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<td>18</td>
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With this Annual Report, we bring you a summary of WLIA’s activities, accomplishments and financial status for 2011 — our 25th year since inception and 20th year since we were incorporated as a non-profit advocacy association. I am happy to report that WLIA is still a strong, sustainable and vibrant community of diverse professionals with common cause and our Association is financially sound and continually improving at pursuing our mission.

A year ago, our Annual Conference theme was: Embracing the Wisconsin Idea — Integrating our Efforts, Extending our Reach. I chose this theme as I saw this, our 25th year, as an optimal time to re-assert the productive work of WLIA, while also analyzing our approach to make sure we’re continually relevant and impactful in today’s environment. To that end, the Board of Directors had an analysis done of our most recent Strategic Plan questionnaire results to determine change in attitudes of our members over the last 5 years. We also took up an evaluation of our Lobbyist review and selection process; began work on an Advocacy Agenda; sought out collaborative educational opportunities with the ESRI Wisconsin User Group (EWUG); and continued to better utilize online and social media tools for communication.

Our Regional educational meetings throughout the year sought to extend our reach through a June meeting focused on cross-disciplinary education and aligning goals with the land surveying community and an October meeting focused on discovering current intersections of Wisconsin’s economic development activities with our land information products and stewards.

This year’s conference offers a wide array of cutting edge educational topics as well as expanded opportunities for students — our next generation of members — to gain valuable experience, networking opportunities and to learn first-hand what WLIA has to offer. These are essential elements to the growth and sustainability of our organization.

Beyond putting on conferences and with our resources available, we also gave out four student scholarships in 2011; pursued incremental upgrades in our public and members-only website platform; relied upon the ever invaluable services of our Executive Services Manager, Ann Barrett, for coordination and ramped up our advocacy efforts in conjunction with the Kammer Group to better meet the expectations of our members. All of these activities are detailed in the subsequent Committee sections of this report. Your participation and voluntary efforts make all of this possible.

I’d like to close with a few thoughts on our near-term future. 2011 was challenging for our community, fiscally and politically. Once again, we spent time and energy defending existing resources and policies that we had hoped to apply to new, more proactive initiatives that were in their beginning stages over the summer and fall. This will continue to be the case until we modernize these policies and fiscal mechanisms just like we have our individual programs. An important aspect of the case for modernizing our institutional infrastructure around land records and mapping in Wisconsin is that we concertedly demonstrate that “the whole is greater than the sum of its parts.” And in my view, this must occur through Integration — not just integration of our efforts but integration of our products into statewide products that achieve valuable efficiencies and impact at the state level. We’ve all come too far to not embrace this next step in statewide maturity of our profession and programs. And so I’d encourage you all to put some serious thought into how we jump-start and unequivocally move forward on this path.

It has been an honor and pleasure to work with your Board of Directors and Committees — who do all the heavy lifting — and to serve all of the talented, passionate folks in this organization. I look forward to another productive and exciting year with Jon Schwichtenberg at the helm as your 2012 President. And I encourage you all to join a Committee and help steer the course over the next year as we navigate our mutual path to success.

Sincerely,

AJ Wortley
WLIA President
Wisconsin Land Information Association 2011 Annual Report

IIA. MEMBERSHIP COMMITTEE

HOWARD VEREGIN (CHAIR), SUE MCDONALD, JAY YEARWOOD

Mission Statement: The committee shall find and attract new members for the organization.

WLIA membership rose slowly but steadily during 2011. Historically, membership in the association is cyclical, with alternating lows and highs every three to four years. The largest number of members was in 1992 with 656.

TOTALS BY MEMBER TYPE

<table>
<thead>
<tr>
<th>YEAR</th>
<th>MEMBERS</th>
<th>ANNUAL CHANGE</th>
</tr>
</thead>
<tbody>
<tr>
<td>2011</td>
<td>483</td>
<td>6.9%</td>
</tr>
<tr>
<td>2010</td>
<td>452</td>
<td>-5.8%</td>
</tr>
<tr>
<td>2009</td>
<td>480</td>
<td>-7.5%</td>
</tr>
<tr>
<td>2008</td>
<td>519</td>
<td>3.6%</td>
</tr>
<tr>
<td>2007</td>
<td>501</td>
<td>0.0%</td>
</tr>
</tbody>
</table>

Individuals continue to make up the bulk of membership (84.3%), followed by businesses, students, and associations. All of these categories gained members in 2011.

