

President's Message -

Changes at ADC Enhance Customer Service

By Nick Stadnyk, ADC President

When we started ADC in 1996, our goal was to deliver the best GIS solution each time, and to treat our customers the same way we would want to be treated. This has always meant being willing to adapt to the changing needs of the clients we serve and the technologies we employ.

With nearly 50 employees between our Eau Claire headquarters and our Omaha branch, we have grown in size and in the services we offer, and it was time to reorganize to keep up with those changes.

In Eau Claire, we hired additional software engineers and GIS technicians, and created four new divisions: GIS Technology Division; ADZMAR Division (delivery route creation); Software Development Division; and the Web Administration Division.

We also created a Director of GIS Technology to oversee all of the technology employed at ADC, and to watch for emerging trends in technology. Ron Bruder, who has over a decade of experience at ADC, will serve in this new capacity.

In Omaha, Todd Wascher was hired in November 2007 as a new business development director. Todd comes to ADC as a U.S. Army Veteran with a decade of GIS and consulting experience. Since leaving the service, Todd has worked at the Joint Force Headquarters, the National Geospatial Intelligence Agency College, and Leica Geosystems. With this wealth of experience and enthusiasm, Todd will be an exciting addition to the ADC team.

Jason Haith joins our Omaha team also. Jason is a VB.net programmer and gives ADC another experienced programmer for its programming team. The remaining staff on-site at the Corps will remain unchanged.

These recent changes will help ADC continue to provide high quality and cost-effective GIS services to our existing customers as well helping us to develop new markets locally, throughout the Midwest, and across the nation.

Geospatial Decision-Making System Employed at the Milwaukee Public Schools

By Ron Bruder, Director of GIS Technology

Beginning in November, 2007, Applied Data Consultants (ADC) and Geographic Marketing Advantage (GMA) of Franklin, WI, collaborated to provide GIS design and implementation services to the Milwaukee Public Schools (MPS) system. The primary focus of the effort was to utilize ESRI database technology and web application services to enhance the district's existing "Mapping MPS" program.

The broad goal of the program was to make GIS data, and, specifically, focused map layers and digital cartographic products, available to administrators and other MPS decision makers in a simple and easy-to-use manner. To support this objective, they sought to broaden their small-scale implementation of ESRI GIS technology to be a more robust and organized system that would serve personnel organization wide.

The work by the ADC/GMA team with MPS consisted of three contracted phases between November 2007 and June 2008. With the support of staff from the two companies, MPS implemented an ArcGIS Server (AGS) solution that consisted of an Enterprise Geodatabase using ArcSDE technology within a Microsoft SQL Server database, and then spatial data services and applications using AGS and the available Web Application Development Framework.

The support team was heavily involved in the design and implementation of the MPS Geodatabase, which included many ArcSDE Spatial Views to allow incorporation of a large amount of data residing in non-GIS databases into GIS presentation and analysis. ADC staff also guided the design, installation, and configuration of AGS on MPS servers and trained MPS staff on proper management and administration of the software.

MPS staff were given supervision on the creation of AGS Map Services and initial AGS web applications. This consisted of onsite training in AGS Manager, as well as offsite customization work in the WebADF and ASP.NET.

MPS staff are currently using the AGS applications as the central component for a series of internal professional development training sessions on decision-making and GIS. Based upon feedback from the current session trainees and other MPS GIS staff, MPS plans to contract with the ADC/GMA team again this fall for additional AGS customization and consulting services.

Promotions, GISPs, New Hires and Division Heads Named

ADC has reorganized and created four new divisions to help the office operate more efficiently and effectively for both its clients and its employees.

The four new divisions are: GIS Technology Division; ADZMAR Division; Software Development Division; and the Web Administration Division.

Nick Stadnyk, President, and Jim Ward, CEO, said the new divisions mean promotions for several employees, in addition to hiring three new employees.

Division Details

• **David Peterson** has been promoted to Senior Web Administrator, and will pilot the Web Administration Division. He will work with counties and businesses on web site quality control. David has served in numerous capacities in his 10 years at ADC. He is a graduate of the Chippewa Valley Technical College with degrees in Computer Operations and GIS.



David Peterson

• **Levi Felling**, a graduate of the University of Wisconsin-Stout's Applied Mathematics program with a Software Engineering Concentration, has been promoted to Senior Software Engineer and will lead ADC's new Software Development Division, which includes a team of software engineers and web developers. Levi has been with ADC since 2004.



