WELCOME to the 16th Annual WLIA Conference in Milwaukee, Wisconsin. Following our fine traditions, we have a variety of interesting, instructive and very useful workshops, plenary sessions, and educational sessions. Vendor displays and demonstrations in the Exhibit Area give us an opportunity to see the latest in technological improvements, and we always enjoy the networking between members, many of whom have become our good friends.

The City of Milwaukee has much to offer visitors and residents. Those who are attending the pre-conference workshops or arriving Tuesday afternoon are invited to attend the American Geographical Society Library at the Golda Meir Library for a special reception. AGS Senior Academic Librarian Patti Day will be our guest speaker at the WLIA luncheon on Wednesday. She will explain the background of this exceptional collection as well as AGS’s project for the preservation of recent geographical information using modern media forms.

Thanks to the contributions of so many members, it seems that the conference keeps getting better every year. We continue to feature our education tracks of Applications, Government and Policy, Technology & the Future, and Vendor, and have added a Municipal Tract, which focuses on improving land information systems for cities, towns and villages. Veteran land information experts Ted Koch and D. David Moyer will present an insightful look at the “Status of Land Records Then (1977) and Now,” Wednesday morning, and the duo will return for “What’s Next,” on Thursday morning. Our Friday morning Town Meeting offers the unveiling of the “WLIA Information Policy Handbook,” and an important legislative update on the future of the Wisconsin Land Information Program (WLIP).

We are all aware of the dark cloud looming in the form of the statutory sunset of the Wisconsin Land Information Program on September 1 of this year. However, all over the state, WLIA members are demonstrating how the program has made such a difference in providing critically needed land information for staff, policy makers and citizen-customers. WLIA members are contacting the Legislature and the new Governor by letter and email, and they are visiting their own state senators and representatives to carry the message directly. Everywhere we turn, the response has been positive. Our President-Elect and WLIA Annual Conference Chair, Jeff Bluske, has chosen the theme, “Soaring Into the Sunrise” as a direct counter to the thought of letting the program die. He and other WLIA members are doing everything possible to make sure it will survive and continue to soar.

Take time to thank the conference committee, our vendor sponsors, the volunteers, and conference committee chair for their efforts in presenting this program for you. In addition, please remember to thank our Executive Services Manager, Ann Barrett, who provides excellent service to conference attendees, and to our Legislative Director, Ron Hermes, who has been especially active in coordinating our efforts to preserve the WLIP.

As always, please vote for your favorite maps that are on display in the Poster Contest, and remember to fill out the conference evaluation forms. Your WLIA Board members will review these evaluations so that the next WLIA Conference will continue to “Soar into the Sunrise.”

Jane Licht
WLIA Conference at a Glance

February 11 - 14, 2003 • Hilton Milwaukee City Center • Milwaukee, WI

**Tuesday, February 11, 2003**
- 8:00 a.m. - 4:00 p.m. Registration Open with Continental Breakfast
- 9:00 a.m. - 4:00 p.m. Pre-conference workshops
- Noon - 1:00 p.m. Lunch*
- 5:00 p.m. - 7:00 p.m. Reception at The American Geographical Society
- 7:30 p.m. - 9:30 p.m. WLIA Board Meeting

*only for those registered for two half day workshops or a full day workshop

**Wednesday, February 12, 2003**
- 8:00 a.m. - 6:30 p.m. Registration Open
- 8:00 a.m. - 7:30 p.m. Exhibits Open with Continental Breakfast
- 9:00 - 10:00 a.m. General Session & Mayor Norquist Welcome
- Noon - 1:30 p.m. Lunch and Keynote Address
- 1:45 - 3:15 p.m. Educational Tracks
- 3:15 - 3:30 p.m. Break & Exhibit time
- 3:30 - 4:30 p.m. Educational Tracks
- 5:00 - 7:30 p.m. Opening Reception in Exhibit Areas

**Thursday, February 13, 2003**
- 7:00 - 8:00 a.m. Past President’s breakfast
- 8:00 a.m. - 3:00 p.m. Registration Open
- 8:00 a.m. - 1:45 p.m. Exhibits Open with Continental Breakfast
- 8:45 - 10:00 a.m. General Session
- 10:00 - 10:15 a.m. Break in Exhibit Area
- 10:15 - 11:45 a.m. Educational Tracks
- Noon - 1:30 p.m. Awards Luncheon
- 1:45 - 3:15 p.m. Educational Tracks
- 3:15 - 3:30 p.m. Break
- 3:30 - 5:00 p.m. Educational Tracks
- 5:00 - 7:00 p.m. LIO Meeting

**Friday, February 14, 2003**
- 8:00 - 11:00 a.m. Registration Open
- 8:30 - 9:30 a.m. General Session with Continental Breakfast
- 9:30 - 10:30 a.m. Town Meeting
- 10:30 a.m. - Noon Wisconsin Land Information System Pilot Project
- 12:30 - 2:00 p.m. WLIA Board Meeting

**Thank you to our presenters and exhibitors who have donated their time and expertise to make this conference informative and stimulating!**
Second Floor

MEETING AGENDAS

The second floor is the main lobby level and includes the Milwaukee Hilton's impressive 1920's-era lobby – the perfect place for a group rendezvous – and the Empire and Monarch Ballrooms.

Fourth Floor

MEETING EXPECTATIONS

The fourth floor includes seven versatile, elegant parlors, all featuring windows with eastern or southern exposure, pleasing color schemes and an intimate feel.

Fifth Floor

MEETING ESSENTIALS

On the fifth floor, the expansive Crystal Ballroom – the largest in the hotel – and the classic Regency Ballroom are flanked by the KIckham, Oak, Juneau, Golda Meir and Founders Rooms.
Workshops

Workshops will be held on Tuesday, February 11th at the Hilton Milwaukee City Center, Milwaukee, WI on the 4th floor. Lunch will be served at Noon in the Empire Room for those who registered for two half day workshops or a full day workshop.

Workshop 1 - Wright Ballroom A
Basics of GIS for Elected Officials
Tuesday 9:00 a.m. - Noon
Timothy Barnett, Ayres Associates, Project Manager
Jason Nyberg, Ayres Associates, Project Manager

Geographic Information Systems have become an important planning tool for many municipalities and counties in Wisconsin. The technology is now on the desktops of engineers, planners, assessors, conservationists, and administrators. The practical uses of GIS technology are virtually endless. This free workshop is designed for the public and elected officials who want to learn more about the basic theory of GIS, what type of data is needed for the systems, how the data is compiled and input to the system, and the capabilities and application of GIS in municipal and county government. The workshop will include a discussion about GIS, examples of how GIS is being employed in Wisconsin and some hands-on experience with GIS.

