



## THE IMAGING & GEOSPATIAL INFORMATION SOCIETY

~The Rocky Mountain Compiler~

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### National Director's Report

"Tain't no pleasure trip whar those coots is headin."  
(Wagons Westward, by **Armstrong Sperry**, Chapter 1, *Where the Trail Began*, pg. 5. John C. Winston Company, 1936)

As we embark on 2011, I thought it appropriate to communicate the ASPRS strategic planning process and the resulting draft ASPRS Strategic Plan provided below. First some background. Strategic planning at ASPRS is a responsibility of the Executive Committee of the ASPRS National Board of Directors (BOD). A listing of those who serve on the Executive Committee can be found at [www.asprs.org](http://www.asprs.org). A reviewable draft of the Plan was circulated to the National BOD last fall and was brought up for a vote of approval before the BOD in Orlando last November. I requested the opportunity to circulate the draft to the RMR prior to a vote for approval. My request was accommodated by the BOD. All Regions have this opportunity now, but I suspect few will choose to do so. Any comments will be greatly appreciated. I am most interested in missing components and suggestions to collapse the multiple goals/objectives and simplify the presentation of this Plan. Also the element of time is missing...Is this a 5-year Plan? I am going to suggest that this become a living document that is examined annually, that objective metrics of success are defined and that a detailed plan be prepared with actionable objectives and measurable metrics as a supplement. ASPRS needs to be transformed

and this initiative needs to be more than symbolic. Given our decline in membership, the demographics of our current membership and competitive nature of achieving candidate member mindshare, the time is now to seize the day. **This Plan and the associated process have been undertaken to pump life into the Society, and to create and maintain a collective sense of urgency.** I suggest you reference [Goals vs Objectives](#) for a semantic framework which may aid in your review. I believe ASPRS is at a tipping point and this Plan, and other forward-leaning initiatives underway such as the suggestion by Lewis Graham to form a LiDAR Division, are critical to the relevance of the organization. Our members live in a geospatial operational habitat where a "triple convergence" is underway (see [The World is Flat](#) by **Thomas L. Friedman**; Farrar, Straus and Giroux; 2005). That is, (1) there are new geospatial "players;" (2) there is a new geospatial "playing field" — the internet; and (3) there are new processes for "horizontal" geo-collaboration which do not conform to the ways of the past. ASPRS seems at times to be losing

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ground on membership engagement and needs to pick up the pace or we will become marginalized in the triple convergence transformation underway.

Please review the draft ASPRS Strategic Plan below and forward your comments to me by February 9, 2011 at [jyoung@lizardtech.com](mailto:jyoung@lizardtech.com). This draft has been through several iterations of the Executive Committee of the ASPRS BOD.

**Jeffrey M. Young**

National Director, ASPRS RMR

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## ASPRS Strategic Plan

*December 2010, Version 5*

### Vision

The American Society for Photogrammetry and Remote Sensing promotes accurately described and widely available imaging and geospatial information that is broadly applied to improve the analyses and decisions necessary to sustain and enhance the global quality of life.

### Mission

The mission of the American Society for Photogrammetry and Remote Sensing is to promote the ethical application of active and passive sensors, the disciplines of photogrammetry, remote sensing, geographic information systems, and other supporting geospatial technologies; to advance the understanding of the geospatial and related sciences; to expand public awareness of the profession; and to promote a balanced representation of the interests of government, academia, and private enterprise.

### Goals/Objectives

#### 1. INCREASE OUTREACH, AWARENESS, AND USE OF IMAGING AND GEOSPATIAL INFORMATION

1. Sponsor forums to promote collaboration between end users and geospatial experts to match data and technology to applications and solutions.
2. Prepare materials and presentations that encourage spatial thinking through the inclusion of geospatial sciences in K-12 educational curricula.
3. Promote the use of geospatial technology throughout a wide range of higher education programs.
4. Create and maintain effective relationships with other geospatial organizations and associations.
5. Increase the public awareness of ASPRS and continuously improve our media presence.

#### 2. CONTRIBUTE TO THE DEVELOPMENT OF U.S. AND INTERNATIONAL GEOSPATIAL POLICY

1. Provide a clear and timely voice on policy and related issues that affect the vision, mission, goals and objectives of the Society.
2. Encourage and direct additional governmental funding for geospatial activities.

