

[Table of Contents](#)
Vol. 27 #04

[Featured Articles](#)

[Publisher's Preview](#)

[Using Parcels for Pipeline Integrity](#)

[GITA Gets Grant](#)

[Trends Can And Do Impact Your Success](#)

[More to Know](#)

[Out of the Box](#)

[News to Use](#)

[Just 4 Laffs](#)

[Think You Are Having a Bad Day?](#)

[Tell A Friend](#)

[Cartoon of the Day](#)

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Welcome To The Harlow Report - GIS

Welcome to the Harlow Report – Geographic information Systems. In this issue we explain why parcel maps information can improve your pipeline integrity analyses, why the new grant received by GITA is important and a dentist's view of why trends impact success in GIS.

Featured Articles

- [Using Parcels for Pipeline Integrity](#) Pipeline integrity, and with it High Consequence Area analysis, is keeping the systems integrators busy these days. Nobody in the pipeline (gas or liquid) industry ever wants to experience a pipeline explosion or similar accident. Now with the US government watching, companies must make sure they are complying with the rules
- [GITA Gets a Grant](#). Everyone understands that the future of our country is in the hands of our children. We may shutter at the thought, but it is nonetheless true. So where will the future GIS experts learn about the technology - from a supplier or from an educator?
- [Trends Can And Do Impact Your Success](#). The author, Dr. Scott Kiser is a practicing dentist. Naturally, he wrote this article using dental industry examples. At his suggestion, I replaced the dentistry references with GIS. Guess what? With very little editing his advice held true.

More to Know

- [Out of the Box](#) Our collection of news events that may indirectly effect your GIS project. Events are categorized by State and Local Government, Technology, and Utilities.
- [News to Use](#). Short takes on the latest GIS news with links to more

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- **Think You Are Having a Bad Day?** When things are getting you down, just read this article. i guarantee you will realize that life could be a lot worse.

As always, we thank you for your support, and trust that you and your loved ones remain safe, healthy and prosperous.



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[Table of Contents](#)
Vol. 27 #04

[Featured Articles](#)

[Publisher's Preview](#)

[Using Parcels for Pipeline Integrity](#)

[GITA Gets Grant](#)

[Trends Can And Do Impact Your Success](#)

[More to Know](#)

[Out of the Box](#)

[News to Use](#)

[Just 4 Laffs](#)

[Think You Are Having a Bad Day?](#)

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Using Parcels for Pipeline Integrity

Pipeline integrity, and with it High Consequence Area analysis, is keeping the systems integrators busy these days. Nobody in the pipeline (gas or liquid) industry ever wants to experience a pipeline explosion or similar accident. Now with the US government watching, companies must make sure they are complying with the rules

The detailed requirements are what you might expect of a federal regulation. Rather than repeating them here, you can familiarize yourselves with the details, starting at <http://www.epa.gov/fedrgstr/EPA-IMPACT/2002/August/Day-06/i19840.htm>.

In summary, the regulations say that you have to know where your pipelines are located and if they are in a dense area, you have to tell the feds all about it. That seems to be the short version of the regulations, probably brought on by the use of the term High Consequence Areas (HCA). However, as one integrator told me, the regulations are about developing an internal management plan for ranking field inspections by priority

How do parcel maps help?

In complying with the regulations, the pipeline company has to know where its pipes are located. That means it needs the facility maps to show location to a meter, which structures are in the same corridor, and the proximity of the pipeline to the structures. Other maps such as soil subsidence and fault maps are useful to determine likelihood of problems.

Opinions differ about the usefulness of parcel maps. Some system integrators don't see the need for it, since the regulations don't specify parcel maps. GIS managers in pipeline companies often immediately see the benefit of understanding the true location of a pipe in relation to a property line and to be able to access situs information about a parcel. The parcel boundaries add detail to any photography

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that may be used. However, for pipeline transmission companies, the use of parcel boundaries may not add very much to the analysis. These pipes tend to be in open areas with few or no structures. Based on the formulas in the regulations, in low density areas buffer zones can reach about 1,000 feet from the pipe. So, if there are few or no parcels in 1,000 ft of the pipeline, the accuracy of parcel maps is less important.

Who uses parcel maps?

Gas distribution companies, on the other hand, will find a big advantage to the accuracy of parcel maps. In the denser urban areas where the pipeline can be as small as two to six inches, the HCA calculations bring the buffer to fewer than 50 ft. At that point, locating a building as accurately as possible substantially adds to the analysis./P>

A large California combined power utility used parcel maps to provide and maintain a seamless database of over five million parcels covering their service area. This approach is helping the company to ensure the integrity of its gas distribution pipelines. The parcel data and local data release agreements were provided by Boundary Solutions Inc. (www.boundarysolutions.com).

As part of identifying high consequence areas, a calculated buffer, based on density determines the pipeline's proximity to occupied areas. Parcel maps show the points in a parcel's boundary within 6 feet of their true location, instead of a single point often not located within the parcel. Compared to the use of a buffered lat/long address point derived from the United States Postal Service (Zip code) database, digital parcels map databases are far more accurate.

The reason address points often are not within the subject parcel is because of address-range anomalies; worse, they can be hundreds of feet away. The improved accuracy of parcel maps goes a long way to reduce incidents of erroneous reporting. Another benefit is that when the updates to the parcel maps are loaded (often quarterly) density changes can be spotted quickly.

As a side benefit, by bringing the parcels into the utility's database, other user groups gain tremendous spatial advantages. Groups such as right-of-way, marketing, field services and others all benefit from knowing the true intersection or juxtaposition of the pipeline and the parcel boundary.

Conclusion

The government regulators may not specify parcel maps, but parcel boundaries add value to pipeline integrity and will benefit other areas of your enterprise. It is your company. Comply with the regulations, but make the analysis and underlying data useful to the entire company.



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[Table of Contents](#)
Vol. 27 #04

[Featured Articles](#)

[Publisher's Preview](#)

[Using Parcels for Pipeline Integrity](#)

[GITA Gets Grant](#)

[Trends Can And Do Impact Your Success](#)

[More to Know](#)

[Out of the Box](#)

[News to Use](#)

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GITA Gets Grant

GITA, the The Geospatial Information & Technology Association (www.gita.org), is an organization in transition. As a matter of fact, it has been from day one - I know because I was there.