Workshop 2 - Mitchell Room
Autodesk Map 6.0 Upgrade
Tuesday 9:00 a.m. - Noon
Scott Hameister, Taylor Technologies, Inc.

What is new in Autodesk Map 6.0, including working with live data sets. Class will include exercises using the new Import and Export functionality, Drawing Clean-up, Labeling, Multi-loop Polygons, Features classes, etc.

Workshop 3 - Walker Room
GIS Implementation Planning-Case Studies in WI
Tuesday 9:00 a.m. - Noon
Walter Potts, ESRI

The purpose of this workshop is to help GIS Managers and other decision makers plan for implementing GIS technology within their organizations. The format for this workshop will be a combination of Case Study lectures with interactive discussion. Topics covered in this workshop include: What’s the difference between a Needs Assessment and Implementation Plan? What does a typical Implementation Model look like? How to translate business needs to measurable objectives. What are the four categories of Implementation preparation tasks? What are some of the best practices for Implementation planning? What are some strategies to deal with resource constraints? What are the Next Steps for moving forward with the Implementation Plan? How do you validate the Implementation Plan before full deployment?

Workshop 4 - Wright Ballroom B
Introduction to Geodatabase Technology and Advanced Editing in ArcGIS 8.3
Tuesday 9:00 a.m. - Noon
Jason Grootens, ESRI

The objective of this workshop is to introduce users to new functionality of ArcGIS 8.3 and the Geodatabase. The workshop includes a lecture, demonstrations, and a question and answer session. Topics include loading data, applying domains and topology rules for data integrity, and Advanced Editing enhancements such as COGO. Demonstrations will focus on maintaining parcel data. This workshop is intended for anyone interested in the advantages of managing and editing spatial data using enhanced Topology in the Geodatabase.

Workshop 5 - Wright Ballroom B
VBA – Visual Basic for ArcGIS 8x
Tuesday 1:00 p.m. - 4:00 p.m.
Mark Midas, ESRI

The objective of this workshop is to assist you in understanding the ArcGIS Desktop customization options. The workshop includes a lecture, a demonstration, and a question and answer session. Topics include an introduction to VBA scripting using ArcObjects, understanding the ArcObjects Object Model, and an overview of the VB utilities for creating custom commands and tools for the ArcGIS Desktop. This workshop is intended for individuals interested in customizing their ArcGIS environment. Familiarity with Visual Basic, ArcMap, and ArcCatalog is highly encouraged.

workshops continued....
Workshop 6 - Wright Ballroom A
GIS in the Classroom
Tuesday 1:00 - 4:00 p.m.
Al Miller, Emeritus – UW Madison

This workshop will teach middle and high school educators to use GIS in their classrooms. Participants will learn to use Arc Voyager, a product developed by ESRI, the industry leader in GIS software. Two exercises will be conducted to teach the use of mapping and analytical techniques. Participants will learn to use the tool bars and menus, add themes, access data sets, and query information. Each participant will receive a free CD “GIS for Schools and Libraries” developed by ESRI.

Workshop 7 - Walker Room
Smart Board Technology for Public Participation in Land Use Planning
Tuesday 1:00 - 4:00 p.m.
Tom McClintock, GIS Training Manager, UW LICGF
Math Heinzel, Jennifer Hansen

Smart Growth legislation mandates citizen input in comprehensive land use planning. This half day workshop will explore several software programs and hardware tools that facilitate citizen involvement in the planning process and group decision-making. Participants will use a 52" plasma screen with a touch-sensitive Smart Board that allows people to gather around and interact with land use scenarios and each other. We will use a free, user-friendly, automated tool, called “PlaceIT” (developed by UW LICGF and GeoAnalytics, Inc.), that allows users to create alternative growth scenarios and provides analysis and feedback on each scenario. WhatIf? (CAPS, Inc.) and Model Builder (ESRI).

Particpants should bring their own laptops with ArcView 3.2 loaded for the hands-on exploration. PlaceIT and tutorial data will be provided on a CD.

Workshop 8 - Wright Ballroom C
Orthophotos Made Easy
Tuesday 9:00 a.m. - 4:00 p.m.
Frank L. Scarpace, Ph.D., Professor, UW Madison

This workshop is designed to teach the GIS and Engineering professional how to easily create and update orthophotos. The workshop will discuss how to use existing maps and/or orthophotos to create new orthophotos from new or historical aerial imagery. They use tradition ground control, and creating DEMs from points/breaklines exported from plotters will be discussed. Quality control tools will be discussed to verify that the new orthophoto will overlay precisely with existing orthophotos/maps. Tools such as coordinate transformations (of images, DEMs and shape files), file type conversion, and mosaicing options will be extensively discussed.

The general schedule for the daylong workshop is as follows:

* Brief Overview of the workshop
* Basics of Orthophotos
* Creation of Orthophotos
* Orthophoto Mosaics
* Utilities necessary for orthophoto production
* Hands on experience in creating orthophotos and mosaics
* Hands on experience in orthorectifying overlays

In the afternoon, the participants will be using OrhopMapper to create their own orthophotos. Logistically, each participant should bring a laptop (or desktop) computer (two can share). Access key and computer files needed to use the OrthoMapper program will be loaded onto your machine at the beginning of the workshop. The following minimum specifications will optimize the program upload and functions:

1. There must be a parallel port on the computer.
2. If you are running Windows NT, 2000 or XP, you must have Administrative Privileges to install the program.
3. 64 Meg RAM minimum – the more the better.
4. Try to have 300 → 600 Megs of disk space available – digital images used to create orthophotos take lots of room.

Workshop 9 - MacArthur Room
Turning Imagery Into Information - A Hands On Workshop
Tuesday 9:00 a.m. - 4:00 p.m.
Ben Dorland, Account Manager and Suzie Noble, Product Specialist, ERDAS, Leica Geosystems

This workshop will give you an overview of Remote Sensing and Photogrammetric techniques using the ERDAS IMAGINE product suite. We will start the workshop by discussing the sources and availability of geographic imagery. You will then perform automatic feature extraction, vector editing, and do a simple land cover analysis. The second portion of the workshop will include a hands on project. This project will allow the student to walk through a “real world” example of how imagery can be used in the everyday functions of a GIS project. And to finish the workshop, we will visualize the results in a 3D environment. Intended Audience: Beginner
**WLIA CONFERENCE 2003 Schedule of Activities**  
**Wednesday**  
**February 12, 2003**