Levi Felling

• **Ross Kleiner** is heading up the ADZMAR Division, and is responsible for a project that will make telephone book delivery routes more efficient and cost-effective for one of ADC's largest clients. Ross recently received his Master's Degree from St. Mary's College in Winona, MN. Ross has been with ADC since 2003.



Ross Kleiner

• **Lori Liddell** is the Manager of the new GIS Technology Division. Lori has several years of experience in county government, including working as Land Records Coordinator for Trempealeau County prior to joining ADC. In her new position, Lori will supervise a team of GIS technicians on everything from parcel mapping to plat book creation.



Lori Liddell

Other Promotions

• **Ron Bruder**, a 10-year veteran of ADC, has been promoted to Director of GIS Technology. Ron also serves as Senior GIS Consultant for ADC. In Ron's new capacity, he will work to ensure that ADC continues to keep pace with new GIS developments and will provide expert GIS support to the new ADC Divisions, as well



Ron Bruder

Garden Grows Vegetables, Camaraderie and Healthy Habits For ADC Employees

When several employees requested a plot of ADC land to grow a garden, ADC founders Jim Ward and Nick Stadnyk didn't hesitate to grant their request.

Several ADC employees planted beans, corn, radishes, tomatoes, cucumbers and other as-

sorted vegetables on ADC-owned land, directly behind the office building in Eau Claire.

Ward and Stadnyk say the garden promotes camaraderie, as well as healthy lifestyles among the employees.

as to the Omaha branch. Ron has a Bachelor's Degree from Southern Connecticut State University.

• **Mari Pietz** is ADC's new GIS Business Coordinator. In her new role, Mari will work on business generation and sales. In addition to having a BS in Geography from the University of Wisconsin-Eau Claire, Mari owned and operated her own business for many years and has been with ADC since 2006.



Mari Pietz

GISP Certifications

ADC announces that two of their employees have become GIS Professional (GISP) certified, which is awarded to those who understand the best practices in the application and the use of GIS technology, who have four years of GIS experience, who actively contribute to professional associations, and who have adopted and upheld a professional code of ethics in the application and use of GIS.

The following staff recently received their GISP certifications:

• **Rick Mechelke** serves as ADC's Operations Manager and is responsible for ensuring that client and staff needs are met. Prior to joining ADC, Rick served as the director of the GIS program for the Chippewa Valley Technical College, and worked for over two decades in county government. Rick is a UW-River Falls alumnus.



Rick Mechelke

• **Sue McDonald** is the newly promoted Wisconsin County Business Coordinator, and will work with Wisconsin counties on developing their GIS programs. Sue is a graduate of the University of Wisconsin-River Falls and spent over a decade working in several county government posts.



Sue McDonald

They join ADC colleagues, Jim Ward and JoAnn Parks as GISPs.

New Hires - Eau Claire

• **Bill Hamilton**, a graduate of the University of Wisconsin-Eau Claire, joins ADC as a permanent GIS Technician.

• **Vanessa Helland**, also a graduate of the University of Wisconsin-Eau Claire, has accepted a GIS Technician position at ADC.

New Hires - Omaha

ADC is pleased to announce the addition of **Jason Haith** as a new Software Engineer in the growing computer programming division. Haith, who has been with ADC since 2007 as a contract employee, recently accepted a full-time position with ADC's Omaha branch. Prior to joining ADC, Haith was a free-lance software consultant, gathering several years of experience in various computer languages.



Staff tend to the garden at ADC.

CUSTOMER SPOTLIGHT:

DOUGLAS COUNTY, NEBRASKA'S ASSESSOR OFFICE

ADC is proud to serve a diverse group of clients – from local municipalities to national corporations. To honor our clients, we are featuring a segment each quarter that will highlight a client, discuss how the customer has used GIS, and will include other interesting information about the client.

In addition to being featured, the client will receive an appreciation gift from ADC. If you would like to be spotlighted, please contact Susan Marcott at Susan.Marcott@adc4gis.com.

Founded in 1855, Douglas County is Nebraska's most densely-populated county. Extending from the Missouri River westward to the Platte River, Douglas County encompasses nearly 340 square miles and approximately 180,000 privately-owned or rented properties.