TOTALS BY MEMBER TYPE

<table>
<thead>
<tr>
<th>MEMBER TYPE</th>
<th>2011 TOTAL</th>
<th>2011 PERCENT</th>
<th>2010 TOTAL</th>
<th>2010 PERCENT</th>
</tr>
</thead>
<tbody>
<tr>
<td>Individual</td>
<td>407</td>
<td>84.3%</td>
<td>397</td>
<td>87.8%</td>
</tr>
<tr>
<td>Business</td>
<td>42</td>
<td>8.7%</td>
<td>30</td>
<td>6.6%</td>
</tr>
<tr>
<td>Student</td>
<td>21</td>
<td>4.3%</td>
<td>18</td>
<td>4.0%</td>
</tr>
<tr>
<td>Association</td>
<td>12</td>
<td>2.5%</td>
<td>7</td>
<td>1.5%</td>
</tr>
<tr>
<td>Other</td>
<td>1</td>
<td>0.2%</td>
<td>—</td>
<td>—</td>
</tr>
<tr>
<td><strong>TOTAL</strong></td>
<td><strong>483</strong></td>
<td></td>
<td><strong>452</strong></td>
<td></td>
</tr>
</tbody>
</table>

County government and private firms continue to be the dominant organization types for WLIA members. In 2011 the largest gain was in State Government (14 new members).

TOTALS BY ORGANIZATION CATEGORY

<table>
<thead>
<tr>
<th>CATEGORY</th>
<th>2011 TOTAL</th>
<th>2011 %</th>
<th>2010 TOTAL</th>
<th>2010 %</th>
<th>2010-2011</th>
<th>2005-09 AVG</th>
<th>2005-09 AVG %</th>
</tr>
</thead>
<tbody>
<tr>
<td>County Government</td>
<td>181</td>
<td>37.5%</td>
<td>181</td>
<td>40.0%</td>
<td>—</td>
<td>213.2</td>
<td>42.1%</td>
</tr>
<tr>
<td>Private Firm</td>
<td>111</td>
<td>23.0%</td>
<td>110</td>
<td>24.3%</td>
<td>+1</td>
<td>128.2</td>
<td>25.3%</td>
</tr>
<tr>
<td>Municipal Government (City, Village, Township)</td>
<td>37</td>
<td>7.7%</td>
<td>42</td>
<td>9.3%</td>
<td>-5</td>
<td>43.2</td>
<td>8.5%</td>
</tr>
<tr>
<td>Educational or Research Institution</td>
<td>38</td>
<td>7.9%</td>
<td>33</td>
<td>7.3%</td>
<td>+5</td>
<td>30.6</td>
<td>6.0%</td>
</tr>
<tr>
<td>State Government</td>
<td>45</td>
<td>9.3%</td>
<td>31</td>
<td>6.9%</td>
<td>+14</td>
<td>30.4</td>
<td>6.0%</td>
</tr>
<tr>
<td>Regional Planning Commission</td>
<td>11</td>
<td>2.3%</td>
<td>14</td>
<td>3.1%</td>
<td>-3</td>
<td>17.6</td>
<td>3.5%</td>
</tr>
<tr>
<td>Student</td>
<td>6</td>
<td>1.2%</td>
<td>13</td>
<td>2.9%</td>
<td>-7</td>
<td>14.6</td>
<td>2.9%</td>
</tr>
<tr>
<td>Federal Government</td>
<td>8</td>
<td>1.7%</td>
<td>9</td>
<td>2.0%</td>
<td>-1</td>
<td>7.8</td>
<td>1.5%</td>
</tr>
<tr>
<td>Utilities</td>
<td>4</td>
<td>0.8%</td>
<td>6</td>
<td>1.3%</td>
<td>-2</td>
<td>7.6</td>
<td>1.5%</td>
</tr>
<tr>
<td>Individual</td>
<td>5</td>
<td>1.0%</td>
<td>4</td>
<td>0.9%</td>
<td>+1</td>
<td>2.6</td>
<td>0.5%</td>
</tr>
<tr>
<td>Professional Association</td>
<td>1</td>
<td>0.2%</td>
<td>3</td>
<td>0.7%</td>
<td>-2</td>
<td>4.2</td>
<td>0.8%</td>
</tr>
<tr>
<td>Tribal Government</td>
<td>1</td>
<td>0.2%</td>
<td>3</td>
<td>0.7%</td>
<td>-2</td>
<td>5.8</td>
<td>1.1%</td>
</tr>
<tr>
<td>School District</td>
<td>2</td>
<td>0.4%</td>
<td>2</td>
<td>0.4%</td>
<td>—</td>
<td>—</td>
<td>—</td>
</tr>
<tr>
<td>Non-Governmental Organization</td>
<td>3</td>
<td>0.6%</td>
<td>1</td>
<td>0.2%</td>
<td>+2</td>
<td>1.2</td>
<td>0.2%</td>
</tr>
<tr>
<td>Joint Government Entity</td>
<td>2</td>
<td>0.4%</td>
<td>—</td>
<td>—</td>
<td>+2</td>
<td>—</td>
<td>—</td>
</tr>
<tr>
<td>Other</td>
<td>28</td>
<td>5.8%</td>
<td>—</td>
<td>—</td>
<td>+28</td>
<td>—</td>
<td>—</td>
</tr>
<tr>
<td><strong>TOTAL</strong></td>
<td><strong>483</strong></td>
<td></td>
<td><strong>452</strong></td>
<td></td>
<td><strong>+31</strong></td>
<td><strong>507</strong></td>
<td></td>
</tr>
</tbody>
</table>
The legislative committee was pretty active all year however the fall of 2011 appeared to be a particularly busy time for the WLIA legislatively. Obtaining the services of a lobbyist for consultation and advice during this time period proved extremely valuable. Below are brief narratives of the major issues, actions and activities of the legislative committee.