<table>
<thead>
<tr>
<th>Time</th>
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<tr>
<td>8:00 – 9:00 am</td>
<td>Registration Opens and Continental Breakfast with Exhibitors (Exhibit Hours: 8:00 am – 7:30 pm)</td>
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| 9:00 – 9:55 am| Welcome and Opening Remarks from WLIA President Jane Licht  
Opening General Session  
Status of Land Records in Wisconsin: Then (1977) and Now (2002)  
Ted Koch and David Moyer |
|              | **Government & Policy Track**  
Certification of GIS Profession and WLIA  
Mike Koutnik, ESRI  
**Applications Track**  
From Maps to Information Systems  
William Holland, GeoAnalytics  
**Technology and the Future Track**  
Land Trusts: Partnering with Technology and Stakeholders  
Jeff Maxted, UW Madison  
Steve Ventura, UW LICGF  
Karen Bassler, Gathering Waters Conservancy  
Renae Prell-Mitchell, Land Protection Geneva Lakes Conservancy  
James Gage, Net Spatial |
| 10:00 - 11:45 am| **Winnebago/Outagamie Community Zoning Solution**  
David Schmidt, Winnebago County  
John Nicholson  
Spatial Solutions  
**Applications Track**  
Integrating ArcGIS, MapObjects and ArcIMS for a Railroad Crossing Inventory  
Anna Whipple, Patrick Engineering  
**Technology and the Future Track**  
Applications of GIS Technology to Municipal Property Assessment  
Michael and Robert Grota, Grota Appraisals  
**Municipal Track**  
Applications of GIS Technology in the City of Milwaukee  
Nancy Olson, City of Milwaukee |
| Noon - 1:30 pm| **LUNCH & KEYNOTE SPEAKER:**  
The American Geographical Society Library: Reference & Research  
Patti Day  
Wisconsin Elevation Data: Current Status and Upcoming Initiatives  
David Moyer, National Geodetic Survey  
David A. Hart, UW Sea Grant Institute  
Alan Lulloff, WI DNR  
Ted Koch, State Cartographer’s Office  
Managing Public Infrastructure Assets with ArcIMS  
Scott Barnwell, Patrick Engineering  
GIS on the Internet: a State of the Art Review  
Zhong-Ren Peng and Danlin Yu, UW Milwaukee  
Application of GIS Technology to Municipal Utility Operations  
Lee Halbrook, City of Wausau  
Application of GIS Technology to Municipal Planning Activities  
David Haines, City of New Berlin  
Application of GIS Technology to Municipal Public Safety  
Michelle Arneson, Green Bay Police Dept |
| 1:45 - 3:15 pm| Getting from A to B: A Geodatabase Migration Primer  
Peter Thum, GeoAnalytics, Inc.  
**Technology and the Future Track**  
Application of GIS Technology to Municipal Property Assessment  
Michael and Robert Grota, Grota Appraisals  
**Municipal Track**  
Application of GIS Technology in the City of Milwaukee  
Nancy Olson, City of Milwaukee  
| 3:30 – 4:30 pm| Homeland Security and GIS  
William Holland, GeoAnalytics, Inc.  
Cost Effective Addressing with ArcPAD  
Todd Halvorson, MSA  
Professional Services  
Sherri Hawkins, Green County  
Querying Heterogeneous Land use Data Sets Over the Web  
Nancy Wiegand, UW-LICGF  
Panel Discussion: Municipal Development and Use of GIS |
| 5:00 - 7:30 pm| **Exhibitor’s Opening Reception**  
Poster Session Judging |
### Thursday, February 13, 2003

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Ted Koch, David Moyer, Al Miller |
| 10:15 - 11:45 am | **Government & Policy**  
Got Parcels, Got Soils, Now What? Get LESA! (Who is she?)  
Brett Budrow & Dave Fodroczi, St. Croix County  
**Applications Track**  
Wisconsin Height Modernization Update: Status, Uses, and Future Development  
Paul Hartzheim and Darin Henkel, WI DOT  
**Technology and the Future Track**  
Land Use Planning with GIS  
Alissa Bails, RA Smith  
Don Dittmar, Waukesha County  
**Vendor Track**  
CityGuide: A Graphical User Interface for Municipalities  
Nick Stadnyk and Mark Zich, Applied Data Consultants  
**Government & Policy**  
LIDAR: What is it and how is it used?  
Jason Grootens, Ayres Associates  
**Applications Track**  
Designing Geodatabase: Do or Die  
Daivesh Sanghvi, CosQ Technologies, LLC  
**Technology and the Future Track**  
Integrating Sonar Technologies to Characterize Lake and Sediment-Fill Metrics  
John Petruccione, Eric Reuscher, JoAnne Kruepke, Douglas Hermann, STS Consultants  
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| Noon - 1:30 pm| Awards Luncheon                                                      |
| 1:45 - 3:15 pm | Designing Geodatabase: Do or Die  
Daivesh Sanghvi, CosQ Technologies, LLC  
**Applications Track**  
An Enterprise Approach to Land Records Maintenance  
Annie Metcalf, PlanGraphics  
**Technology and the Future Track**  
Integrating Sonar Technologies to Characterize Lake and Sediment-Fill Metrics  
John Petruccione, Eric Reuscher, JoAnne Kruepke, Douglas Hermann, STS Consultants  
**Vendor Track**  
Using ArcSDE to Efficiently Serve Georeferenced Images  
Jason Grootens, ESRI  
**Government & Policy**  
LIDAR: What is it and how is it used?  
Jason Grootens, Ayres Associates  |
| 3:30 – 4:30 pm | Airborne Digital Mapping Camera Standard/Guidelines  
Brian Huberty, US Fish & Wildlife Service and Ron Ondrejka, Corona Consulting  
**Applications Track**  
Cost Effective GIS Implementation for Municipalities  
Jon Schwichtenberg and Glen Ausse, SEH, Inc.  
**Technology and the Future Track**  
Web Mapping...Done Dirt Cheap  
Chip Hankley, Graef, Anhalt, Schoelmer & Associates  
David Hart, UW Sea Grant Institute  
**Vendor Track**  
Airborne Digital Mapping Camera Standard/Guidelines  
Brian Huberty, US Fish & Wildlife Service and Ron Ondrejka, Corona Consulting  |
| 5:00 - ? pm | Group Meetings (users groups, tribes, LION, etc.)  
Friday, February 14, 2003

<table>
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| 8:30 - 10:00 am | GENERAL SESSION  
WLIA Information Policy Handbook  
WLIA Information Policy Task Force  
**Government & Policy**  
LIDAR: What is it and how is it used?  
Jason Grootens, Ayres Associates  |
| 10:00 am - Noon | General Session – The Wisconsin Land Information Program: What’s Next?  
Ted Koch, David Moyer, Al Miller |
| 12:30 pm - 2:00 pm | General Session – The Wisconsin Land Information Program: What’s Next?  
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Brian Huberty, US Fish & Wildlife Service and Ron Ondrejka, Corona Consulting  |
| 5:00 - ? pm  | General Session – The Wisconsin Land Information Program: What’s Next?  
Ted Koch, David Moyer, Al Miller  
**Government & Policy**  
LIDAR: What is it and how is it used?  
Jason Grootens, Ayres Associates  |
10:00 - 11:00 a.m.  Certification of GIS Profession and WLIA
Mike Koutnik, ESRI for WLIA GIS Professional Certification Task Force
This session is intended to provide an opportunity for WLIA members to understand and respond to the intent, design and operation of the proposed GIS Professional Certification process sponsored by URISA. The session will begin with an overview of the URISA intent and proposed process, focusing on how a given GIS professional would be certified. The remainder of the session will be devoted to a discussion about GIS Certification with an invited panel catalyzing discussion. Discussion topics may include: (1) the potential benefits of GIS certification, (2) what training and experience base should be required to be certified, (3) whether the URISA proposal meets the needs of WLIA members, and (4) next steps.

