

# Supporting the Lone GIS Professional Special Interest Group Meeting

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2009 ESRI Spatial Developer Summit  
March 25, 2009



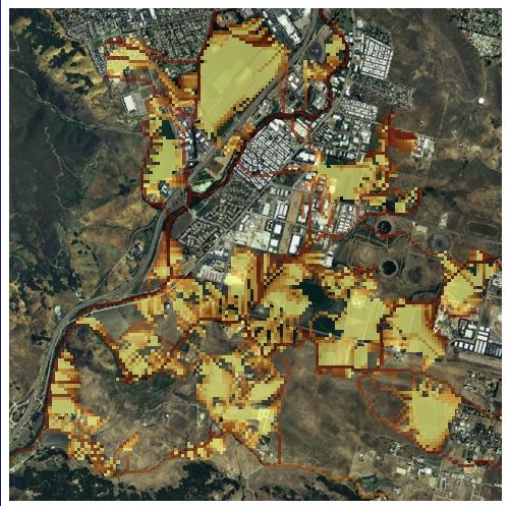
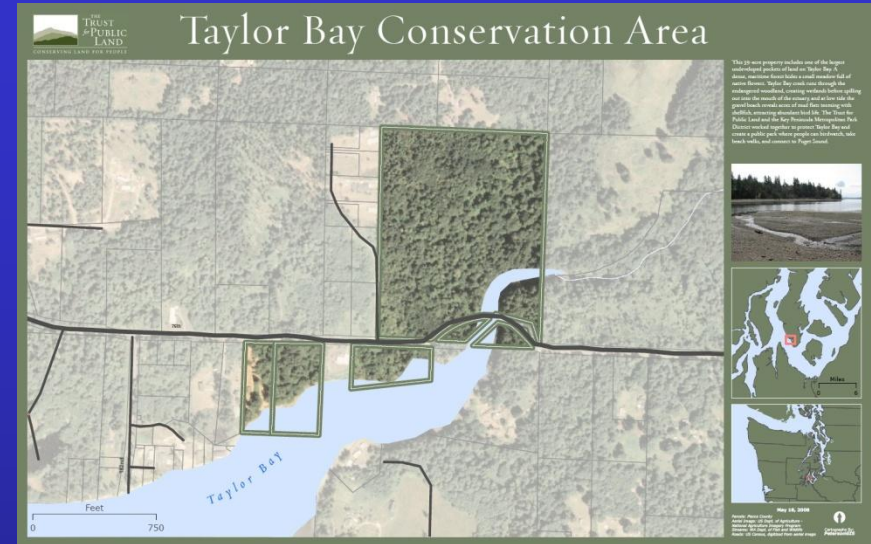
COMPLIANCE SERVICES INTERNATIONAL

# Objectives

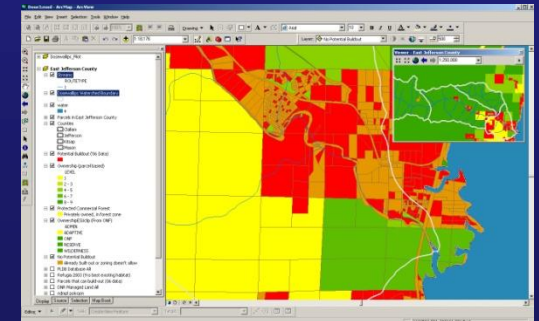
- Consider the plight of the lone GIS professional
- If their professional experience can be improved, try to help them to be more successful

