



# GEO-WIRE

QUARTER 3, 2010

A PUBLICATION FOR ADC CUSTOMERS

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## Celebrate GIS Day at ADC!

ADC is holding an open house:

**1 to 4 p.m., Wed., Nov. 17**  
**ADC Eau Claire Headquarters**  
**2985 58th Street, Eau Claire, WI 54703**

Enjoy camaraderie with other GIS professionals, view demos, and learn what's new at ADC and in the industry.

Coffee, soda and treats will be served.

Please RSVP to Jamie by Nov. 10. Email [Jamie.Hagen@adc4gis.com](mailto:Jamie.Hagen@adc4gis.com) or call 715.874.4397.



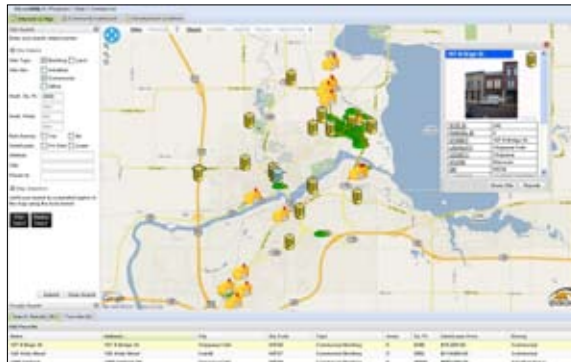
## ADC Partners with Web/Economic Development Firm

By Lindsay Olson, Technical Accounts Manager

ADC is pleased to announce that we have recently partnered with economic web development firm Golden Shovel Agency to offer a new, ground-breaking web solution for regional economic development (ED) groups.

Economic Gateway combines Golden Shovel's economic website development expertise with ADC's GIS-based site selection tool, EAGL-i, and the EAGL-i report creator. It was developed in response to a growing need for smart, technology-based yet affordable economic development tools among regional ED groups.

Economic Gateway is a website framework built to allow regional groups and their member organizations to share data and tools in an hierarchical format. Tools available at the regional level provide users with region-wide data and information, while at the member organization level the data and information is filtered by the geographical boundary of that organization.



EAGL-i V2.0



Economic Gateway Homepage Mock-up

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## Did You Know?

Baseball's Philadelphia Athletics, managed by Connie Mack, and the Philadelphia Phillies formed professional football teams in 1902, joining the Pittsburgh Stars in the first attempt at a pro football league, named the National Football League. The Athletics won the first night football game ever played, 39-0 over the Kanaweola Athletic Club at Elmira, New York, Nov. 21, 1902.



## PRESIDENT'S CORNER



## GIS/Geography Careers Change with Technology

By: Jim Ward, President/CEO

I recently had the chance to interview a few recent graduates with four-year degrees in Geography and GIS, and had several discussions on what their career paths might look like one, three and five years down the road.

In the 15 years that ADC has been in existence, I have had many conversations like this, but recently my message to these young people has had to change.

In the "old days," you applied your spatial analysis and problem-solving skills through the use of basic desktop software like ArcView 3.x for example. Your work was mainly data conversion and analog information to digital for display and ideally analysis to solve some real-world problems.

These jobs still do exist. At ADC we have a GIS Technology Division where the majority of the work is still data conversion and producing cartographic products. But this Division is much smaller than it was five to 10 years ago, so the "path" for new graduates as they strive to advance their careers and skills is a bit limiting, as GIS Professionals are no longer

Continued on page 2

President's Message, continued from page 1

needed to do the application development that once provided booming opportunities.

Avenue programmers, for example, were highly sought after in the past decade, as programming interfaces to allow access and application to converted data was desperately needed.

In today's GeoWeb world, applications are needed that require software engineers and computer scientists. Geographers can no longer minor in CS or pick up a few programming classes to perform these duties. Instead, Geographers are now often needed as interpreters, people to communicate requirements to the computer scientists.

