

September 2005

### ***Kurt Allen Takes Helm as MAPPS President***



Kurt Allen was seated as the 13<sup>th</sup> President of MAPPS at the association's Annual Summer Conference in Asheville, NC. Allen is a vice president of Photo Science, Inc. in Greenbelt, MD and managing director of the firm's Maryland, Pennsylvania, Colorado and Florida offices. After a 12-year tenure with Greenhorne & O'Mara, Allen joined Photo Science when G & O's Geographic Sciences Division was acquired in December 2003. At Photo Science, Kurt has been charged with a wide variety of business development and operational responsibilities with a focus on the Federal Government market. He holds a Bachelor's Degree in Mechanical Engineering from the University of Michigan, is a Professional Land Surveyor, and has 16 years of extensive experience in the fields of GIS, remote sensing, and photogrammetry. Mr. Allen is currently managing projects for NOAA, USGS, and USACE.

In his inaugural address in Asheville, Mr. Allen established two priorities for MAPPS. He pledged to strengthen the association's efforts in government affairs, and highlighted the need for the private geospatial community to have an even more effective voice on issues such as qualifications based selection (QBS) for government procurement. Mr. Allen will also focus on professionalism in the way MAPPS member firms perform their services and serve their clients and the public.

To join Allen on the MAPPS Board of Directors, the membership elected four new Board Directors and reelected one incumbent member at the association's annual business meeting. Reelected to a third term on the Board was Michael Bullock of Intermap Technologies, Englewood, CO. New Directors are David Hart of Continental Mapping Consultants, Sun Prairie, WI, Brant Howard of CompassData, Centennial, CO, Dick McDonald of Michael Baker, Jr., Beaver, PA, and Anne Hale Miglarese of EarthData Holdings, Frederick, MD. Completing the Board are directors Marvin Miller, Markhurd, Maple, Grove, MN, Scott Perkins, Western Air Maps, Overland Park, KS, and Silas Suazo, Bohannon-Huston, Albuquerque, NM. Officers of MAPPS for 2005-2006, in addition to Mr. Allen, are Mr. Miller as President Elect, Mr. Bullock as Treasurer and Mr. Perkins as Secretary.

### ***Fall Policy Conference Set for October 11***

Join your MAPPS colleagues for networking with senior executives from the community's leading geospatial firms; briefings on federal policy issues affecting private geospatial firms and federal geospatial activities; and small group liaison committee meetings with key federal agencies at the MAPPS Fall Policy Conference, Tuesday, October 11, 2005 at the Hyatt Regency Capitol Hill in Washington, DC. Speakers will include members of Congress and key Congressional staff, Bush Administration officials, and key Federal agency executives. Agency liaison committees include NGA, USGS, TSA & FAA, DoD (USACE, USAF, NAVFAC), NOAA, DHS, and USDA.



This annual event is fast becoming one of the most important items on the MAPPS calendar. The one-day conference begins at 8:00 AM and concludes at 4:00 PM. Rooms at the Hyatt Regency are available Sunday October 9; Monday, October 10; and Tuesday, October 11 at a rate of \$215 single, \$240 double occupancy. [Reserve your hotel room](#) immediately to GUARANTEE availability at the MAPPS negotiated rate, there are ONLY 15 ROOMS LEFT as of September 13th. Online registration is open, [REGISTER](#) today!

**Find Out How MAPPS Members are Helping Fellow Geospatial Professionals Devastated by Hurricane Katrina [click here](#)**

# President's Column

by Kurt Allen  
MAPPS President



## “Professionalism”

I would like to thank the membership and Board of Directors for the trust and confidence placed in me by electing me your President. It is an honor to serve.

I would first like to thank my predecessor, Ken Fleming, for his service to MAPPS. MAPPS made significant progress under Ken's watch. He established productive, working committees; led the effort to make MAPPS more member driven; led an internal strategic planning effort to bring the organizational structure of MAPPS up-to-date and added new staff; facilitated a bylaws change to expand the size of the Board of Directors; implemented a new elections process; implemented a new dues structure; and established a Program Committee to provide member input into sessions at MAPPS conferences.

I would hasten to also thank my wife, Kathryn, in advance, for the expected demands on my time MAPPS will create over the next two years.