11:00 a.m. - Noon  Winnebago/Outagamie Community Zoning Solution
David Schmidt, Director, Winnebago Co. Planning & Community Development
John Nicholson, President, Spatial Solutions
The community zoning solution was developed in conjunction with Winnebago and Outagamie Counties in Wisconsin by Spatial Solutions. Prior to developing the application, the available solutions were reviewed and nothing available provided an integrated, comprehensive GIS based solution. Solutions were available for saving and tracking permits and/or public hearing applications in databases, and for performing the notification process based on GIS data. These solutions, however, were not integrated in a single application and their utilization would have been expensive to deploy and hard to use. To process the necessary documentation for a public hearing, the user would be required to move between the database application for data entry, the GIS application for notification, and Microsoft Office for generating the required correspondence. The community zoning solution brings these functions together in an efficient, integrated environment. This presentation will discuss the background and implementation of the application and will include a live demonstration.

1:45 - 3:15 p.m.  Wisconsin Elevation Data: Current Status and Upcoming Initiatives
David Moyer, State Advisor, National Geodetic Survey
David A. Hart, Coastal GIS Specialist, UW Sea Grant Institute
Al Lulloff, Floodplain Engineer, Wisconsin DNR
Ted Koch, State Cartographer, State Cartographer’s Office
This session contains several presentations, all related to the growing recognition of the importance of elevation data, particularly as it relates to the WLIP. The session includes an overview of the report by the WLIP’s Elevation Data Task Force, a summary of the findings regarding the current inventory of elevation data in Wisconsin, and an analysis of the uses and unmet needs of elevation data in the State. Following this will be a discussion of the significant expansion in floodplain mapping modernization that has been proposed by the federal government, and the WLIP initiative that has been put in place by the WLIP to provide critical cost-share funds necessary to make Wisconsin eligible to participate in the State-Federal partnership designed to produce better floodplain maps.

3:30 - 4:30 p.m.  Homeland Security and GIS
William S. Holland, CEO, GeoAnalytics, Inc.
A new cabinet level office has been created to deal with new and challenging issues: The Office of Homeland Security. Homeland Security addresses not only external threats, but those that come from within, including domestic terrorism, crime, and ecological and natural disasters. Intelligence gathering, preparedness planning, and disaster response are all information, not necessarily data-intensive efforts. These critical undertakings require unprecedented levels of cooperation and coordination in data gathering and information processing and dissemination. GIS technology and data are indispensable to these efforts and have taken on added importance across the nation. This session will explore the role and status of GIS in homeland security, including the technical and policy implications for public agencies and private concerns.
10:15 - 11:00 a.m.  
**Got Parcels, Got Soils, Now What? Get LESA! (Who is she?)**

*Brett Budrow, RLS, Planner/GIS Specialist, St. Croix County Planning*  
*Dave Fodroczi, AICP, Planning Director and Land Information Officer, St. Croix County*

Watch as parcels and soils, two foundational elements, and other data layers come together to create LESA. LESA, Land Evaluation and Site Assessment, is an objective point-based system used for rating the relative potential of agricultural land to remain in long term agricultural use. Implementing LESA is part of the County Development Management Plan and is important to long-term county land use issues. Because the data existed we were able to test more than 4,000 parcels greater than 20 acres across the county, set threshold scores and determine if the LESA system was working. Without parcels and soils, and the benefits of a modern land information program, implementing a LESA system would be difficult at best. Learn how the WLIP made this objective, decision-making land use planning application possible.

11:00 - 11:45 a.m.  
**LiDAR – What is it and how is it used?**

*John Erickson, Project Manager - Photogrammetry, Ayres Associates*

Airborne laser terrain mapping, also referred to as LiDAR mapping, is based on the science of Laser altimetry; the accurate measurement of altitude using a precise laser rangefinder. While Laser altimetry has been under investigation since the 1960s, the recent commercial development of the technology for mapping applications has been driven by the increased availability of rugged, low-cost solutions for each of the core subsystems of the instruments. LiDAR mapping technology is used to create high quality digital elevation models (DEMs) at a rate that cannot be matched by traditional methodologies. This presentation will discuss the components of a LiDAR system and how it works, a typical LiDAR project for 2-foot contours and future development in LiDAR technologies.

1:45 - 3:15 p.m.  
**Designing Geodatabase: Do or Die**

*Daivesh Sanghvi, Vice President, CosQ Technologies, LLC*

Foundation to the successful implementation of GIS technology is geospatial database. Effective design of a geospatial database is one of the critical success factors of operating a technology-enabled land information management system. Specifically with the introduction of ESRI’s next generation technology – ArcGIS 8 / ArcSDE / Geodatabase – increasingly insightful knowledge and understanding of geodatabase is of paramount importance. The time has come for us to start thinking about GIS from a radically different outlook. We have to step back and perceive GIS from an enterprise-wide or organization-wide perspective. The presentation provides a unique opportunity to understand geodatabase from management, user and technical dimensions. Few of the fundamental points addressed by the presentation include:

- What is geodatabase?  
- Why use geodatabase?  
- How good is your data?  
- Why design geodatabase?  
- Why should we implement geodatabase?  
- What are the key organizational decisions to be made to implement geodatabase solution?  
- The ten commandments of designing enterprise-wide geodatabase?  
- Why should we implement ESRI’s ArcGIS 8 technology?

