



## CONFERENCE PROGRAM

**Locating The Future**  
**November 3-6, 2013**  
**St. Louis, Missouri**

*At the intersection of GIS & 9-1-1.*

**Sunday, November 3, 2013**

### Pre-Conference Workshops:

Select one of these **three optional workshops** to begin your conference with comprehensive education. Space is limited in each course, so please register early! Note that lunch is not included.

#### **Building an Address Repository Using the FGDC Standard: Implementing Quality and Data Sharing**

**Full-day URISA Certified Workshop – 8:30 AM - 5:00 PM**

Instructors:

*Martha Wells, GISP, Spatial Focus, Inc., University Park, MD*

*Carl Anderson, GISP, Spatial Focus, Inc., Sarasota, FL*

This URISA Certified Workshop will help you understand the addressing process, managing address data, and organizational challenges. It will guide you in developing a Master Address Repository that serves the needs of the entire organization. The workshop will also review the Federal Geographic Data Committee Street Address Data Standard, and help you understand how the standard can help you build quality address data.



#### **GIS & NG9-1-1 for the PSAP**

**Full-day NENA Course – 8:30 AM – 5:00 PM**

Instructor:

*Marc Berryman, ENP, Senior Project Manager for Mission Critical Partners, Houston, Texas*

Geographic Information Systems (GIS) is a critical component of Next Generation 9-1-1. Even if you are not planning to implement NG9-1-1 in the near future, it is important to realize that it will probably take more time than you realize to get all your data ready.

Municipalities and PSAPs who currently develop and maintain their own data for addressing and mapping must now understand how NG9-1-1 data requirements will impact their current processes. Much of the required data for NG9-1-1 is being used in PSAPs today for map displays, call routing, and address verification. This NENA course explains how and why GIS must be reconciled and synchronized with existing ALI and MSAG records and what PSAPs will need to do with their existing data to prepare for NG9-1-1.

During the class, attendees will explore how MSAG Coordinators, Database analysts, and GIS professionals will work together to build and maintain the PSAP's data needs. Designed to be informative, entertaining, and easy to understand, this course reviews the data development required for NG9-1-1. Progressively building on a solid foundation, attendees will come away with a better understanding of NENA's concepts and principles of a fully NG9-1-1 PSAP environment, and the data needs to meet today's and tomorrow's 9-1-1 challenges.

#### **Emergency Preparedness for GIS**

**Half-day URISA Certified Workshop – 1:00 -5:00 PM**

Instructors:

*Theresa Martin, City of Laurel, Laurel, MD*

*Sandi Stroud, Baltimore Metropolitan Council, Baltimore, MD*

As GIS goes from being a silo technology in an organization to an integrated enterprise solution, there is a pressing need for cross training on the non-technical disciplines GIS staff is being asked to support. Specifically, public safety (emergency management, police and fire services) and the rigid work flows which accompany their daily duties, often prove foreign to those unfamiliar with these specific disciplines.

### **Sunday Evening – Informal Networking Event**

A great opportunity to meet and mingle with fellow attendees, speakers and instructors.

***SPONSORSHIP OPPORTUNITIES ARE AVAILABLE!***

**Monday, November 4, 2013**

## **Continental Breakfast**

**9:00-10:00 AM**  
**Welcome and Keynote Address**

NENA and URISA leaders in attendance will brief conference attendees on important happenings at both organizations and welcome you to St. Louis. Then hear about not-to-miss conference highlights from this year's conference co-chairs, Tom East, GISP, Senior GIS Specialist for the Northern Kentucky Area Planning Commission and William Barrett, 9-1-1 Coordinator for the City of Marion, Illinois.

NENA and URISA are pleased to welcome Tim Oliver, GIO Assistant CIO for Horry County IT/GIS as our opening keynote speaker.

## **Transforming Our World—Delivering Intelligence Not Just Information**

Our world has evolved from a world of information to a world of intelligence. It is imperative that we as GIS and public safety professionals not only discern the difference between information and intelligence, but be prepared to meet the needs of our end users.

The ability to provide "information" overload is simple. The ability to provide "only" the actionable or relevant information requires planning, forethought, and experience. It is imperative that government embrace technology as a core component in the solution of delivering actionable information to decision makers. Actionable information is only the relevant information associated with the decision at hand.