Since 2007, ADC has worked very closely with the Douglas County Assessor, Roger Morrissey, and the Assessor's GIS Coordinator, Dan Silvis, to create a mapping application for the Assessor's website. The mapping portion of the Assessor's site is the most active portion of the website to date. Utilizing the WebGUIDE³ product, ADC has been serving the Douglas County Assessor's property information to the estimated 497,416 residents of Douglas County since the spring of 2007. The Assessor database is hosted and served from ADC's headquarters in Eau Claire, WI.

On average, the Assessor's site receives a few thousand hits per day; however, during tax season, when the residents of Omaha and greater Douglas County receive their valuation estimates, the site will receive upwards of tens of thousands of hits per day. Having the data served on the WebGUIDE³ site considerably lightens the load on the Assessor's staff in addition to simplifying the process for the general public to locate and compare information on similar properties in the area.

As the Douglas County Assessor moves forward, ADC is in the process of analyzing the entire Douglas County Assessor dataset in preparation for conversion from Arc Coverages to an SDE managed Geodatabase.



At a recent GIS/CAMA conference, the Douglas County Nebraska Assessor's web site (www.dccassessor.org) was ranked as one of the best in the country. The rater noted that 'we don't read web pages, we scan themso we shouldn't have to read how to use the site. The Douglas County Assessor's site is fast and easy-to-use.' We in Douglas County continue to work with ADC to make our site even better and to make the property assessment process as fair and transparent as possible. Putting our real estate records and mapping on line has resulted in high praise from real estate professionals, users of public records and individual property owners.

~ Roger F. Morrissey, Douglas County Assessor

Square Footage:	1014.0	Percent Complete:	100.0%
Perimeter:	0.0	Quality:	Fair
Unit Type:		Condition:	Average
Built As:	Ranch	Condo Square Footage:	0.0
HVAC:	Central Air to Air	Rooms:	5.0
Exterior:	Frame Vinyl	Units:	1.0
Interior:	Drywall	Baths:	1.0
Roof Cover:	Composition Shingle	Bedrooms:	3.0
Roof Type:	Gable	Stories:	1.0
Floorcover:	Asphalt	Foundation:	Block
		Sprinkler Square Footage:	0.0
		Percent Remodeled:	0%
		Adjusted Year Built:	1959
		Physical Age:	49

Detail Type	Detail Description	Units
Appliance	Allowance	1.0
Basement	Basement Deck & ft	1014.0
Fixture	Base Fixtures	1.0
Fixture	Bath Fix	1.0
Deck	Attached	300.0
Porch	End Screen	192.0
Porch	Open Screen	120.0
Roof	Flat Roof Cell	16.0

Property Assessment Reports typically show any information that the assessor has available to share such as:

- Owner information
- Legal Description
- Parcel Number
- Land Value Information
- Improvement Value Information

ADC Presenting at MN GIS/LIS Consortium

ADC is pleased to announce that it will be delivering two product demonstrations and two presentations at the Minnesota GIS/LIS Consortium Conference in October:

Product Demonstrations:

RODDirect – A New Source of Revenue for Counties, Presenter - Ronald V. Bruder, Director of GIS Technology. The demo will be during the Product Demonstrations - Local Government track on Friday, Oct. 3 at 8:30 am in McDonnell Suite A.

Data Distribution via GIS Websites – WebGUIDE, Presenter - David Peterson, Senior Web Administrator. The demo will be during the Product Demonstrations - Data Distribution track on Thursday, Oct. 2 at 3:30 pm in McDonnell Suite A.

Presentations:

Embedded Mapping using Google Maps, Presenter - Ross Kleiner, GIS Program Manager. The presentation will be during the Web Mapping - New Approaches track on Friday, Oct. 3 at 10:30 am in Legion Suite B.

Parcel Mapping Tips and Tricks, Presenter - Jeremy Holt, GIS Technician. The presentation will be during the Data - Parcels track on Friday, Oct. 3 at 8:30 am in Elliot Suite B.

ADC Cuts Ribbon on New Facility

ADC hosted an open house and ribbon cutting ceremony to celebrate its new building on Wednesday, July 23, at its headquarters in Eau Claire.

Special guests were Mickey Judkins representing Gov. Jim Doyle, Sen. Pat Kreitlow, Eau Claire Chamber ambassadors, and representatives from area Economic Development Corporations.

The cornerstone of the new building is a state-of-the-art server room, which will allow ADC to grow its web hosting and design business. The server room will ensure over 99 percent uptime, and 24/7 security.