# Lone GIS Professionals in Action

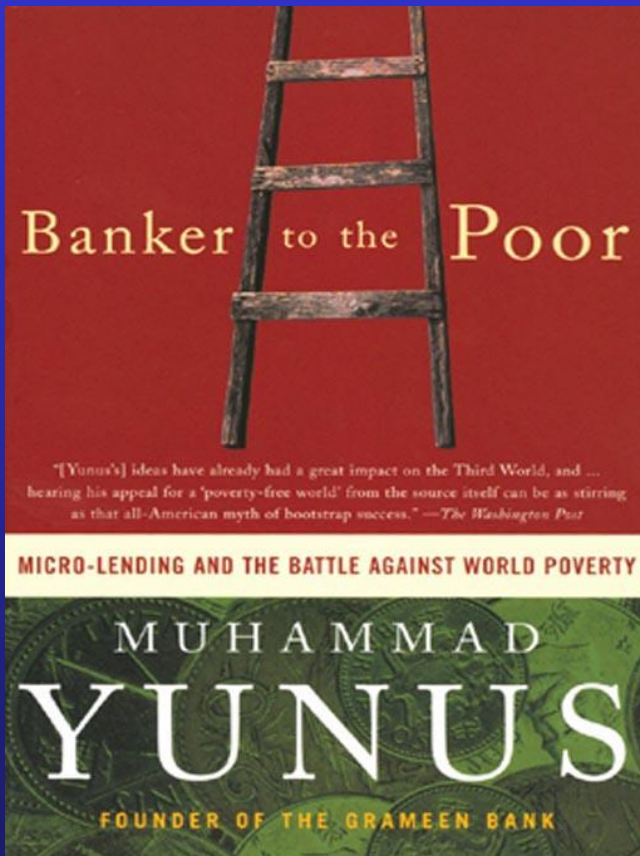
- GIS professionals working on their own
  - Significant portion of the ESRI user base
  - Diverse knowledge
  - Innovative/creative work products



- A like-minded user community independent of technology and industry focus
- Working together to help each other be more successful



# Muhammad Yunus



- Creator of micro-credit
- Borrowers must organize themselves into groups of five like-minded people
- Trust is critical

# Lone GIS Professional Characteristics

- Situation
  - Full-time GIS professional
  - Part-time GIS professional with other responsibilities
  - Professional in another field using GIS to organize/analyze/present data
- Rationale
  - Choice
  - Project requirements
  - Staff shortages
  - Funding limitations

# Many Globes to Juggle

Technical	Administrative	Application
Programmer/ developer/tester	Accountant	Trainer
System administrator	Marketer	Author
Designer	Consultant	Domain specialist
Researcher	Manager	
Analyst		

# Many Globes to Juggle

Technical	Administrative	Application
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System administrator	Marketer	Author
Designer	Consultant	Domain specialist
Researcher	Manager	Diplomat
Analyst	Meeting attendee	Psychologist

# Life As Atlas

- Increasing
  - weight of data
  - number of tools/options
  - technological complexity
  - number of stakeholders
  - responsibilities
  - possibility for error
  - expectations
- *Googlization* - make maps/  
data available on the web





# Resource Concerns

- Overwhelming amount of information
- Too many possibilities
- Tool focus as opposed to task focus
- Lack of community focus
- Domain focus

*Someone in a completely unrelated discipline may have just what you need*



# Consequences

- Fear of new software/methods - use old versions/standards
- Fail to capitalize on value of new capabilities  
5% rule – most of us probably use about 5% of the capabilities of most programs
- Overload
- Discouragement
- Don't know where to start
- Isolation



*Are we trying to do too much?*

# Are We Trying To Do Too Much?

- Alan Cooper – *Design Engineering: The Next Step*

[http://www.cooper.com/insights/journal\\_of\\_design/articles/design\\_engineering\\_the\\_next\\_step.html](http://www.cooper.com/insights/journal_of_design/articles/design_engineering_the_next_step.html)

- Interaction designers
- Design engineers
- Production engineers



The screenshot displays the Cooper company website. The header features the 'cooper' logo. The main content area is divided into several sections: 'ABOUT US' with links to Process, Clients, and Case Studies; 'SERVICES' with links to Product Definition & Design, Training, and Process Consulting; 'INSIGHTS' with links to Journal of Design, Books, and Concept Projects; and a 'Management Team' section with links to News & Events, Careers, and Contact. A large section titled 'Product Design for a Digital World' includes a sub-header 'We'll help you define, design and deliver digital products and services that inspire your team, your customers and your bottom line.' and a 'Learn more' link. Below this, there are three columns of training opportunities: 'New Cooper U Course' featuring 'The Business of Innovation' course, 'Rave Reviews for Goldmail' featuring 'The Business of Innovation' course, and 'Training Opportunities' featuring 'Interaction Design Practicum', 'Communicating Design', 'Virtual Interface Design', and 'The Business of Innovation'.