The age old question has been just what to do with the organization. Over the years it maintained a sensible approach to being an educational institute. It stayed small and concentrated on it core constituents: power utilities and pipeline companies.

One of the difficulties of running an organization is that management changes every year. The glue that holds it together is the full time executive director, Bob Samborski. He isn't there to come up with brilliant ideas on his own, then charge off and change the world. He is there to provide consistency and ensure the implementation of certain strategic goals.

No geographer left behind?

GITA is, in the end, an organization dedicated to educating people about GIS. Sure, there is a bit of a trade show feeling at the annual meeting, but behind all those closed doors are some of the most informative educational sessions you will find.

Make no mistake, GITA is not a users group. If you want to learn the inner secrets of Arc_something, or G_something else, you need to attend a users group meeting. However, what you will learn there is all about the product you purchased. Believe me, no one at an ESRI users conference is going to tell how much better a certain Intergraph feature might be. My experience tells me that Intergraph will not tell you about anyone else's system either.

So if you want to learn about introductory theory to GIS, basic usage and future trends, GITA is the place to go. Speakers are told, in no uncertain terms, to keep the message educational. GITA is so careful about the message that they provide a PowerPoint template. It provides a uniform look to all presentations and displays the GITA logo instead of the individual company logo. This means that the presentation

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is about the contents, not the flashy marketing message that usually gets blended into a slide show.

Getting to them young

Everyone understands that the future of our country is in the hands of our children. We may shutter at the thought, but it is nonetheless true. So where will the future GIS experts learn about the technology - from a supplier or from an educator?

Xcel Energy Foundation in Denver (you may remember the old Public Services Company of Colorado - in the pre-merger days of utilities), just provided GITA with a \$7,500 educational grant. GITA will use the funds to expand and enhance its educational offerings to schoolchildren and young adults in middle school, high school, and undergraduate studies

GITA spokesman Ken Goering said that the U.S. Bureau of Labor named GIS as a sector that is expected to experience rapidly increasing job demand in the upcoming years.

"We are thrilled and honored to be recipients of a 2004 grant from the Xcel Energy Foundation," said GITA Director of Operations Henry Rosales. "GITA will use the funds to educate people about the benefits of GIS as well as expose young people to the many wonderful job opportunities available to them in this rapidly expanding industry. We are deeply grateful to the Xcel Energy Foundation for their assistance in this effort by providing this generous gift."

Conclusion

Thanks Xcel!



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[Table of Contents](#)
[Vol. 27 #04](#)

[Featured Articles](#)

[Publisher's Preview](#)

[Using Parcels for Pipeline Integrity](#)

[GITA Gets Grant](#)

[Trends Can And Do Impact Your Success](#)

[More to Know](#)

[Out of the Box](#)

[News to Use](#)

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Trends Can And Do Impact Your Success

submitted by
Scott Kiser, DDS

Editor's Note:The author, Dr. Scott Kiser is a practicing dentist. Naturally, he wrote this article using dental industry examples. At his suggestion, I replaced the dentistry references with GIS. Guess what? With very little editing his advice held true.

Dr. Scott Kiser has been practicing general dentistry in Salt Lake City, Utah for over 20 years. Dr. Kiser has used only mercury-free substances in his treatments since the mid 90's and concentrates his practice in the areas of sedation dentistry and complete smile makeovers. Consumer Research Council of America selected him as Utah's Top Cosmetic Dentist of 2003 - 04. Visit www.greatsmilesutah.com to sign up for a FREE monthly online newsletter or for more information on Dr. Kiser and all of his services.

As you determine what needs to be done to grow your business, there are two primary avenues you can take. One is to increase the number of customers and two is to increase the amount of value each customer has to you. You can work harder and longer or you can work smarter and different. By working smarter and different you have a better chance of create customer loyalty.

The challenge many GIS suppliers face is holding on to old beliefs regarding running their business like a "business." They base this on what was or was not acceptable from years past. Fact is, the industry has changed and will continue to do so. If you are still running your business based on outdated beliefs, it is time to evaluate what you are doing. This holds true for a law office, a doctor, a CPA or any number of service industry professions.

In years past there was less competition. There were fewer choices in services and the numbers of GIS software options were limited. Price per seat was a primary aspect of a customer making a decision. Customer service wasn't always a priority. In many cases you obtained a new customer because of a prior relationships or a colleague's recommendation.

Currently, competition is fiercer then it ever has been. Not only are you competing within your own industry, but with other industries as well. People choose carefully if there are financial

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decisions involved. There is more competition due to the Internet and as a result, customers tend to educate themselves more as they make buying decisions. Greater numbers of people understand the connection between GIS and overall IT. Due to this you are in an excellent position to educate the public.

In the not to distant future, and in many cases today, more people will be surfing the Internet to find you. Beyond a shadow of a doubt customer service, communication and painless procedures will be absolutely essential. People will want to utilize the services of someone who is a true expert in their field. Many folks will make sure that you are up to date on your continuing education. You, as a business owner, must know how to run your old business as a new business, which means you will have to know how to market and sell.

These are exciting times in GIS as well as many other professions. Unfortunately, many people stay stuck in yesterday, rather than looking for opportunities right at their doorstep.

The choices you make each and every day will determine what kind of opportunity is ahead for you. Rather than simply looking at what is happening today, what are the trends that are shaping the future? And how can you be a part of creating trends within your industry

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[Table of Contents](#)
Vol. 27 #04

[Featured Articles](#)

[Publisher's Preview](#)

[Using Parcels for Pipeline Integrity](#)

[GITA Gets Grant](#)

[Trends Can And Do Impact Your Success](#)

[More to Know](#)

[Out of the Box](#)

[News to Use](#)

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Out of the Box

Editor's note: In "Out of the Box" we bring you news snippets that are not necessarily related specifically to GIS. These are items that come across my screen that help me understand our industry, by understanding the world around us. For the complete article just click "Details Here." Think of it as thinking **Out of the Box**

In State and Local Government ...

