Welcome to

The Harlow Report - GIS

Welcome to the 11th issue of 2002! In this issue we tell you about a new 3D Terrain Model, something called Geospatial Intelligence, and some solid tips for your business, and for you personal life.

» **Geospatial Intelligence Geospatial Intelligence** - just another oxymoron from our government? The folks at the National Imagery and Mapping Agency think not.

» Intergraph Creates Online Research Library Intergraph opens a new virtual GIS library for research

» **GeoMedia® Goes 3D** Intergraph Mapping and GIS Solutions has another GeoMedia tool. Called GeoMedia Terrain 5.0, it is powerful desktop software for terrain generation, elevation processing, and 3D visualization.

» **Ten Reasons Why Most Business Plans Fail** As someone who is involved in helping companies develop strategic plans, and as someone who is involved in several small businesses, I found this article to be right on target. It may help your company reach its true potential

»

» **Expand your thinking** We start out life with a blank page and as a child we fill it with all sorts of imaginative ideas. At some point we start coloring within the lines, and loose our creativity. John Colanzi thinks it is time to start the expansion of your mind once again.

As always, we provide you with the latest links to new topics, products, services and oddball ideas that either pertain to GIS, or seem like fun. You know that is located in GIS Net Surfing. If you just want the latest in GIS news, then click on over to News to Use.

Thanks for your interest and support.

Chris Harlow

Geospatial Intelligence

Geospatial Intelligence - just another oxymoron from our government? The folks at the National Imagery and Mapping Agency (NIMA) think not. To NIMA it is a new discipline in the ever constant challenge of keeping the world safe.

NIMA background

NIMA was established October 1, 1996 to address the expanding requirements in the areas of imagery, imagery intelligence, and geospatial intelligence. The organization has a clear mission statement: "NIMA provides timely, relevant, and accurate Geospatial Intelligence in support of national security." According to its web site, NIMA:

» Provides Geospatial Intelligence in all its forms, and from whatever source--imagery, imagery intelligence, and geospatial data and information--to ensure the knowledge foundation for planning, decision, and action.
» Provides easy access to Geospatial Intelligence databases for all stakeholders.
» Creates tailored, customer-specific Geospatial Intelligence, analytic services, and solutions.

NIMA was formed through the consolidation of the following: the Defense Mapping Agency (DMA), the Central Imagery Office (CIO), the Defense Dissemination Program Office (DDPO) and the National Photographic Interpretation Center (NPIC) as well as the imagery exploitation and dissemination elements of the Defense Intelligence Agency (DIA), the National Reconnaissance Office (NRO), the Defense Airborne Reconnaissance Office (DARO) and the Central Intelligence Agency.

Geospatial Intelligence

NIMA describes this new discipline as follows: "Geospatial intelligence is the exploitation and analysis of cartographic, imagery and geodetic information to describe, assess, and visually depict physical features and geographically referenced activities on the Earth."

The organization is directed by General James R. Clapper, a retired Air Force Lieutenant General. Get your planning calendar out now and mark May 19 - 21 as the time for you to be in New Orleans, LA. That is when Intergraph will be hosting Geospatial World, and General Clapper is the keynote speaker. His topic? That's right, Geospatial Intelligence.

We have come a long way in GIS, from the simple days of trying to draw a map with a computer, to missile guidance in the Gulf War, to something even more intriguing - Geospatial Intelligence. Sure, you could go to the Web site and try to figure out, by why not here it directly from General Clapper?

GeoSpatial World

Sponsored by the Intergraph GeoSpatial Users Community and Intergraph Mapping and GIS Solutions, GeoSpatial World is targeted at decision makers, managers, staff, and users who create or use geospatial information technology to meet needs in academia or in the public or private sector.

As you may have guessed, there are the usual mixture of speeches, lectures, workshops and supplier booths to keep you occupied, and away from the temptations of Bourbon Street.

Joining the General as a keynoter will be the president of Intergraph Mapping and GIS Solutions, Preetha Pulazani. According to Rita Roberts of Intergraph, Preethat "…will open the conference with information on advances in geospatial business, solutions, and technology, including Intergraph's role in the industry's progress. Her presentation will spotlight customers' practical and enterprise applications of geospatial data in desktop, Web, and mobile implementations."

