



**MAPPS**

**Geospatial Products & Services**

# **19<sup>th</sup> Annual EXCELLENCE AWARDS**

**Program Summary and Tips for Creating a Submittal**

**ADVANCED PROSPECTUS**

# DISCUSSION TOPICS

- What is the Excellence Program?
- Streamlined Process
- Award Categories
- Judging
- Why Your Firm Should Participate?
- Who Can Submit?
- Benefits
- Tips for a Competitive Entry
- Check List and Schedule
- So.....What's Next?



# WHAT IS THE EXCELLENCE PROGRAM

- 19<sup>th</sup> annual awards program
- Showcase your innovative projects and technologies
- Exposure to the broad geospatial community
- Innovative products and professional services
- Small business category

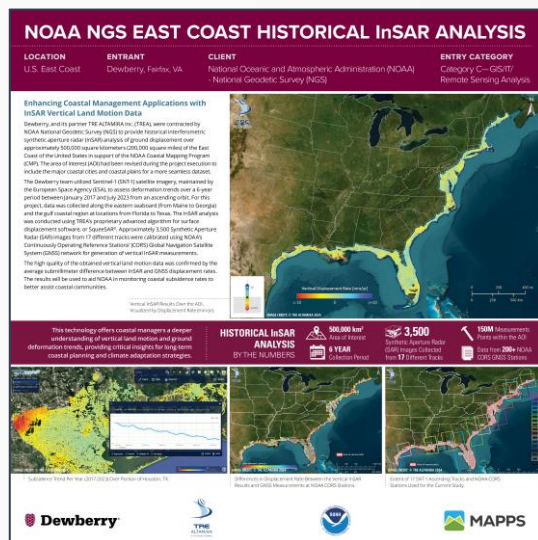


Sample 3-page  
Project  
Description

# WHAT IS THE EXCELLENCE PROGRAM



- Recognize professionalism, value, integrity and achievement
- Unbiased and professional judging
- Celebrate all entries and winners
- Continuous publicity about the awards and projects



Project Poster Examples

# STREAMLINED SUBMITTAL PROCESS



- No letter from client needed
- ALL digital submittal
  - 3-page Project Description
  - 75-word Summary
  - Electronic entry form and payment
  - No printed poster
- Multi-firm submittals (project teams, joint ventures, etc.)



## Sample Electronic Entry Form

# EXCELLENCE AWARD CATEGORIES



## **Data Acquisition and Processing**

Aerial Photogrammetry, Satellite, Radar, and Airborne, Bathymetric, Mobile Lidar

## **Surveying/Field Data Collection**

GPS, Terrestrial Lidar, Ground Penetrating Radar, Utility Locations

## **GIS/IT/Remote Sensing Analysis**

End-user Applications, Needs Study, Custom Workflows and Tools, ML/AI

## **Small Business Projects**

Not exceeding \$200,000 in professional services revenue

## **Technology Innovation/Licensed Data Products**

Sensors, Software and new solutions from Associate Members

# EXCELLENCE AWARD JUDGING




**Sudhagar Nagarajan, PhD**  
*Selection Chair*  
Florida Atlantic University  
Associate Chair/Professor  
Department of Civil,  
Environmental and Geomatics  
Engineering



**Chris Parrish, PhD,**  
**CP, CMS**  
Oregon State University  
Professor & Plasker Faculty  
Scholar in Geomatics,  
School of Civil and  
Construction Engineering



**Stewart Walker,**  
**CP, MA, MScE and PhD**  
Managing Editor of Lidar  
Magazine



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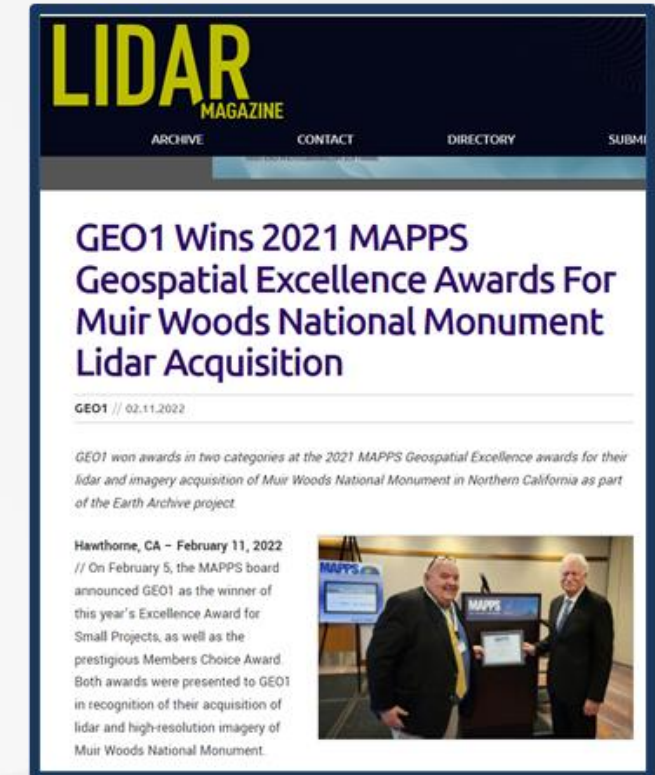
## RATING GUIDELINES FOR JUDGING