**PROPOSED AMENDMENTS/ADDITIONS TO 16.967(7) AID TO COUNTIES**

During the month of September elements of the Legislative Committee and the Land Information Officer’s Network actively worked on a LION initiative to draft legislation to increase and legislatively protect the base budget and educational grants. A final version of this proposal was completed on Oct. 3, 2011.

**AB303/SB225**

On October 5, 2011 Assembly Bill 303 was introduced. On Oct. 6, 2011 Senate Bill 225 was introduced. AB303/SB225 had the potential of adversely affecting program funding. The WLIA Legislative Committee provided a Legislative alert to members on October 7th encouraging members to contact their local legislators. AJ Wortley and Kelly Felton attended a hearing and presented testimony on October 11th. It was apparent to AJ and Kelly that your voices were heard as some of the committee members mentioned the Wisconsin Land Information Program in opening statements prior to testimony. An amendment was offered on Oct. 17 that attempts to clarify the monies received by the department under s. 59.72(5)(a), for the land information program. AB303 was to go for a vote before the Committee on Urban and Local Affairs on Oct. 18, however as per request of the author the bill was pulled. Since the bill was pulled, two more amendments have been offered. We continue to monitor the progress of this bill closely.

**2011-12 DEPARTMENT OF ADMINISTRATION LAPSE PLAN**

On Dec. 23, 2011 Department of Administration Secretary Huebsch sent his recommendations to the Joint Committee on Finance for FY2011-12 lapses which included a 1.9 million dollar lapse from the Land Information Program. Since the release of the proposed lapse plan the WLIA President and members of the WLIA Legislative Committee have been actively working with our lobbyist, LION and DOA personnel collecting information concerning this devastating proposal. On Jan. 4, 2012 a letter was sent to Secretary Huebsch from the Co-Chairs of the Joint Committee on Finance, Senate Chair Alberta Darling and Assembly Chair Robin Vos, indicating an objection has been raised to the 2011-12 lapse plan proposal. On Jan. 6, 2012 the Legislative Committee sent out another legislative alert appealing to the membership to again contact their elected officials. A formal statement from the WLIA to the Co-Chairs of the Joint Committee on Finance was sent on Jan. 6 also. If and when a hearing is scheduled and the public is given an opportunity to testify representatives of the WLIA will be in attendance to offer testimony.

**DEPARTMENT OF ADMINISTRATION MEETINGS**

Throughout 2011 monthly meetings with DOA, WLIA and LION have been ongoing directed toward the management of the WLIP and the legislative issues mentioned above.

**OTHER LEGISLATIVE COMMITTEE ACTIVITIES**

A subgroup of the Legislative Committee spent time earlier this year reviewing the mission of the standing committee on legislative issues within WLIA Administration Manual and the process by which the WLIA selects lobbying and political consulting services. Final drafts of proposed changes to the administrative manual and the addition of the process by which the WLIA selects lobbying and political consulting services were forwarded to the WLIA Board for review on Oct. 5.

Another subgroup has been working on a formal “advocacy agenda” proposal for the WLIA. This is still an ongoing process and a work in progress.
Mission Statement: The committee shall promote WLIA and build awareness of the organization through multiple communication channels to WLIA members and the public.

WLIA WEBSITE

The website continues to grow with new enhancements and functionality. This fall we upgraded the database that powers the website to Affiniscape’s Members 360 which provides more efficient membership management and conference registration tools. Users will notice improved access to their payment and conference registration histories which will help when applying for GISP certification. We have also created a presence on social media outlets like Facebook and Linkedin to post information to WLIA members and non-members alike.

You can find us on Facebook at Facebook.com/WisconsinLandInformationAssociation and LinkedIn at http://linkd.in/WisconsinLandInformationAssociation

WLIA WEBSITE

The exhibit booth plays an important role in reaching out to other organizations and to expand the WLIA’s visibility. Volunteering to help with the exhibitor booth is a fantastic way to attend a conference that your work budget won’t allow for. Please check the ‘Volunteer Opportunity’ section of the webpage for a list of potential conferences or contact us with an idea of your own.