To find out more about GeoSpatial World and General Clapper's keynote speech go to http://www.geospatialworld.com

GeoMedia® Goes 3D

Not too many years ago, a senior executive at Intergraph tol me that GeoMedia gives the company the ability to play in GIS markets that may be dominated by competitors' systems. So, instead of going head on and trying to replace a competitor, GeoMedia reads existing data in an easy to use GIS interface. As the company's web site describes the product: "GeoMedia solves the problem of disparate data formats and makes it easy to share up-to-date spatial data across borders, industries, and disciplines. With its open architecture and live data integration, you can bring all your GIS data into a single environment and turn it into valuable information."

Now the Huntsville, Alabama based technology company's GIS division, Intergraph Mapping and GIS Solutions has another GeoMedia tool. Called <u>GeoMedia Terrain 5.0</u>, it is powerful desktop software for terrain generation, elevation processing, and 3D visualization. GeoMedia Terrain provides 3D terrain analysis and visualization capabilities that are integrated on the desktop.

Come fly with me

Huntsville is home to the Space Center, Redstone Arsenal, and a host of space-program suppliers. It seems fitting then that GeoMedia Terrain's 3D functionality performs flythroughs, displays color-coded elevation or shaded-relief raster backdrops, and creates contour , slope, and visibility polygon features, As you know, 3D models and views can increase understanding of a location for uses such as determining flight path obstructions, selecting military emplacements, choosing a sight for a home, or deciding on new construction corridors for highways.

ActiveFlight, a standalone system, now part of GeoMedia Terrain, lets you navigate three-dimensional terrain models via dynamic flythrough. According to Intergraph, ActiveFlight is built on the VTree™ toolkit from CG2, Inc. and is thus optimized for performance across the spectrum of modern, cost-effective graphics accelerators ActiveFlight allows navigation of terrain models in the VTree and TerraPage model formats. Models in other 3D formats, such as MultiGen-Paradigm's OpenFlight™, may be converted to VTree using tools provided with ActiveFlight.

3D Functions

With GeoMedia Terrain's 3D capabilities, you can:

- Generate aspect polygons indicating the direction of terrain slope
- Display elevation, slope, and aspect based on the cursor position in a MapView
- Tailor profile views of an elevation between two points along a selected feature
- Create cartographic-quality contour features with user specified intervals
- Create slope polygons from user-specified ranges and locate significant slope areas
- Display either color-coded elevation or gray-scale shaded representations of a model
- Create both visible and invisible area polygons as a means to detect hidden locations

System Requirements

- Processor: Pentium II or equivalent
- RAM: 64 MB
- Disk Space: 50 MB hard drive space
- Access to CD-ROM drive
- Video: OpenGL-compatible graphics accelerator with at least 8 MB of texture memory. Increased frame buffer and texture memory will improve performance.

Conclusion

One of the benefits of the Internet is that suppliers can provide updates and demo systems on-line for download. Intergraph is one of those companies taking advantage of the tech. To get your demo copy of GeoMedia, go to http://www.intergraph.com/gis/gmterrain/

Ten Reasons Why Most Business Plans Fail

And What You Can Do About It

by
Tim Fulton

Editor's Note: As someone who is involved in helping companies develop strategic plans, and as someone who is involved in several small businesses, I found this article to be right on target. It may help your company reach its true potential

Tim Fulton is a nationally recognized small business consultant and management trainer. He is also a very popular public speaker. Tim can be reached at. timfulton@hotmail.com

Research indicates that less than 20% of small businesses execute any type of business plan. Research also indicates that only about 20% of all small businesses survive the first five years of existence. Is that a coincidence? I don't think so.

Unfortunately, for the few brave and courageous business owners that do develop a plan for their business; many of those business plans fail. While their intent is good, the results are disappointing. Why? Here are Ten Reasons:

Reason #1: The plan does not start with an end in mind. Your plans development should start with a determination of the organization's primary aim. Why are you in business? The remainder of the business plan than flows from that statement of purpose. As Steven Covey states in his book of habits, "Begin with the end in mind. If you take a trip, your first and possibly most important decision is: where am I going? What is my destination? That is your primary aim. You than establish objectives, goals, and strategies that will keep you driving towards your pre-selected destination."

Result # 2: The plan is incomplete. Your business plan must include certain information that may be required by individuals outside of the organization including bankers, investors, channel partners, etc. These items may include prior years financials, resumes for top management, a history of the business, and an analysis of the competition. While this information may not be relevant to your development of the business, it might be very important to people outside of your business making critical decisions about your company based on this plan.