- DigitalGlobe Imagery Helps Mississippi Protect Coastal Marine Resources While Promoting Economic Growth. Land Development Suitability Model Incorporates Satellite and Geospatial Data Across Many Government Levels [Details Here](#)
- County's maps need accuracy overhaul Federal officials were eager to map the Gallatin Valley (Montana) into sections during the 19th century, as settlers pushed into the area to farm and ranch. Section corners were staked out with the equipment of the day. But in today's high--tech world, when accurate maps are essential for emergency responders, officials need a better picture of where things are. "We're 100, 200 feet off in some areas," according to County GIS Director Allen Armstrong. [Details Here](#)
- Commissioners OK GIS contract County commissioners approved a contract this morning between Morgan County, CO and the Denver-based Carter and Burgess firm for a geographic information system. The goal of the contract, according to Commissioner Mark Arndt, is fourfold. First, the contract will provide mapping of elections information to the level of each individual ballot. Elections mapping in the county is "something that should have been done a long time ago," County Clerk

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and Recorder Fay Johnson said. [Details Here](#)

In Technology ...

- Apple Makes a Play for NT Orphans. Microsoft's competitors smell blood in the enterprise waters. They are swarming around NT 4.0 like sharks. And Apple is among the school of circling predators. Apple Computer Inc. sees a silver lining in Microsoft's decision to phase out support for NT Server 4.0 at the end of this year. To capitalize on potentially disenfranchised Windows server customers, Apple is planning on providing an NT migration tool as part of the Mac OS X Server 10.4 Tiger release, due out in the first half of 2005. [Details Here](#).

- Fujitsu Plans World's Fastest Database. Fujitsu and Japan's National Institute of Genetics are working on building what they expect will be the world's fastest database when it opens later this year. A prototype of the system based on Fujitsu's Shunsaku XML database engine has already been completed and is currently undergoing in-house testing at the genetics institute, which is also known as Shunsaku in Japan. Idenken's database is one of the world's three main genetics database. It includes 35 million records including the DNA pattern of 39.8 billion bases and its size is doubling every year. [Details Here](#)

- Lindows Settles with Microsoft. Lindows Inc. settled a trademark infringement case with Microsoft Corp. The San Diego, California software company, which develops a version of the Linux operating system for consumers, had been planning to go public over the last few months, even as the dispute over whether its name and products were too similar to Microsoft's "Windows" tied up senior management. Lindows, which applied for a Nasdaq listing under the symbol "LINE," said it will stop using the name Lindows and adopt a previously announced name, Linspire. Microsoft will pay upstart Linux seller Lindows \$20 million [Details Here](#)

In Utilities ...

- The largest corporate scandal in US history is one step closer to being resolved. Prosecutors have brought charges against Kenneth Lay, the former chairman of Enron which was once America's seventh-largest publicly owned company by revenue. If found guilty, Lay could spend the rest of his life in prison. [Details Here](#)

- Lessons learned from 2003 blackout, industry says. From the control room of New York state's electrical grid, dispatchers sitting in front of computer screens can for the first time monitor the flow of current as far away as Florida and the Midwest. In New England, which was barely affected by the massive outage that left 50 million people without electricity, power dispatchers have begun collecting more detailed

information about what is happening with the grid beyond the region's borders, rather than depending on other operators for alerts. Officials in New York and New England said they are sharing more information about the condition of the power system with other grid operators through regular conference calls and e-mails. [Details Here](#)

- For the second time in the past month, the California Public Utilities Commission (CPUC) has approved a key piece of San Diego Gas & Electric's (SDG&E) plan to enhance reliability in the San Diego region and to meet the growing energy needs of its customers. The CPUC granted SDG&E's request for a Certificate of Public Convenience and Necessity (CPCN) to add a much-needed electric transmission line to help ease the electricity logjam in the San Diego area. The commission's action clears the way for SDG&E to begin construction of a new 230,000 volt (230 kV) electric transmission line along its existing right-of-way from its Miguel substation in the southeast region of San Diego County to its Mission substation in Mission Valley. [Details Here](#).

- Ohio Consumer Advocate Asks Regulators to Reconsider FirstEnergy Rate Plan Decision State regulators should reconsider the portions of a decision that may cause FirstEnergy customers to continue to pay high monthly bills, the Ohio Consumers' Counsel (OCC), the residential utility advocate said. [Details Here](#).



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[Table of Contents](#)
Vol. 27 #04

[Featured Articles](#)

[Publisher's Preview](#)

[Using Parcels for Pipeline Integrity](#)

[GITA Gets Grant](#)

[Trends Can And Do Impact Your Success](#)

[More to Know](#)

[Out of the Box](#)

[News to Use](#)

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News to Use

WHITLEY COUNTY, INDIANA SELECTS ACCUGLOBE E9-1-1™ ADVANCED MAPPING SOFTWARE

<http://www.ddti.ne>

Digital Data Technologies, Inc. (DDTI) provided Whitley County, IN with an intelligent road centerline base map and software that will ultimately save the county time, money, and perhaps lives. The map, which DDTI created with its unique voice and data recording system, is comprised of three-dimensional road centerlines and field-verified address locations. Additional information that could impact the routing of emergency vehicles was also collected, such as on-way restrictions, traffic control devices, railroad crossings, speed limits, school zones, as well as bridge and culvert locations. In selecting DDTI's AccuGlobe E911 dispatch mapping software, Whitley County now will be able to provide the emergency dispatchers with highly accurate location and information about the location of any Wireline or Wireless call. The mapping software also will interface with the County's CISCO Computer Aided Dispatch (CAD) system to provide additional information and analysis capabilities.

Analytical Surveys Reports Early Redemption of Preferred Stock

<http://www.anlt.com>

Analytical Surveys, Inc. (ASI) a provider of utility industry data collection, creation and management services announced that it has redeemed 1,341,000 shares, or 84%, of its 1,600,000 Series A Redeemable Preferred Stock. The Company paid the holders of the Shares \$251,456 to redeem the Shares, which at March 31, 2004, were carried at approximately \$1,446,000 plus accrued dividends totaling approximately \$170,000. The early redemption eliminates a mandatory redemption

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payment of approximately \$670,000 plus accrued dividends that would have been due in December 2004.