This year the WLIA booth was present at the following:

- Wisconsin Register of Deeds Association
- Wisconsin Counties Association
- Wisconsin Economic Development Association
- National Emergency Number Association – Wisconsin Chapter
- ESRI Wisconsin User Group
- Wisconsin Society of Land Surveyors

Also, WLIA presented at the WI-NENA Conference. A special thanks to Justin Conner

Other events that we had to cancel due to lack of volunteers:

- Wisconsin Crime Information Bureau
- League of Wisconsin Municipalities
- Wisconsin Towns Association
- Wisconsin Digital Government Summit
IID. SCHOLARSHIP COMMITTEE

DAMON ANDERSON MEMORIAL SCHOLARSHIP COMMITTEE — KELLY FELTON (CHAIR), TONY BELLOVARY, JUSTIN CONNER, ANDREA FAGAN, PETE MILLER, JON SCHWichtenberg, BILL SHOCKLEY

Mission Statement: The Scholarship Committee shall coordinate the Damon Anderson Memorial Scholarship Program.

The Scholarship Committee awarded four $1,000 scholarships in 2011 to Students who are studying geography, land records, or a related field. The 2011 Scholarships were awarded to: Marlee Crave, UW-La Crosse; Daryn Hardwick, UW-Stevens Point; Carly Mertes, UW-Madison, Brad Willems, UW-Milwaukee.

Scholarship recipients also receive a one year WLIAs student membership, free registration to the WLIAs Annual Conference and recognition at the annual conference.

SILENT AUCTION

The scholarship program is funded by a silent auction that is held each year at the annual conference. Auction items are donated by individuals and business members. The 2011 Silent Auction raised over $5,000.00 for the scholarship program. Based on the balance in the scholarship fund and the money raised at the 2011 Silent Auction, the committee decided to award four $1,000 scholarships in 2011.

SCHOLARSHIP APPLICATION

In the application for the scholarship, applicants are asked to list any academic honors or leadership positions they have held, their career goals for the first five years after completing their education and why they believe they are the best candidate to receive the Damon Anderson Scholarship Award. Applicants are also evaluated on their academic achievements, extracurricular activities, financial need and recommendations from their advisors or professors.

WISCONSIN LAND INFORMATION ASSOCIATION FOUNDATION

We have now established the WLIAs Foundation, Inc. which is tax-exempt under IRC Section 501(c)(3). The Foundation utilizes 100 percent of funds obtained from the silent auctions, private donations and other fundraising activities to award the Damon Anderson Memorial Scholarships.
The Nominations Committee is chaired by the past president and charged with seeking nominations from the membership for individuals to serve on the WLIA Board of Directors. The committee then develops a slate of candidates to be included on the election ballot for the President-Elect and Board of Directors positions. The committee fulfilled that charge and submitted a slate of candidates (one nominee for President-Elect and thirteen nominations for the Board of Directors) to the WLIA Board of Directors in January 2012.

The Nominations Committee used the following criteria or policy to screen the nomination for office:

1. The candidate must be willing to serve for the required two-year term. The president-elect must commit to three years.
2. Nominations must include a biography in the form of a personal profile which will accompany the ballot mailing to the membership prior to the annual conference.
3. The committee shall evaluate nominations based upon their profiles and
   a. Consideration given to outgoing board members who run for re-election (promotes continuity and institutional memory);
   b. The nominees should represent a cross section of our state’s geography, interests, professions and those of state and local government;
   c. The nominees should represent diversity while promoting participation from the membership;
   d. If willing to serve, the nominees’ place of work has agreed to allow the nominees to participate;
4. The nominee must be a member of WLIA in good standing prior to being nominated.
The Awards Committee is chaired by the past president and is responsible for the solicitation of award nominations from the general membership. The committee received several nominations and the recommendations were presented to the Board of Directors in January 2012. The awards are presented annually at the awards luncheon on the last day of the annual conference.

OUTSTANDING CONTRIBUTION AWARD

The Outstanding Contribution Award is given to an individual or an organization that is a WLIA member and has made a substantial contribution to WLIA activities or the Wisconsin Land Information Program (WLIP).

FRIENDS OF LAND RECORDS AWARD

The Friends of Land Records Award is given to an individual or organization that is not a WLIA member and has contributed to the success or advancement of land records modernization in Wisconsin.

ALLEN H. MILLER AWARD

The Allen H. Miller Sustained Service Award is given to an individual or organization that demonstrates sustained service to WLIA and the WLIP, through continued exemplary contributions. The Allen H. Miller Sustained Service Award is named after our first President and continuing friend and supporter.