As GIS migrates to the web, ADC wanted to

ensure that it had the equipment and the facility to serve its customers. The new server room will allow ADC to serve its existing customers, as well as to expand the services it provides.

For more information regarding ADC's web hosting and design services, please contact Mari Pietz at Mari.Pietz@adc4gis.com.



TOP: ADC's new facility.

ABOVE: Nick Stadnyk, President and Jim Ward, CEO.

LEFT: ADC staff and their families, and the Eau Claire Chamber Ambassadors cut the ribbon for the new addition.

Outagamie County Wins SAG Award

Congratulations to Outagamie County for winning the 2008 Special Achievement in GIS (SAG) Award from ESRI at its Annual International User Conference held in August in San Diego, Calif.

According to ESRI, Outagamie County migrated from AutoDesk to ArcSDE in 2006. This allowed Outagamie to use ArcSDE as a central repository allowing multiple editors and department access. It also permits them to accomplish automated daily updates to the ArcIMS site.

ADC's WebGUIDE is used to extend the functionality of ArcIMS for the Land Records related inquiries. ArcPad is used by the Land Conservation Department to do field based permit inspections. And ArcGIS is used in conjunction with Motorola's Geofile Utility to provide monthly updates to the 911 system.



TIPS FOR TECHS

Here are some favorite tips and short cuts used by our team of GIS technicians:

1. While editing a polygon or polyline feature with multiple vertices, there are times when it is necessary to delete multiple vertices and clicking on each one can be time consuming. This can be done by double clicking on the feature while in edit mode to display the vertices, then selecting properties from the right-click context menu. You can then select the vertice, or vertices (they will appear as white on your map) you wish to delete and hit the delete key.
2. If this is a multi-part polygon, the parts will show up in the left portion of the window and from there you can zoom to the individual part you wish to edit. This can be useful at times when running topology causes multiple vertices along a line segment, or anytime major edits need to be made to a feature.



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Please send any comments, questions, or feedback regarding our newsletter to Susan Marcott, Marketing Director, at Susan.Marcott@adc4gis.com.

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GIS Can Save or Even Make Money for Government During Tough Budget Times

By Mari Pietz, GIS Business Coordinator

Hard decisions have to be made when budgeting scant dollars and trying to make them stretch. It's more important than ever to not only make sure that dollars are spent wisely, but that they have the potential to save money in the future.

When you're looking to determine the best return on investment (ROI), sometimes it isn't the quick return on your money that is the best choice. Investing in the future and the long haul is the soundest choice. Investing in Geospatial technology will yield high returns in the future of any organization.

On-line mapping applications are one investment in the future. A variety of time and money-saving web applications are available to reduce redundancy and save budget dollars. *WebGUIDE* is a sound time saver with the major selling point being the reduction of traffic within the Land Records Offices: Treasurer; Register of Deeds; County Surveyor; Land Conservation; and, Zoning.

A Real Property lister report allows realtors, bankers, assessors and the public the ability to

review tax information for a parcel. The application not only saves the government employees' time, but is available for the general public, giving them the ability to view and to confirm land ownership for recreational uses including the ability to produce aerial photography of the researched area. *WebGUIDE* can drastically reduce office traffic and phone calls saving government employees valuable hours to complete other tasks and projects.

In addition to the time-saving features for both the government employees and the public, the application can be customized to actually generate money by selling subscriptions to select information. The *RODdirect* application offers the public the convenience of purchasing Register of Deeds' documents on-line while generating income without utilizing office personnel.

Geospatial technologies enable governments to make and manage decisions that increase efficiency and reduce redundancy throughout all government departments. So, when you look at ROI, GIS often proves the old adage that it is sometimes necessary to spend money to make money.

ADC's Mission:

- To be the recognized leader in our profession
- To deliver the best possible GIS solution to suit each client's needs
- To consistently exceed the expectations of our clients and our staff

ADC Facts and Fun Trivia

DID YOU KNOW

- ADC is now your full-service web design and hosting source.
- ADC hosts 21 *WebGUIDE* sites across the United States.
- 79% of Americans give their dogs holiday and/or birthday presents.
- Mari Pietz, ADC's GIS Business Coordinator, owned and operated an award-winning bakery for 15 years.
- Dueling is legal in Paraguay as long as both parties are registered blood donors.
- ADC won the "Best In Show" for a plat book at the 2008 WLIA conference.
- Ross Kleiner, ADC's ADZMAR Division Manager, is a semi-pro bass fisherman on weekends.