GeoVantage names Michael Nappi President and CEO

<http://d30063758.purehost.com>

Nappi brings more than 20 years of management experience in the geographic information systems (GIS) industry to the position and will lead the GeoVantage team as they advance their mission to provide precision navigated imagery through cutting-edge technology.

Intergraph Ships G/Technology Version 9.2

<http://imgs.intergraph.com/gtech/>

Intergraph Mapping and Geospatial Solutions began shipping the latest release of G/Technology software, version 9.2. The result of the company's commitment to build and maintain industry-specific, commercial off-the-shelf (COTS) solutions, G/Technology delivers an integrated geofacilities management system that optimizes operational efficiency and reduces the cost of designing, operating and maintaining a service delivery network of utilities and communications companies. "Utilities and communications companies are looking for solutions that can help them optimize and streamline daily operations while reducing costs," said Dr. Ignacio Guerrero, Executive Vice President Product Development, Intergraph Mapping and Geospatial Solutions. "G/Technology, version 9.2, gives users and administrators new and improved functionality to increase productivity in project implementations, from startup to operations."

ESR's ArcWeb Services Now Include Batch Geocoding, Demographic Reports, and New Data

<http://www.esri.com>

ESRI announced several additions to the services and data included in ArcWeb Services. Subscribers now can do batch geocoding, obtain demographic reports for specified regions and access new data that includes weather forecasts, world administrative boundaries and maps of New Zealand. ArcWeb Services give subscribers access to GIS content and GIS capabilities on demand. With ArcWeb Services, data storage, maintenance, and updates are handled by ESRI. Batch

geocoding is offered to ArcWeb Services subscribers through the new Address Manager service. With this service, users can upload to ESRI a custom set of addresses, which are then returned as geocoded locations for storage on the user's local server. From there, users can make the data available to other applications.

SPATIALinfo delivers Fiber Design and Management solution to CCI

<http://www.spatialinfo.com>

SPATIALinfo, a specialist supplier of network information solutions, today announced an agreement with CCI, a provider of network planning, mapping, design, engineering, construction and installation for the cable, municipal, utility, telephone, optical transport and education industries, to provide a fiber design and management system for their use. The first deployment of this solution suite will be for a fiber network throughout the Midwest region of a Cable MSO.

United Power Reaps Benefits of TruckMap*™ Implementation

<http://www.unitedpower.com>

har*GIS, LLC, provider of mobile Field Information Systems™ that dramatically improve field crew productivity, t shared results to date realized by its customer, United Power, a Touchstone Energy Cooperative. United Power lineworkers have reported increased time savings and productivity thanks to their use of the har*GIS TruckMap* system (www.truckmap.com). "The explosive growth of our service area drove the need for improved field crew efficiency and effectiveness," said Larry Hepp, Operations/Engineering Manager, United Power. "TruckMap* is becoming an important work tool that allows our lineworkers do their job more quickly and efficiently."



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[Table of Contents](#)
[Vol. 27 #04](#)

[Featured Articles](#)

[Publisher's Preview](#)

[Using Parcels for Pipeline Integrity](#)

[GITA Gets Grant](#)

[Trends Can And Do Impact Your Success](#)

[More to Know](#)

[Out of the Box](#)

[News to Use](#)

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Think You Are Having a Bad Day?

submitted by
Someone on the Web

Fire authorities in California found a corpse in a burned-out section of forest while assessing the damage done by a forest fire. The deceased male was dressed in a full wet suit, complete with scuba tanks on his back, flippers, and face mask.

A postmortem test revealed that the man died not from burns, but from massive internal injuries. Dental records provided a positive identification. Investigators then set about to determine how a fully clothed diver ended up in the middle of a forest fire.

It was revealed that on the day of the fire, the man went diving off the coast, some 20 miles from the forest. The fire fighters, seeking to control the fire as quickly as possible, had called in a fleet of helicopters with very large dip buckets. Water was dipped from the ocean and emptied at the site of the forest fire.

You guessed it. One minute our diver was making like Flipper in the Pacific, the next, he was doing the breast stroke in a fire dip bucket 300 feet in the air.

Some days it just doesn't pay to get out of bed.

Still think you're having a bad day?

A man was working on his motorcycle on the patio, his wife nearby in the kitchen. While racing the engine, the motorcycle accidentally slipped into gear. The man, still holding onto the handlebars, was dragged along as it burst through the glass patio doors.

His wife, hearing the crash, ran in the room to find her husband cut and bleeding, the motorcycle, and the shattered patio door. She called for an ambulance and, because the house sat on a fairly large hill, went down the several flights of stairs to meet the paramedics and escort them to her husband.

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While the attendants were loading her husband, the wife managed to right the motorcycle and push it outside. She also quickly blotted up the spilled gasoline with some paper towels and tossed them into the toilet.

After being treated and released, the man returned home, looked at the shattered patio door and the damage done to his motorcycle. He went into the bathroom and consoled himself with a cigarette while attending to his business. About to stand, he flipped the butt between his legs.

The wife, who was in the kitchen, heard a loud explosion and her husband screaming. Finding him lying on the bathroom floor with his trousers blown away and burns on his buttocks, legs and groin, she once again phoned for an ambulance. The same paramedic crew was dispatched.

As the paramedics carried the man down the stairs to the ambulance they asked the wife how he had come to burn himself. She told them. They started laughing so hard, one slipped, the stretcher and dumping the husband out. He fell down the remaining stairs, breaking his arm.

Still having a bad day? Just remember, it could be worse ...

The average cost of rehabilitating a seal after the Exxon Valdez oil spill in Alaska was \$80,000. At a special ceremony, two of the most expensively saved animals were being released back into the wild amid cheers and applause from onlookers. A minute later, in full view, a killer whale ate them both.

Still think you are having a bad day?

A woman came home to find her husband in the kitchen shaking frantically, almost in a dancing frenzy, with some kind of wire running from his waist towards the electric kettle. Intending to jolt him away from the deadly current, she whacked him with a handy plank of wood, breaking his arm in two places. Up to that moment, he had been happily listening to his Walkman.

STILL think you're having a bad day?

Two animal rights protesters were protesting at the cruelty of sending pigs to a slaughterhouse in Bonn, Germany. Suddenly, all two thousand pigs broke loose and escaped through a broken fence, stampeding madly.