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3. Foster the use of policies for the procurement of geospatial services that recognize professional qualifications.
4. Maintain a strong international presence through ISPRS and promote the transfer of open geospatial data, information technology, and associated skill sets to support developing nations.
5. Maintain a strong national presence through participation in COGO, ACCRES, UCGIS, NGAC and other national geospatial organizations.

#### 3. PROMOTE PROFESSIONAL EDUCATION, CERTIFICATION AND LICENSURE

1. Expand the Partners in Education Program.
2. Support development of model curricula in geomatics and geospatial sciences.
3. Promote the certification program.
4. Provide continuing education opportunities to serve needs of members and non-members.
5. Promote the use of the NCEES Model Law where licensing is required by states.
6. Develop a mentoring program for early career geospatial professionals.
7. Uphold and promote values consistent with ASPRS Code of Ethics.

#### 4. DEVELOP STANDARDS AND GUIDELINES FOR THE USE OF EMERGING GEOSPATIAL TECHNOLOGIES

1. Document data requirements for a broad spectrum of applications and solutions.
2. Maintain a leadership role in the development of guidelines and specifications for the use of sensors and the resultant data collected.
3. Expand ASPRS participation in national and international standards development committees.
4. Promote the understanding and use of published standards by producers and users of geospatial data.
5. Encourage adherence to standards for imagery and/or sensor source collection and processing.

#### 5. PROMOTE AWARDS AND SCHOLARSHIPS THROUGH THE ASPRS FOUNDATION

1. Fully endow all current awards and scholarships.
2. Increase the pool of qualified award and scholarship candidates and widely publicize each year's winners.
3. Expand the awards and scholarship program.
4. Promote the ASPRS Foundation to individual members, sustaining members and industry leaders.

#### 6. ENHANCE THE STRENGTH AND VALUE OF ASPRS PUBLICATIONS AND TECHNICAL PROGRAMS

1. Provide a strong professional journal and align publication topics with the information needs of the membership.

2. Maintain an efficient peer review process that serves the needs of authors and ensures high technical standards.
3. Ensure that all publications are widely promoted and easily accessible.
4. Provide meaningful forums for technical exchange, professional networking, and social interaction through national and regional conferences.
5. Provide a robust and diverse workshop program that serves the professional development needs of the membership and provides education and outreach to the non-member community.
6. Expand technical reach of ASPRS by disseminating information, data, documents, journals, etc., using electronic and online capabilities to the greatest extent possible.

#### 7. ENSURE CONTINUED ORGANIZATIONAL STRENGTH

1. Optimize governance of Regions and Chapters to promote effective and timely communications between all levels of the organization.
2. Ensure continuity and strength of leadership of regions, divisions, committees and ASPRS senior support staff through mentoring and succession planning.
3. Promote active regions, divisions, councils and committees, ensuring they have appropriate staff support to accomplish goals and fulfill requirements of governance.
4. Ensure the scope of staff support is sufficient, well-defined, and understood by all.

#### 8. STRENGTHEN ASPRS STUDENT PROGRAMS

1. Increase awareness of student awards and scholarships.
2. Support and encourage student participation in conferences.
3. Enhance visibility of student authors in ASPRS publications.
4. Encourage student chapters and a strong Student Advisory Council.
5. Promote student mentoring and networking opportunities.
6. Incorporate student input into Board meetings.

#### 9. INCREASE SOCIETY MEMBERSHIP

1. Ensure that membership recruitment is a top priority for all organizational elements of the Society and that the Membership Development Leader is fully supported.
2. Promote retention through clear articulation of benefits, value and relevancy of membership using effective outreach methods.
3. Develop a clearly-defined strategy to retain and expand membership, both within and beyond the

traditional fields of photogrammetry and remote sensing.

4. Embrace new and innovative membership recruitment methodologies.
5. Acknowledge and reward successful recruitment champions.
6. Specifically promote membership to demographically under-represented groups.

#### 10. ENSURE CONTINUED FINANCIAL STABILITY

1. Maintain conservative budgeting, careful monitoring of cash flow, and full transparency of all financial activities.
2. Maintain an efficient headquarters staff infrastructure.
3. Maintain a financially self-sufficient conference program.
4. Increase publication distribution and revenues.
5. Manage reserve funds in accordance with the Society's Investment Policy.