	Categories A-D	Category E
<b>1. Complexity</b> <ul style="list-style-type: none"> <li>Were there extraordinary project*/product** requirements?</li> <li>Did the entry successfully address complex technical criteria or unique problems?</li> <li>Did the entry require ingenuity to achieve project*/product** success?</li> <li>Was the project workflow complex with any sub-tasks that made managing the project especially challenging?</li> </ul>	30%	20%
<b>2. Original or Innovative Application*/Development** of Technologies or Techniques?</b> <ul style="list-style-type: none"> <li>Were new techniques or technologies used to complete the project* or develop the product**?</li> <li>Were existing techniques or technologies used in innovative ways?</li> <li>Will these innovative techniques or technologies be useful for future projects*/products**?</li> </ul>	20%	20%
<b>3. Future Value to the Geospatial Profession and the Public</b> <ul style="list-style-type: none"> <li>Does the entry advance a positive public image of geospatial excellence?</li> <li>Does the entry provide society with social or economic benefits?</li> <li>Is the public's health, safety, or welfare improved as a result?</li> <li>Will the entry redefine the marketplace or the public's way of thinking?</li> <li>Does the entry advance the geospatial profession?</li> </ul>	20%	60%

# WHY SHOULD YOUR FIRM PARTICIPATE



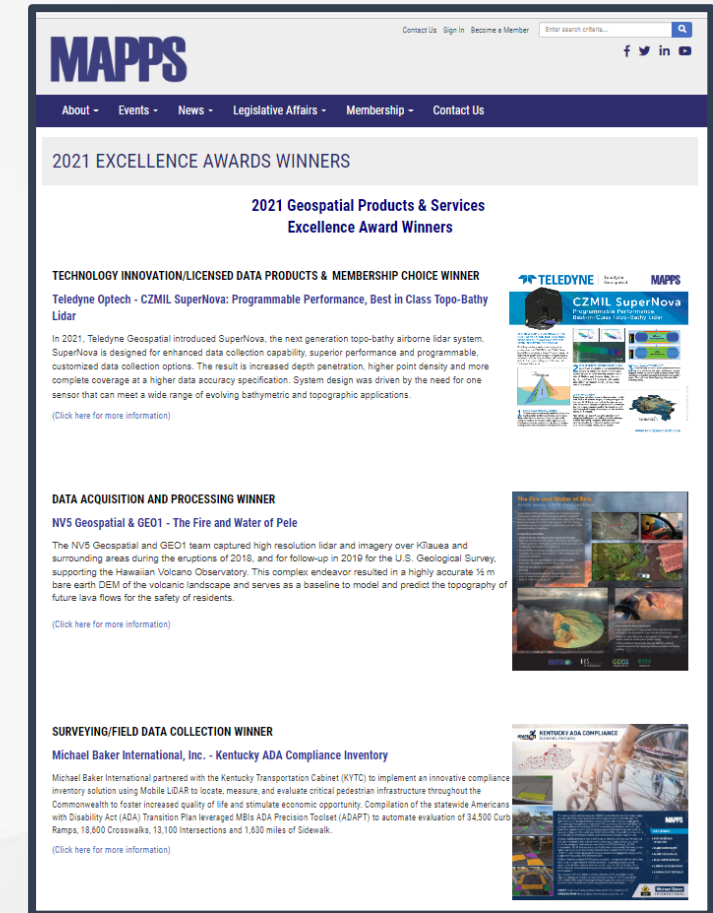
- Multi-purpose Uses for Entry
  - Use for conference presentations
  - Professional journal articles
  - Use for other awards programs
- Increase Employee Engagement
  - Employee recognition / reviews
  - Frame poster for office
- Extend Brand Recognition
  - Positive brand visibility (employee, clients, prospects, community, thought leader)
  - Used throughout the sales cycle (positioning, marketing, proposals, client maintenance)
  - Great social media content