So where does that leave recent graduates? Well, they still need all of the training us old-timers got, the problem-solving and the application of spatial analysis.

But now we stress more the basic attributes of organization, communication, and common sense so that they are equipped to advance into areas of business development, customer service, and especially project management.

These career paths have always been available, but are needed now more than ever as many of the advanced GIS projects are now performed by specialists outside of the traditional geographer.

## TIPS FOR TECHS

# ArcGIS Attribute Table Tips

By: Zach Felling, GIS Consultant

I always find it interesting to sit and work with other GIS people and see the small differences in the way they work with the software. It is not uncommon for trained professionals with years of experience to develop habitual ways of doing tasks without considering alternatives. A common task that is second nature to one user may have never been considered by another. With that in mind, here are a few simple tips for working with tables in ArcGIS.

### TOGGLE FIELDS ON/OFF TO CONTROL DISPLAY AND EXPORT PROPERTIES.

If you open the Layer Properties of a feature class in ArcMap, you can control which attribute fields are displayed in the attribute table by toggling them on/off under the Fields tab (See Figure 1). Many people don't bother doing this because they want to see all the data fields. Then again, often when manipulating data through a series of process steps the attribute tables can become riddled with excess junk fields (think table joins here). In this case, it is well worth the users' effort to open the Layer Properties and turn off any fields that are not needed for the task at hand.

The obvious benefit in doing this is that now you don't need to scroll through miles of junk to find the attributes you need. A less obvious but equally important benefit is that certain tools consider the

field display setting when run. Two examples are Export and Export to Cad. So, let's say you joined a table to your feature class to grab two attributes from that table. Turn off all of the garbage fields, Export, and you have a new feature class with only the fields you want.

### LIMIT FIELD NAMES TO 10 CHARACTERS FOR SHAPEFILE COMPATIBILITY

The good ol' shapefile has been with us for many years and, at least for the time being, is still the most ubiquitous GIS format. With that in mind, it is not a bad idea to build some shapefile compatibility into your geodatabases. Since shapefiles have a field name limit of 10 characters, it makes sense to follow suit in the geodatabase and limit the field names to 10 characters so they won't be truncated when converted to shapefiles. Use the geodatabase field name alias for longer more descriptive field names.

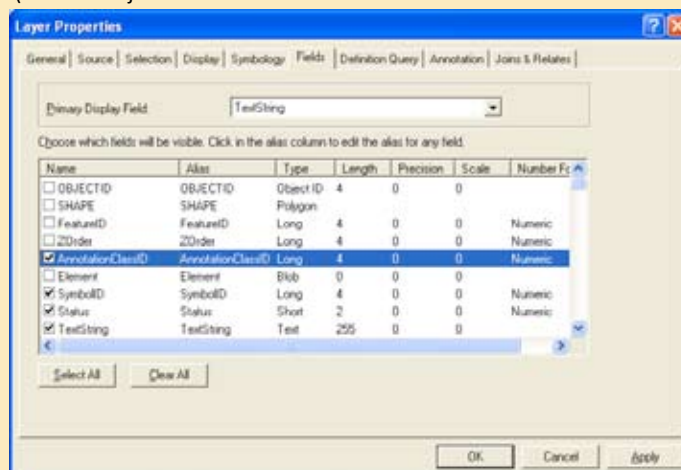


Figure 1

# ADC News Briefs

## PROMOTIONS

Sue McDonald has been promoted to Wisconsin Business Account Manager. Sue started her career nearly four years ago at ADC as a GIS Technician. She most recently served as Wisconsin Business Account Coordinator. As Manager, Sue works with all levels of government in Wisconsin, with a concentration on county and municipal government. She has been very involved in the recent deployment efforts for ADC's web mapping application, WGXTreme, and the document retrieval application, RODdirect.