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### 2011 Board of Directors Election

It is time once again to elect the ASPRS-RMR Board of Directors for the new year, 2011. This is a golden opportunity for ASPRS-RMR members to participate in shaping the region, identifying initiatives and setting the priorities for ASPRS-RMR. This may be done by you nominating a candidate, volunteering for a position, or at a minimum voting for your favorite candidate. The slate of candidates and positions is listed below with their associated biographical sketches. As in years past, this election will be conducted by e-mail.

2011 Positions and Candidates for Nomination:

President – 1 year – **Jeff Liedtke**

Vice President – 1 year – **Ramesh Sivanpillai**

Treasurer – 1 year – **Roger Hanson**

Secretary – 1 year – **Eric Vossenkemper**

Regional Director (GIS in the Rockies) – 2 years – **Ralph Vomasse**

Regional Director (At-Large) – 2 years – **Michaela Buenemann**

#### *Nominee Biographies*

**Jeff Liedtke** holds B.A. degrees in Geography and Environmental Studies from the University of California at Santa Barbara and a M.S. Degree in Remote Sensing from Simon Fraser University, B.C., Canada. He has worked for several prominent companies leading technical sales, business development, product marketing and applications engineering. He started his career with the US Forest Service developing a GIS database in

mapping, hydrology, soils, geology, recreation, and fire management, producing maps for all land management prescription scenarios. Over his career, he has focused on extracting actionable information from geospatial data to address real-world applications. Developing appropriate products, information and solutions to make well-informed land, resource and asset management decisions continues to be his quest.

**Ramesh Sivanpillai** is an associate research scientist with the Wyoming Geographic Information Science Center (WyGIS) and Department of Botany at the University of Wyoming. He received his BS in Physics from Bharathiar University (India), MS in Environmental Studies and Policy from University of Wisconsin – Green Bay, and PhD in Forestry from Texas A&M University. His research interests include the application of remotely sensed data for land cover change analyses, crop and rangeland mapping, and locust pest habitat mapping. He has conducted remote sensing projects in the US and India, Mexico, Nicaragua, Kazakhstan, Uzbekistan and Russia. He has been a member of ASPRS since 1997.

**Roger Hanson** has been working in the geospatial industry for over 30 years and resides in Colorado Springs, Colorado. He received his Bachelor's Degree in Geography from the University of Northern Iowa in 1980 and has since worked in both the public and private sectors. Roger is a Certified Photogrammetrist and is also certified in the State of Oregon and Commonwealth of Virginia. He is also a Geographic Information Systems Professional (GISP). At the national level, Roger has been active as a member of the ASPRS / CSBRS Licensure Exam Development committee since 2005. For the last 20+ years, Roger has served as either project manager or resource manager for several major geospatial firms. Since 2007, he has served as Director of Operations for Merrick & Company's Geospatial Solutions Business Unit.

**Eric Vossenkemper** has been engaged in the profession of Land Surveying since 1986. He received a Bachelor of Science degree in Survey Engineering from Fresno State University in 1996. His education at Fresno State University included coursework in Surveying, Photogrammetry and GIS. From 2007 to 2009, he participated on the planning committee for the GIS in the Rockies conference. In his first year with the committee, he volunteered to be the database manager. During his second and last year with the committee, he was the volunteer website coordinator.

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**Ralph Vomaske** is a Certified Photogrammetrist who has served as Treasurer for ASPRS-RMR since winter 2010. He has been running his photogrammetric mapping company for the last 12 years in Lakewood. Prior to that, he worked eight years for private photogrammetric companies. Through the 1980s he worked for USGS National Mapping Division on quadrangle map production. His education includes a Bachelor of Arts in Geography from CSU Fresno.

**Michaela Buenemann** is an Assistant Professor of Geography at New Mexico State University, where she teaches a variety of courses, including Remote Sensing, Cartography & GIS, Geospatial Techniques for Natural Resource Assessment, Physical Geography, Southwestern Environments, and Field Explorations in Geography. She earned her Ph.D. in Geography from the University of Oklahoma in 2007, with a dissertation entitled "Quantifying the spatio-temporal dynamics of woody plant encroachment using an integrative remote sensing, GIS, and spatial modeling approach". Her current research focuses on assessing land degradation in drylands using geographic information science and technology, but she is also involved in other interdisciplinary and international projects (e.g., modeling dengue and chikungunya infection risk in Senegal). Michaela started new student chapters of ASPRS at the University of Arizona and at New Mexico State University. She is still serving as faculty advisor for the latter.

