



Additional sessions and specific times will be confirmed shortly. Don't forget to reserve your hotel room and register for the conference TODAY!

Mobile Scanning

Interest in mobile mapping reached a new high this past year. We'll look at the technology that has enabled this interest with Optech, Terra point and Riegl. With many systems purchased last year in a down economy, what motivated owners to make this investment? What do they see in their crystal ball for Mobile LiDAR? Professionals from Michael Baker and Surveying and Mapping (SAM) and David Evans & Associates (DEA) will offer some insight to these questions. To further the discussion HNTB, Bohannon Huston (BHI), and AutoCAD will discuss real world projects, what clients expect from this data, what software is going to get us there, and how we will deliver it. Eric Andelin VP Aerial Data Service, Inc. (ADS) and Lewis Graham President of GeoCue will moderate.

Mock Congress

In the "Mock Congress," MAPPS members will role play being in members of Congress. A proposed legislative proposal to expand and enhance geospatial activities and structure in the Federal Government will be distributed to all participants in advance of the conference. MAPPS members will debate the bill, draft and offer amendments in the Mock Congress, and vote on the amendments and whether to "pass" the bill. This exciting session will attempt to develop a consensus on a bill MAPPS might be interested in actually promoting and having introduced in Congress, and at the same time give the membership insight into what it is like to be a Congressman. Our special guest presiding officer and "Speaker of the House" will be a member of the Hawaii State legislature, State Rep. Gene Ward (R-Honolulu).

Hawaii Geospatial

A panel of geospatial program managers in government agencies and the university community in Hawaii will present current research, applications and projects in the Islands, including GIS/habitat mapping/LiDAR in a marine environment. Presentations will be by Lisa Wedding, University of Hawaii, Justin Pummell, Corps of Engineers Honolulu, Craig Tasaka, State of Hawaii, and Henry Wolter, USGS Liaison for Hawaii.

Speed Dating for Small Business

Does your firm qualify as a Small Business; Small Disadvantaged Business ; Women-Owned-Small Business; Women-Owned Business; Emerging Small Business; Historically Underutilized Business Zone (HUBZone); Veteran-Owned-Small-Business; or Service-Disabled Veteran-Owned Small Business? Is your firm a large business that seeks firms in the aforementioned categories as subcontractors to fulfill

contract requirements? This speed dating session will help introduce and match these two groups of firms for future business opportunities.

MAPPS Strategic Plan

Since 1998, MAPPS has been guided by a member-drive Strategic Plan (www.mapps.org/about/strategic_plan.cfm) that has been updated every four years. This session will solicit members' views on priorities and new initiatives for MAPPS for development of the revised plan.

New Media

"New Media" and "Social Media" aren't just ways for the younger people to pass the time. These media are becoming valuable tools in sales, marketing, communications, image enhancement and networking. During this session, attendees will learn about use of new and social media as an invigorating method of sharing their opinions and organizing to improve their firms' outreach to target markets, campaigns, client organizations. Presenters include Eric Andelin of Aerial Data Service, Tina Cary of Cary and Associates and Nick Palatiello of the MAPPS staff.

High Performance Computing

The Maui High Performance Computing Center is developing an analysis tool providing geospatial and temporal trends for intelligence and disaster management applications. In this session, personnel from MHPCC will provide an executive level insight on the project purpose, how it meets the client's needs and what it means for the broader applications in the geospatial market.

Parcels

One of the "hot topics" in the geospatial community over the past year, and one of the largest potential markets for MAPPS member firms' services and data in years to come is in parcels, or cadastral mapping. A lot has happened in this area since last January, when MAPPS was last briefed at the 2009 Winter Meeting by Dr. David Cowen, chair of the National Research Council panel that produced the report, "*National Land Parcel Data: A Vision for the Future*". Learn why there is a growing demand for parcel data, how the market will mature, and the opportunity it presents for your firm.

Getting the Most Out of Your MAPPS Membership

A number of benefits, tools and services are part of your firm's membership in MAPPS. The MAPPS staff will discuss all the programs available to member firms to support your marketing, networking, information, education, and communications efforts.

Remote Sensing

The major commercial remote sensing satellite firms will discuss updates to their distribution processes and the partnership opportunities for other MAPPS member firms; provide an insight into their approach to the commercial market, given two of the firms' strong contractual commitment to and

support from NGA via the NextView; and their view on changes in the market stimulated by the explosion of Google Earth and Microsoft's Bing Maps (formerly Virtual Earth). Speakers include Craig Brower of DigitalGlobe and John Weeber of RapidEye.

Federal Update

Ivan DeLoatch, Staff Director of the Federal Geographic Data Committee, will present "The National Spatial Data Infrastructure (NSDI) 2.0, Managing Change – Challenges and Opportunities". This presentation will provide a short background on the history of the NSDI, discuss its evolution to support the Administration's priority for promoting innovation and to embrace the new technologies of today. It will discuss the current strengths and weaknesses of the NSDI and the challenges in today's environment and changing landscape. Will also discuss the need for a new National Geospatial Policy and Strategy to advance the NSDI and the efforts that the FGDC and NGAC are doing to support the process. We will be soliciting participation from stakeholders and inviting MAPPS members to participate through a series of Policy Forums using social networking tools. This process will give MAPPS members an opportunity to engage and convey its ideas in shaping the National Geospatial Policy.

The Ocean and Coastal Mapping Integration Act and Results from Requirements Workshop

The Ocean and Coastal Mapping Integration Act (OCMIA) of 2009 calls for a coordinated and comprehensive Federal ocean and coastal mapping plan for the Great Lakes and coastal state waters, territorial sea, EEZ, and the continental shelf. This plan will serve as the primary information source to guide acquisition and collection of ocean and coastal mapping data and support the requirements for future funding to address regional and national mapping priorities. Nicholas "Miki" Schmidt of NOAA will discuss the results of a November workshop to define these requirements and next steps for improved federal coordination

The National Geospatial Intelligence Agency (NGA) is launching new programs -- EnhancedView, GeoINT Data Readiness, and Commercial Airborne. NGA's Jeff Goebel will discuss the initiatives and how they will provide new opportunities and challenges for geospatial data providers.

Economic Survey

A year ago, MAPPS initiated a biannual economic survey to gauge member firm executives' attitudes and perspectives on the market, sales, employment, equipment investment and other key financial trends. Survey results have been reported at MAPPS conferences in January and June 2008. In this session, results of a 2009 end-of-year survey, together with a comparison of data from the two previous reports, will be presented.