Press Release and Social Media Content

# WHY SHOULD YOUR FIRM PARTICIPATE

- Creates Collaboration
  - Celebrate employee / team success
  - Build community within internal and external teams
- Recruiting and Retention
  - Promotes opportunity and recruitment of university graduates entering our geospatial workforce
  - Commitment to people, technology, society, profession
  - Employees research, prepare graphics and write submittal
  - Use on certification and registration applications



Publicity on the MAPPS website

# WHO CAN SUBMIT?



- Open to any MAPPS Regular or Associate firms in good standing.
  - Paid current year dues and intend to pay upcoming annual dues
- Subcontractors eligible and encouraged to participate
  - Ask your prime if you can submit
  - Primes recognized as your client
  - Must still coordinate with end client
- Tell the story of your portion of the scope of work.
- Team and JV submittals need to identify the primary firm submitting.
  - Team/JV entity not a MAPPS member
  - Additional team/JV firm awards can be purchased

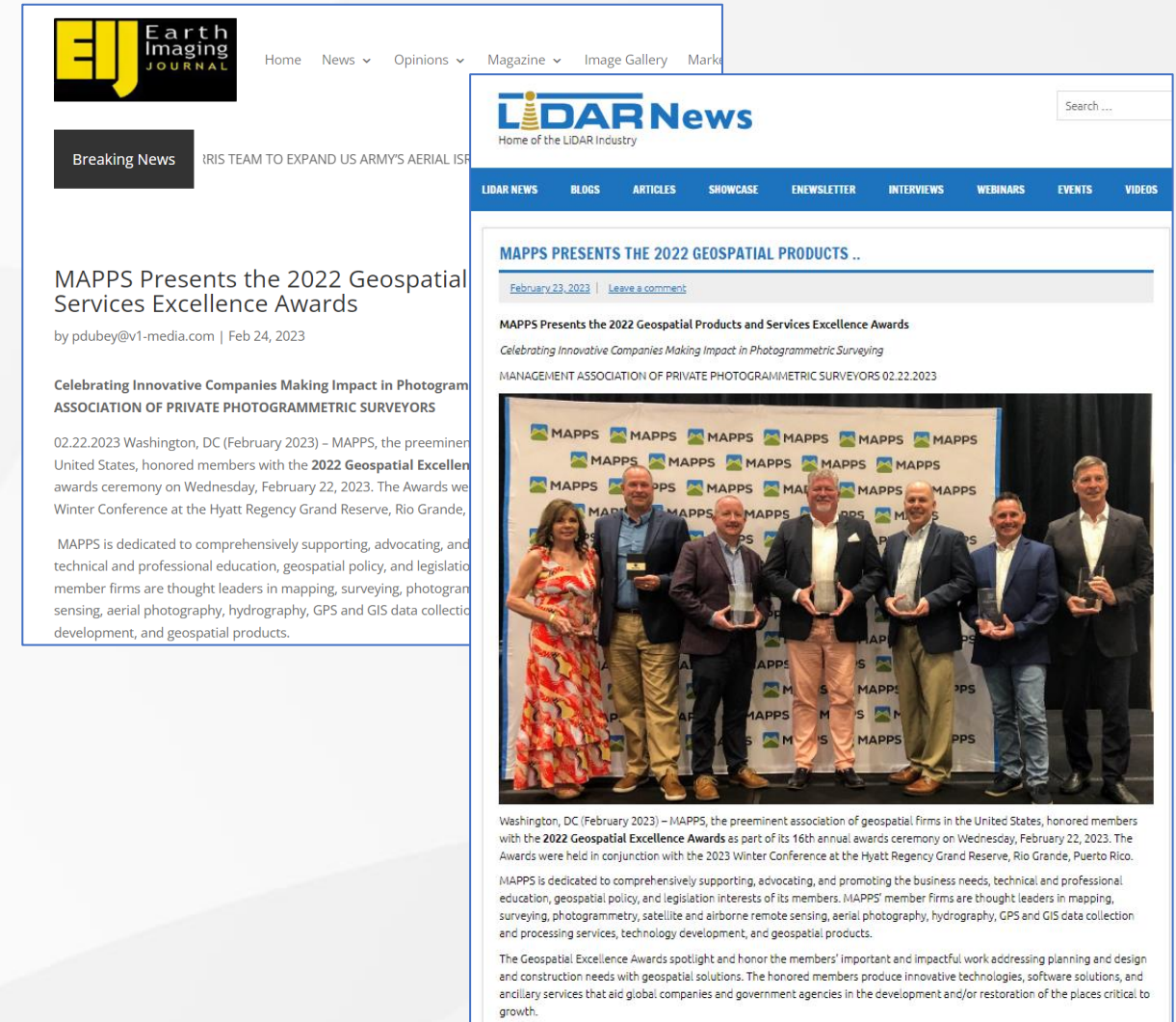