LOCAL GOVERNMENT ACHIEVEMENT AWARD

The Local Government Achievement Award is given to a local, municipal, town, county, tribal government or consortium that has used WLIP funding to further land records modernization in such a way as to exemplify the goals for the WLIP in one or all of the following areas:

- Innovative and efficient use of resources (bang for the buck)
- Local data with statewide accessibility
- Cooperative/creative agreements

In addition, there are other awards given out each year.

PRESIDENT’S AWARD

The President’s Award is one of the highest awards available. It is a meritorious award given at the President’s discretion.

DISTINGUISHED SERVICE AWARD

The Distinguished Service Award is given to outgoing board members including past president in general recognition of their service to WLIA.
Wisconsin Land Information Association 2011 Annual Report

IIG. TECHNICAL ISSUES AND INFORMATION POLICIES COMMITTEE

WILLIAM COZZENS AND ANDY HESS (CO-CHAIRS),
IAN GRASSHOFF, JAY YEARWOOD, HOWARD VEREGIN, BILL SHOCKLEY AND LISA MORRISON

Mission Statement: The primary mission of the Committee on Technical Issues and Information Policy (TIIP) is to establish task forces to study land information issues and provide a forum for examining new land information ideas.

The TIIP Committee is actively monitoring and will be reporting throughout the year on various WLIA related projects currently underway in our state. We will also be working in conjunction with the education and conference committee to help in the technical needs of developing workshops and training material for annual and regional conferences.

Standards Review — Added parcel crosswalk to the standards review portfolio available on the WLIA website. This is the crosswalk distributed by the GIO to facilitate the initial parcel intake process into the state GIO repository. The committee will be working with the WLIA community and Parcel Data Modeling workgroup for assistance in filling out the crosswalk table from the local data models.

Wisconsin Land Survey Network — The committee will be looking at the pilot project and examining how the WLIA community and TIIP committee could assist in the acquisition process of authoritative local survey control. Tim Kennedy (State Cartographers Office) will be discussing this project in the 8:15am Friday session, 11A – Building a statewide PLSS database.

MCD data exchange — The committee will be posting the progress report of the MCD group and will follow up with the recommendations of the panel meeting at 2:30 on Thursday, P2 – WLIA Minor Civil Divisions (MCD) and school district panel discussion.

Membership survey — A survey is being formulated to help direct the committee on technical and policy issues that need to be addressed. This will also contain questions that will help the committee investigate possible future taskforce and workgroup ideas.


ArcGIS.com online — A group account will be freely available to author and share maps/applications/tools from the data producers. This is a great way to promote maps and applications your organization has released and could be an incubator for further discussion on what’s next in map production, web services and creating local toolsets.

Data Sharing Workgroup — Will report at the annual conference.

Parcel Data Model Taskforce — Will report at the annual conference.
Mission Statement: The Committee shall develop and help others to develop educational programs and materials on land information issues.

The committee’s primary responsibilities for the last year have been coordinating regional meetings. Special focus on outreach and advertising educational opportunities was a primary goal for the year.

2011 Annual Conference

Feb. 16-18, 2011 at the Monona Terrace Convention Center, Madison
Attendance: 492
The theme of the 2011 conference was “Embracing the Wisconsin Idea – Integrating our Efforts, Extending our Reach.”
There were seven half-day workshops including:
- Workshop 1A (Half Day Morning) & 1B (Half Day Afternoon) - 2011 Boundary and Annexation Survey (BAS) Workshop
- Workshop 2A (Half Day Morning) - Leveraging the Power of Mobile GIS
- Workshop 2B (Half Day Afternoon) - Managing GIS Data and Field Inventory Information with GPS and ArcGIS Mobile
- Workshop 3A (Half Day Morning) - Visual Impact Assessment using Viewshed Analysis with LiDAR data - Steenbock Library
- Workshop 3B (Half Day Afternoon) - Using ArcHydro - Steenbock Library
- Workshop 4A (Half Day Morning) - What’s New in ArcGIS 10 Desktop
- Workshop 4B (Half Day Afternoon) - Local Redistricting in Wisconsin

There were 75 presentations in 12 different tracks including:
- County/Municipal Track
- Natural Resources Track
- Coastal Zone/Hazards Track
- Elevation/ LiDAR Track
- Technology- Mobile & Services Track
- Technology-Server GIS Track
- Cooperative Efforts Track
- History, Preservation, Humanities Track
- Federal Partnerships- Orthoimagery Track
- Land Surveying Track
- Applied Research Track
- Transportation & Routing Track

2011 Regional Meeting Highlights

May 17-18, 2011 at the Radisson Hotel, LaCrosse, WI
Attendance: 79
The theme of the 2011 spring meeting was “Traversing the Surveying and Land Information Connection.”

The goal of the meeting was to join members of our Land Information community and the Surveying community to discuss important issues currently facing both groups in Wisconsin.

