

November 2006

MAPPS Praises “IMAGE Act” in U.S. Senate; Bill Creates Federal Agency Advocacy for Private Geospatial Firms

MAPPS today praised U.S. Senator George Allen (R-VA) for introducing the “Imagery, Mapping and Geospatial Enhancement (IMAGE) Act” before Congress recessed on September 29, 2006.

The IMAGE Act, S. 4006, designates the Office of Space Commercialization (OSC), an agency within the National Oceanic & Atmospheric Administration (NOAA), to actively promote and advocate Federal agency use and reliance on private firms for geospatial services, data and products. This designation has been deemed necessary for implementation of a 2004 NASA Inspector General report, the 2003 White House Commercial Remote Sensing Space Policy, and the 2002 memo by then-CIA Director George Tenet.



MAPPS Executive Director John Palatiello expressed deep appreciation for Senator Allen’s leadership. “Senator Allen has consistently advocated on behalf of the private sector including the high-tech professions. MAPPS commends Senator Allen and looks forward to working with him to enact the IMAGE Act,” Palatiello said.

The IMAGE Act was referred to the Senate Commerce, Science & Transportation Committee. Senator Allen, a member of the committee, represents a state with a high concentration of geospatial firms, including a major cluster in Northern Virginia. U.S. Senator James Inhofe (R-OK), Chairman of the Environment & Public Works Committee, joined as an original cosponsor.

MAPPS emphasized that private geospatial firms in Virginia and across the nation stand to benefit from the bill. “The bill’s enactment will lead to improved markets for geospatial firms at the Federal, state and local level. The OSC will become a watchdog and advocate for private geospatial firms,” Palatiello commented. The IMAGE Act includes language “to encourage United States leadership in the development, application, and use of commercial space and airborne remote sensing and other geospatial information.”

MAPPS PAC Announces Candidate Support in November 7 Election

The MAPPS Political Action Committee (MAPPS PAC) today announced it has provided \$56,000 in support for a bipartisan group of 41 candidates for the U.S. Senate and House of Representatives for the November 7 election.

“MAPPS strongly supports these candidates. They were selected for support from our PAC, based on their records on geospatial and general business issues, committee assignments, leadership positions, and the status of their election campaigns,” said MAPPS Executive Director and PAC Treasurer John Palatiello. “This year, we implemented a comprehensive new process of candidate evaluation, input from our members, and staff analysis.”

Palatiello added, “The candidates we are supporting are those we recommend to our members in their respective districts and states on Election Day. We also remind our members that if they are traveling on Election Day, to the MAPPS-ASPRS conference in San Antonio or elsewhere, they should be sure to vote absentee before departing their homes.”

This is the highest level of political giving in the history of the MAPPS PAC. A record amount was contributed to the PAC by individual MAPPS members, this is the most the MAPPS PAC was able to contribute to candidates, and it is the largest number of candidates MAPPS has supported in a 2-year election cycle.

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President's Column

by Kurt Allen
MAPPS President



“Emphasizing the ‘Member’ in Member Organization”

For the past ten years, the MAPPs Board of Directors has responsively and regularly sought to set a course and direction for the association through a strategic planning process. A comprehensive plan was adopted in 1998, revised in 2002, and updated again this year. At the annual meeting in July, the Board gave its final approval to the current version of the plan, after holding a roundtable session to solicit member input at our winter meeting in January and posting the draft plan on the MAPPs website for additional member comment. I invite you to review the adopted plan at www.mapps.org/StrategicPlan.asp.

Using the traditional SWOT (strength, weakness, opportunity, threat) process, the Board several years ago identified one of the weaknesses of MAPPs was the association's heavy dependence on its staff. While the MAPPs staff is some of the best in the business and one of the association's greatest strengths, the Board recognized that the association was not engaging the members in the association's activities as much as it could.

While already on its second generation strategic plan to identify goals, objectives and initiatives to serve the private sector geospatial profession, the Board beginning in 2003, started to specifically target and focus on internal strategic planning. Issues such as governance, dues structure, size of the Board, firms and types of firms targeted for membership recruitment, and future staffing to meet the needs of the membership were considered and a plan for addressing them was begun.

