully define and focus career development efforts. MAPPS asked that the producer community be included in current and future deliberations on the Department’s geospatial workforce development program.

In response to the MAPPS petition, the Labor Department has modified some of its nomenclature, eliminating the references to “information technology”. An email was sent to all the participants in the June 19 meeting summarizing the issues on which there was a consensus and proposing new terms. That email promoted an acerbic and rancorous response from GITA. It posted a questionnaire on its list serve that grossly misrepresented the MAPPS position and the consensus reached on June 19 and followed that with a letter to the Labor Department

MAPPS has clarified and reaffirmed its position in a letter to the Labor Department. MAPPS President Kurt Allen emphasized that MAPPS is not intending to limit the market for the use of geospatial products, services and data. Moreover, he noted that rather than espousing an opinion, MAPPS has brought to the attention of the Labor Department the body of law, regulation and legislation that is factual, and highlighting the injury that would befall private, professional geospatial firms if the new definition and classification were to be implemented.

At the recent MAPPS Summer Conference, there was discussion of the MAPPS litigation regarding qualifications based selection (QBS) for professional geospatial services, complaints about performance bond requirements on many state and local geospatial service contracts, and the curricula in colleges and universities preparing the next generation of geospatial practitioners. All of these issues stem from misunderstanding of the professional nature of the geospatial community. The MAPPS Board is committed to promoting professionalism, a professional image and professional standing for geospatial practitioners and the firms which they own or operate and in which they practice.

The Department of Labor is presently scheduling a follow-on meeting. For further information, including documentation to these activities, visit the MAPPS web site at [www.mapps.org/LaborETA.asp](http://www.mapps.org/LaborETA.asp).

## **TSA Offers Improvement to Aerial Survey Missions**

The MAPPS Aerial Photography Committee, chaired by Rich Breitlow of AGFA, was hosted by the Transportation Security Administration (TSA) in Washington, DC on August 16, to discuss improvements in the waiver application system for flights within the Washington Area Air Defense Identification Zone (ADIZ) and Flight Restricted Zone (FRZ). Joining Breitlow and MAPPS Government Affairs Manager John Byrd, were professionals from MAPPS member firms Richard Crouse & Associates, Keystone Aerial Surveys, Aero-Metric, and Air Photographics.

Mac Sholas of TSA announced that progress was being made in developing an online waiver application system for flights within the Washington Area Air Defense Identification Zone (ADIZ) and Flight Restricted Zone (FRZ) that will be functional for the Spring 2007 flying season. This improvement will reduce the turnaround period for waivers from seven to just three business days. Aerial survey firms will need to submit the project area maps with planned flightlines with a waiver application. Access to the on-line waiver applications system by TSA personnel is intended to result in flexibility, faster response, and continued safety. Once a waiver is granted, all parties would receive the approval via a PDF file. MAPPS was successful in increasing the number of law enforcement officers (LEOs) listed on waiver applications. Currently a LEO is required on board all flights in the FRZ. MAPPS asked that as part of the online application, a list of 10 possible LEOs (active duty only) be permitted, rather than the current application which is limited to four. TSA agreed to the MAPPS recommendation. Due to the restrictive nature and limited availability of LEOs, MAPPS members have improve flight flexibility by being able to turn to one of the ten listed LEOs, rather than being limited to one of four.

Breitlow pursued lifting the restriction on “government only” projects for surveys within the FRZ. TSA’s Scott Johnson, hinted an opening may develop. One recent proposal was to target known-scheduled down times as an opportunity. Mr. Johnson requested a MAPPS in support, an action MAPPS is now taking. As a result, aerial survey missions for commercial clients may be opened in the Washington, DC FRZ.

## **Suazo, Perkins Re-Elected to MAPPS Board**

MAPPS Board of Directors members Silas Suazo (Bohannon-Huston, Inc., Albuquerque, NM) and Scott Perkins (Western Air Maps, Overland Park, KS) were re-elected to second terms on the MAPPS Board by a unanimous vote of the membership at the annual MAPPS business meeting on Sunday, July 16, in Whistler, BC. The MAPPS Nominations Committee, chaired by Jeff Lovin (Woolpert, Dayton, OH), and including Walter Hernandez, (LandAir Mapping, Atlanta, GA), Bob Richards, (Fugro, San Diego, CA), Pat Olson, (Aerometric, Sheboygan, WI), and Lindsey Galyen, (G-Squared, Fayetteville, TN), recommended the re-election of Messrs. Suazo and Perkins.