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## GIS and Remote Sensing Seminar in Fort Collins

We are looking for folks interested in presenting their work this semester in a 400-level seminar on GIS and Remote Sensing Applications. The seminar is held in Fort Collins on Mondays, 4-5pm, from 24 January until the semester is over in May. The seminar gives students an opportunity to see application for their studies. Last fall, the format was a 30-50 minute talk followed by discussion.

If you are interested, please respond with a topic and date(s) you are available and I will forward your information to the organizer.

Thank you.

**Carolyn Ownby**  
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 Center for Ecological Applications of Lidar  
 Colorado State University  
 Carolyn.Ownby@ColoState.edu  
 NESB A108  
 970-491-0491

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### Scholarships Awarded

Congratulations to the winners of the 2010 ASPRS-RMR Scholarship Awards!

#### **First Place Winners (each to receive \$1,500)**

**Adina Racoviteanu** – graduate student at University of Colorado

**Michael MacFerrin** – graduate student at CU

**Katherine Williams** – graduate student at University of Denver

#### **Second Place Winners (each to receive \$1,000)**

**Dennis McCarville** – graduate student at New Mexico State University

**Elizabeth Lynch** – graduate student at University of Wyoming

#### **Third Place Winners (each to receive a complimentary 1-year ASPRS student membership)**

**Jagath Vithanage** – graduate student at University of Wyoming

**Scott Jones** – graduate student at University of Denver

**Lane Carter** – undergraduate student at Colorado State University

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### Annual Dinner Announcement

Come celebrate our 62nd year as an ASPRS Region ... yes, 62nd year!

**Saturday, 29 January 2011**, is the ASPRS-RMR Annual Dinner at the renowned [Wellshire Inn](#) at 3333 S. Colorado Blvd, Denver. ~ *Reservations required* ~ Scholarships will be awarded to an engaging group of emerging professionals, and a diverse and engaged slate of new officers will be sworn in.

The planned agenda for the evening is as follows:

- 6:00 PM Arrival and Cocktails (Cash Bar)
  - 6:45 PM Welcome and Introduction of 2010 Board  
Brief Year in Review
  - 7:00 PM Dinner
  - After Dinner
    - Guest Speaker
    - Introduction of Student Scholarship Winners
    - Induction of 2011 ASPRS-RMR Board
    - Goals for 2011
  - 9:00 PM Closing
- The cost for dinner is \$30 per person.

To make a reservation, please contact **Jeff Young** by 25 January, by phone at 303-815-2254 (leave voice message) or email [jyoung@lizardtech.com](mailto:jyoung@lizardtech.com). Please send checks payable to ASPRS-RMR to:

ASPRS-RMR  
P.O. Box 280834  
Lakewood, CO 80228

*We look forward to seeing you there!*

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### Welcome New Members!

- Leandro Gonzalez
- Kerry Grant
- Brandon Krumwiede
- Stefan Leyk
- Sean Morgan
- Alma Pacheco
- Lyle Ruppert
- Emily Wheelock
- Katherine Williams

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### Nat Map Users Conf / GIS Workshp

USGS National Geospatial Program and the Office of Enterprise Information are sponsoring The **National Map (TNM) Users Conference** and the **Geographic Information Science (GIS) Workshop** to be held **May 10-13, 2011** in Lakewood, Colorado. This inaugural joint event will assemble a wide range of participants including scientists, managers and geospatial professionals from government, industry, academia and other organizations.

The focus of the TNM Users Conference will be on the role of The National Map in supporting science initiatives and data development. Participation by the private sector is welcome, especially from those who have worked with the USGS and would like to present information related to that work. The focus of the GIS Workshop will be learning specific techniques and concepts for using GIS in support of science. Presentations at the GIS Workshop should be educational and not solely product marketing.

Currently, the Conference Agenda Committee is encouraging the **submission of abstracts** for presentations, demonstrations, and posters. All individuals, including those from the private sector, who plan to attend the GIS Workshop and/or The National Map Users Conference, are invited to present talks, demonstrations, workshops, or posters on topics related to their geospatial activities. To be considered for presentations at the Workshop/Conference, please submit an abstract through the form below no later than January 31.

For more information, including abstract guidelines and the abstract submission form, see <http://nationalmap.gov/uc>