A lot has happened in the last three years. Two bylaws amendments were debated and presented to the members. One of these amendments, expanding the size of the Board, was approved by the membership. In addition, committees were established, members were recruited or volunteers stepped forward and a number of MAPPs committees are now functioning. These committee

meetings are going on at each of our conferences and throughout the year (I know this has hampered many members' free time at the conferences!). Individuals are volunteering and making a meaningful difference in MAPPs ability to be proactive with public policy.

We had special member feedback sessions at our winter and summer meetings this year. That feedback has been very helpful to the Board. These roundtables sessions will continue in 2007.

At the beginning of last year, the Board approved the creation of an additional government affairs position on the staff in order to provide more and better representation of the membership in Washington DC. In July of this year, the addition of a membership marketing position was approved (this was a recommendation of the membership committee), and a search is now underway.

The big tent is working. Over the past several years, the membership composition of MAPPs has changed dramatically. We have transitioned from a membership that was primarily photogrammetric-related to one that represents the broad spectrum of geospatial services firms in the community. With the broader geospatial interests of our members comes new challenges, but with the adoption and implementation of internal and external strategic plans and the participation of members in policy formulation and execution, we are positioned to meet those challenges.

Elsewhere in this edition of FLIGHTLINE is an announcement of new volunteer opportunities in MAPPs. These new task forces are designed to achieve two objectives: (1) to garner more member involvement in MAPPs and (2) to make the association take more initiative in its government relations and public policy activities. It's your association; get involved.

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MAPPS PAC Support ... continued from page 1

The following candidates received financial support from the MAPPS PAC-

Representative Rob Andrews (D-NJ)	Representative Adam Smith (D-WA)
Representative Roscoe Bartlett (R-MD)	Representative Charles Taylor (R-NC)
Representative Marsha Blackburn (R-TN)	Representative Mark Udall (D-CO)
Representative Henry Bonilla (R-TX)	Representative Curt Weldon (R-PA)
Representative Chris Cannon (R-UT)	Representative Heather Wilson (R-NM)
Representative Ben Chandler (D-KY)	House Candidate Michele Bachmann (R-MN)
Representative John Culberson (R-TX)	(open seat)
Representative Tom Davis (R-VA)	House Candidate Mac Collins (R-GA)
Representative Peter DeFazio (D-OR)	(former Representative)
Representative John Duncan (R-TN)	House Candidate John Gard (R-WI)
Representative J.D. Hayworth (R-AZ)	(open seat)
Representative Pete Hoekstra (R-MI)	Senator George Allen (R-VA)
Representative Sue Kelly (R-NY)	Senator Jeff Bingaman (D-NM)
Representative Jack Kingston (R-GA)	Senator Maria Cantwell (D-WA)
Representative Don Manzullo (R-IL)	Senator Jon Kyl (R-AZ)
Representative Marilyn Musgrave (R-CO)	Senator Joseph Lieberman (D-CT)
Representative Anne Northup (R-KY)	Senator Trent Lott (R-MS)
Representative Jim Oberstar (D-MN)	Senator Ben Nelson (D-NE)
Representative Richard Pombo (R-CA)	Senator Bill Nelson (D-FL)
Representative Nick Rahall (D-WV)	Senator Debbie Stabenow (D-MI)
Representative Pete Sessions (R-TX)	Senator Jim Talent (R-MO)
Representative Christopher Shays (R-CT)	Senate Candidate Bob Corker (R-TN), open seat

