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GEO-WIRE IS A PUBLICATION OF ADC

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

1.888.WeDoGIS

www.adc4gis.com

COUNTY SURVEY

ADC would like to learn how to better serve counties, but we need to know more about how your county operates, what programs you use, etc.

Please fill out the enclosed survey and bring it to the WLIA booth to participate in a drawing for a \$100 VISA card, or mail to:

Applied Data Consultants, Inc.
 2985 58th St.
 Eau Claire, WI 54703.

The survey can also be filled out at our booth or on-line at: **www.adc4gis.com**

Your participation is greatly appreciated. Thank you.

NAME: _____

TITLE: _____

ADDRESS: _____

PHONE: _____

E-MAIL: _____

1.) What Real Property Lister data base is your county using?

- a. GCS b. Novus c. Lorado d. Other _____

2.) If your county has an ROD imaging system which product do you use?

- a. ACS b. Cherry Lan c. DTC d. Digitech e. Fidler f. INDUS
 g. Imagetek h. Integrated Imaging i. Spy View j. Strategies & Solutions
 k. Other _____

3.) What percentage of parcel mapping is complete in your county?

- a. 0-25% b. 26%-50% c. 51%- 75% d. 76% - 99% e. 100%

4.) What percentage of section corners have been re-monumented in your county?

- a. 0-25% b. 26%-50% c. 51%- 75% d. 76% - 99% e. 100%

5.) What percentage of your PLSS corner records are scanned?

- a. 0-25% b. 26%-50% c. 51%- 75% d. 76% - 99% e. 100%

6.) What percentage of your addresses locations have been GPSed?

- a. 0-25% b. 26%-50% c. 51%- 75% d. 76% - 99% e. 100%

7.) Are your road centerlines compatible with geocoding of addresses and/or your emergency government software? Yes No

8.) Do you use a database system for zoning permits? Yes No

9.) Does your current Plat Book use your GIS data? Yes No



Quarter 1, 2008

A Publication for ADC Customers

President's Message

We are excited to present our first edition of Geo-Wire, Applied Data Consultants, Inc. (ADC's) new quarterly newsletter. Geo-Wire is intended to inform, educate and answer questions regarding GIS and ADC.

Our employees pride themselves on being experts in the GIS field, and in keeping abreast of all of the newest trends in GIS. They also like to share what they learn about this ever-evolving technology with you, our clients. As such, each newsletter will feature a column by one of our experts, as well as other informative articles on GIS.

We also want you to know what is happening at ADC. Geo-Wire will inform you of what's new – staff additions, project updates, new products, conferences we're presenting at, etc. We are 48 employees and growing, and are looking forward to sharing what we're doing - as well as what's new in the world of GIS - with you.

If you have a topic of interest that you'd like us to cover in Geo-Wire, please contact us anytime. We hope you enjoy reading this first edition of Geo-Wire as much as we enjoyed sharing it.

Our goal is to ensure that your 2008 is productive, profitable and most of all, positive. Thank you for your support and for your business!

Sincerely,

Nick Stadnyk, President

ADC Purchases, Improves RODdirect

ADC is pleased to announce the purchase of RODdirect, an application that allows the public to purchase uncertified and non-vital Register of Deeds (ROD) documents on-line, from ME Data Solutions on Feb. 1.

In a time when budgets are tight and people expect to be able to go to the internet for the information they need, RODdirect can provide a source of revenue to counties, while also better serving the public.

Because counties are able to charge the same fee for the internet service as they charge if someone comes into a ROD office requesting the documents, counties will save valuable staff time, while also providing a convenient service to the public, according to Nick Stadnyk, ADC President. He said ADC purchased the application as an additional service for counties that are seeking to cut costs and to be more efficient.

RODdirect consists of three components: a web application and two internal processing components. The web component is a browser-based program that allows users to query for indexed Register of Deeds documents, view select details about the returned documents, and then choose and retrieve the desired documents immediately. The two internal processing components serve primarily to keep the remotely hosted indexing database and ROD documents in sync or up to date with the data and documents maintained at the county.

PARCELdirect is an add-on to RODdirect that allows counties to offer land record (parcel) information to the public over the internet. It is customizable based on the preferences of the county. PARCELdirect integrates seamlessly with RODdirect, and allows anyone with access to the internet to look up land record information from a home or business computer.

WebGuide3 provides an even more robust interface with RODdirect. The WebGUIDE3 option provides a spatial (mapping) connection to the purchasing of ROD documents.

Six Wisconsin counties are RODdirect customers, including, Adams, Polk, Richland, Ashland, Vernon and Rusk. To view how RODdirect works, please go to <http://www.rclrs.net/cds/rod>. To view PARCELdirect, please visit <http://www.rclrs.net/cds/parcel>. ADC will be featuring RODdirect at our

booth at the WLIA conference. Please stop by to view a demonstration and to get your questions answered by our team of experts.