Sue McDonald

## NEW HIRES

ADC welcomed three new GIS technicians:

Tom Koehler is a 2010 graduate of UW-Eau Claire with a Comprehensive Geography degree. Tom is working with the GIS Technology Division on a variety of projects, including plat books. He originally hails from Appleton, taught English in Japan, and enjoys traveling, camping, and sports in his free time.



Tom Koehler

Jenny Proctor is a UW-Eau Claire graduate, with a Bachelor of Science in Geography. Jenny is assisting in the ADZMAR Division, which is responsible for over 100 million telephone book delivery routes each year. Jenny's hometown is Osseo and she's an avid Brewer's fan and enjoys playing softball and darts.



Jenny Proctor

Josh Gurgel is also a 2010 UW-Eau Claire graduate, with a Bachelor of Science in Geography. Josh is also a member of the GIS Technology Division, working on parcel mapping, plat book creation and a wide range of other GIS projects. Josh is originally from Eau Claire, is married to Ashley, and enjoys sports in his free time.



Josh Gurgel

## Did You Know?

In 1850, California was admitted to the Union by a margin of one vote.



# customer spotlight:

## U.S. ARMY CORPS OF ENGINEERS' OMAHA DISTRICT'S GIS SERVICE CENTER

By Todd Wascher, Business Development Manager, Omaha Branch

This issue's Customer Spotlight is focused on the U.S. Army Corps of Engineers' Omaha District's GIS Service Center (GSC).

Located in the heart of downtown in Omaha, Neb., the Omaha District is one of ADC's longest standing customers. Since 1996, ADC has been providing personnel and project support for the GSC which serves and maintains the entire District's GIS needs. The District covers part of seven states extending north and westward from Omaha.

Throughout the years, ADC has provided a multitude of different levels of support for the GSC; from onsite staff augmentation to offsite application development and support to deployment support in response to natural disasters such as Hurricane Katrina in 2005.

The mission of the Omaha District's GSC is to support the GIS users of the District through data production, application development, and overall maintenance of both the data and applications required to help the GIS consumers within the district to perform their jobs.

Over the course of the last 14 years, ADC has helped the GSC provide the application and data development support needed to keep the more than 300 GIS users in the Omaha District functioning at their best.

The GSC is responsible for the creation, collection, maintenance, and dissemination of the districts nearly 500 terabytes of GIS data and maintains close to one dozen custom applications running on everything from ArcPad, ArcView 3.2, and ArcGIS Desktop to ArcGIS Server and even GeoServer.

With a varied and often times multi-layered mission, the GIS users within the Omaha District rely on the GSC to provide GIS datasets and applications specifically tailored to each division's particular needs. This means that the GSC staff need to not only have keen GIS and system support skills, but they also need to be very in tune to the individual missions and needs of the disparate divisions within the Omaha District. From operational planning, real estate, and cultural resource management to regulatory, construction, and emergency response, the GSC is responsible for maintaining and supporting the GIS data and applications that enable the Omaha District to manage one of the largest districts within the COE.



Photos Above: Debris clean-up following Hurricane Katrina. Map Below: U.S. Army COE's Omaha District outlined in red



ADC4web is pleased to showcase several websites of new clients. Check us out at [www.adc4web.com](http://www.adc4web.com)!

[www.rclrs.net](http://www.rclrs.net)



[www.rclrs.net/trea](http://www.rclrs.net/trea)



[www.adamscountylandrecords.com](http://www.adamscountylandrecords.com)



[www.hudsonelectric.com](http://www.hudsonelectric.com)



[www.lingrensingpophal.com](http://www.lingrensingpophal.com)



BRING THE WORLD TO YOUR WEB

# FOCUS ON TECHNOLOGY

## AFTER ArcGIS 10: WHAT'S NEXT?

By: Ron Bruder, V.P., Director of Technology

As many of our clients are planning or beginning their migrations to the new ArcGIS 10.0 platform, we have an eye toward what will follow this major release.