The PAC is the legal, ethical and professional way for membership organizations, such as MAPPS to engage in America's great political process. The MAPPS PAC is a separate, segregated political fund that does NOT use dues money. The MAPPS PAC accepts voluntary, personal contributions from individual MAPPS member firm principals and executives to support candidates for Federal office who support the geospatial community and the free enterprise system. Under the Federal Election Campaign Act (FECA), the statute that governs the financing of federal elections, groups, such as trade and professional associations, can form committees to collect voluntary, individual contributions from members in a pool, and to make contributions from those committees to candidates for Federal office. MAPPS must rely on the generous, voluntary, personal contributions of individual executives from its member firms. That is where the MAPPS PAC fits in. For information on the MAPPS PAC, go to www.mapps.org/MAPPSPACMaterials.asp and to contribute go to www.mapps.org/PACContributionEForm.asp

MAPPS Members Promote Private Geospatial at Federal Panels

Federal panels exploring the future of land imaging (FLI) and studying ways to use state-of-the-art technology in the FEMA flood map program recently heard presentations from teams of MAPPS members.

On September 8, Doug Hall (MD Federal) and John Copple (Sanborn) were accompanied by MAPPS President Kurt Allen (Photo Science) and MAPPS Executive Director John Palatiello in a presentation at the Office of Science and Technology Policy (OSTP), an agency in the Executive Office of the President, that is developing policy on Landsat and other future satellite remote sensing strategies. The MAPPS team demonstrated how private firms merge LANDSAT data with higher resolution commercial satellite data and aerial imagery to provide solutions to Federal agencies. The MAPPS presentation focused on ways contracting with the private sector can help increase the market demand for Landsat and its successor systems.

A National Academy of Sciences panel studying the utilization of new technology to improve the currency and accuracy of FEMA flood map elevation data heard from George Southard (Leica) and Dave Loescher (Intergraph) were joined by Mr. Palatiello demonstrating the aerial digital mapping sensor, LIDAR, and SAR technologies. The MAPPS team showed the latest advancements, accuracies and processing capabilities to improve flood mapping.

House Passes FPI Reform, Senate May Act in Lame Duck Session



The U.S. House of Representatives overwhelmingly approved a bill to reform Federal Prison Industries (FPI), setting the stage for possible Senate action in the post-election “lame duck” session. By an overwhelmingly bipartisan vote of 362 to 57, which is an increase over the vote of 350 to 65 when the bill passed in 2003, the House passed the Federal Prison Industries Competition in Contracting Act, H.R. 2965, sponsored by Rep. Peter Hoekstra (R-MI) and a bipartisan group of cosponsors.

The bill eliminates the mandatory source status that historically had been afforded inmate-made products, as well as the preferred sources status enjoyed by inmate services, including GIS, scanning, conversation, digitizing and other mapping-related activities performed by prisoners. H.R. 2965 also clarifies and strengthens existing law to prohibit the introduction of inmate services in the commercial, non-governmental market, prohibits the specifying of FPI as a subcontractor to Federal prime contractors, and prohibits inmates from having access to certain geospatial-related data on citizens property and U.S. critical infrastructure.

MAPPS is a leader of the FPI Competition in Contract Act Coalition and MAPPS Executive Director John Palatiello has testified before several House and Senate committees in favor of the reform measure.

MAPPS Task Forces to Draft Legislative Proposals for New Congress

MAPPS President Kurt Allen has announced the formation of three new task forces to study policies issue to come before Congress in 2007 and pro-actively draft proposed legislation to benefit the American public and the private geospatial community.

The current 5-year Farm Bill is scheduled to expire in 2007 and a MAPPS task force will develop a proposal for an integrated geospatial program to support U. S. Department of Agriculture activities in precision agriculture; crop management, production and conservation; support payment monitoring and enforcement; environmental management; and other applications.

Also slated to be reauthorized in 2007 is the Hydrographic Services Improvement Act (HSIA). This bill oversees NOAA’s hydrography and nautical charting program. The Task Force will explore and recommend improvements to HSIA and the NOAA program, as well as develop an integrated oceans and coastal mapping initiative.

The current program providing support for the Nation’s aviation program, including grants to local airports for capital improvements, and conduct of the Federal Aviation Administration, is also up for renewal in 2007. A MAPPS task force will explore proposed legislative provisions for that bill to address access to airspace for aerial survey missions; safety, airspace access and government competition issues related to unmanned aerial vehicles (UAVs); standards for NOAA and local airport obstruction to navigation surveys; and other issues.