The two hopeless protesters were trampled to death.

What?! STILL having a bad day?

Iraqi terrorist Khay Rahnajet didn't pay enough postage on a letter bomb. It came back with "return to sender" stamped on it. Forgetting it was the bomb, he opened it and was blown to bits.

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Doing it since '78

Since 1978, the editors of this newsletter have brought you a no-nonsense approach to the GIS industry. Hank Emery began it all with the AM Chronicles, then Jerry Robinson took over and renamed it the AM/FM Report. Finally, in 1988, [Chris Harlow](#), founding president of GITA took over and renamed it The Harlow Report-Geographic Information Systems.

Throughout its history, the newsletter never accepted advertising, tried to bring a balanced view of the industry, and always gave the editor the freedom to give you his opinion. At one point the leaders of the three leading GIS software companies refused to read it because they each believed it was too biased towards its competition. After careful

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consideration, they realized we were biased toward (or was it against ?) everyone. We were fair and balanced before that sly cable news station claimed the slogan for themselves.

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GEOGRAPHIC INFORMATION SYSTEMS

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[Table of Contents](#)
[Vol. 25](#)
[Issue 10](#)

[Publisher's Preview](#)

[Intergraph Creates Online Research Library](#)

[Some Tips on Time Management](#)

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[Sometimes We Are Wrong](#)

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Sometimes We Are Wrong

The technology we call GIS has been a valuable tool when it comes to relating an asset or event to a location. The uses keep popping up, and the benefits keep coming. We are justified in being proud of our business. For all the good we do, sometimes we are wrong. And wrong we were in Clydebank.

Clydebank, you say?

Clydebank is a small town in Scotland, U.K. in the Glasgow area. Like most European towns, Clydebank dates back centuries. The various parishes and villages that dotted the country side hundreds of years ago are now part of Clydebank. They found ruins of the Roman Antonine Wall on the hill of GoldenHill Park in Duntocher. Stone outcrops carved with druid-like symbols can be found north of the area that is now Faifley.



In medieval times a township that would later be part of Clydebank was called. Old Kilpatrick. For many centuries it was reported to be the birthplace of St. Patrick (Kil-patrick translates to Saint Patrick). My research shows that Clydebank as a town did not truly exist until 1886, when the Thomson brothers moved their shipbuilding yard from Govan to a spare bit of green pasture and setup the Clyde Bank Shipbuilding Yard.

Clydebank meets GIS

Scottish Water Authority is in step with the times, complete with a GIS system. But where was the system when they needed it? It seems the system was busy trying to poison thousands of people receiving potentially fatal misinformation during the cryptosporidium scare. According to news reports taking 24 hours to inform 140,000 people that a parasite had been discovered in a public reservoir. About 4000 households in Clydebank were told initially they were

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outside the affected area, after floods led to a build-up of the microorganism in Loch Katrine and Mugdock reservoir, Milngavie, near Glasgow in August. Days later, they were told their water may have been infected.

According to medical experts, it causes mild diarrhea, cryptosporidium can be lethal to those with a depressed immune system.

A report shown to West Dunbartonshire counselors last night blamed Scottish Water's computerized GIS for the fault. It showed the contaminated Mugdock reservoir supplied around 70,000 homes in west and central Glasgow, while Clydebank was supplied from Craigmaddie reservoir.

According to one report, in the early hours of Monday, August 5 local checks found the Linnvale and Whitecrook areas of Clydebank were affected and the public was told - but Glasgow residents had been informed on August 3.

The GIS failed to pick this up as a bulk water meter had been wrongly marked as a closed valve, the report says.

How can you blame the GIS?

Frankly, you should not blame the system. By all accounts it functioned flawlessly. The problem was that the data was bad. I doubt the error would have been caught in a manual system or a text interface, but the graphical interface of GIS makes it look sooooo correct, it is hard to disbelieve.

In the end, everything seems to be working out. Although no one fell ill, and Craigmaddie water had been diverted to Clydebank at about 6pm on the Sunday, Scottish Water will change its GIS so any zones affected in future are correctly identified.

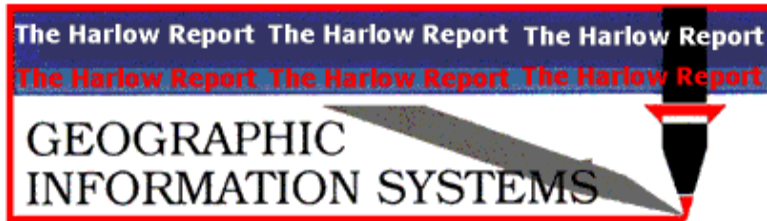
Tim Huntingford, West Dunbartonshire Council's chief executive, said: "It is vital Scottish Water's procedures are exercised on a regular basis for the management of incidents."

Let this be a lesson to all of us. Check the data before, during, and after you load it into the system. After all, you expect the user to rely on it, and the user expects it to be correct.



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- o [Sometimes We Are Wrong](#) A small village near Glasgow Scotland finds out what happens when your GIS database tells you one thing, but reality does not agree with the system.
- o [Why Bother With Ethics?](#) Ethics used to be a part of US business. Somewhere we went astray. Find out why and how to get back on track.
- o [Intergraph Creates Online Research Library](#) Intergraph opens a new virtual GIS library for research
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[Table of Contents](#)
[Vol. 25](#)
[Issue 10](#)

[Publisher's Preview](#)

[Intergraph Creates Online Research Library](#)

[Some Tips on Time Management](#)

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[Sometimes We Are Wrong](#)

[Why Bother With Ethics?](#)

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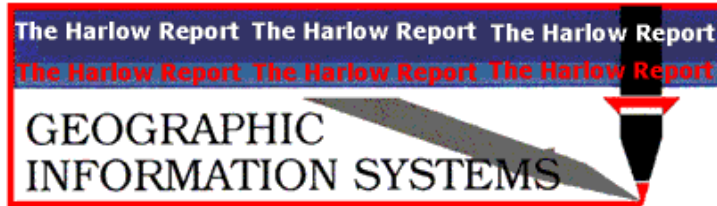
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Why Bother with Ethics?