We try to understand early on the direction that ESRI will take in subsequent minor and major releases and share this information with our clients. When available, such advanced notification of planned changes helps prevent organizations from adopting GIS management strategies that may not be fully supported in the future, not only minimizing their return on investment in their current solution, but also often requiring reinvestments in hardware, software and staff training.

A fairly accurate picture of ESRI's strategy for the future software releases comes in the form of their published "deprecation plan." In the context of software, to deprecate refers to an acknowledgment that a particular element or component of the software is no longer considered helpful or crucial to the overall functioning of the software, and thus will be phased out. A deprecation plan, then, is a listing of the elements or components that will be phased out at specific releases of the software.

As they have done for their previous few releases, ESRI released their Deprecation Plan for ArcGIS 10.0 and ArcGIS 10.1 in PDF form (<http://bit.ly/9wqRsJ>). In this iteration of the Plan, there are a number of key changes that were announced that were noteworthy enough to share with our readers. A summary of these key changes is provided below.

### ARCgis 10.1 WILL NO LONGER SUPPORT MICROSOFT VISUAL BASIC FOR APPLICATIONS (VBA)

VBA, or Visual Basic for Applications, is a development environment from Microsoft for adding customizations to ArcGIS Desktop. VBA provided a simple alternative to the more involved ArcGIS Extensions approach for adding custom tools and functions to Desktop environment. If you created and saved or received customizations in an MXD document, then they were VBA customizations. At the 10.1 release, such customizations will no longer be supported.

### ARCgis 10.1 WILL BE THE LAST PLANNED RELEASE FOR ARCIMS

This announcement was expected, so many ADC clients who managed ArcIMS sites have begun or completed their migration. Accordingly, ADC's WebGUIDE application, which was based upon ArcIMS, has been migrated away from ArcIMS and now is built upon the ArcGIS

Server platform. According to ESRI, users can continue to use existing versions of ArcIMS after 10.1; however, they will no longer provide new releases.

### ARCgis SERVER 10.1 WILL BE THE LAST PLANNED RELEASE FOR THE ARCgis SERVER WEB ADFs

ESRI's initial application development environment in ArcGIS Server was the Web ADF (Application Developer Frameworks) in either Microsoft .NET or Java. It output generally heavier applications and didn't take full advantage modern web technologies. If you created Web Applications with the ArcGIS Server Manager, you created WebADF-based applications. ESRI will continue to support the Web ADFs during the 10.1 release cycle, though only fixes to critical issues will be addressed. No new functionality will be added thereafter.

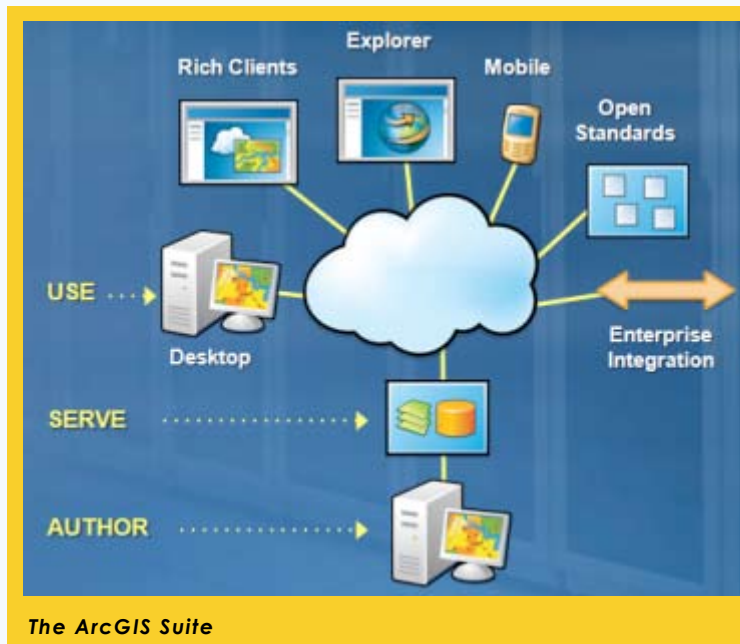
### ARCgis SERVER 10.1 WILL NO LONGER SUPPORT 32-BIT OPERATING SYSTEMS