MAPPS as an association is at a crossroads and the geospatial community, as a profession is at a critical juncture. We must build on our past accomplishments to assure our future success. We must also find common ground. The morning dialogue at the annual conference in Asheville on offshoring and on MAPPS nominations and governance demonstrates that frank discussions of the wide range of issues facing the profession must be addressed openly and directly. The passion felt by all of us on what direction MAPPS should take needs to be put to constructive use. For, as Benjamin Franklin said at the signing of the Declaration of Independence, “We must all hang together, or most assuredly we shall all hang separately.”

My focus as President over the next two years will be in two areas: professionalism (including QBS) and Government affairs.

I stand in awe of all the previous MAPPS Boards that lead the fight on the QBS issue over the past 23 years. It is my hope that April 19, 2005 (the day the FAR Council ruled that the Brooks Act's implementing regulations need not be changed) is

not a day that will be memorable to anyone in MAPPS two years from now. For all the progress over the last 23 years, the FAR Council response was a major step backwards. Quite frankly, it was a disaster. Nothing is more important in my term as President than to get clarity on QBS, to close the perceived loopholes in the FAR rule, and restore professionalism to procurement of geospatial services.

MAPPS plans to be very aggressive in using all means necessary to once and for all address the QBS issue. We will pursue a change in the Brooks act definition of mapping through legislation. We will also aggressively support changes administratively with OFPP to appeal the FAR ruling and also at GAO through the support of MAPPS members' protests of individual procurements. And, if necessary, we will also strive for changes through the legal system.

For those of you who are concerned about our aggressive tone with respect to the interaction with certain agencies over the QBS issue, I hear you and will work to improve the professional discourse between MAPPS and the government. But, we will not give in on substance. For those who think that technology is changing so rapidly that QBS is an antiquated procurement strategy, I am open to ALL suggestions. However, best value, low bid and the GSA schedule are not the solution!

MAPPS was founded on professionalism. And as controversial as it may be, that means being more pro-active on issues like QBS.

The second theme of my presidency is government affairs. MAPPS has a proud record and tradition of being aggressive and effective in government affairs. Well, as Ronald Reagan used to say, “You ain't seen nothin yet”.

Earlier this year, we added John Byrd to our staff as Government Affairs Manager. His ability to support our Executive Director, John Palatiello, should allow MAPPS to be more active in public policy. But staff can't do it alone. The members of MAPPS need to be more involved. Government

affairs is a process, not an event. We all must be involved on a regular basis; simply coming to Washington and visiting Capitol Hill once a year in March at the Federal Programs Conference is not enough and is not effective by itself. We all must stay engaged on an ongoing basis. As you will read elsewhere in this newsletter, I have created a Legislative Committee to advise the Board and get more member input into our Congressional efforts. We will also be creating a Washington Policy Forum with a regular breakfast or lunch with key speakers from Congress and Government agencies to allow for more reasons for our members to visit Washington and work the Hill. Many MAPPS member firms now have staff or consultants in Washington. To those firms that are already politically active, I ask that we all strive to work together. Our profession is maturing and we must learn to act that way in our approach to Washington. Again, if we don't hang together, we'll all hang separately.

We still suffer from an enormous amount of unfair competition from government agencies, universities and prisons. We cannot let up on this issue. It has been a year since GAO reported to Congress that the annual Federal expenditure for Geospatial cannot be accounted for. When Mike

Ritchie testified before Congress, he said the issue was not *how much* the government was spending on geospatial, but *how* the government was spending on geospatial. Jack Dangermond concurred with Mike's point in that hearing. We must lead the charge for a full accounting and more reasoned expenditure of our tax dollars. There are critical national needs, in homeland security, emergency response, and other areas, where geospatial assets are not being properly utilized. We have a professional obligation to inform Congress, the White House and the agencies about how we, as a profession, can serve the public. We have made a lot of progress in getting work transitioned from the government to the private sector. I don't want us to be like the dog that chases the car down the road, and then once he catches it he doesn't know what to do with it. That means having an effective government affairs program well positioned for this continued transition.

Actually, there are three things I want to focus on as President. The third is to make sure MAPPS continues to be fun. I invite and encourage you to work with me on all these goals.