Technology has long been used as a support tool in the decision-making processes used by government. Two important trends are impacting the service delivery and decision making process for government. They are 1) "big data" and 2) remote or mobile access. These trends are moving technology from a support tool to a requirement in providing the pertinent information, at the right time, at the right place. Decision makers must be informed when making decisions. Regardless of whether that decision maker is behind a desk, in the field, or at the scene of an incident, "information" is key to making informed decisions.

The role of location based intelligence is critical to first responders and decision makers. What is actionable intelligence? How can we deliver actionable intelligence to first responders and decision makers? How can we take advantage of these rapidly changing technologies to affect our organizations?

**Breakout Sessions - 10:30 AM - 12:00 Noon**

*Breakout sessions are typically two or more presentations scheduled within concurrent educational sessions. Conference attendees may choose which session to attend based on their own personal interests. There is no need to pre-register for individual breakout sessions.*



## **Cooperation in Addressing**

As jurisdictions look at address maintenance, not just master address repository creation, innovative and collaborative methodologies have arisen. This session showcases three different jurisdictions and their collaborative efforts in address maintenance.

- A Cooperative Venture in Address Maintenance: A Case Study of 3 Jurisdictions  
*Participants:*  
*Martha Wells, GISP, Spatial Focus, Inc., University Park, MD*  
*Sara Yurman, GISP, Spatial Focus, Inc., Decatur, GA*  
*Robert G Appleby, rGA Associates, Inc., GA*  
*Ed Biggs, Cobb County IT, Marietta, GA*  
*Matthew Goodman, E-9-1-1, St. Louis County, MN*  
*Michael Gutekunst, GIS Manager, City of Raleigh, NC*  
*Colleen Sharpe, former GIS Manager, City of Raleigh, NC*

## **Big Data Integration**

How is Big Data helping with NG9-1-1 and the maintenance of quality addressing layers? Learn how local, state and federal projects are implementing partnerships and workflows to integrate multiple data sets together to enhance the overall results.

- Southern IL GIS Mapping for Next Generation 9-1-1 Based on NENA Standard Data Format  
*William Barrett, 911 Coordinator, City of Marion, Marion, IL*
- Conflating Federal and Local Data  
*Ken Tozier, GISP, CEO, International Computer Works, Inc, Temple Terrance, FL*
- The Census Bureau's Geographic Support System Initiative: Utilizing Partner-Supplied

Address Data to Enhance the Census Master Address File  
*Stuart Irby, Geographer, United States Census Bureau, Washington, DC*

## Conference Hosted Luncheon

### Breakout Sessions - 1:30 PM - 3:00 PM

## Common Operating Platforms

Common Operating Platforms is a critical function for successful address updates. In this session, learn how to set up processes and procedures for updating address information, in a common format that all parties have access to.

- Changing Addresses: How to Set up a Process that Works  
*Cathy Winfrey, GIS Analyst, City of Austin 911 Addressing, Austin, TX*
- Implementing an Open Data Effort  
*Cathy Winfrey, GIS Analyst, City of Austin 911 Addressing, Austin, TX*

## Traveling Addressers

Addresses are a universal way to locate oneself. Regardless of an address being in the Japanese style of addressing or conventional North American Address styles. In this session, we learn of the implementation of address standards in far reaching locations.

- Situs Addressing Challenges and Strategies in the Fairbanks North Star Borough  
*Bill Witte, GIS Specialist - E911 Addressing, Fairbanks North Star Borough, Fairbanks, AK*
- USVI, The Land Addresses Forgot: Implementing and Assigning Standard Complaint  
*Zachary Lancaster, Data Wrangler, Spatial Focus Inc, Decatur, GA*
- An ARS Travelogue  
*Sara Yurman, GISP, Director of Information Services, Spatial Focus Inc, Decatur, GA*

### Plenary Session - 3:30 PM - 5:00 PM

## FGDC Address Standard Revisited

In 2009, in a collaborative effort between URISA, NENA and the FGDC, the US Thoroughfare, Landmark and Postal Address Standard was created. In 2013, with changes in the utilization of addresses for NG-9-1-1 and beyond, the need to revise this standard has arisen. This session will update attendees on the

process, procedures and steps needed to update this landmark standard.