ESRI is indicating that ArcGIS Server at 10.1 will support 64-bit operating systems. This support is long awaited and will be welcomed by most ESRI customers. ArcGIS Server could previously run on a 64-bit operating system and hardware, but in a compatibility mode where the advantages of 64-bit could not be realized. It will now run as a native

64-bit application and fully utilize the power that 64-bit environments can offer. This change, however, has a great effect on the hardware and software that will be necessary to run ArcGIS Server and organizations should take this into account as they plan their infrastructure improvements moving forward.

### CONCLUSION

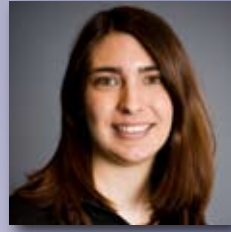
While the expected changes described above may not directly impact your GIS operations, do note that this is only a subset of the larger deprecation plan set out by ESRI and detailed in the PDF document linked to in this article. GIS managers and users alike should review the document to fully understand the potential impacts of ESRI's planned functionality roadmap for the ArcGIS suite. ADC will continue to monitor announcements and publications that further define the scope and timing of the changes in the roadmap. Using that information, along with that available through our ESRI Business Partner channels, we will work with our clients to develop GIS strategies that will be fully supported by the ESRI suite in the future.



The ArcGIS Suite

# EMPLOYEE SPOTLIGHT

**Mary LaMagna-Reiter** is this quarter's Employee Spotlight. Mary began her career at ADC in 2008 as an intern in the U.S. Army Corps of Engineers – Omaha District, which has contracted with ADC for the past 14 years to staff its GIS Service Center (GSC).



Mary LaMagna-Reiter

Mary, who is a member of ADC's Omaha branch, is now a GIS Technician at the GSC. She serves as the key point of contact within the GSC and is responsible for ensuring that all of the day-to-day requirements are met (see related Customer Spotlight story for more on the GSC).

"Mary took over duties from a seasoned professional at the GSC and the same level of quality services continued without skipping a beat," said Jim Ward, ADC President/CEO. "This is a testament to Mary's work ethic, her intelligence and her attention to detail. She is a consummate professional and ADC is fortunate to have her on our team."

In addition to her responsibilities at the GSC, Mary is a dance instructor at Entenman's Studio of Dance in Omaha in her free time.

A Millikin University, Decatur, Ill. graduate with a degree in Communication, Mary enjoys traveling, photography, and scrapbooking.



## Should My Business Really Be Using Social Networking?

By Jen DeVries, Web Analyst

ADC's new blog, *Geo-Web Junction*, features a broad spectrum of viewpoints and expertise by ADC staff. For more blog articles, check out <http://blog.applieddataconsultants.com>.

Social networking sites such as Facebook, LinkedIn, and Twitter offer FREE marketing, so my question is, "why wouldn't you want to take advantage of that?"

Think about this chain of events on Facebook: Jen DeVries became a fan of Applied Data Consultants. Jen's friend Jane Doe sees this in the live newsfeed and gets curious as to what Applied Data Consultants (ADC) does.

She clicks ADC's link and likes what she sees, but would really like to know more about your company. Luckily you included a link to your website on your profile page! Well now, it just so happens

that Jane has just started her own cupcake business and sees that ADC provides Website Design and IT Support & Hosting services. Perfect! Jane Doe contacts ADC to create and host her website... and the glorious cycle continues because Jane Doe creates a Facebook account for her new Cupcake Company and someone likes that and someone contacts Jane and so on and so forth.

So it's not a perfect world and it doesn't always work out exactly like this, but even if it happens just ONE time it was worth the 30 minutes it took to set up an account and fill out your company's information. No cold calling, no wasted postage, and no wasted money on printed ads!