What ever happened to the idea of corporate ethics? Judging by the headlines, the ethics departments of some corporations seemed to have been victims of downsizing. It seems that the inevitable has happened: The "do your own thing" hippies of the seventies are now running corporate America.

I learned about ethics at an early age. While in graduate school, I had a teaching fellowship with Dr. Gross at NYU's undergrad business program. He taught business policy. Together, we taught students not just how to analyze a business, but how to deal with employees, investors, prospects, customers, and the world in general. Be honest was the most important example of Dr. Gross' business policy.

But the most important rule of ethics was not taught to me by Dr. Gross, but by my military science professor, Colonel Joe Underwood. "Honor," he said "is doing the right thing when no one is looking."

Over the years I tried to live by that saying. Until the 90's it seemed to work well. Then something changed: we began to accept imaginative stories in place of the truth. We all knew darn well that Clinton inhaled, but the line "I never inhaled" seemed so clever, we decided to overlook the lie. This was not just a Washington DC phenomenon, but one that started to creep into the business world at all levels.

A potential ethics headache cured

What was intriguing was that we had just witnessed the best example of corporate ethics in the early 1980's in the famous Tylenol scare. In 1982, seven people in the Chicago area collapsed and died after taking Tylenol capsules that had been laced with cyanide. These five females and two males, all relatively young, became the first victims ever to die from what came to be known as product tampering. The poisoned capsules had been placed on shelves in six different stores by a person intent on killing innocent people at random. The Tylenol killer has never been caught.

Johnson and Johnson, the manufacturer of Tylenol did not hesitate in their actions. Their corporate ethic told them that they made products that were safe. Johnson & Johnson's top management put customer safety first, before they worried about their company's profit and other financial concerns. They told consumers not to resume using the product until the extent of the tampering could be determined. The company stopped the production and advertising of Tylenol, and recalled all Tylenol capsules from the market. The recall included

[Table of Contents](#)
[Vol. 25](#)
[Issue 10](#)

[Publisher's Preview](#)

[Intergraph Creates Online Research Library](#)

[Some Tips on Time Management](#)

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[Sometimes We Are Wrong](#)

[Why Bother With Ethics?](#)

[GIS Net Surfing](#)

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approximately 31 million bottles of Tylenol, with a retail value of more than 100 million dollars. (Broom, Glen M., Allen H. Center, Scott M. Cutlip. *Effective Public Relations*, Seventh Edition. Prentice-Hall Inc. 1994.) Today, Tylenol is still one of the top selling brands, and we all take it without a single worry about cyanide.

Over the years I have worked with and worked for highly ethical people. Unfortunately, in the past decade I have run into so many unscrupulous dogs it makes my hair stand on end. It seemed to me at one point that the death of ethics took place somewhere between the OJ trial, Clinton's peccadilloes, and the Florida election mess. The OJ trial lawyers cared only about winning, not about justice; the jury cared more about payback than evidence. Clinton worried about the definition of "winning" and not the definition of honor. In the Florida elections both parties had opposing views that were so logically and eloquently stated by the attorneys that it was impossible to tell who was right. The parties cared little about who was right: winning was the only objective.

Enron, WorldCom, Global Crossing, Martha Stewart, and the rest of the gang really should not have surprised us. Everyone was interpreting every rule to suit his or her liking. The new ethic was "Do it because you can." Nobody seemed to care about the moral issues - the legal issue was all that mattered. Could we get away with it, was all we cared about.

Ethics: The New Corporate Asset

That headline may surprise you, but it is the premise of a new book by Peter Koestenbaum, a freelance consultant, speaker, trainer, and leadership coach. The book, [The Philosophic Consultant: Revolutionizing Organizations With Ideas](#) (Pfeiffer/A Wiley Imprint, 2003, ISBN: 0-7879-6248-1, \$34.00) takes a look at the need for ethics in today's business environment. Aimed primarily at consultants and human resource practitioners, it talks about leadership in deeply holistic terms, terms destined to make corporate America a bit, well, uncomfortable. After all, we feel more at home with rules and regulations, ideas that can be pinned down and legislated-and philosophy is all about exploring the hazy and spiritual inner world.

Koestenbaum is far more passionate than my management professors were on the subject of ethics: "We are in the midst of a crisis situation in American business," he declares. "And companies that do not operate by a strong code of ethics will soon find themselves in serious trouble. I would go so far as to predict that most new businesses and entrepreneurs who do not have a solid ethical foundation will fail within five years. Conversely, those who do behave ethically will thrive, both financially and in other ways. Every conscientious businessperson should make it a priority to explore what ethical behavior is, and how he or she can make ethical decisions."

As much as I enjoyed working with Dr. Gross, and as much as I learned in class with the well known author and professor, Peter Drucker, I never heard ethics described as eloquently as this: "Ethics is empathy, which means service," writes Koestenbaum. "It's an attitude of love and compassion, of caring, of including people, of valuing them, of hearing them, of suffering when they suffer, and of being proud when they succeed. It is soft. Ethics is also principal. This is hard. It is to know that there is evil and it is to live by the resolve

that our destiny on earth is to struggle against evil and to establish a moral order. If you are comfortable in these two zones of living, then you are a person well-developed in the region of the leadership mind called ethics."

Six principles

Here are six themes from Peter Koestenbaum to consider when assessing the impact of ethics and morality, integrity and principle, on the successful conduct of a business:

1. **Maturity.** A person who generally has a high regard for ethics in all aspects of life, private and public, is generally a good person to have around: trustworthy, reliable, safe, predictable, someone not to be feared but to be loved, not to be resented but welcomed.
2. **Emotional Restraint.** Ethical and rational people take care of their own feelings. One of the meanings of maturity is that people are aware that whenever you put groups of human beings together and expect them to work together, under often stressful conditions, unpleasant emotions will naturally surface. The common tendency, regrettably, is to blame others and to take it out on the innocent. To take care of your own feelings means to add a rational superstructure that then deals with your emotions professionally and objectively. But you do it. You initiate it. And you do it to yourself and for yourself, and it leads to cleaner relationships in the business environment. You are that superstructure. That's where the merit lies.
3. **Rational Democracy.** Rational democracy refers to a civic and governmental structure of reason, justice, fairness and equity. Political science theories are like that, such as the social contract theory. Rather than acting out emotions, good governance is based on fairness, on the conviction that difficult decisions, career moves, pain, and sacrifice are imposed not with partiality or favoritism, not dishonestly or opportunistically, but with consummate fairness and justice. Then there are no complaints. Then there are good feelings.
4. **Motivation.** There is a correlation between ethical motivation and maturity. It is important to ascertain what the motives are for people's ethical behavior. For the level of elevation of the motive is correlated with the general quality and grown-up behavior of the person. It is also an excellent measure of overall health, and, as a result, of leadership capacity and performance. Here is a scale of ethical motivation: Why do people "not steal?"
 - a. The police may catch them.
 - b. They may go to jail.
 - c. They may lose face. It is an embarrassment to be caught.
 - d. They do it out of respect for others, to help institute a more civilized society, to generate trust among human beings as the most prudent way to relate.
 - e. The motive follows from accepting a higher principle of morality, such as "I pursue, especially in legislation, the greatest good for the greatest number," which is utilitarianism, or "treat your neighbor as you yourself would like to be treated," which is the Golden Rule.

As people move from "a" to "e" on this scale they also tend to be more mature in other respects: more intelligent, kinder, more successful, more respected, more trusted, more accepted as leaders. People will value them because they are fair. Ethics is like a holograph; honesty is the visible surface of a larger professionalism. It leads to confidence and thus to good business.

5. **Ethical Public Relations.** When talking of the importance of ethics for business, we cannot overlook the critical role of public relations (PR), the public image, especially of politicians and corporations. The concept of PR requires analysis, for it always

raises the question of honesty. Public relations is tailored to the audience, based on polls, stated in sound bytes, and therefore invariably superficial.

Of particular importance in our culture is the unqualified incorruptibility of ministers and doctors. That is why when ethical lapses occur, as they have recently in the priesthood, it is so profoundly upsetting to the population. Of course, ethical principles also apply to a high degree to teachers, brokers, lawyers and bankers. And then of course to business in general. A corrupt ethical image is certainly the downfall of reputable businesses.

6. **Laws.** The key to doing business in developing countries and in much of today's Eastern Europe is the need for laws. And laws are principles of human interaction. The wisdom of a law lies in its application. The law needs to be applied evenly, equally and consistently. Then you can do business. Otherwise you are in a maelstrom. You need reason at work, ethics in business as a commercial necessity. That is the value of the law.

Conclusion

It really is time to stop trying to justify everything we do by twisting and turning every phrase until it suits our needs. Is means is! Nothing more, nothing less. Early in my consulting career I learned the benefit of just telling the truth. I was making a trip from California to NYC on behalf of a client. He told me that since he'd pay for a first class ticket, I should trade the ticket in and buy two coach tickets and bring my wife along free. I thanked him, and told him that I would be flying coach, and that is all I would charge him. When I arrived at my hotel in NY, there was a note from my client. It read "Thanks for the honest way you treated our account. Please be my guest for dinner, and a Broadway show." As Dr. Gross taught me, I was honest in my business dealings, and I was rewarded in a way I never expected.

Yes you can cheat and lie your way to the top, but you will tumble. I agree with Koestenbaum when he writes, "It is the attitude, the willingness to act on principle, which characterizes the moral person. Empathy, on the other hand, is deep feeling for the reality of others, it is to live in the soul of another and work for the empowerment of that soul. This is deeply emotional. It can be self-sacrificing. Good leadership is really to understand these two ways of being a good human being, a decent person."

So why bother with ethics? The answer is found in Colonel Underwood's definition of honor "Honor is doing the right thing when no one is looking." Then you must understand that there never is a time when no one is looking. Just how do you plan to explain your unethical behavior to your creator? He knows the definition of "is", even if you don't!

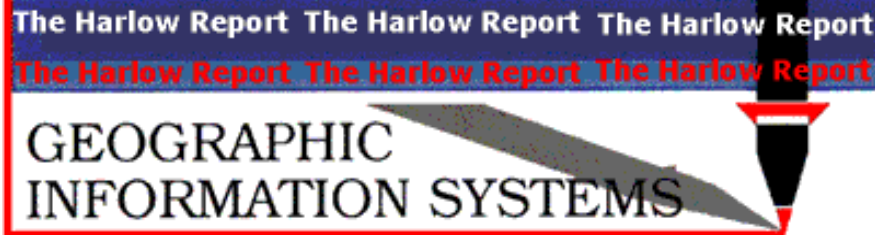
In the words of America's most hated and loved modern day ethicist, Dr. Laura, "Now do the right thing."



[Back to Top](#)

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Welcome to The Harlow Report - Geographic Information Systems



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Disaster Recovery for GIS

Disaster recovery is suddenly, and sadly, a hot topic these days. We all learned that the experts were not paranoid. In fact, they may have understated the dangers. You may recall that back in issue 4 of this year, we wrote an article titled “ **Breaking Up Isn’t Hard to Do.** ” That was before the murderous attacks on the World Trade Center and Pentagon. Go back and read it again - or for the first time. You'll find out ways in which you can loose your data you would not have dreamed about

Losing data is one thing - but what about functioning after the disaster? The truth is, the odds of a disaster of the magnitude of September 11th hitting your company are slim. But the odds of a computer outage, power outage, flood, storm, and loss of key personnel shutting you down are better (worse?) than you think. According to some experts, only 43% of those hit by a business outage ever recover. That number may include a few torched restaurants, but I could not say for sure.

Disasters and GIS

GIS has a special role in disasters. We play a vital role because GIS by definition relates assets and events to location. Moreover, when government uses GIS, there is an added responsibility. We rely on government services during emergencies. We did not see a private fire department, police department or emergency response team rush to the WTC. We saw government rushing to assist and protect its citizens. And, if you live in Afghanistan you fully understand that it is government use of spatial data that is guiding our weapons into the heart of the evil doers.

In a localized even such as a hurricane or tornado, GIS plays an increasingly important role. The fact is that the use of GIS in aiding victims of a major storm is no longer news. This means that as we depend on this data, we in the GIS industry must make sure that our systems are up and running. You see, business or service outages are not just caused by disasters, then can be caused by success as well. As more agencies use GIS technology, more will demand it during a crisis. Your system must handle the load.