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### *Senator Bingaman Visits Bohannon-Huston*



U.S. Senator Jeff Bingaman (D-NM) recently visited Bohannon-Huston's offices in Albuquerque, NM. BHI partners invited the Senator during the MAPPS Federal Programs Conference in Washington, DC in March. During the visit, Senator Bingaman toured BHI's geospatial facility and discussed NGA's Global Geospatial Intelligence (GGI) Program, the Federal Land Asset Inventory Reform (FLAIR) Act, and other programs affecting New Mexico, the Nation, the geospatial profession, and Bohannon-Huston.

Pictured (lt.-rt.) are Brian Knehans, Mary Carter, Gordon Walhood, Senator Bingaman, Brian Burnett, Howard Stone (back row), Dennis Sandin (back row), Robert Dzur (back row), and Silas Suazo.

## ***MAPPS Legislative Affairs Committee Appointed***

As a means of increasing member participation in MAPPS activities and to make the association's public policy efforts more effective, MAPPS President Kurt Allen formed a Legislative Affairs Committee. The committee will be chaired by President-elect Marvin Miller and consist of eight MAPPS member firm principals who represent a cross section of membership interests and are knowledgeable and active in political and legislative activities. Committee Members are: Kass Green of The Alta Vista Company, Steve Hebert of 3001, Michael Janus of Tenix, Anne Miglarese of EarthData, Clark Nelson of Spot Image, Jim Page of James W. Sewall Company and Dawn Sienicki of DigitalGlobe. According to MAPPS President Kurt Allen, these members were selected because of their experience and activity in legislative affairs, knowledge of how Congress works, and commitment to MAPPS and the profession.

The committee will coordinate legislative activities of national and state significance to members of the private geospatial profession, and work with other allied organizations on public policy matters of mutual interest. The committee will recommend to the Board of Directors an annual MAPPS legislative agenda, provide strategies and priorities for accomplishing Board-approved policies, and propose action on nationally significant issues related to the geospatial community when required by pending Legislative, Executive or Judicial Branch action. The committee will recommend to the Board individuals for MAPPS to nominate for appointment of geospatial professionals to fill Federal positions. The MAPPS Legislative Affairs Committee will meet on a regular basis, both at MAPPS meetings and independent of such conferences, to develop recommendations to the Board on the association's annual agenda, consider policies, and develop proposed positions. The Committee will be assisted and supported by the MAPPS Executive Director and Government Affairs Manager.



MAPPS President Elect and Legislative Affairs Committee Chairman Marvin Miller with Rep. Pete Sessions (R-TX), a long time friend of MAPPS and key sponsor of legislation that created the Geospatial Management Office in DHS

## ***Offshoring Task Force Created***

In light of varying opinions within the membership, MAPPS President Kurt Allen has appointed a Task Force on Offshoring. The purpose of this task force will be to review the issue, understand all points of view within the MAPPS membership, and develop recommendations for the Board of Directors for a policy position and implementation strategy that represents the consensus of the task force and can be accepted by the membership at large.

Among the topics the Task Force will consider how MAPPS can:

- Better inform its members, and Federal agencies, of the legal opinion MAPPS secured, regarding compliance with current procurement-related law when engaging in offshoring;
- Assist members who are licensed professionals as well as state licensing boards, regarding compliance with current law with regard to "responsible charge" obligations when engaging in offshoring;
- Ensure that DHS, or other appropriate Federal agencies, adequately review the practice of offshoring engineering and geospatial data, drawings and information, to assure that there is no threat to the homeland security;
- Assure that commercial remote sensing satellite companies' ability to sell remote sensing imagery is not adversely affected by a government review;

--Assist its member firms in exporting their products and services, including but not limited to programs of the World Bank, AID, UN, TDA, and the International Trade Administration;

--Assist its members with knowledge of and compliance with ISO 17799, the information security management standard and other measures to assure data security.

The Task Force is comprised of the following MAPPS members (none of whom are from firms with an individual currently on the MAPPS Board of Directors): John Voycik, Greenhorne & O'Mara - Chairman; Jean Carter, Aerial Data Service; John Copple, Sanborn; Mary Brauer-Cox, LSI; Jeff Lovin, Woolpert; Susan Marlow, Smart Data Strategies; Jim Page, James W. Sewall Company; Eric Sandberg, BAE Systems; Herb Satterlee, DigitalGlobe, Greg Tilley, VARGIS; and Dee Vaidya, TechniGraphic Systems.