To continue reading this article, please visit our blog, *Geo-Web Junction*.  
<http://blog.applieddataconsultants.com/?p=238>

## ADC Gives Back

ADC is actively involved in the community, contributing both financial support and time to charitable entities throughout the year. Since the last quarter, ADC contributed to:



ADC recently contributed to the Shawn Sillman Memorial Scholarship. Shawn, March 10, 1984 – June 12, 2010, was a talented artist and enjoyed custom painting for auto body. He received his auto body repair and refinish degree from CVTC in 2006. The scholarship will provide students like Shawn with the opportunity to attend school and further their careers.



In July, Eric Stokke, Mari Pietz and additional ADC staff picked up litter on a two-mile stretch of Cty. Hwy. T, which ADC adopted as part of the Adopt-A-Highway program.



ADC sponsored the "Shufflin' Shoes" relay team on July 30 for Relay for Life. Pictured here are participants Dan Horlacher (right) and Randy Nelson (left), husband of Kathy Nelson, VP/HR Director. **5**



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Please send any comments, questions, or feedback regarding our newsletter to Susan Marcott, Marketing Director, at [Susan.Marcott@adc4gis.com](mailto:Susan.Marcott@adc4gis.com).

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## On The Road Again...

### IN THE REAR VIEW MIRROR

ADC has recently attended and/or vended at the following conferences:

**Lindsay Olson**, *Technical Accounts Manager*, and representatives from Golden Shovel, presented the new Economic Gateway product at the wKREDA (western Kansas Rural Economic Development Alliance) quarterly meeting, Sept. 16, in Greensburg, Kansas.



**Lindsay Olson**, *Technical Accounts Manager* (right) at the USA's largest hand dug well, at 109' deep and 35' wide, in Greensburg, Kansas.

Elite EXTRA's *Business Development Manager*, **Ross Kleiner**, presented at the 2010 ADP Truck User's Conference. The conference was Sept. 20-22, in Grapevine, Texas.

**Sue McDonald**, *Wisconsin Business Account Manager* volunteered at the WLIA booth at the WI Counties Assoc. (WCA) Annual Conference & Marketplace, Sept. 26-28, in Milwaukee, Wis.

### DOWN THE ROAD

ADC will be attending and/or vending at the following conferences:

Look for **Sue McDonald**, *Wisconsin Business Account Manager* at the WLIA Fall Regional Meeting, Oct. 21-22, in Stevens Point, Wis.

**Jeremy Holt**, *GIS Consultant*, will be presenting *Practical Experiences with ArcGIS Server: Transitions, Configurations and Capabilities* at the ESRI - Wisconsin User Group (EWUG) Nov. 3-4, in Madison, Wis. Stop by our booth to learn what's new at ADC.

**Lindsay Olson**, *Technical Accounts Manager* will be vending along with representatives from Golden Shovel, the new Economic Gateway product at the Mid-America Economic Development Council (MAEDC) Conference, Dec. 5-7, in Chicago, Ill.

ADC Partners..., continued from page 1

By sharing the data and information regionally, communities of all sizes are able to offer valuable tools that were previously too cost prohibitive to implement. Components of Economic Gateway include a data-driven community profile, real estate and business directories, site selection, and news and event feeds.

Golden Shovel Agency, of Little Falls, Minn., has previously designed websites for organizations, including the Rockford Area Economic Development Association, St. Cloud Area Partnership, the Northland Connection, and others.

Economic Gateway is being marketed nationwide and will be unveiled at the 2010 Mid America Economic Development Council's Competitiveness Conference and Site Selector Forum, which will be held Dec. 5-7 in Chicago.

## Did You Know?

**Susan Marcott**, VP/Director of Marketing, spent 15 years in the Wisconsin State Senate assisting two senators in developing public policy prior to joining ADC in 2006.