3:30 - 4:30 p.m.  
**Airborne Digital Mapping Camera Standard/Guidelines**

*Brian Huberty, US Fish & Wildlife Service*  
*Ron Ondrejka, Corona Consulting*

The American Society for Photogrammetry and Remote Sensing (ASPRS), Primary Data Acquisition Division (PDAD) developed the current ‘Aerial Photography Standards’ in use today by many government agencies such as the USGS. Currently, PDAD is working to develop new standards and guidelines for Digital Aerial Mapping Cameras. This presentation will highlight what the current status is for the standards and guidelines. We will also discuss its future use by private and public organizations.
It has been said that two-thirds of a GIS is information systems. Spatial information and maps, serve as only part of the input and output of a GIS. That said, the real power and benefits of GIS are not solely map production, but rather business process improvement through systems integration. Recent technical advancements using Web Services, system level database interoperability, and application level integration afford tremendous opportunities to extend, integrate, and spatially enable legacy and other business applications. These technologies create new forms of business process improvement and functionality. This session, which is suitable for those awash in digital data or just beginning the modernization process, will cover the concepts, tools, and techniques to take advantage of the power of the IS in GIS.

Using a combination of GIS office and field applications, Patrick Engineering Inc. is developing a comprehensive railroad crossing inventory for the State of Illinois. The inventory will include 10,780 railroad crossings and includes extensive field data collection. To facilitate the inventory project and to maintain maximum quality control, Patrick developed two user-friendly ArcGIS applications for non-GIS professionals. In addition, Patrick developed a MapObjects field application that is deployed on ruggedized Fujitsu handheld pen tablets. A comprehensive quality control process is used to validate the data before being presented to State of Illinois officials through a secure ArcIMS site.

GIS facilitates the efficient management of public infrastructure assets. Using ArcIMS to manage infrastructure provides public officials with intuitive tools that do not require significant technical GIS knowledge. Patrick Engineering Inc., working together with the Village of Arlington Heights, developed an enterprise ArcIMS application for Village departments to manage and access Village infrastructure. Among other things, the ArcIMS application provides customized tools for viewing thousands of georeferenced photos acquired with a van data collection system. Now, Village officials can see the locations and attributes of fire hydrants, trees, and other assets within the ArcIMS interface as well as quickly access full-color photographs of those assets.

Users of ESRI GIS technology are continuing to explore how to best implement ESRI’s geodatabase architecture for geospatial data management. This presentation will discuss the technical and organizational considerations in migrating legacy data (workstation ArcInfo and/or shapefiles) and application investments into the ArcGIS environment. The presentation will review issues that need to be addressed when modeling geodatabases for the first time or converting existing data from ArcInfo coverages/shaepfiles into the geodatabase structure. A decision-making framework for the many related decisions will be covered. In addition, overall technical, organizational and workflow requirements will be discussed.

ESRI’s ArcPad Mobile GIS software has many potential applications for acquiring data. Typically thought of as a tool for infrastructure data management for cities and villages, this presentation will review the use of ArcPAD for cost effective address data collection in rural Green County. Issues to be presented will include short and long term project goals, deliverable products, benefits, and lessons learned.
10:15 - 11:00 a.m.  **Wisconsin Height Modernization Update: Status, Uses, and Future Development**
*Paul J. Hartzheim, Geodetic Survey Supervisor, Wisconsin DOT*
*Darin J. Henkel, Geodetic Specialist, Wisconsin DOT*

Height Modernization is a series of survey activities designed to advance and promote the determination of elevations by GPS surveying, rather than by differential (conventional) leveling. The presentation will discuss the current status of the program; illustrate the use of the product; and present future developments of the program including Wide Area Real-Time Kinematic permanent base stations.

11:00 - 11:45 a.m.  **CityGuide: A Graphical User Interface for Municipalities**
*Nick Stadnyk, President, Applied Data Consultants*
*Mark Zich, Business Coordinator and GIS Project Manager, Applied Data Consultants*

This presentation is a case study on building and maintaining a GIS for the City of Medford, Wisconsin. Medford began the process with little digital data other than hardcopy maps and MicroSoft Access water and electric infrastructure data bases. The City purchased CPS equipment, GIS software, computer hardware, and made great strides towards developing a GIS. The City realized that the challenge lies not only in building the system, but in maintaining the GIS as well. The implementation of CityGuide as a tool to assist with this maintenance is an important step.

1:45 - 3:15 p.m.  **An Enterprise Approach to Land Records Maintenance**
*Annie Metcalf, Executive Consultant, PlanGraphics, Inc.*

The City of Franklin, Wisconsin, recently migrated from a purely CAD-based data environment to ArcGIS, SDE, and the Geodatabase. Cadastral, planimetric, topographic, and utility data were converted from CAD files and ASCH text files into versioned SDE layers. City staff in the engineering and assessors office currently edit the cadastral data with a parcel maintenance application that creates new properties and updates ownership, addresses, graphics, and attributes for buildings. Edits are managed with a series of custom ArcObjects routines which manage transactions against the Geodatabase, while keeping parcel data synchronized with external land information, owner, utility billing, and permitting applications. This presentation will describe the overall approach to maintenance and the workflow, will discuss issues that had to be overcome, and will demonstrate the use of maintenance tools.

3:30 - 4:30 p.m.  **Cost Effective GIS Implementation for Municipalities**
*Jon Schwichtenberg, GIS Group Leader, SEH Inc.*
*Glen Ausse, Programmer Analyst, SEH Inc.*

Discussion of how communities can implement Geographic Information Systems without spending outside of their budget capabilities. Systems should be tailored to the communities size and needs, instead of the tradition of communities (small or large) purchasing fancy systems. This session will discuss three communities that have developed Geographic Information Systems to fit their size, needs and capabilities (City of Chetek, City of Baron and Village of Albany). These implementations have come as byproducts of needs to develop zoning plans, digital mapping, transportation plans, comprehensive planning, and other needed functions. We will show how communities can utilize these efforts to help bring forth and implement cost effective GIS, that is also easy to learn and use in the daily work efforts at the community.
Land Trusts: Partnering with Technology and Stakeholders
Jeff Maxted, UW-Madison Graduate, Environmental Monitoring
Steve Ventura, Director, LICGF, UW-Madison
Karen Bassler, Program Director, Gathering Waters Conservancy
Renae Prell-Mitchell, Director, Land Protection Geneva Lakes Conservancy
James Gage, Executive Director, Net Spatial, Inc.

Land trusts have become an increasingly important way to conserve Wisconsin’s land and water resources. The session will discuss selected projects and strategies being used among the more than 40 land trusts in the state. Presentations will also focus on the use of geospatial information technologies to help identify and prioritize areas for protection through various conservation tools such as easements and purchase of protection rights. The session will include a discussion on how innovative partnerships between land trusts and other organizations (such as planning commissions, universities, other non-profits, and public sector agencies) can support a land trust’s ability to analyze and visualize current and future conservation efforts.