**cooper**

**ABOUT US**

- Process
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- Case Studies

**SERVICES**

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**INSIGHTS**

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• Management Team  
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San Francisco, CA 94105  
tel +1.415.267.3500  
fax +1.415.267.3503  
email [business@cooper.com](mailto:business@cooper.com)

**Product Design for a Digital World**

We'll help you define, design and deliver digital products and services that inspire your team, your customers and your bottom line.

[Learn more](#)

**New Cooper U Course**

Instilling a design mindset in an organization is no small task. Our two-day course, *The Business of Innovation*, provides practical tactics and strategies for changing your corporate culture.

[Details...](#)

**Rave Reviews for Goldmail**

C|Net's Rafe Needleman says, "I've seen other multimedia presentation products, but never one as drop-dead easy as this."

[Details...](#)

**Training Opportunities**

Interaction Design Practicum  
• [June 17-20, 2008](#)

Communicating Design  
• [July 30-31, 2008](#)

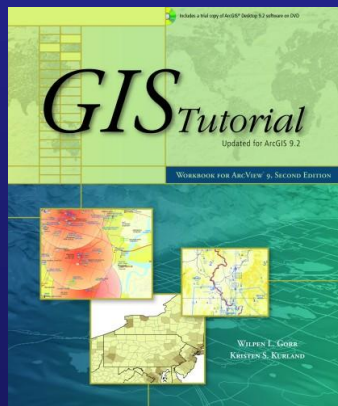
Virtual Interface Design  
• [July 28-29, 2008](#)

The Business of Innovation  
• [June 22-24, 2008](#)

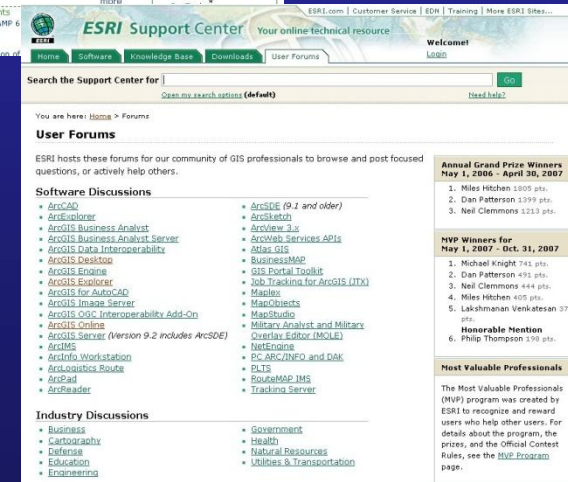
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# What Do We Have Now?

- GIS forums
- Online help
- General web search
- Conferences
- Books
- Blogs/Wikis
- Social network sites
- Colleagues



- *How useful are they?*
- *How are they useful?*
- *What experience do you have with these or other resources?*



# What Do We Need?

- Interaction with others in same situation (something in common)
- I need something from here, something from there - how do I put it all together?
- Just help me get started...
- Shared experience

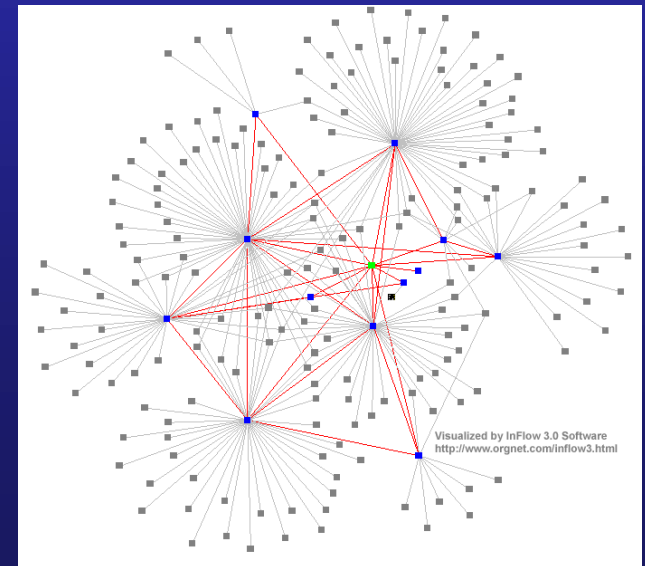
*I'm not alone*





# What Can We Do?


- Establish network - critical mass of people with relevant knowledge and common situation willing to help each other
- Gather feedback
- Develop web resources
- Produce publications
- Hold events