*Updating the FGDC Thoroughfare, Landmark and Postal Address Data Standard*

*URISA Address Standard Working Group Panelists:*

- *Martha Wells, GISP, Spatial Focus, Inc., University Park, MD*
- *Sara Yurman, GISP, Spatial Focus, Inc., Decatur, GA*
- *Hilary Perkins, GISP, City of Maryland Heights, MO*
- *Ed Wells, GISP, Washington Metro Area Transit Authority, Washington, DC*
- *Carl Anderson, GISP, Spatial Focus, Inc., Sarasota, FL*

## Monday Evening Networking Event

### Tuesday, November 5, 2013

## Continental Breakfast

### Breakout Sessions - 9:00 AM - 10:30 Noon

## Boldly Addressing Where No Address has been Before

Military Installations offer unique challenges with regards to addresses. This session showcases the work being done to implement E-9-1-1 address standards on military installations.

- Addressing Data in Action  
*William O'Toole, GIS Analyst, GIS Inc, Milton, FL*
- NEMAP-Navy Emergency Management Addressing Project  
*Marvin Garland, GISP, GIS Project Lead NERMS/NEMAP, US Navy, Jacksonville, FL*  
*Amy Hrdlicka, NEMAP Project Lead, US Navy, Jacksonville, FL*
- E9-1-1 and Addressing Military Installations  
*Deb Rozeboom, ENP, GIS Consultant, GeoComm, Saint Cloud, MN*

## State of the State Addressing Projects

Statewide addressing projects are beneficial at every level of state government. From DOT to Emergency Management and Public Safety, learn how states have implemented Master Address Programs and are utilizing technology to accomplish their goals.

- Arkansas Master Address Program (AMAP) Development and Maintenance Issues

*Adrian Clark, Sr GIS Analyst, Arkansas Geographic Information Office, Little Rock, AR*

- Maryland Regional Address Initiative  
*Sandi Stroud, GIS Coordinator, Baltimore Metropolitan Council, Baltimore, MD*

### Plenary Session - 11:00 AM - 12:00 Noon

#### Online and Interactive

A showcase of innovative, real-time, on-the-fly GIS and Emergency response projects that are on the cutting edge of Next Generation implementations.

- On the Fly with the Cincinnati Urban Area's RAVEN911 System: How GIS Professionals & Emergency Response Personnel Joined Forces to Create a Mobile GIS System for the Austere Environment  
*Christine Grimmelsman, EMT-P, FFII, MPA, Emergency Planner, Cincinnati Fire Department, Cincinnati, OH*
- St Louis 911 Project

### Breakout Sessions - 1:00 PM - 2:30 PM

#### Elements of Good Addressing

What makes a good address? Standards and Quality Control? Then more Standards and Quality Control! Learn how local governments applied quality control and standards for good addressing in their jurisdiction

- GIS-Based Address Quality Control in Ada County, Idaho  
*Dan Narsavage, GISP, GIS Programmer Analyst, Ada County Assessor's Office, Boise, ID*
- Standards Compliant Addressing Data Quality Control: Accounting for Every Addresses  
*Zachary Lancaster, Quality Control Technician Spatial Focus Inc, Decatur, GA*  
*Charles Shapiro, Quality Analyst, Spatial Focus Inc, Decatur, GA*
- Address Compliance Program in Jefferson County, WV  
*Wendy Schutz, Jefferson County GIS/Addressing Office, Charles Town, WV*

### Plenary Session - 3:00 PM - 4:00 PM

Addressing has long been about more than a number on a mailbox or front door. Hear Matt Kulig from Aisle411 speak about their use of location in retail situations an interesting twist to our typical addressing talk.



Matt Kulig Aisle411

Founded in April of 2008 and based in St. Louis, MO, aisle411's proprietary, first-of-its-kind indoor retail mapping and location service and mobile platform allows shoppers to easily navigate through retail stores to find exactly what they want quickly by collecting, organizing and monetizing retailers' product inventory, location data, and enterprise software space planning systems and store maps. aisle411 has also partnered with leading indoor positioning technology providers to provide shopper positioning services that drive merchandising insights and allow for engaging shopper experiences.