GIS on the Internet: a State of the Art Review
Zhong-Ren Peng, Ph.D., Associate Professor, UW-Milwaukee, Department of Urban Planning
Danlin Yu, Ph.D. Candidate, Research Assistant, UW-Milwaukee, Department of Geography

In this paper, we have reported the results of two Internet GIS surveys, one for the Internet GIS users and the other for the Internet GIS providers. We have found that users started to use Internet GIS as a convenient means to locate business services, plan travel itineraries, search and download data, and find such information as land use, zoning and planning about the neighborhood. The Internet GIS providers consider Internet GIS an effective means to share and disseminate geographic information in the form of maps. Thus many Internet GIS websites have been developed and visited. We also found the current development and applications of Internet GIS is still at the beginning age, judging by the information and functionality provided on Internet GIS websites, the elementary use of Internet GIS sites (for information disseminations and data downloading), and the concentration of respondents on prior GIS professionals. Major issues in the current state of Internet GIS development are the difficulties of keeping up with the technological changes for both the user and the providers, the lack of resources in governmental agencies to provide Internet geographic information services, and the lack of standards for system development.

Querying Heterogeneous Land Use Data Sets Over the Web
Nancy Wiegand, Scientist, UW-LICGF

To accomplish comprehensive land use planning, semantic differences in the land use codes of neighboring jurisdictions need to be resolved. Integrating land use codes from heterogeneous data sets is part of a larger vision of providing full Database Management System (DBMS) query support over the Web for Wisconsin data sets. This talk presents a prototype method to resolve land use codes over multiple jurisdictions. This method can be incorporated into a Net DBMS that answers queries over XML data.
10:15 - 11:45 a.m.  Land Use Planning with GIS  
Alissa Bails, GIS Division Manager, R.A. Smith and Associates  
Don Dittmar, LIS Coordinator, Waukesha County  
Do you want to see the power of GIS analysis? Waukesha County has developed a great GIS tool for land use and recreation planning. Based upon GIS data, the County is now able to analyze soil suitability and slope data to determine the best locations for possible recreational pathway development along the County’s river corridors. Come and see how GIS technology is seamlessly integrated into planning activities at Waukesha County.

1:45 - 2:30 p.m.  Integrating Sonar Technologies to Characterize Lake and Sediment-Fill Metrics  
John L. Petraccione, P.G.; Eric Reuscher, JoAnne Kruepke  
Douglas J. Hermann, PE, STS Consultants, Ltd.  
Increased interest in freshwater lakes for navigational, recreational, and environmental purposes has established a demand for accurate geographical information systems (GIS) metrics. The combination of sonar and global positioning system (GPS) technologies has advanced underwater target resolution, identification and location for water resource evaluation purposes. Sonar is a well-established acoustical technology to efficiently map bathymetry, natural and artificial obstructions, and sediment deposits. Sonar technology employing single- or multi-beam, side-scan, and sub-bottom sensors with GPS location technology allows real-time collection of three-dimensional (3-D) water resource metrics. GIS integrates the 3-D metric data to characterize lake and sediment-fill metrics for assessment and planning purposes. Sonar and GPS technologies and associated GIS characterization are presented in a case study example from a temperate, freshwater, Midwestern U.S. lake. Accurate lake bathymetry ($\pm 0.01$ ft) and areas of concentrated sediment-fill and/or lakefloor obstructions were determined from the survey at a minimum cost relative to traditional techniques (e.g., sediment coring, dive survey). These results and findings were used for engineering considerations and preliminary design to include a shoreline protection system and dredging program strategy.

2:30 - 3:15 p.m.  Solving the Land Records Jigsaw Puzzle: Bringing GIS Interoperability to Wisconsin  
A.J. Wortley, Outreach Program Manager, WI State Cartographers Office  
Jerry Sullivan, GIS Data Specialist, DOA, Land Information Services  
David Hart, Coastal GIS Specialist, UW Sea Grant Institute  
Interoperability is the latest buzzword in GIS circles. Imagine sitting at your computer and accessing, in real-time, floodplain maps and census data from federal servers; scanned topo maps, digital orthophotos, and dam locations from state servers; and parcels, contour lines, and building outlines from multiple local servers. Imagine integrating these data on the fly and using the data to help solve a thorny multi-jurisdictional problem despite the fact that they are maintained by different custodians, in different coordinate systems and file formats, and served using different software programs. Well, the technology is here and it is being rapidly implemented across the state. AJ Wortley will decipher the mission and activities of the Open GIS Consortium and examine the myriad of standards that help make interoperability work. Jerry Sullivan will explore the spatial data model needs for interoperability. Finally, David Hart will demonstrate how to use integrated web mapping services to solve real world environmental management and land use planning problems.

3:30 - 5:00 p.m.  Web Mapping….Done Dirt Cheap  
Chip Hankley, GIS Coordinator, Graef, Anhalt, Schloemer & Associates, Inc.  
David Hart, Coastal GIS Specialist, UW Sea Grant Institute  
Puneet Kishor, Research Analyst, GeoAnalytics, Inc.  
Woody Wallace, Consultant, Earth Information Technologies, Corp.  
A. J. Wortley, Outreach Program Manager, WI State Cartographers Office  
Powerful and stable web-based mapping applications can be developed with little or no software continued on page 12......
licensing costs using Open Source software. Open Source GIS and GIS-related software have matured greatly over the past few years, especially in the web-based mapping arena. Persons involved in spatial technologies need to be aware of these developments, and have a basic understanding of how Open Source software fits in the technical GIS landscape. We will explore the meaning of “Open Source,” and focus on the benefits Open Source technology brings to an organization and to the spatial community. We will discuss the history and evolution of MapServer (an Open source web mapping tool). A panel discussion will follow, where panelists demonstrate live web-based mapping applications (built on MapServer), and discuss / demonstrate how MapServer can be integrated with other technologies (such as RDBMS, Java, JavaScript, DHTML, OpenGIS).

VENDOR – Thursday, February 13, 2003: Wright Ballroom C

10:00 - 10:45 a.m. What Exactly Does It Mean - Information Management?
Dan McKinley, General Code Publishers
Join us for an in-depth and practical discussion on how to better manage all the sources of information your department needs to conduct business on a daily basis. Paper, microfilm, data and digital images can be brought together to create a single point of information content. An explanation of the “Bucket Theory” will provide you the ability to immediately realize operational savings while improving service to both internal and external customers.

11:00 - 11:45 a.m. County Plat Books Made Easy with Plat Book Pro
Jerry Happel, PlanSight, LLC
Joyce Fiacco, Director Land Information, Dodge County
Creating Plat Books in-house can be a difficult and time-consuming task. PlanSight, LLC has developed a unique application that simplifies the creation of County Plat Books, dramatically reducing the time and costs involved while maintaining high levels of quality. Plat Book Pro makes it easy to create and maintain Plat Books in-house using ArcView. Dodge County has been working with PlanSight, LLC to develop the 2003 Dodge County Plat Book in ArcView 8.2 using Plat Book Pro. This session will cover the basics of creating a plat book in GIS using Plat Book Pro and overview the experience of creating the Dodge County Plat Book.