The first day was comprised of presentations including the History of PLSS in Wisconsin, PLSS Inventory Status & Access in Wisconsin, Wood County Surveyor’s Office status, The NSRS and Real Time GPS Networks, Surveying Equipment Hands on Demo, Surveyors Modernization Bill Discussion, CAD to GIS Conversion, and Parcel Mapping Experiences and Lessons Learned.
The second day wrapped up with additional Parcel Mapping discussion, Land Records Management with ArcGIS 10, and a panel discussion focused on A Spectrum of Parcel Mapping Throughout Wisconsin.

The social event on Thursday night was a Mississippi River Boat Outing on the Mississippi Explorer.

**Oct. 27-28, 2011 at the Bridgewood Resort Hotel & Conference Center, Neenah, WI**

Attendance: 79

The theme of the 2011 fall meeting was “Using GIS to Benefit Economic Development.”

The goal of this meeting was to identify some of the current ways in which GIS can be used to assist in economic development planning as well as try to generate some interest in WLIA by inviting a new group of people to join us.

The first day was comprised of presentations including topics involving the American Fact Finder Application, Census Data and Geospatial Analysis, Spatial Analysis Services (UW-Whitewater), the Locate in Wisconsin Application, ESRI’s Community & Business Analyst and the Eagi Economic Development Locator.

The second day included sessions on the Statewide Economic Development Program, Advance Partnership, Use of GIS in Engineering and Development, GIS and Regional Planning and Strategies for Economic Growth in the Madison Region.

The social event on Thursday night was a fun-filled night of bowling, food and camaraderie at Fox Valley Lanes.

All presentations from the Regional Meetings can be accessed by members on the WLIA website [www.wlia.org](http://www.wlia.org), under Events>Past Events

**WLIA 2012/2013 EDUCATION VENUES**

The locations and dates are already reserved for the WLIA 2012 Regional Meetings and 2013 and 2014 Annual Conference. The incoming WLIA Board and Education Committee will be identifying the educational topics of timely interest to its members.

**2012 Spring Regional — The Pointe Resort in Minocqua, May 16-18**

**2012 Fall Regional — In conjunction with EWUG-Paper Valley in Appleton**

**TARGETS FOR THE 2012 EDUCATION COMMITTEE**

- Keep the website updated with educational opportunities and conference recaps in a timely manner
- Continue to utilize Facebook and LinkedIn as venues for sharing information
- Review the possibility of sending out a newsletter again
- Continue sharing information with the membership on GISP opportunities
- Solicit feedback from the membership about topics of educational interest
- Utilize feedback and results from a post conference survey to plan future education
III. SECRETARY’S REPORT

ANNUAL TOWN MEETING MINUTES, FEB. 17, 2011
MONONA TERRACE CONVENTION CENTER, MADISON, WI

I. Call to Order
AJ Wortley, WLIA President, called the WLIA Annual Town Meeting to order at 12:50 p.m.

II. Scholarship Recipients
The four $1,000 Damon Anderson Scholarship winners were announced; Brad Willems at UW Milwaukee, Carly Mertes at UW Madison, Marlee Crave at UW La Crosse and Daryn Hardwick, UW Stevens Point/St. Cloud State University. Scholarship dollars were made available from the proceeds from the silent auction held at the 2010 WLIA Annual Conference. Each recipient will be pursuing a degree in a land information field, and each of them demonstrated leadership, involvement in extracurricular activities, and outstanding academic success.

III. President’s Report
AJ thanked and recognized all sponsors of the conference especially Ayres Associates for their sponsorship of the entire Opening Reception. Conference statistics were 492 total participants, 154 workshops sold, 38 booths with 106 exhibitors. He mentioned there were 132 responses to the survey on the WLIA Strategic Plan update.

IV. Treasurer’s Report
AJ referred those present to the Treasurer’s report in the Annual Report, and stated that the association ended 2010 in the black by over $5,000.
Motion: to accept the Treasurer’s report as presented (Conner, Dittmar) motion carried.

V. Secretary’s Report
AJ referred to the minutes of the 2010 Annual Town Meeting as provided in the Annual Report.
Motion: to approve the 2010 Annual Town Meeting minutes as presented (Dittmar, Lacy) motion carried.

VI. Committee Annual Reports
Written reports were provided in the 2010 Annual Report in the conference packet.

VII. Old Business – None

VIII. New Business - None

IX. Adjournment
With no further business to come before the WLIA membership at the 2011 Annual Town Meeting, there was a
Motion: to adjourn (Conner, Lacy) motion carried.

Submitted by:
Ann Barrett
Executive Services Manager
III. SECRETARY’S REPORT

GENERAL MEMBERSHIP MEETING MINUTES, MAY 17, 2011
RADISSON HOTEL, LA CROSSE, WISCONSIN

I. Call to Order

II. President’s Report

Motion: to approve the minutes from the October 21, 2010 general membership meeting (Conner, Avoles) motion carried.