# 2008 Washington GIS Conference Session


- Seattle, Washington – May 5, 2008
- Sections
  - The concept and rationale
  - A federal agency perspective
  - A solo consultant perspective
  - Discussion
- 70 attendees (> 33% of conference participants)
- 44 people signed up for mailing list
- Strong interest in a web group

# Lone GIS Professional Google Group


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By Alex Wolstenholme - 10:34am - 4 authors - 7 replies

[Map Shaper = neat interface/tool](#)  
By Gretchen Peterson - Mar 23 - 1 author - 0 replies


[A model for OS ? - A consortium to develop a common software system for production](#)  
By karsten - Mar 20 - 1 author - 0 replies

[Google Map Page Up and Running - Next Stop - Blog](#)  
By csergent - Mar 20 - 1 author - 0 replies


[2009 ESRI Developer Summit - Agenda PDF](#)  
By David A. Howes (Lone GIS Pro Coordinator) - Mar 19 - 1 author - 0 replies

[ESRI Developer Summit, Lone GIS Professional Special Interest Group Meeting - Wednesday March 25th](#)  
By David A. Howes (Lone GIS Pro Coordinator) - Mar 18 - 1 author - 0 replies

[Pairwise comparison technique](#)  
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**Members:** 78

**Activity:** Low activity

**Language:** English

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<a href="#">Seattle Area Social Event - April 1, 2009</a>		1 new of 8	Alex Wolstenholme (4 authors)	10:34am
<a href="#">Map Shaper = neat interface/tool</a>		1	Gretchen Peterson (1 author)	Mar 23
<a href="#">A model for OS ? - A consortium to develop a common software system for production</a>		1	karsten (1 author)	Mar 20
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<a href="#">2009 ESRI Developer Summit - Agenda PDF</a>		1	David A. Howes (Lone GIS Pro Coordinator) (1 author)	Mar 19
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<a href="#">Pairwise comparison technique</a>		1	Gretchen Peterson (1 author)	Mar 18
<a href="#">Upcoming DevSummit and Silverlight</a>		1	csergent (1 author)	Mar 18
<a href="#">my book poster - free - and TOC/Acknowledgements</a>		4	Don (2 authors)	Mar 18
<a href="#">and here's that TOC/Acknowledgements!</a>		3	Gretchen Peterson (2 authors)	Mar 17
<a href="#">Wednesday March 18th, 6pm is CUGOS meeting</a>		1	karsten (1 author)	Mar 16
<a href="#">2009 Washington GIS Conference, May 4-6, Bellevue, Washington</a>		11	David Howes (4 authors)	Mar 16
<a href="#">FW: Urgent Call for Help &amp; Action - WA Geologic Hazard funding may be eliminated</a>		1	at...@co.douglas.wa.us (1 author)	Mar 13
<a href="#">tips on GIS for college class?</a>		9	Gretchen Peterson (6 authors)	Mar 13
<a href="#">Penn State Makes PBS program on Geospatial World</a>		1	at...@co.douglas.wa.us (1 author)	Mar 11
<a href="#">WAURISA conference - registration, OS workshop</a>		2	at...@co.douglas.wa.us (2 authors)	Mar 10
<a href="#">Creativity and GIS webinar April 14, special price</a>		2	Lilith Yanagimachi (2 authors)	Mar 9
<a href="#">DevSummit DTS Agile Developers Hosting Barbeque for Developers - No Cost</a>		1	csergent (1 author)	Mar 6
<a href="#">Who Knows Linear Referencing?</a>		7	Holly Closser (2 authors)	Mar 6

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**Members:** 78  
**Activity:** Low activity  
**Language:** English  
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Done

# 2008 ESRI User Conference

- San Diego, California – May 5, 2008

*I am the lone GIS professional in my organization. How can I meet others in a similar situation who face the same challenges as I do?*

- Introduction to initiative
- Discussion
- 45 attendees
- 20 new group members

# Discussion Points

1. What's your current situation?
2. How do you get help?
3. What's missing?
4. What can we do about it?
5. What shall we do next?