1:45 - 2:30 p.m. Using ArcSDE to Efficiently Serve Georeferenced Images
Jason Grootens, Technical Marketing Representative, ESRI
Repositing and providing access to georeferenced images has always been a challenge. ArcSDE is a very efficient and high-performance technology for storing and serving very large collections of repository for georeferenced images. You will learn about setting up image layers in ArcSDE, importing your images into ArcSDE, and how users access those images.

2:30 - 3:15 p.m. Introduction to ArcPAD 6
Mark Midas, Technical Marketing Representative, ESRI
This session will introduce you to ArcPad 6 and how it can integrate with the ArcGIS Desktop environment. You will learn about enhancements to ArcPad 6, the new ArcPad Developer Studio to customize your use of ArcPad, and the new ArcPad tools for ArcGIS. Familiarity with ArcPad and ArcMap will be helpful.

3:30 - 4:30 p.m. Leveraging the Power of ArcGIS 8.3
Jason Grootens and Mark Midas, Technical Marketing Representatives, ESRI
This session will introduce you to the powerful new capabilities of ArcGIS 8.3. Topics covered will include Topology, Advanced Editing (including COGO), Disconnected Editing, and Linear Referencing. You will also see brief introductions to ArcGIS Desktop extensions that are newly available at Version 8.3.
10:00 - 10:45 a.m.  Application of GIS Technology to Municipal Property Assessment  
*Michael and Robert Grota, Grota Appraisals*
Grotappraisals perform the assessment duties for various municipalities in Wisconsin. They have integrated GIS technology into the assessment process to capture, analyze, and display the various data attributes required for the assessing process. The Grotas will discuss the advantages for which they develop assessment data.

11:00 - 11:45 a.m.  Applications of GIS Technology in the City of Milwaukee  
*Nancy Olson, GIS Manager, City of Milwaukee*
The City of Milwaukee uses GIS technology throughout the entire enterprise. Ms. Olson will provide an overview of the many advantages and challenges to the development of a diverse GIS that affects the many departments and activities that make up the City.

1:45 - 2:15 p.m.  Application of GIS Technology to Municipal Utility Operations  
*Lee Halbrook, GIS Analyst, City of Wausau*
The City of Wausau Water Works management system uses GIS technology to track inventory and maintenance needs of the system. Mr. Halbrook will describe how the GIS was developed to meet the needs of a growing utility system operated by a local municipality.

2:15 - 2:45 p.m.  Application of GIS Technology to Municipal Planning Activities  
*David Haines, Associate Planner/LIS Coordinator, City of New Berlin*
The City of New Berlin has long used GIS technology to assist in the administration of the Planning Department duties. GIS is used for such tasks as preparing maps, creating notification lists, determining set back requirements, and analyzing development patterns in the City. Mr. Haines will discuss how the GIS has developed in the City and what advantages have been realized.

2:45 - 3:15 p.m.  Application of GIS Technology to Municipal Public Safety  
*Michelle Arneson, Crime Analyst, Green Bay Police Department*
The Green Bay Police Department is beginning to utilize GIS technology within the police department. By analyzing crime patterns, they are beginning to develop the tools needed for better crime prevention activities. Michelle will discuss current and planned uses of GIS technology in the City of Green Bay Police Department, and describe some of the problems they have encountered in implementing the programs.

3:30 - 4:30 p.m.  Panel Discussion: Municipal Development and Use of GIS  
This Panel Discussion will provide an opportunity to hear from Municipal Administrators and Mayors regarding the use of GIS technology in the municipal setting. Hear how the systems were organized, funded, and managed. Discover how initiatives such as the Wisconsin Land Information Program have assisted in the development. Listen to lessons learned and what advantages have been realized from the very people responsible for implementing these systems. This session will reserve adequate question and answer time for dealing with the issues related to municipal GIS development and implementation.
JOIN US FOR A SPECIAL EVENT
at the 2003 WLIA Annual Conference!

A free reception on Tuesday, February 11th, 2003 from 5:00 p.m. - 7:00 p.m. at
The American Geographical Society Library
located at the Golda Meir Library, Third floor, East Wing
2311 E Hartford Ave, Milwaukee, WI 53211

The AGS Library is one of North America’s foremost geography and map collections. Formerly the library and map collection of the American Geographical Society (AGS) of New York, it was transferred to the Golda Meir Library of the University of Wisconsin-Milwaukee in 1978 following a nationwide selection process by the Society. The AGS was formed in the early 1850’s to promote the collection and diffusion of geographical and statistical information and to establish and maintain a library with a collection of maps, charts and instruments. By 1870, this library was already recognized as the "largest and most valuable" of its type in the United States.

Some items of interest to you may be the oldest original map in the library which is a world map dating from 1452 compiled by the Venetian cartographer Giovanni Leardo, the famous Rome edition from 1478 of Ptolemy’s Cosmographea, historic photographs, atlases, geographical periodicals, travel narratives, gazetteers, globes, maps and more maps!

Information on transportation and directions will follow in the confirmation letters and on the WLIA web site.

Poster Session — SHOW YOUR BEST STUFF

Posters will be on display throughout the conference in the Exhibit Hall

Register all posters at the Conference. Posters may be any size or shape, though suitable for “conference-style” viewing. Awards will be given for the best in six poster categories:

- Base Map: a standard product for over-the-counter users, complete, documented, not flashy.
- Small Format Map: any size B or smaller (11” x 17”); any theme; any scale or extent.
- Thematic Map: great cartography – design, layout, labeling, annotation, color and appeal.
- Map Poster: informative, eye-catching, colorful, interesting (not just a map; tells a story).
- Orthophoto-based Map: now that we’ve got them, let’s use them; show us an innovative use.
- Black and White Map: any format and theme, but no hue… a special problem in design.

Winners will receive glory and a modest prize. Three additional awards will be given: the President’s Award, the People’s Choice Award selected by conference participants, and the Best Student Award.

Winners will need to provide a digital copy of their posters, to be used for both web based viewing and possible download. A variety of formats are acceptable, but some provide greater flexibility: .hpgl, .gra, .eps, .pdf, .rtl, .ppt … Be sure to save all the digital pieces!