The board planning meeting was held last month which inspired a good deal of committee work.

We have 82 people registered for this spring regional.

III. Treasurer’s Report

a. AJ reported the current net worth of WLIA is $127,879.15.

IV. Committee Reports

a. Technical

1. Bill Cozzens and Andy Hess are co-chairs. The committee had a conference call last week to discuss working on the parcel working group and data sharing. They will poll the membership for other ideas to work on and all are welcome to join the committee. Another idea for the committee is to review the standards.

b. Communication

1. Justin Conner reported that the website will be updated this fall to a new format and membership database. Ian Grasshoff and Jay Yearwood will also be on this committee. There is a newsfeed and a link to the Facebook page on the website in order to communicate with members.

2. This committee is also in charge of the traveling booth. Please help staff the booth at the various organization conventions if possible. The next conference is the Wisconsin Register of Deeds in Waupaca in early June. More shows coming up are WI Counties and WI Towns in the fall.

3. The newsletter is being reviewed including the formats and a task force was formed to review this.

c. Membership

1. AJ reported that we currently have 465 members and our new website format will have a better and more user-friendly database.

d. Education

1. Sue McDonald reported that she is co-chair of this committee. Topic for the fall meeting is economic development and will be held at the Bridgewood Resort in Neenah. Another focus is information on education for credit for certification. The committee sent out a solicitation for articles for the newsletter asking anyone with information of interest or articles that we could reprint with permission.

e. 2012 Annual Conference

1. Jon Schwichtenberg is the chair of the 2012 convention committee and the committee will meet Wednesday morning. May use the UW Stevens Point facilities for workshops, K-12 may be a topic and they are working on a theme. This is WLIA’s 25th conference anniversary. Dates are Feb. 15-17, 2012.

f. Legislative

1. Kelly reported that the new committee was formed in early May with Steve Geiger and Kelly Felton as co-chairs. Working on a strategy to review an alternate committee direction. One sub-group of the committee will work on the legislative issues and the other will draft an advocacy agenda for the board. Trying to reach out to the Republican side of the legislature since both the house and the assembly are Republican. The new DOA Intergovernmental Relations representative is Scott Wilson.

g. Nominations, Awards and Scholarship

The work on nominations and awards will take place in the fall but the scholarship application was sent to universities across the state. The deadline to receive applications is July 1, 2012. This scholarship can go to undergraduate and graduate students.

V. Adjournment

Motion: to adjourn (Conner, Borlick) motion carried (1:09 p.m.).

Minutes submitted by Ann Barrett, Executive Services Manager
III. SECRETARY’S REPORT

GENERAL MEMBERSHIP MEETING MINUTES, OCT. 27, 2011
BRIDGEWOOD HOTEL, NEENAH, WISCONSIN

I. Call to Order

II. President’s Report

Membership is at nearly 480 with the current net worth of WLIA is healthy at $106,240.46. Working to co-locate the WLIA Fall regional and the EWUG conference in 2012. Attended the President’s Council meeting of several related organizations and would like to attend their conferences. There was a lot of good sharing among the groups about their legislative initiatives and the flat fee. Question as to can we dedicate that $5 that some counties will lapse to provide GIS education. Perhaps this fund would help with the statewide dataset.

III. Committee Reports

a. Technical

Bill Cozzens working with DATCP and DNR etc to obtain data sets. Also working with GIO. Several sessions at the EWUG conference will be on local government models and parcel presentations. Working toward a data repository. Please encourage the folks in Madison to move this forward.

b. Communication

1. Justin Conner reported that there has been a lot of work behind the scenes on the website that will be updated this fall to a new membership database.

2. This committee is also in charge of the traveling WLIA booth. Did participate in the WCA, WI NENA, and WI ROD conferences. We will be at the WSLS conference in January. Let us know if there is a show you’d like to take the booth to.

c. Membership

1. Howard said the committee has focused on the membership database and getting that where we want it to be. There were 452 members at the end of 2010 and we are now at 477. Individual numbers remain the same but organization members are increasing. County government is at 182 and is the largest single category, though down from a 5-year average of 210. State government members are up 50 percent.

d. Education

1. Sue McDonald announced that the primary duty of the committee is to put together the agenda for the regional meetings. An online survey will follow the meeting. Economic development is a new topic for us and it is great seeing the new people who have come. There is still room for the bowling activity this evening.

e. 2012 Annual Conference

1. Jon Schwichtenberg reported the next conference will be the 25th anniversary of WLIA. Dates are Feb. 15-17, 2012. Have computer labs available for workshops at UW Stevens Point thanks to Doug Miskowiak. Let us know if you have topic ideas for the workshops at the annual. Ed Crane will be one of our keynote speakers. Want to highlight what we’ve done the past 25 years and what we are focusing on for the future.

f. Legislative

1. Kelly and AJ reported on the AB 303 bill.

g. Nominations, Awards & Scholarship

The work on board nominations and awards will take place in the next month.