MAPPS will also continue and expand its FEMA flood mapping task force. That task force has been meeting for the past year, and has already been successful in developing recommendations that are in the flood insurance reform bill pending in the U.S. Senate. (See related article, page 6.) Congress is expected to consider further flood insurance legislation in 2007, and the task force will continue to provide input to the Congress.

Any MAPPS member interested in serving on one of these task forces should send an email with their contact information and specifying the desired task force to MAPPS Government Affairs Manager John Byrd at jbyrd@mapps.org.

Geospatial Profession Awaits Judge’s Ruling in QBS Case

A complaint filed in Federal District Court to compel the U.S. Government to properly implement the qualifications based selection (QBS) process of the Brooks Act in the Federal Acquisition Regulation (FAR) was amended and filed in court in Alexandria, VA earlier this year, with MAPPS, COFPAES, NSPE and ASCE named as plaintiffs.

The Government filed a motion to dismiss the complaint on the basis of the associations' lack of standing, an action our attorneys expected. A hearing on the Government's motion was held on July 20. A response by the Plaintiff's to the Government's motion was filed prior to that hearing as was the Government's reply.

As of early November, the Judge has not ruled on the standing issue and the Government's motion to dismiss.

Of note in the Government's July 18 reply, it claimed, "... federal contracting officials must use QBS when procuring mapping services in states that define engineering or surveying to include mapping." Attorneys representing the geospatial-engineering profession have pointed out that while the above statement is absolutely true, it is NOT practiced by the Government, and it is NOT reflected in the FAR. The profession's attorneys are discussing this point with the U.S. Attorney representing the Government and offering a settlement conference, noting the government's failure to do what has said in its court filings is the whole point of the litigation. If the Government would agree to comply with the above statement, and put a provision in the FAR requiring the above statement as practice in Federal procurement, the case could be settled and the complaint withdrawn. A complete report on the case is available on the MAPPS web site at: www.mapps.org/QBSNoticetoMembershMay05.asp.

MAPPS Board Meets November 10 in San Antonio

The MAPPS Board of Directors meets Friday, November 10 at the Crown Plaza Hotel in San Antonio, TX, at the conclusion of the MAPPS-ASPRS Specialty Conference. The meeting begins at 8:00 AM. Among the topics on the Board's agenda is adoption of a 2007 budget and new programs in legal services, awards, membership development, and the association's 25th Anniversary. MAPPS Board meetings are open to the membership. Any member who wishes to address the Board should contact MAPPS Executive Director John Palatiello at (703) 787-6996 or john@mapps.org.

Registration Opens for 2007 Winter Meeting in Naples, FL

A preliminary program and registration for the MAPPS 2007 Winter Meeting, to be held January 21-25, 2007 at the Naples Grande Resort & Club in Naples, Florida is now posted on the MAPPS web site. [Conference Information](#)

More than 250 MAPPS member firm principals and their spouses and guests are expected at the conference. The conference program includes current topics of interest to the MAPPS membership, including Oblique Aerial Imagery: An Emerging Market?; Geospatial One Stop for Atheists, Agnostics & True Believers; Bonding and Professional Liability Insurance; Airborne Platforms for New Sensors; Going Global: A Look at the International Geospatial Market; a discussion on whether Geospatial is an Industry or Profession; Geospatial Applications in Florida for Everglades, Hurricanes, and Growth; and updates on Federal and state legislation and licensing.

MAPPS meetings provide a "networking" opportunity among its members second to none in the geospatial community. The acquaintances, friendships and professional relationships developed through MAPPS, members reap millions of dollars a year in business opportunities through contracts and teams that result from these conferences. In fact, networking has been ranked the number one benefit of such participation in MAPPS.

