

**9th Annual Digital/Spatial Mapping Conference**  
**“Mainstreaming GIS: Technology for Everyone”**  
**Four Points Sheraton in Rochester, New York June 13th, 2000**

7:45 – 8:30 Registration and Vendor Exhibits

8:30 – 8:45 Welcome and GIS/SIG highlights – Mark Tinkler, GIS/SIG President and Jeff Volpe, GIS/SIG Conference Chair (Bausch and Carlson Rooms)

8:45 – 10:00 Concurrent Sessions 1A (Bausch Ballroom), 1B (Carlson Ballroom) and 1C (Douglass Ballroom)

**Session 1A – Mainstreaming GIS in Planning/Agency**

Moderator: Ken Gordon, Larsen Engineers

- “Census 2000”, *Len Gaines, Empire State Development & NY State Data Center Web Sites*
- “Buried in Technology - GIS for Cemetery Management”, *Jason Clough, GIS Resource Group of D’Alba and Donovan*
- “NASA Commercial Remote Sensing Program – Workforce Development National Implementation Plan”, *Danny McBrayer, NASA Education Program*

**Session 1B – Mainstreaming Transportation GIS**

Moderator: Mark Tinkler, Bergmann Associates

- “City of Syracuse Truck Route Study – GPS/GIS Integration”, *Brock Laforty, Syracuse Metropolitan Trans Council*
- “Geographic Information Technology Applications for Transportation Based on Woodstock ’99 and ’98 Labor Day Storm Experiences”, *Fred Howe, NYSTEC*
- “NYSDOT GIS Applications”, *Bernie Kester, NYSDOT*

**Session 1C – Mainstreaming Internet/Mapping GIS**

Moderator: John Thomas, City of Rochester

- “ArcIMS – A New Approach to Internet GIS and Mapping”, *Chris Attridge, ESRI*
- “City of Rochester’s Internet Mapping Application”, *James Hawkins, City of Rochester*
- “CUGIR”, *Tom Gale, Nan Hyland, Mann Library, Cornell University*

10:00 – 10:30 Vendor Exhibits (Mezzanine) **SPONSORED BY ERDAS**

10:30 – 12:00 Concurrent Sessions 2A (Bausch Ballroom, 2B (Carlson Ballroom) and 2C (Douglass Ballroom)

**Session 2A – Mainstreaming GIS in Local Government**

Moderator: Carol Schmitt, City of Rochester

- “GIS Applications at the Town of Penfield”, *Julie Hill, Town of Penfield*
- “Enterprise Workflow With Network Centric Geospatial Technology”, *Sean Fitzpatrick, Autodesk*
- “GIS & Image Documenting via RPS v4 Software”, *Mark Kotary, Systems Development Group*

**Session 2B – Mainstreaming Imagery/Remote Sensing**

Moderator: Scott Sherwood, Pictometry International

- “Municipal Applications of Electronic Field Study Software and Image Library”, *Scott Sherwood, Pictometry*
- “Application of Remote Sensing & GIS for Great Lakes Water Resource Assessment ” *Nina Gibson Raqueno, RIT*
- “GIS Building with Imagery: New Techniques and Technology”, *Sara Johnson, ERDAS*

**Session 2C – Mainstreaming System Integration/Modeling**

Moderator: Jim McIntosh, LaBella Associates

- “Land Use/Land Cover Generation for Watershed Management”, *Ed Freeborn, NYSTEC*
- “Hydraulic Modeling Using GIS”, *George Wheatley, Roch Water and Lighting Bureau*
- “Monroe County Planning – LESA”, *Benjamin Houston, Monroe County Planning*

12:00 – 1:00 Lunch/Business Meeting (Riverview Ballroom)

1:00 – 1:45 Keynote Speaker

## Keynote Address

***“The Power of Location-Based Intelligence for CRM (Customer Relationship Management)”***

***John C. Cavalier, President and CEO, MapInfo***

1:45 – 2:00 Break and Vendor Exhibits

2:00 – 3:30 Concurrent Sessions 3A (Bausch Ballroom), 3B (Carlson Ballroom) and 3C (Douglass Ballroom)

### **Session 3A – Mainstreaming GIS in Environmental/Health**

Moderator: Ben Houston, Monroe County

- “Forestry Management Desktop Application”, *Dave Nichter, Land and Mapping Services*
- “Use of GIS in Public Health”, *Thomas Talbott, NYS Department of Health*
- “Use of Fourier Transforms in Image Classification”, *Jennifer Barber, SUNY ESF*

### **Session 3B – Data Distribution/Sharing**

Moderator: Jeff Volpe, Bergmann Associates

- “Monroe County Data Sharing Initiative”, *Steve Schwartzmeier, Monroe County DES*
- “Regional GIS Data Sharing Initiative and NYS Digital Orthophoto Program”, *Bruce Oswald, NYS Office for Technology*
- “Creating A Global Spatial Data Distribution Infrastructure”, *Justin Holtzman, Core Software Technology*

### **Session 3C – GIS in Education/Research**

Moderator: Jon Lynn, JPL Consulting

- “Research and Development Based on Spatial Database”, *Wang Hong, Shanghai BeautiMap Technology Co. Ltd.*
- “Nationwide Gambling Availability: Geocoding the Gaming Industry”, *Craig Hanson and William Wieczorek, Center for Health & Social Research, Buffalo State College*
- “Ulster County Environmental Management Council”, *Rick Fritschler, Ulster County EMC*

**3:30 – 4:30 Post-Conference Reception** (Riverview Ballroom/Vendor Area) Conference Concludes – Drawing for ESRI, MapInfo, ERDAS, Bentley, Autodesk, Caliper, and CEDRA door prizes and Awards for map contest. **MUST BE PRESENT TO WIN!!!**  
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