All posters submitted require a printed abstract. In the Abstract section of your proposal, please include the following information:
1. Application category of the entry
2. Concise statement of the purpose or intended end use
3. Number and diversity of data sources used
4. Description of the analytical technique(s) employed
**PLENARY SESSIONS**

**Ted Koch, State Cartographer and Chair, WLIB**  
**David Moyer, Wisconsin State Advisor, NOAA, National Geodetic Survey** |
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<td><strong>9:20 - 10:00 a.m.</strong></td>
<td>Twenty-five years ago, we collectively set out to modernize our state’s land records system and the institutions that were responsible for them. Various studies and projects helped us prepare for the undertaking. Then and now we concluded that “A comprehensive land-data system would not only be more cost effective, it would also improve the quality of data for land-policy analysis, land-use issues such as urban sprawl, and the loss of prime farmlands to non-farm use.” But at the time, the skeptics kept asking, “How much will it cost?” vs. “How much does it cost now and what problems can be addressed (benefits)?” To help formulate a response to the latter questions, we outlined the cost dimensions, identified existing problems, and projected expected benefits. This session will provide a twenty-five year comparison between our collective vision (then) and today’s reality (now).</td>
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| **Wednesday, February 12th, 2003** | American Geographical Society Library: Reference and Research  
**Patti Day, Senior Academic Librarian** |
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<td><strong>Noon - 1:30 p.m.</strong></td>
<td>The American Geographical Society Library, a major reference and research library devoted to the acquisition, analysis, preservation, and retrieval of the literature of geography, cartography, and related fields, is considered to be outstanding among the world’s leading geographical libraries. The rich collection of materials, comprehensive range of serials, monographs, pamphlets, maps, atlases and photographs, and remarkably easy access to these holdings through extensive analytical cataloging allows researchers, faculty and others to retrieve desired information in a short time.</td>
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| **Thursday, February 13th, 2003** | The WI Land Information Program: What’s Next?  
**Ted Koch, State Cartographer, UW Madison**  
**Al Miller, David Moyer** |
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<td><strong>8:45 - 10:00 a.m.</strong></td>
<td>The Land Information Board and the funds it administers are scheduled for legislative sunset on September 1, 2003. If this happens, what’s the future of the Land Information Program, including grants to local governments? This session will look to the future while considering the status of the state budget, and legislative efforts to eliminate the sunset.</td>
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| **Friday, February 14, 2003** | WLIA Information Policy Handbook  
**WLIA Information Policy Task Force** |
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<td><strong>8:30 - 9:30 a.m.</strong></td>
<td>At the request of the membership, the WLIA Information Policy Task Force has been developing a handbook to assist with the development of information policies related to land records, GIS and the Internet. The Task Force will present an overview of the handbook, particularly reviewing the newest section on privacy and open records. The session will also discuss information policies needed to support intergovernmental cooperation for purposes of emergency management, response and Homeland Security, and solicit member feedback for development of a handbook section.</td>
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| **9:30 - 10:30 a.m.** | The Wisconsin Land Information System Pilot Project  
Wisconsin Department of Administration (DOA), Department of Natural Resources (DNR) and Department of Electronic Government (DEG) are collaborating on developing and implementing selected technological Internet GIS components which will support building a Wisconsin Land Information System (WLIS). Some of the WLIS Pilot Project Goals include: Pilot the development, implementation and operation of a DNR "WLIS" node. Identify how the technological internet GIS components can be applied to a future large-scale distributed implementation of WLIS. Implement a pilot data discovery system based on FGDC-compliant Metadata content, and demonstrate access and download capability for selected Wisconsin agency data sets. This pilot project provides near term products for the WLIS initiative, and concentrates on evaluating Internet network architectures and assessing the role of off-the shelf components. |
| **10:30 a.m. - Noon** | Town Meeting: Budget/Legislative Issues/WLIP Sunset Future |
2003 WLIA Exhibitors, Sponsors & Members

*Be sure to visit the booths of these businesses, public agencies, professional and academic organizations in various areas on the 5th Floor of the Hilton, that highlight the latest technology, applications, products and services.*

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Booth # 33
Booth # 18
Booth # 06
**Booth # 20**
Booth # 14
Booth # 13
Booth #12
Booth #29
**Booths #19 & 20**
Booth #26
Booth # 07
Booth # 05
Booth # 17
Booth # 04
Booth # 25
Booth #22
Booth #23
Booth # 01
Booth # 34
Booth #21
**Booth # 28**
Booth #11
**Booth # 15**
Booth # 02
Booth # 16
Booth # 32
Booth # 19
Booth # 03
Booth # 24
Booth #27
**Booths # 30 & 31**
Booth # 08
Booth # tbd

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Milwaukee Hilton
February 12-13, 2003

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2003 WLIA Annual Conference Details

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Ayres Associates will sponsor the entire Thursday Awards Luncheon
ESRI sponsored the Conference CD’s, the 2003 WLIA conference logo, and the AGS Reception
GeoAnalytics, Inc. will sponsor part of the Thursday Continental Breakfast
PMC, ProMap Corporation will sponsor part of the Grand Opening Reception
Ruekert & Mielke, Inc. will sponsor part of the Thursday Continental Breakfast
Vierbicher Associates, Inc. will sponsor part of the Wednesday Continental Breakfast

Thank you to our conference sponsors. They helped make it possible to provide a quality program.
Opportunities to help sponsor the conference are still available! - contact Ann Barrett at 800/344-0421

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Visit the WLIA web site for more info at: www.wlia.org

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Clyde Tellock

• General Information

Meals: The conference fee includes breaks and lunches on Wednesday & Thursday, the reception on Wednesday, as well as the Friday am break.

Dress Code: Business casual is appropriate for the entire conference.

Registration/Badges: Be sure to register when you arrive at the conference. You will need a name badge to attend all conference functions.

Job Board: We will have a bulletin board available near registration for you to post your job openings or resumes.

• Conference Fee Includes Membership
Your 2003 conference fee includes membership in WLIA from February 2003 to March 2004. If you are unable to attend the conference and would like to renew your membership, please call the WLIA office for a membership form at 800/344-0421 or go to wlia.org. to download an application.

• Membership Categories

Individual: Available to anyone with an interest in advancing the association's mission.

Organization: For any for-profit or non-profit organization or institution of higher education with an interest in advancing the association's mission. One person will receive all mailings. The organization will receive a mailing list of members, be able to exhibit, to advertise in the WLIA newsletter & offer a company description in the membership directory and on the website.

Student: Available to any individual enrolled in a post-secondary educational institution.

• Conference CD: We again are producing a WLIA Conference CD for 2003. This year we will mail the CD after the conference to all members. We will add some new content this year including digital presentations from the conference, digital versions of poster contest submissions, and more. WLIA publishes a membership directory and membership list on a conference CD. These are distributed only to WLIA members and member organizations.