Award Winners from a Joint Venture

# BENEFITS



- MAPPS and Firm Publicity
  - Advertising and press releases for your firm
  - YouTube interviews
  - Name on awards call for entry announcements
  - Website recognition
  - Posters displayed at MAPPS events
- Political and Client Exposure
  - Press releases within participant and project political districts
  - Discuss your project on Capitol Hill



# BENEFITS



- Client Participation:
  - Engage client / prime early
  - Involves client at a much different level
  - Non-project related meetings with client builds stronger relationship
  - Involve teammates to “win an award together”
  - Extends reach within the clients’ organization (peers and supervisors)
  - Award winners can purchase copy of the award to present to the client
  - Firm name on the award, certificate and poster in client's office



# TIPS FOR A COMPETITIVE ENTRY

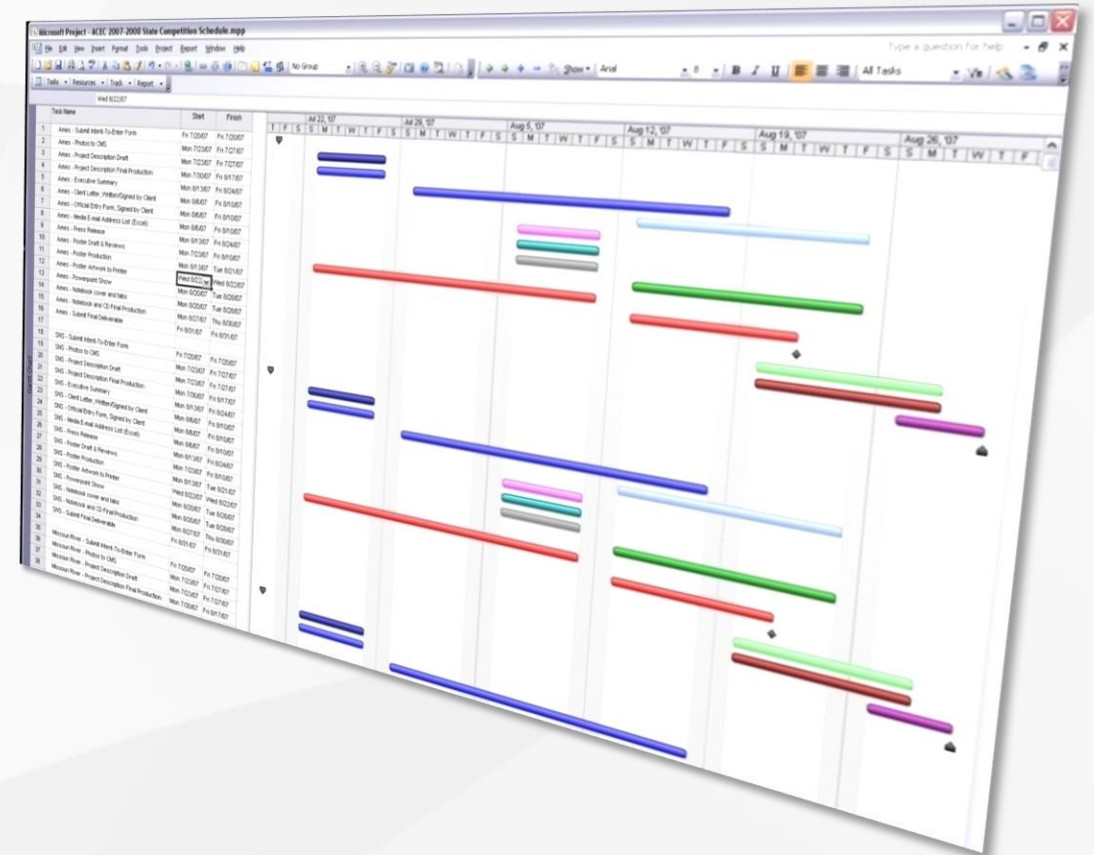


## ■ Submittal Like a Proposal

- Assign project manager
- Provide technical support
- Meet the schedule
- “Submit to Win” strategy

