

OUTREACH EVENT REPORT AND RECOMMENDATIONS

Attendee's Name: Joseph Kerski Title: Cartographer, PM
Location: Dallas TX
Other USGS Attendees: none
Trip Date(s): 11-14 May 1998
Purpose of Travel: Operate USGS Exhibit and make presentations at Business Geographics Conference

Summary:

The USGS operated an exhibit at the Business Geographics conference, a technical conference held every year since 1992, sponsored by GIS World, Inc., of Fort Collins, Colorado. This conference attracted approximately 1,150 attendees. By participating in this conference, we sought to demonstrate that the USGS collects digital data that bankers, health care, retailers, utilities, distributors, marketers, manufacturers, insurance companies, real estate agents, and others in business can use in their everyday work. Other exhibitors included the US Census Bureau, BLR Data, Intergraph, ESRI, Claritas, MapInfo, Statistics Canada, ImageScans, FGDC, and approximately 25 others.

USGS Activities at Conference:

The USGS conducted 4 presentations and ran the USGS exhibit. Three presentations were "vendor presentations" on USGS digital data sets, and the last presentation was entitled "Using USGS Digital Data to Solve Business Problems." This was a presentation based on ArcView and PowerPoint software.

Recommendations/Observations:

1) The staffing, digital demonstrations, backdrop posters, and handout materials with which we operated the USGS exhibit were excellent. The staffing was handled by one person, which required the exhibit to be left vacant during the workshops conducted. I wish to acknowledge the staffpersons in GD, BRD, and WRD who assisted me with this project: digital demonstrations from Terry D'Erchia (BRD), hazards materials from Susan Rhea (GD), and J.M. Taylor, Harry McWreath, and Marilyn Kuhn of the Fort Worth WRD office, who received my materials, assisted with tear-down, and loaned me a monitor and speakers for the exhibit as well as their van for transport. The assistance of the Fort Worth WRD office saved us \$1000.00 in computer and warehousing rentals and I appreciated their effort and kindness.

2) Digital demonstrations included ArcView projects built to illustrate USGS applications in business. These ArcView projects included identifying housing units in floodplains, identifying crimes in each zoning district, analyzing wildlife habitat, slope determination for subdivision development, determining site locations for restaurants, and others that used DRGs, DLGs, DEMs, and DOQs. Other demonstrations were: NHD, digital products, and a computer video of satellite imagery. Handouts included product ordering information, digital fact sheets, WWW fact sheets,

and materials on NSDI and FGDC. The quantities were suitable but slightly overstocked for DLG factsheets, and slightly understocked for the Texas state index. See attachment for the exhibit plan that details all these items and their quantities.

** An ongoing concern is that several key GIPs and fact sheets that are used in national mapping program outreach activities are out of stock. This includes Map Projections, GIS, and fact sheets on WWW, DOQs, DRGs, and DLGs. The fact sheets have been copied for each conference lately, which is quite time consuming. The GIPs are, of course, not suitable to be copied, so we have to do without.

3) The non-traditional GIS users--the business sector--is the fastest growing segment of GIS and digital data use in the 1990s. For that reason, the Business Geographics conference is a worthy one to consider in the future, particularly as we seek specific markets for our data. Business use will only increase in importance in the future, and working with this audience is an excellent fit for the USGS. We face stiff competition with companies such as BLR Data and GDT, who repackage our data specifically to businesses. Nevertheless, the low price of our data and its extensive coverage is appealing to this audience. They are especially interested in elevation and hazards data, and DOQs. DLGs are of limited value because of the value-added vectors provided by the aforementioned companies. The attendees typically spent long periods at our exhibit, sometimes over 20 minutes. The main questions revolved around availability and use of geospatial data.

4) In the future at this conference, it would be helpful to be located next to the FGDC exhibit. This year, the FGDC exhibit was staffed by the Texas Natural Resources Information System, a division of the Texas state government, and with whom we work extensively from RMMC.

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