Reason #3: The plan is too long and difficult to read. Your plan typically should not exceed 15-20 pages. Nothing turns off a banker more than to have your version of War and Peace sitting right in front of him. Be concise. The plan should be written be in layman's terms. The appearance of the plan is important. This document should be the most powerful selling tool you have. It should persuade the reader to thinking that your company is

successful today and will continue to be so in the future. The appearance of the document should reflect that intent. If necessary, have it typeset.

Reason #4: The plan is developed only by the business owner or top management. This is the business plan. Not the owner's plan. If you expect the participation of the employees in the execution of plan, you must involve them in the development of the document. Your employees should also be involved in the timely the evaluation of the business plan. Their input will be invaluable to you in this process as you evaluate and update your plan.

Reason #5: The plan lacks adequate front-end analysis. Your business plan should be based on a thorough analysis of your business using a S.W.O.T. approach: Strengths, Weaknesses, Opportunities, and Threats. The identification of these factors will enable you to determine the appropriate goals and strategies your plan must include in order for you to reach your primary aim. Before we go on our trip, we always check to see that the roads are safe and the vehicle is well-tuned.

Reason #6: The plan is written for the sole purpose of raising capital. Such a one-dimensional plan is sure to fail. Your plan should serve as map by which you can reach your organization's primary aim. You will than want to share this document with anyone who has a significant stake in your business. These stakeholders may include your employees, your creditors, your banker, and even your customers. Each of these stakeholder groups has a vital interest in the direction of your company. Each of these groups should be taken into consideration when developing your business plan.

Reason #7: The plan is written, approved, and filed for safekeeping until next year. Your plan should be reviewed, evaluated, and updated regularly. The development of the plan should be an ongoing process. I suggest that you write the plan annually, review it monthly, and update it quarterly. Do not hesitate to change your plan if necessary. If you decide to change your direction or destination, make sure that you also change your map.

Reason #8: The plan's financial projections are unrealistic. Your plan should include financial projections that are accurate, reasonable, and attainable. These numbers should be based on hard data. Loan officers are trained to reduce revenue projections by 50% and double certain expense projections. This is particularly true for a new business due to a lack of past financial performance. For an existing business, your financial projections should be based on historical data, your situational analysis, and growth expectations. Be prepared to defend your financial forecast and its underlying assumptions.

Reason #9: The plan is not balanced in its attention to the primary functions of the business. Your business plan should address all three of the primary functions of the organization: Marketing, Operations, and Finance. Each area may not be of equal importance to your company. However, all three functions are interrelated. A lack of attention or planning in one area might significantly impact one or both of the other areas. Remember, your organizational chain is only as strong as the weakest link in that chain. The development of strong links starts with the business plan.

Reason #10: The plan is dependent upon people for the business to be successful. Your plan should create a system of doing business. That system then provides jobs for people.

Remember, the true value of a business is based not on what it sells, but how it sells it. McDonald's has been successful not because of its hamburgers, but because of the McDonalds system which provides

Ten Reasons Why Most Business Plans Fail
And What To Do About It
Copyright © 2002 Tom Colton

Expand Your Thinking

by

John Colanzi

Editor's Note: We start out life with a blank page and as a child we fill it with all sorts of imaginative ideas. At some point we start coloring within the lines, and loose our creativity. John Colanzi thinks it is time to start the expansion of your mind once again.
.
John Colanzi has been writing for the Internet for 3 years. He has shown hundreds of webmasters how to use mindset medication to join the ranks of the successful, prosperous marketers. Subscribe now to his "Street Smart Marketing Newsletter and receive over $130 in Free reprint rights. streetsmart@rapidreply.net

---

I don't know what it is about this time of year that makes me start reflecting over how I've spent my time on this whirling orb

As I think back I realize how hard it is to view the world through the eyes of my childhood.

As children every day is filled with awe and wonder. A child's mind is still filled with the idea that anything and everything is possible.

They haven't begun building the mental walls yet. They haven't learned to worry what others think.

Watch a child learning to walk and it's amazing. No matter how many times they fall down, they hop back up because they instinctively know that eventually they'll be able to walk.

They don't have to worry what others think. They have no need to put up a front. They are who they are. No guile, no deceit. They still see the world as infinite, no limits in sight.

But somewhere along the line they learn to be practical. Their creativity becomes stifled over time, as the world teaches them to fit in.

Eventually they don't bounce back as fast when they fail.