Features of RODdirect

Accepts credit card purchases (OPC), use of escrow accounts, subscriptions, or a combination of all three
Provides 24/7 access to document images
Eliminates need for other document image viewing software licenses by internal county staff
Requires no special software licensing for the end user – is internet browser-based
Provides access to document images through traditional tabular data queries and through an internet-based GIS map interface
Bases queries on: grantor/grantee name, document number, document type, and document date
Allows subscription service with setup and administration of subscription services to be handled by the document custodians, which allows each entity to establish their own fees for the service and control the administration of the subscription service
Prints and saves documents as image files to the user's computer

Features of PARCELdirect

Works seamlessly with GCS or with customizing other land records software programs
Can customize search criteria, display of data and design of web pages
Allows customers to search for information through multiple criteria
Works with all popular web browsers
Requires no additional software
Interfaces easily to GIS software
Able to restrict search by names
Able to restrict publishing of owner names on a name-by-name basis
Able to restrict access to information if the county decides to charge on a fee basis

ADC Announces New Hires and Promotions

ADC is pleased to announce the addition of several new employees to our Eau Claire and Omaha offices:

New Hires:

- **Pam Hanchar** is the new voice behind the phones at ADC. She joined ADC in January after working in numerous customer service fields throughout her career.



Pam Hanchar

- **Greg Hagman** joins ADC as an Information Technology (IT) Project Manager. Greg has a Bachelor's Degree in Computer Science and an Associate Degree in Computer Information Systems. He is seeking a Master of Science in Technology Management from the University of Wisconsin-Stout. Greg comes to ADC with over 11 years of IT experience.

- **Rebekah Krumrie**, who has over 25 years of experience in accounting, is our new Financial Analyst. Becky worked at an accounting firm in Eau Claire as a senior accountant prior to joining ADC. She is also active in numerous civic organizations.

- **Bill Hamilton**, a 2006 Geography graduate of the University of Wisconsin-Eau Claire, joins ADC as a GIS Technician, working primarily for a client on delivery routes.

- **Nate Beaver**, also a Geography graduate of the University of Wisconsin-Eau Claire in 2007, joins ADC as a GIS Technician, working on parcel-mapping projects.

- **Todd Wascher** joins the ADC-Omaha office as a Program Manager, focusing on new business development. Todd has over a decade of experience in the GIS field, and is a U.S. Army veteran.

- **Kirk Webb** works in our Omaha Army Corps of Engineers office as a GIS technician. Kirk has a Bachelor's Degree in Forest Resource Management from Iowa State University. He is currently working toward Master's degree in GIS from Northwestern Missouri State University. Kurt has worked in the GIS field for 4 years.

Promotions:

- **Kathy Nelson** has been promoted to Vice-President, Director of Human Resources. Kathy has been with ADC for eight years, previously serving as Office Manager and Human Resources Director. She brings over 30 years of human resources and business management experience to the position. In her new role, Kathy will assist ADC President Nick Stadnyk and Executive Vice-President Jim Ward with decisions relating to business management and expansion, in addition to covering all aspects of human resources.



Kathy Nelson

- **JoAnn Parks**, who has been a GIS Project Manager with ADC since 2003, has been promoted to Senior Project Manager, working with one of ADC's largest clients on creating routes to distribute over 100 million telephone books annually.

- **Ross Kleiner**, who joined ADC in 2003 and who recently served as a Project Manager, has been promoted to Program Manager. In his new role, Ross will be in charge of business development for the Eau Claire office, in addition to managing several existing projects for corporate clients.

- **Dave Ward**, who came to ADC in 2005 with over 30 years of teaching experience, has been promoted to Project Manager, working with JoAnn Parks on telephone book delivery routes.

- **Dave Peterson**, an employee of ADC since 1998, has been promoted to WebGUIDE Project Manager, overseeing projects that allow counties to serve their data to the web.

- **Tony Duerkop**, who has been with ADC since 2003 and who served as a Project Manager in the parcel-mapping department, has become a Project Manager within the telephone delivery project.

- **Rachel Kjos**, a recent University of Wisconsin-Eau Claire graduate and an intern at ADC since May 2007, has been promoted to a GIS Technician, working primarily on parcel-mapping projects.

ADC Breaks Ground for New Office Building

ADC broke ground Dec. 11 on its new 5,000-square-foot office building, located at 2985 58th St., Eau Claire, Wis. The new building will be attached to the existing 3,600-square-foot building via a breezeway, and will be part of the growing ADC campus.

The new facility will house over a dozen new offices, as well as an expanded conference room to hold training sessions and to meet with clients.

The centerpiece of the building is a new state-of-the-art server room. It will allow ADC to create an even more stable environment for its equipment, improve its applications, and the services it provides. It will also include a top-of-the-line generator and UPS system, which will ensure that there is no down-time for clients.