The task force will meet on its own and will be supported by the MAPPS staff. The task force will meet face-to-face at MAPPS meetings, and correspond and communicate via telephone and email in the interim. A session will be held at the MAPPS Winter Meeting in January, at which the Task Force can present its recommendations to the membership and solicit feedback. Formal recommendations shall be presented to the MAPPS Board at that time.

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## MAPPS' Private Sector Views Sought by Hydrographic Services Panel

As the only national association of private geospatial firms and an active participant in public policy issues, MAPPS was invited to present private sector views to the National Oceanic and Atmospheric Administration's Hydrographic Services Review Panel (HSRP), August 18 at the University of New Hampshire in Durham, NH. The HSRP is a federal advisory committee created by the Hydrographic Services Improvement Act. The law, which MAPPS supported when it was before Congress, requires NOAA to utilize the private sector to the greatest extent practicable.

MAPPS President Kurt Allen of Photo Science, Greenbelt, MD, and MAPPS Executive Director John Palatiello told the panel that NOAA has made great progress in contracting with the private sector for hydrographic services, shoreline mapping, coastal remote sensing and height modernization. Some 50% of NOAA's hydrographic services are now performed by private firms. MAPPS encouraged NOAA to continue to increase its use of the private sector and called on the panel to maintain an in-house NOAA capability that is "intellectual" rather than "capitol" in nature to perform inherently governmental services, while applying a "Yellow Pages" test to determine what services are commercial in nature. Messrs. Allen and Palatiello also urged the panel to embrace the Brooks Act qualifications based selection (QBS) process for hydrographic and geospatial service contracts, as is required by law, including the Hydrographic Services Improvement Act, and to implement a broad definition of services subject to the Brooks Act in NOAA's policies and regulations.

## MAPPS Presents Contracting Strategy to National Academy Panel on Role of Geospatial in Disaster Planning

A team from MAPPS presented a disaster planning strategy to a National Academy of Sciences panel on August 3, outlining how to effectively and efficiently utilize geospatial data, products, tools and services in emergency planning, preparedness and response

The National Academy Study Committee on "Planning for Catastrophe: A Blueprint for Improving Geospatial Data, Tools, and Infrastructure" heard Herb Satterlee, CEO of DigitalGlobe; Anne Miglarese, CEO of EarthData; and John Palatiello, Executive Director of MAPPS discuss ways commercial geospatial data products and services can be deployed in preparation for and response to natural (e.g. Hurricane, Forest Fire) or Anthropomorphic (Terror Attack, Train Tank Car Spill) disasters.

Mr. Satterlee demonstrated how DigitalGlobe's commercial satellite imagery was used to evaluate the effects of last December's tsunami, while Ms. Miglarese showed how EarthData provided rapid turnaround of airborne remote sensing data for the State of New York at the World Trade Center "ground zero" in the days immediately following September 11, 2001.

Mr. Palatiello recommended an effective contracting strategy that can help fill the needs of Federal, state and local governments, by utilizing geospatial firms retained via the qualifications based selection (QBS) process for indefinite delivery-indefinite quantity contracts before a catastrophe hits, and simply negotiating a task order when disaster strikes. He noted that no Federal agency has a specific, recognized charge to lead geospatial solutions in emergency response, and the lack of a Lead Office reduces effectiveness, increases duplication, increases costs, leaves gaps and fails to employ best technology. He pointed out numerous benefits to the contracting strategy, including flexibility, speed & response; improved quality; access to personnel & skills; access to innovation & technology; enhanced agency focus on core inherently governmental mission; low risk; and reduced cost.

To view the presentations, visit our *Inside MAPPS Newsroom* [click here](#)



## Upcoming MAPPS Meetings

Fall Policy Conference  
October 11, 2005  
Hyatt Capitol Hill  
Washington, DC

Winter Meeting  
January 27-31, 2006  
InterContinental Presidente Los Cabos Resort  
Cabo San Lucas, Mexico  
*passport is required*

Federal Programs Conference  
March 13-15, 2006  
Hyatt Capitol Hill  
Washington, DC

Specialty Conference with ASPRS  
November 6-10, 2006  
"Measuring the Earth -Digital Surface Modeling  
and Automated Feature Extraction"  
San Antonio, TX

Summer Meeting  
July 15-19, 2006  
Four Seasons Resort  
Whistler, BC, Canada



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