At the business meeting, Mr. Lovin reported that the Nominations Committee had five excellent candidates for consideration, but made a unanimous recommendation of Suazo and Perkins to the membership because both incumbents are serving the Board and the membership very well and that as incumbents they bring a full term of experience back to a very young board (last year there were four new first term directors elected) and it was the feeling of the Committee that it would be beneficial to keep some experience and continuity on the Board.

Subsequently, the MAPPS Board selected the following officers for 2006-2007:

President – Kurt Allen (Photo Science, Bowie, MD) (second year of 2-year term)

President-Elect – Marvin Miller (Aerometric, Maple Grove, MN) (second year of 2-year term)

Secretary – Scott Perkins (Western Air Maps, Overland Park, KS) re-elected

Treasurer – Silas Suazo (Bohannon-Huston, Albuquerque, NM)

Other members of the MAPPS Board of Directors are:

Michael Bullock (Intermap, Englewood, CO)

Dick McDonald (Michael Baker, Jr., Beaver, PA)

David Hart (Continental Mapping Consultants, Sun Prairie, WI)

Brant Howard (CompassData, Centennial, CO)

Anne Hale Miglarese (EarthData, Frederick, MD).

## **Members Gather in Whistler for Summer Conference**

A breathtaking venue, spectacular weather, a first-class Four Seasons Hotel facility and staff, extremely timely and informative technical sessions, and enjoyable social and networking programs led many of the 230+ MAPPS members and guests to call the 2006 Summer Meeting in Whistler, British Columbia the “best ever.” The quality conference was made possible by the generous contributions of several sponsors including: Applanix, BAE, Boeing, Eagle Mapping, EarthData International, Groupe Alta, Intergraph, Intermap, Leica, MDA Federal, Microsoft/Vexcel, North West Geomatics, Optech, Optimal Geomatics, Terrapoint and Tina Cary & Associates.

## **Allen Salutes 20 Members for Outstanding Service**

Twenty members of MAPPS were honored by MAPPS President Kurt Allen for exemplary service to the association during the past year. At the banquet during the MAPPS Summer Meeting in Whistler on July 18, recipients of special engraved clocks were Aerial Photo Committee members Richard Breitlow and Richard Crouse; - Cadastre Task Force Chairman Susan Marlow; COFPAES Delegate Pat Olson; FEMA Task Force Chairman Silas Suazo and members Michael Bullock Vince DiCamillo, Dave Greenwood, Dave Maune, and Don Wicks; Membership Committee Chairman Shawana Johnson; Nominations Committee Chairman Jeff Lovin; Offshoring Task Force Chairman John Voycik; Programs Committee Chairman Dave Hart and members Doug Hall, Mary Hiatt, Kate Howard, Mary Potter, and Pamela Ziss; and Kass Green for her work on remote sensing issues.

### *Some of the Proud Recipients*



## Upcoming MAPPS Events

### **MAPPS/ASPRS Specialty Conference**

November 6-10, 2006

*Measuring the Earth; Digital Surface Modeling and Automated Feature Extraction*

includes MAPPS Fall Policy Conference

November 9, 2006

Crown Plaza Riverwalk

San Antonio, Texas

### **MAPPS Winter Meeting**

January 21-25, 2007

Naples Grande Resort & Club

Naples, Florida

### **Federal Programs Conference**

March 19-21, 2007

Hyatt Regency Capitol Hill

Washington, DC

### **MAPPS Summer Meeting**

July 16-20, 2007

The Mount Washington Resort at

Bretton Woods, New Hampshire

### **MAPPS 2008 Winter Meeting**

January 31- February 4, 2008

Westin Mission Hills Resort & Spa

Rancho Mirage (Palm Springs), CA