Due to tremendous growth over the past year, including 18 new employees, a new facility was necessary to house all of the employees, as well as to build a new server room to meet the diverse needs of its clients.

"We've added a record number of new employees this year," said Jim Ward, Executive Vice-President of ADC. "We are excited to have a new facility that will make room for our company to grow, and to provide expanded services to our clients."

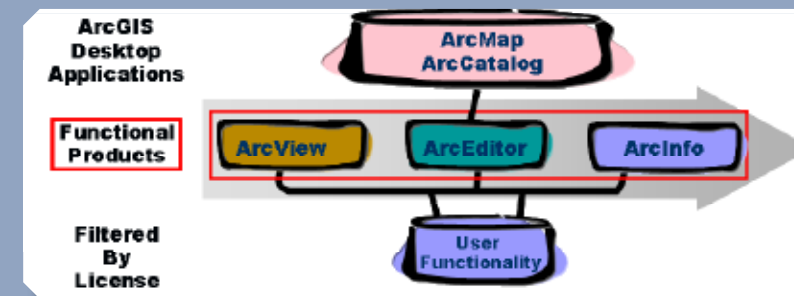


TECH TALK: ArcGIS Desktop Licensing

by Ron Bruder, Senior GIS Consultant

In the world of commercial software, product name recognition is half the battle in marketing a successful product. If a potential buyer recognizes a product by name, there's a good chance that the person remembered it for positive reasons, such as beneficial functions or ease of use. Once a software vendor is aware their product has gained that respect among existing and potential users, they generally will rely on that branded product for future success as long as possible.

The case of ESRI's ArcView GIS software is an example of where the decision was made to act in contrast this industry trend. In ArcView GIS, ranging from version 1.0 through 3.3, ESRI had established the world's most widely used and popular PC-based desktop GIS software throughout the 1990s and into this decade. In 2001, however, ESRI implemented a change in their name branding that continues to this day to be confusing to potential and existing customers alike. In one step, they eliminated the 'application' known as ArcView but then reused that name for a part of their background licensing scheme. In April of that year, with the release of ArcGIS 8.1, ESRI perplexingly introduced a newly named product line but also tried to



hold onto their successful ArcView branding. Now, seven years later and at ArcGIS 9.2, this convention and the resulting confusion remain. This article will attempt to clarify this confusion by describing the organization of the ArcGIS software suite in its current state.

The ArcGIS suite itself has expanded to include both a Desktop version and a Server version. The focus here will be on ArcGIS Desktop. A discussion of the Server offering will be provided in a future article.

If we consider an 'application' as those parts of a software suite that are that tangible components, offered through distinct windows and launched via unique

Windows icons, then ArcGIS Desktop offers two applications. As illustrated in the diagram below, those applications are ArcMap and ArcCatalog. ArcMap is the program used for displaying, querying and analyzing your geographic data. ArcCatalog is more of tool for designing and managing geographic data sets, akin to Windows Explorer, but specific to ESRI GIS data. The ArcMap application more closely resembles the traditional ArcView 3.x application, while ArcCatalog, when introduced, was new to the ESRI camp.

WLIA Conference Presentations Announced

ADC will be offering four presentations at the 2008 Wisconsin Land Information Association Conference in February at the Lake Geneva Grand Geneva Resort & Spa Hotel, including:

Nick Stadnyk, President, and **Mari Pietz**, GIS Project Manager, will be presenting "Parcel Data Retrieval from Multiple Counties" at 9 a.m., Thursday, Feb. 28;

Ron Bruder, Senior GIS Consultant, will be presenting "Distributed Work Order Management Using GIS" at 3:30 p.m., Thursday, Feb. 28;

Nick Stadnyk will be presenting "Creating Plat Books for Maximum

Accuracy and Profitability" at 3:30 p.m., Thursday, Feb. 28;

And **Rick Mechelke**, Operations Director, will be presenting "Data Distribution via GIS Websites" at 4 p.m., Thursday, Feb. 28;

ADC is also hosting a booth at the conference. Please stop by and visit us and view a demonstration on RODirect, as well as the other services and programs that we offer. We will have a drawing at our booth, as well as a drawing for participants who fill out our survey (please see back page). The surveys will also be available at the booth. Also, look for our silent auction entry, "Hiking in the Northwoods."



TIPS FOR TECHS

Here are some tips to help you navigate more easily when using ArcGIS 9.2 Desktop:

MAP NAVIGATION	
FUNCTION	SHORTCUT
Zoom in on box you define	Ctrl + drag mouse wheel
Temporarily change to Zoom In tool	Hold Down Z
Temporarily change to Zoom Out tool	Hold Down X
Temporarily change to Pan tool	Hold Down C