# 1. What's Your Current Situation?

- Small city – high expectations
- Perceptions don't match reality
- Inability to keep up with changes in technology
- Need to upgrade or maintain legacy code
- Too many options – which path?
- Small state agency – users know just enough to be dangerous – training needs
- Lack of knowledge – education issue
- How can I get away – work is piling up
- Redundancy in terms of effort/data

## 2. How Do You Get Help?

- Internet or local user groups
- Google
- Online classes
- Knowledge base – EDN
- Network of people – telephone
- Struggle – always have to push for more help

### 3. What's Missing?

- Lack of help
- Peer review – for efficiency and accuracy
- Trust
  - Building trusted relationships with people in other departments
  - Same true for consultants
- Sufficient expertise in relevant areas
- Awareness of your role and needs
- Recognition – misplaced attribution of success

## 4. What Can We Do About It?

- Create custom training material (as opposed to education)
- Start a user group
- Inter-agency communication
- Seeds for collaboration

## 5. What Shall We Do Next?

- Provide remote access to some parts of conference(s)
- How do I make the most of the conference?
- Request/compile tips and tricks, session summaries
- Provide/submit our own top-ten lists
- Request expanded offerings on last day
- Means of considering overlaps between disciplines
- Elucidation on cross-fertilization
- Ability to search for useful things



## 5. What Shall We Do Next?

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- Ability to search for useful things
- **JOIN THE GROUP**

# 2009 Washington GIS Conference Session

- What Have We Learned So Far?
- A Lone GIS Pro Profile
  - Gretchen Peterson, PetersonGIS, Poulsbo, WA
- Discussion
  - Pros and cons of new technology options for interaction
  - Formalized system of mentorship
  - Future plans for the initiative

## Discussants:

- Matt Stevenson, CoreGIS, Seattle, WA
- Eric Edlund, Stillwater Sciences, Seattle, WA

# 2009 ESRI User Conference

- San Diego, California
- July 2009
- Introduction
- Update
- to be decided...

# ESRI Acknowledgements

- Jack Dangermond - *President*
- Jim Henderson - *Manager of International Technical Marketing Support*
- Jim Barry - *Program Manager, ESRI Developer Network*
- Chrissy Tveten – *Conference Coordinator, ESRI Redlands*
- Marty Balikov - *Regional Manager, ESRI North West*
- Heather Glock- *Account Manager, ESRI North West*
- Susan Reynolds - *Sales Associate, ESRI North West*
- Myles Flynn - *Regional Manager, ESRI Middle East*



## The *Lone GIS Professional* Initiative

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*Helping lone GIS Professionals be successful*

**<http://groups.google.com/group/lonegispro>**

For details and to sign up, please contact David Howes  
at [lonegispro@gmail.com](mailto:lonegispro@gmail.com)

# Michele Savelle



*Michèle Savelle*

GIS • graphic design

accomplishments

work history

education

special awards

portfolio

GIS

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software and  
hardware

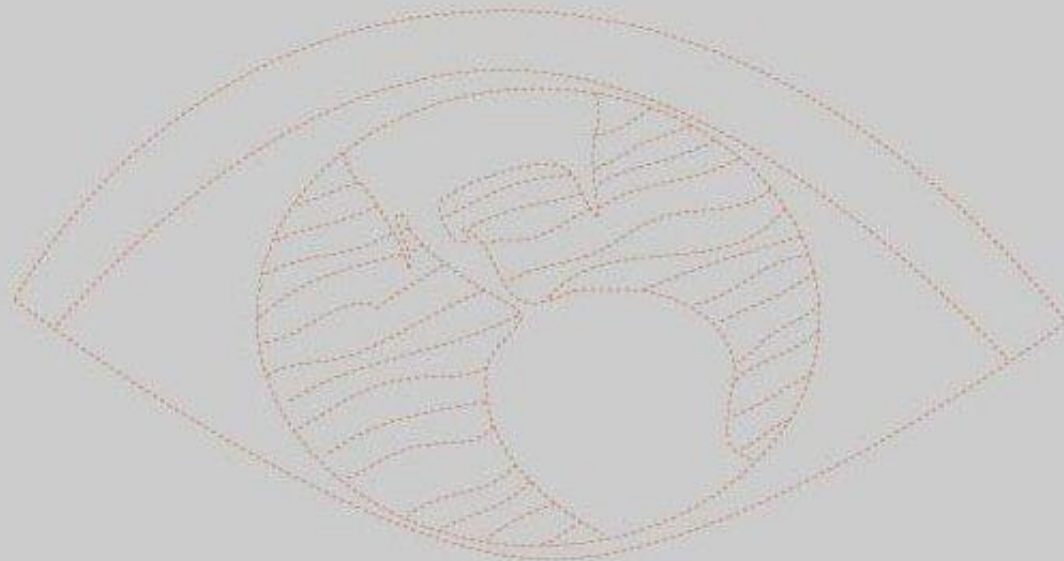
references

additional interests

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complete resume

email Michèle

A professional with more than 20 years in the  
communications field, specializing in  
Geographic Information Systems and Graphic Design