Having fun is no longer the goal. Learning and growing are now a chore. Goals are no longer lofty. Goals are now set within the confines of their more limited view of life.

It doesn't have to be like that. You and I can tear down those walls that are closing in and start fresh.

It's time to bring back that sense of joy and wonder.

When you're setting your goals for the New Year, think like a child.

Expand your thinking. Set your goals as if anything is possible. If you get knocked back down along the way, hop back up.

Don't worry about what "they" think. It's your goal and you can achieve it. View the world through the wonder struck eyes of a child.

In the words of Napoleon Hill, "If you can conceive it, you can achieve it."

I know you can do great things.

Do you?

Expand Your Thinking
Copyright © 2002 John Colanzi

GIS Net Surfing

Spatial Data Standard for Facilities, Infrastructure, and Environment (SDSFIE)
http://tsc.wes.army.mil/products/TSSDS-TSFMS/tssds/html/

One of the major initiatives assigned to The Computer-Aided Design and Drafting (CADD)/Geographic Information System (GIS) Technology Center for Facilities, Infrastructure, and Environment has been the development of the Spatial Data Standard (SDSFIE) for Facilities, Infrastructure, and Environment.

PAMAGIC: Pennsylvania Mapping and Geographic Information Consortium
http://www.pamagic.org/

Collection of useful GIS information about the state, and other white papers, metadata, etc.

Northern Ohio Data and Information Service
http://nodisnet1.csuohio.edu/nodis/index.html

The NODIS Data Connection is a guide to on-line demographic and economic data for northeast Ohio, especially post-1990 data tables and area profiles. Site by Cleveland State University and Levin College of Urban affairs

---

US Census State & County QuickFacts
http://quickfacts.census.gov/qfd/

Just as the name implies - a great place to start when you are trying to learn about or teach about places in the U.S.

News to Use

Applied Geographics
http://www.appgeo.com //

Applied Geographics, Inc. (AGI) won a contract with the City of Rye, New York to conduct a major photogrammetric data conversion project. AGI will convert tiled AutoCAD-format planimetric and topographic layers to city-wide seamless GIS data layers, perform utility data and annotation conversion, and automate City utility networks. "We look forward to working with the City on this project which is consistent with the City's mission: 'to deliver efficiently a wide variety of quality services and share information with residents,'" said project manager David Weaver. "GIS, and especially Web-based mapping applications, provide a cost-effective way to streamline the integration and dissemination of public information."

Epson America
http://www.epson,com

Epson America announced its wide format printer, EPSON Stylus Pro 10600. The EPSON Stylus Pro 10600 uses the same high-speed print engine as the EPSON Stylus Pro 10000, now making it the company's fastest ink jet printer to date. This printer's Photo Accelerator Technology virtually guarantees full print engine performance when printing RGB-based image files, even when using slower computer systems. Images can be printed up to 231 square feet per hour using the printer's fastest settings and approximately 72 square feet per hour.

CARIS
http://www.caris.com

CARIS was acknowledged by the University of New Brunswick (UNB) in Fredericton for its leadership in geomatics education in the academic sector by improving the ability of students to work with and explore the potential of spatial data. Through its Academic Partnering Program, CARIS provides educational institutions with software at a greatly reduced cost.

ASPRS
http://www.asprs.org

ASPRS and the National Oceanic and Atmospheric Administration (NOAA) formally entered into a contract agreement to support the ASPRS/NASA Ten-Year Remote Sensing Industry Forecast. Under the contract, NOAA will fund a complete written summary of the Forecast that will be available to those interested. James R. Plasker, ASPRS executive director, stated, "With NOAA's focus on facilitating U.S. leadership in commercial remote sensing, and ASPRS's breadth of visibility across the industry,

this relationship is certain to further the Forecast's ability to meet the needs of the remote sensing community."

OETC
 http://www.oetc.org

The Oregon Educational Technology Consortium (OETC) has signed an agreement with ESRI that will allow the OETC to promote, sell, duplicate, and disseminate ESRI software to K thru 12 school members. Members of the OETC will also have access to ESRI's ArcView versions 3 and 8 for Windows and ArcView 3.0a for Macintosh. The OETC is an incorporated, not-for-profit organization dedicated to maximizing the value of educational technology to its members by working with software and hardware vendors to procure the most effective and appropriate technological resources at the lowest possible price. OETC membership comprises more than 500 educational institutions, school districts, and other educational nonprofit organizations.

If you change your Email address, tell us!

Charlow@charter.net