## ■ Graphics, Data and Photos

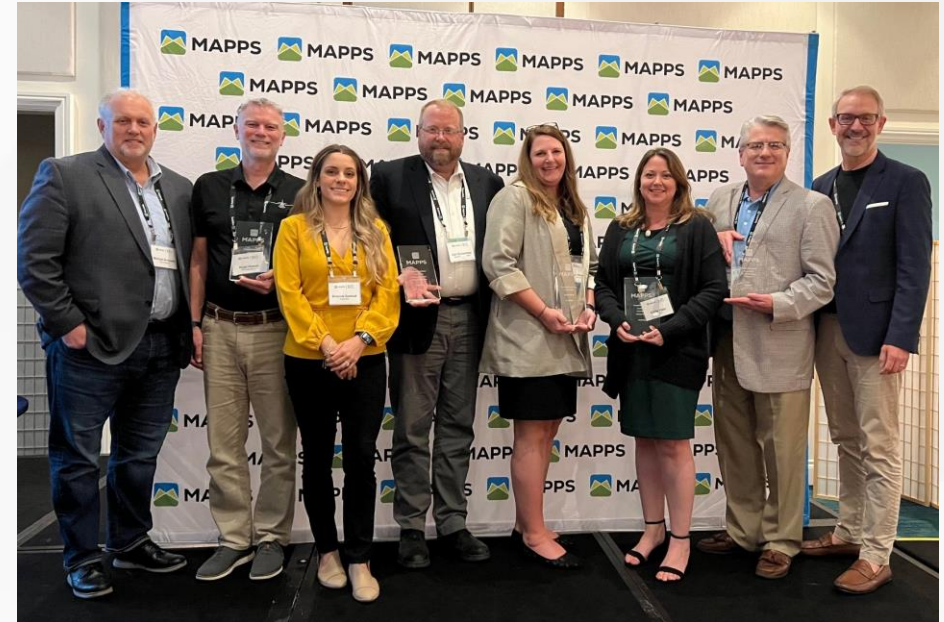
- Graphics support the story
- Data examples add value
- Obtain graphics/examples while project is active
- Ask client/prime for examples of the applications from your data



# TIPS FOR A COMPETITIVE ENTRY



- **Review the Judging Criteria**
  - Complexity
  - Original or Innovative Application & Development of Technologies or Techniques
  - Future Value to the Geospatial Profession and the Public
  - Client/Owner Satisfaction
- **Use the judging criteria as the outline to write the 3-page Project Description**



2024 MAPPS Excellence Award Winners

# TIPS FOR A COMPETITIVE ENTRY

- **Make the technical “stuff” understandable and interesting**
  - Have a non-technical person read the submittal
- **What is the “back story”?**
  - Why is the project being done?
  - Who are the users and beneficiaries of the data?
  - Research cool, non-technical information supporting the project
- **Take advantage of the MAPPS resources**



Winners Announced at the Awards Banquet

# TIPS FOR A COMPETITIVE ENTRY



## MAPPS Resources

- [https://www.mapps.org/excellence\\_awards.php](https://www.mapps.org/excellence_awards.php)
- Cindy Dady, Executive Director
  - [cdady@associationconferencegroup.com](mailto:cdady@associationconferencegroup.com)
  - +1 248-930-8705
- **View previous winners**  
[https://www.mapps.org/excellence\\_awards\\_winners.php](https://www.mapps.org/excellence_awards_winners.php)

## Member Resources

- Speak to past participants or winners

# CHECKLIST AND SCHEDULE



- Client or prime approval (no letter required)
- 3-page Project Description
- 75-word Project Summary (one paragraph)
- Entry submittal – all digital
- Pay \$400 entry fee on-line by logging onto the MAPPS website or send check to:
  - MAPPS, 673 Potomac Station Drive, #801, Leesburg, VA 20176
- Digital submittal by November 3, 2025
- Category, Membership Choice and Grand Award winners announced in Tucson, AZ at the annual Winter Conference taking place January 18-21, 2026.

# SO...WHAT'S NEXT?



- Look for follow on reminders & official invitation to submit (\* *Estimated Issue Date – 8/27/2025*)
- Rally your employees to create a winning entry
- Discuss entry with your client or prime contractor
- Ask questions of MAPPS staff/committee
- Gather photos, data examples, client quotes, etc.
- Submit your entry information electronically (\**Estimated Due Date NLT 11/3/2025*)
- Pay the \$400 entry fee
- Come to the Winter Conference to celebrate and see if you won!

(\* *Dates subject to change*)



**MAPPS**

**Geospatial Products & Services**

**EXCELLENCE AWARDS**