# Karsten Vennemann



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Welcome to Terra GIS - TERRESTRIAL ENVIRONMENT REGIONAL ANALYSIS

Terra GIS provides expertise in Geographical Information Systems, consulting for social and environmental issues, and subjects related to sustainable development. Services include environmental research, field work and reporting, spatial analysis, cartography, implementation of web mapping and information systems, and the creation of specialized tools related to conservation, natural resources management, and public and social engagement issues.

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**SALMON - SAFE FARMS**

- Salmon - Safe Farm
- Skagit Watershed Name
- Watershed Boundary
- Edmonds City

RECENT NEWS

- Talk on open source "Web GIS" at WAURISA 2008
- The Trust for Public Land publishes "Wenatchee Watershed Vision" Report

TERRA DETAILS

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  - Partners
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NEWS ARCHIVES

- May 2008
- October 2007
- July 2007
- April 2007

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# Amanda Taub




## Douglas County

Washington

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### Douglas County GIS

#### What is GIS?

A Geographic Information System, or GIS, is a digital information system that allows users to create, manipulate, analyze, and display spatial or geographic data, along with their associated attribute data table(s). GIS is used to evaluate real-world issues; it is used to assess density, quantity, proximity, and feature intersection patterns to answer questions about locations and changes over time. An operator with GIS can quickly and with less error, perform complex analyses many times faster than a person could do manually. This ability to rapidly query and analyze the GIS data speeds customer service and supports decision making with fast data retrieval and analysis.

GIS is a superb visual tool; it can also be used to create an unlimited assortment of hardcopy maps. A major advantage of GIS maps is that they can be created to view only specified information, centered upon any location and at any scale. The large benefit of GIS is that it provides a means to mix an extensive array of information gathered from an assortment of sources. Paper maps can be scanned or digitized and converted into the GIS. Aerial imagery (either aerial photos or satellite imagery) may be used to provide additional visual information that can be added to the GIS. Data from other sources, and in different formats, can also greatly augment the information presented within a GIS.

#### Douglas County GIS

Douglas County's GIS Department is a division under Transportation & Land Services. The GIS Dept. creates and maintains digital geographic data for the support of Douglas County departments and customers. We are committed to offering quality GIS services, such as geographic data development, spatial data analysis, and map creation services.

#### Data & Services

Douglas County's GIS Department offers a variety of services in addition to managing the County's geographic information.




- [Interactive Web Mapping](#)
- [GIS data](#) on our FTP site. ([instructions for accessing our ftp site](#))
- Publish [Reference Maps](#)
- [Assign new addresses](#) in unincorporated Douglas County
- [Approve new road names and road name changes](#) for roads in unincorporated Douglas County
- Answer road right of way (ROW) questions in unincorporated Douglas County
- Road vacations in unincorporated Douglas County
- Create custom maps: \$36.60/hour, minimum 1 hour charge, plus possible additional fees all to be billed by Douglas County Accounting

We are open to the public from 8:00 AM to 12:00 PM and 1:00 PM to 5:00 PM, Monday through Friday. If you have questions, stop by our office at 140 19TH ST SW, at the Public Services Building in East Wenatchee; call Todd Wilson, GIS Coordinator, or Amanda Taub, GIS Analyst, at (509) 884-7173; or e-mail Todd Wilson, at [twilson@co.douglas.wa.us](mailto:twilson@co.douglas.wa.us), or Amanda Taub, at [ataub@co.douglas.wa.us](mailto:ataub@co.douglas.wa.us). In addition, you can look up any recorded [Surveys](#), [Short Plats](#), or [Plats](#). You can also search for [Parcels](#) and [Assessor Maps](#).