Salary Survey Complete; Results to be Presented at Winter Meeting

More than 75 responses were submitted for the MAPPS Salary and Non-Cash Benefits Survey, representing more than 60 percent of eligible firms. The MAPPS survey focuses on a homogenous market segment – positions in the private sector among firms engaged in photogrammetric mapping and other related geospatial information services. MAPPS member firms that completed the survey will receive a free copy of the final report. Complimentary copies will also be sent to associate members who were not eligible to participate. Any eligible firm that did not participate will be able to purchase the report at a discount from the non-member rate.

A presentation on the survey results will be made to the membership by MAPPS President Elect Marvin Miller and Director Dave Hart, who managed the survey program, at the Winter Meeting in Naples, FL in January. The results will not only provide a 2006 snapshot of the salary and benefits structure of the firms in the survey, but will also includes trends based on data from similar surveys conducted by MAPPS in 2000 and 2003.

Senate Includes MAPPS Flood Map Modernization Recommendations

A number of provisions recommended by a MAPPS FEMA task force have been included in the Flood Insurance Reform and Modernization (FIRM) Act (S. 3589) introduced by Senate banking Committee Chairman Senator Richard Shelby (R-AL). The bill has been unanimously approved by the committee and is awaiting full Senate action.

Prior to the bill's introduction, MAPPS assembled a Task Force to look into reforms that would benefit FEMA's Flood Map Modernization, as well provide greater opportunities for private geospatial firms to employ state-of-the-art elevation data technology.

Among the provisions in the bill supported by MAPPS is a doubling of the annual authorization from \$200 million to \$400 million, re-establishment of a Technical Mapping Advisory Council (TMAC) so that various stakeholders from the public and private sector (including members member of a surveying and mapping professional association and a member of the professional engineering association will be two of the twelve TMAC members) will have a seat at the table when flood insurance rate maps' accuracy, standards and specifications are implemented, a requirement that flood insurance rate maps be produced on a watershed (rather than county) basis, publishing new and updated maps in a digital format, capturing new ground elevation data via modern mapping and engineering technologies, and increasing the mapping coverage to the 500-year floodplain, and including areas within the 500 year floodplain that have not been previously identified including coastal areas and areas located behind levees, dams, and other man-made structures, that are subject to inundation. The bill also calls for reliance on vertical positioning of the lowest floor and lowest adjacent grade (LAG) coordinate elevation data in a national structure inventory, and creates a national levee inventory.

A testimonial to the value of the MAPPS Task Force recommendations to the Senate Banking Committee was the fact that the committee staff requested additional input from MAPPS on specific benchmarks Congress could implement to measure progress and effectiveness in the Flood Map Modernization effort. MAPPS recommended a metric that considers the production of Flood Insurance Rate Maps versus the finalized or accepted map, so that a determination can be made if any hold-up is in the map production process or the local government approval process.

Prospects for enactment of the bill are in doubt. Senators Mary Landrieu (D-LA) and David Vitter (R-LA) have held up the bill due to provisions that significantly increase flood insurance rates for property owners in vulnerable areas. The House passed bill, H.R. 4973, does not include the map modernization provisions, nor the same premium provisions as the Senate bill. A compromise may be reached during a 'lame-duck' session following the November 7 elections.

The MAPPS task force members are: Silas Suazo, Bohannon-Huston, Inc. – Chairman; Dave Greenwood, Michael Baker, Inc.; Michael Bullock, Intermap; Don Wicks, Spectrum; Vince DiCamillo, Greenhorne & O'Mara, Inc.; and Dave Maune, Dewberry.

USGS Develops Suite of Geospatial Products and Services Contracts

The USGS National Geospatial Technical Operations Center has developed an innovative business tool that will improve the Government's ability to acquire and provide geospatial data and cartographic support immediately following emergency events and natural disasters.

“This innovative suite of contracts, we call the Geospatial Products and Services Contracts (GPSC) gives the USGS an enhanced capability, flexibility and capacity to work in a number of geographic areas simultaneously and improves the government's ability to “ramp up capacity” as geospatial data requirements increase,” said Karen Siderelis, USGS Associate Director for Geospatial Information and Chief Information Officer. “In addition it will further enhance the USGS and their partners' ability to support the long-term geospatial and cartographic program needs for both private stakeholders and other federal, state and local government agencies.”