[Table of Contents](#)

[Vol. 24
Issue 7](#)

[Take a look at these too!](#)

[GISQuest: PC Gaming for The GIS Geek](#)

[What is MAPublisher?](#)

[GIS Net Surfing](#)

[News to Use](#)

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[Home](#)

GIS Vendors

[Add a link to your website!](#)



Close Window

Consultant Marvin Doniger marvdoniger@cs.com once had the unfortunate chore to work for me as a consultant at Touche Ross & Co. (now called Deloitte Touche). Along the way he managed to learn more about the IT world than most anyone I know. For the past several years, he has been developing disaster recovery plans for some of this nation's largest companies. Several months ago he enlisted my help on a project, and out of that grew a partnership called HDH Consulting. It concentrates on developing disaster/business recovery plans. According to Doniger, a good recovery plan has these elements:

- **A disaster recovery plan provides a single reference source of actions to be taken in the event of a disaster.**
- **It identifies the resources needed for restoring the company's ability to serve users of systems that are dependent on processing facility data centers**
- **It describes the contractual arrangements that have been made to provide resources with which to operate during course of an emergency**
- **It prepares the company to operate until things get back to "normal"**

Play 20 Questions

Marv, Bill Hart (the other H) and I developed a short questionnaire that will help you understand if you are truly prepared. I developed a web site for HDH, which is temporarily parked at my server. Spend a few minutes to answer [20 Questions That Could Save Your Business](#). This simple survey will help you understand the strengths and weakness of your back-up and recovery plans. We'll be happy to talk to you about the answers and provide you with some guidance.

Conclusion

When you have to react, it is too late to plan. Planning is the first part of doing. As a GIS practitioner, you have a responsibility to your users to make sure that the data is protected, and available. If the promise of GIS is truly that it adds substantially to our decisionmaking abilities, than it is fair to say that in case of emergency, the manual back-up procedure is not very desirable. After all, if we can operate in an emergency with paper maps, why spend millions on GIS?

Please, answer the [20 Questions That Could Save Your Business](#). Plan now, react later.



**Close
Window**



[Back to Top](#)

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GISQuest PC Gaming for the GIS Geek

On November 14, 2001 [Sun Microsystems](#) and [ESRI](#) launched a new interactive Web-based game. Now, instead of working on real world GIS problems, you can fool your boss into thinking that you are toiling at your job while you play the latest internet game

GISQuest is an interactive, multimedia mapping game where players are instructed via a video-on-demand broadcast about solving geographic problems using Web sites powered by GIS technology. Players will track forest fires, retrace explorers' trails, and route a VIP's tour while learning about the role GIS plays in everyday life. Contestants who complete the game will receive a personalized GISQuest certificate.

"Sun provides a range of hardware and Internet solutions to support GIS computing, and we have developed GISQuest as a unique way to effectively communicate the benefits and significance of GIS," says **Michael Cosentino**, geospatial market development manager for Sun Microsystems.

The Quest for GISQuest

Are you finally ready to give up your action packed first person shooter game? Tired of wracking your brain in a simulated dungeon? If you answer yes, you are ready to play GISQuest. First head on over to <http://www.gisquest.org>. Then, make sure you have the necessary components. These include Real Player, and a GIS enabled browser. For PC users that means Netscape 4.75 or Internet Explorer 4.0 or greater. MAC users need Netscape 6.2 or Mozilla .09.6.

To begin, you should play the introduction. If you do not already understand the game, you may have trouble understanding the goal without the intro. Of course, I could tell you about it here, but that would spoil the fun. Besides, the intro contains a concise description of GIS. These sound bites are just the thing your favorite council rep needs to bring to the meeting to get you funding. There is just enough meat in these words to make the speaker sound as if he or she understands GIS.

Play the Game

GISQuest turns out to be simple and fun. It is just the thing for a

[Table of Contents](#)

[Vol. 24 Issue 8](#)

[Take a Look at These Too!](#)

[Disaster Recovery for GIS](#)

[What is MAPublisher?](#)

[GIS Net Surfing](#)

[News to Use](#)

[Send change of address to:](#)

Charlow@charter.net

[Home](#)

GIS Vendors

[Add a link to your website!](#)



Close Window

geography teacher to use to entertain a class full of hormone popping high school freshmen. Better still, let an adult you are trying to influence walk through the introduction game. This should give just enough background to understand the 80 slide PowerPoint presentation you are about to present.

There are four GISQuest games: (1) Introduction, or the Lewis and Clark Expedition, (2) FireQuest, (3) RoadQuest, and (4) HazardQuest. Each game provides you with three clues. The answer to the clues are found in a related GIS-based site. Instructions on how to use the site are included in the intro. For Lewis and Clark, for example, the first clue was "What was the southern most state . . .?" Then you are sent to [The Lewis and Clark Education Center](#) and told how to retrieve the data and get your answer.

For the overachievers out there, the good news is that when you complete all games, you get your very own printable certificate. It is a nice touch for those using GISQuest in the academic world.

What will you learn?

You will not become a GIS expert by playing GISQuest. Students should get a better appreciation for geography, as they take a break from the traditional rote-lesson approach. Adults, however, should take away a better appreciation for how GIS can help in real world problems solving. They will see first hand how to solve a problem with a GIS tool. What I like about these simple games is that they use real time data with real web sites. It sure beats the abstract presentation about what some other county did with GIS.

As long time readers of The Harlow Report know, I am an advocate for presenting GIS to decision makers in terms that make sense to their elected jobs. Go back to the recent local elections in your town. Did anyone run on a platform of better GIS? More than likely they ran on real issues such as reducing crime, getting to fires faster, better zoning, more equitable property taxes, and so on. These are things that GIS can help solve, but GIS is only a part of the solution.

GISQuest shows in a quick and easy way just how GIS can be incorporated into the problem solving process. But why listen to me, when you can read what **Jack Dangermond** said about it:



"GISQuest will help to broaden awareness about GIS because anyone who has access to the Internet will be able to directly experience the impact that GIS has on our everyday lives."

... Jack Dangermond, President ESRI

Go check it out at <http://www.GISQuest.com>



**Close
Window**



[Back to Top](#)

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