#### Tuesday Evening Networking Event

### Wednesday, November 6, 2013

#### Interactive Session – 9:00 AM – 12:00 Noon

##### Large Scale Address QC: Faster, Better, Easier (and Address Standard Compliant)

The FGDC Address Standard comes with a set of Quality Control queries that will tell you how many of your addresses are anomalies, along with queries that will correct them wholesale. This half day interactive session will enable users to download the free tools in Quantum GIS (qgis) and step through the processing on a standardized address data set. Enjoy this interactive learning session.

In order to accommodate this session, participants will need to bring a Windows Based computer (this will not work on tablets or Apple Products). Computers will not be supplied for this session. Links to software and digital data will be provided prior to this session so participants can load them onto their computers.

**2013 Locating the Future Conference Registration Form**  
**November 3-6, 2013 – Union Station, St. Louis – register online at [www.urisa.org](http://www.urisa.org)**

Name \_\_\_\_\_  
 Title \_\_\_\_\_ Credentials \_\_\_\_\_  
 Organization \_\_\_\_\_  
 Address \_\_\_\_\_  
 City \_\_\_\_\_ State/Province \_\_\_\_\_  
 Zip/Postal Code \_\_\_\_\_ Country \_\_\_\_\_  
 Telephone \_\_\_\_\_ Fax \_\_\_\_\_  
 E-Mail \_\_\_\_\_

I am currently a member of (check all that apply):  NENA Member  URISA Member

<b>Conference Registration</b> <i>A full conference registration includes: conference proceedings, networking events, Monday lunch, and continental breakfasts. A registrant may select only a single One-Day registration - more than one day of attendance is considered a Full Registration and will be charged accordingly.</i>	<b>Early Rate</b> (by September 23, 2013)	<b>Regular Rate</b> (after September 23, 2013)	<b>Cancellation &amp; Refund Policy:</b> All cancellations must be received in writing at URISA HQ on or before September 30, 2013, in order to receive a refund, less a \$50 processing fee. After September 30, 2013, cancelled registrations will not be refunded nor applied to future conferences. There will be a \$50 administrative fee for the swapping of registrants.
<b>Full Registration</b> URISA and/or NENA Member .....  Nonmember.....	<input type="checkbox"/> \$345  <input type="checkbox"/> \$445	<input type="checkbox"/> \$395  <input type="checkbox"/> \$495	
<b>One-Day Registration - Member:</b> <input type="checkbox"/> Mon. Only <input type="checkbox"/> Tues. Only <input type="checkbox"/> Wed. Only	<input type="checkbox"/> \$150	<input type="checkbox"/> \$175	
<b>One-Day Registration - Nonmember:</b> <input type="checkbox"/> Mon. Only <input type="checkbox"/> Tues. Only <input type="checkbox"/> Wed. Only	<input type="checkbox"/> \$200	<input type="checkbox"/> \$225	
<b>Sunday, November 3, 2013 – Training Courses (optional), 8:30 AM – 5:00 PM</b>			
<i>Additional fee required – choose one only:</i>	<b>Member</b>	<b>Nonmember</b>	
<b>Building an Address Repository Using the FGDC Standard (URISA Workshop) 8:30 AM – 5:00 PM</b>	<input type="checkbox"/> \$195	<input type="checkbox"/> \$245	
<b>GIS &amp; NG9-1-1 for the PSAP (NENA Course) 8:30 AM – 5:00 PM</b>	<input type="checkbox"/> \$195	<input type="checkbox"/> \$245	
<b>Emergency Preparedness for GIS (URISA ½ Day Workshop - afternoon) 1:00 – 5:00 PM</b>	<input type="checkbox"/> \$99	<input type="checkbox"/> \$195	

**Total Due \$** \_\_\_\_\_

**Payment Information:** (Make checks payable to the **URISA/NENA Addressing Conference** in US Dollars). ALL registrations must be paid in full by the time of the conference.

Payment enclosed: Check # \_\_\_\_\_  Purchase Order # \_\_\_\_\_  Please bill me.

VISA  MasterCard  American Express

Credit Card # \_\_\_\_\_ Exp Date: \_\_\_\_\_

Signature for Credit Card: \_\_\_\_\_

Send the completed registration form with payment information to:  
 UNAC c/o URISA, 701 Lee Street, Suite 680, Des Plaines, IL 60016 USA

Fax to 847/824-6363. Or register on-line at [www.urisa.org](http://www.urisa.org). **Questions? Call the Conference Hotline at (847) 824-6300, [info@urisa.org](mailto:info@urisa.org)**