Under the Department of Homeland Security, Federal Emergency Management Agency's National Response Plan, USGS as the executive agent for FEMA has the responsibility to acquire and provide for the geospatial data needs of FEMA. A key difference in the GPSC from previous contract offerings is the additional capability for contracting

USGS ... continued from page 6

firms to work under emergency response scenarios that have short turnaround times for producing products or providing services.

“In the fast-paced and rapidly changing world of geospatial data, we recognize that both the government and the private sector bring valuable resources to the table and that the best results happen when we work with companies as partners,” Siderelis said. “Working closely with firms under contract in the past has enabled us to develop solutions that work well for the mutual needs of all of our customers. This is a great example of a business tool that provides a win-win solution for everyone.”

Following a catastrophic event like Hurricanes Katrina or Rita or the Northridge Earthquake, requests from emergency responders for geospatial data, services and products ranging from digitization of analog maps to acquisition of orthoimagery and LIDAR data are in urgent demand. The GPSC suite of contracts enhances USGS geospatial coordination capability by enjoining three separate and distinct types of contracts; Architectural and Engineering (A&E) contracts, Best Value contracts, and a commercial items contract for acquisition of off-the-shelf airborne image and data products.

As an added benefit to the federal government, GPSC will allow USGS to put firms on notice when there is an impending emergency acquisition need, ensuring that geospatial contractors are capable of responding within critical timeframes and providing the required products and services within the contracted price specifications.

The first contracts awarded under the GPSC will be the Architectural and Engineering contracts. These awards are scheduled to be announced in November 2006, followed by the Best Value contract awards in the spring 2007. Until the GPSC contracts are in place, the USGS will make use of existing Cartographic Services Contracts (CSC) for emergency image acquisitions that are considered to be A&E services.

“MAPPS commends USGS for putting this process in place. It is good for government at all levels, good for the private geospatial community and the many MAPPS member firms who are prime and sub contractors for USGS, and most importantly, good for the citizens of the United States. We have worked cooperatively with USGS on the development of this solution and we’re pleased it is being implemented. It is a testimony to the strong public-private partnership MAPPS and USGS has been building over several years”, said MAPPS Executive Director John Palatiello.

The GPSC contracts will be managed by the USGS National Geospatial Technical Operations Center and its Commercial Partnerships Team in coordination with the USGS Office of Acquisition and Grants.

USGS partners and other federal, state and local government agencies, as well as the academic community, can access the GPSC by contacting the Contracting Officer’s Representative (COTR), Tim Saultz, at 573-308-3654 or tsaultz@usgs.gov, or through USGS state and federal geospatial liaisons listed at: <http://nmcatalog.usgs.gov/crreps/faces/crreps.jsp>

GPSC contracts will be established on the following schedule:

Nov 2006	Award GPSC A&E contracts
Nov 2006	FedBizOpps announcement of GPSC Best Value contracts
Dec 15, 2006	Best Value Solicitation issue date
March 2007	Best Value contracts signed



Management Association for Private Photogrammetric Surveyors
An Association of Photogrammetry, Mapping, and Geospatial Firms

Upcoming Events

MAPPS Winter Meeting

January 21-25, 2007
Naples Grande Resort & Club
Naples, Florida
[Registration Open](#)

Federal Programs Conference Geospatial Technology Exhibition

March 19-21, 2007
Hyatt Regency Capitol Hill
Washington, DC

MAPPS Summer Meeting

July 16-20, 2007
The Mount Washington Resort at Bretton Woods
Bretton Woods, New Hampshire

MAPPS Winter Meeting

January 31- February 4, 2008
The Westin Mission Hills Resort & Spa
Rancho Mirage, CA

Federal Programs Conference

March 10-12, 2008
Hyatt Regency Capitol Hill
Washington, DC

MAPPS Summer Meeting

July 19-23, 2008
Sun Valley Resort
Sun Valley, Idaho