IV. New Business

New business – none.

V. Adjournment

Motion: to adjourn (Conner, Reek) motion carried (1:38 p.m.).

Minutes submitted by Ann Barrett, Executive Services Manager
## IV. TREASURER’S REPORT

### 2011 FINANCIALS AND 2011 BUDGET

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<tr>
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<th>2009 YEAR ACTUAL</th>
<th>2010 YEAR ACTUAL</th>
<th>2011 YEAR ACTUAL</th>
<th>2011 APPROVED BUDGET</th>
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<tr>
<td><strong>REVENUE</strong></td>
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<tr>
<td>Convention</td>
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<td><strong>TOTAL REVENUE</strong></td>
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<td>132,153.92</td>
<td>134,817.48</td>
<td>123,500.00</td>
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</tbody>
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|                      |                  |                  |                  |                      |
| **EXPENSES**         |                  |                  |                  |                      |
| Admin Services       | 19,998.00        | 19,998.00        | 19,998.00        | 19,998.00            |
| Regional Meetings    | 9,715.49         | 13,576.19        | 9,497.20         | 10,000.00            |
| Convention Admin Svcs| 19,998.00        | 19,998.00        | 19,998.00        | 19,998.00            |
| Awards               | 1,313.24         | 1,170.00         | 1,942.50         | 1,200.00             |
| Hotel                | 4,381.11         | 4,393.80         | 0.00             | 3,000.00             |
| Food & Bev           | 32,430.57        | 26,692.02        | 41,273.00        | 33,000.00            |
| Printing             | 3,464.99         | 5,570.16         | 6,779.79         | 5,000.00             |
| Postage              | 0.00             | 95.48            | 16.82            | 100.00               |
| Speakers             | 1,100.00         | 250.00           | 0.00             | 1,000.00             |
| Supplies             | 73.88            | 2,753.10         | 1,776.53         | 2,500.00             |
| Workshops            | 1,800.00         | 0.00             | 0.00             | 0.00                 |
| Exhibits             | 3,877.14         | 4,393.80         | 1,881.08         | 2,000.00             |
| Other                | 2,260.08         | 8,774.87         | 4,375.91         | 3,750.00             |
| Convention subtotal  | 70,699.01        | 72,873.37        | 78,043.63        | 71,548.00            |
| Bd of Directors      | 1,496.09         | 1,070.98         | 865.81           | 1,250.00             |
| Committees/Task Forces| 0.00            | 64.49            | 167.84           | 500.00               |
| Lobbyist/Ethic Bd    | 14,025.00        | 2,900.00         | 9,325.00         | 9,000.00             |
| Misc/Elan fees       | 4,918.99         | 5,270.81         | 4,570.97         | 4,500.00             |
| Postage              | 18.97            | 17.35            | 97.29            | 25.00                |
| Printing             | 460.68           | 372.67           | 602.51           | 500.00               |
| Web Dvlpmnt/Maint    | 960.00           | 5,687.30         | 4,664.95         | 3,120.00             |
| Scholarship Fund     | 2,000.00         | 0.00             | 0.00             | 0.00                 |
| Foundation           | 0.00             | 2,085.00         | 0.00             | 0.00                 |
| D & O Insurance      | 0.00             | 825.00           | 825.00           | 825.00               |
| Telephone and Fax    | 2,086.36         | 1,660.17         | 1,972.25         | 2,000.00             |
| **TOTAL EXPENSES**   | 126,388.59       | 126,401.33       | 130,630.45       | 123,616.00           |

|                      |                  |                  |                  |                      |
| **EXCESS REVENUE**   | 10,593.52        | 5,752.59         | 4,187.03         | -116.00              |
Wisconsin Land Information Association 2011 Annual Report

V. 2011-12 WLIA BOARD OF DIRECTORS

President
AJ Wortley ........................................State Cartographer’s Office

President-Elect
Jon Schwichtenberg ..............................SEH

Past President
Kelly Felton ........................................Sauk County

Directors
Brad Bastian .....................................Outagamie County
Justin Conner ....................................Wood County
William Cozzens III ............................Waukesha County
Steven E. Geiger .................................Polk County
Ian Grasshoff ...................................Waupaca County Land Info
Andrew Hess ....................................Calumet County
Sue McDonald, GISP ...........................Applied Data Consultants, Inc
Lisa A. Morrison ................................Wisconsin DATCP
Jennifer Reek ...................................City of Brookfield
Bill Shockley .................................Winnebago County Land & Water Conservation Department
Howard Veregin ...............................UW-Madison, State Cartographer’s Office
Jay Yearwood ...................................City of Appleton