#### Disclaimer

Douglas County's geographic data and maps are intended for general purposes only. We make no claim as to the accuracy or current condition of the data shown on Douglas County's geographic data and/or maps.

#### Downloads needed for our site





# David Puckett

## Bright Rain Solutions


Bright Rain Solutions is a Geographic Information Systems (GIS) consulting firm specializing in innovative spatial solutions providing spatial analysis, data management, systems integration and application development services. Clients include government agencies, non-profit organizations and private businesses.

Bright Rain Solutions is owned and operated by David Puckett and located in beautiful Seattle, Washington.

Please [email](#) or phone 206.547.0870 for more information.

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# Gretchen Peterson



p e t e r s o n  
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"PetersonGIS is able to interpret our complex GIS needs, which are generally conceptual in nature, and turn them into tangible analyses and products."

*Jay L. Watson, PhD  
Executive Director  
Hood Canal Coordinating Council*

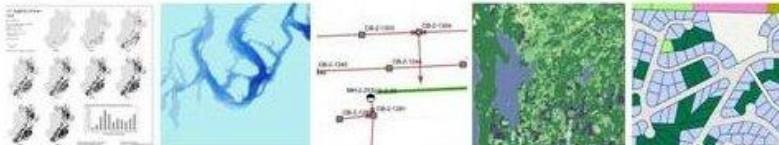

\*Gretchen's new book on GIS cartography will be out in April 2009! [Pre-order Here](#)

### Welcome

PetersonGIS is a Geographic Information System company that is committed to providing quality products and services in the natural resources field.

We have helped clients develop habitat suitability models, buildout models, impervious surface predictions, restoration prioritizations, protected lands inventories, geodatabases, GIS applications, and a lot more.

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“The Art of Spatial Communication: Map Making for the GIS Professional” (available early 2009)

# Bruce Kessler

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100% focused on helping clients become self-sufficient and energized  
Kessler GIS makes Geographic Information Systems happen

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## Welcome to Kessler GIS

### Important News as of 26 July 2008:

**Kessler GIS has moved.** The family has moved to a location near Cheney, WA. This won't affect my service one bit (other than a bit of a slow-down during the move). New address is shown below.

**Live and self-paced web teaching starting up!** Release of this option is delayed due to ISP and office relocation issues. Drop a message to me [here](#) with your contact information and interest. First class or two is free to a small group of folks!

**Custom course materials available for ArcView 3.2.** Yes, these have PowerPoint presentations, data, and exercises. Go to [Custom Course Materials](#).

**Online tutorials are starting soon.** These are adapted from custom materials developed by Kessler GIS and are a viable alternative for students with the motivation for self-learning. Unfortunately, these are also delayed due to ISP issues. As soon as these issues are solved, progress will continue in this area.

### The Company

Kessler GIS was formed in Spring of 2001. Kessler GIS specializes in **custom education, training and consulting for ArcGIS Desktop, ArcInfo, and ArcView**. Bruce Kessler, owner of Kessler GIS, serves government, private, and non-profit clients using ESRI software within the US and **internationally**. He is **dedicated to client satisfaction, self-sufficiency, and empowerment**.

Mr. Kessler started using GIS in 1984 and has grown consistently with the industry. He has worked with a broad variety of clients such as Idaho Water Resources Dept., Scotts Bluff County, Nebraska, and Weyerhaeuser timber company. Additionally, he has worked on many projects with the USDA Forest Service, USDI Bureau of Land Management and USDI Fish and Wildlife Service.

During his twelve years with ESRI, Mr. Kessler taught many of the courses that ESRI developed, including diverse topics as ArcView, Database Design and SDE. He also consulted with numerous clients on a variety of projects. His extensive experience benefits all clients.

### Some Comments About Mr. Kessler

*"Mr. Kessler is very knowledgeable in the subject material. He has a good teaching style. We covered all the material in the allotted time. He willingly worked with individuals, and on individual projects. Well done in all respects."* **Bruce Eggleston**, Planner II, City of Boise Planning and Development - April 2007

*"Bruce was very knowledgeable and helpful."* **Susan Savage**, Wildlife Biologist, USFWS -- October 2006

## GISP

Certified GIS  
Professional #00048531  
by the [GIS Certification Institute](#), 2005



All courses provided by  
Kessler GIS are eligible for  
education achievement  
points awarded by the [GIS  
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