

The 13th Biennial MidAmerica GIS Symposium

April 22-26, 2012
Westin Crown Center
Kansas City, MO

Preliminary Program

Invitation to Participate

I can hardly believe that it has been almost two years since we gathered in Kansas City for the 2010 MidAmerica GIS (MAGIC) Symposium. A lot has happened in the GIS world in that time. We have seen the rapid expansion of GIS into the cloud, the mobile frontier of GIS improve dramatically with tablets and smart phones becoming common place, and web mapping continue to evolve into a richer and more user friendly experience. And that is only on a technical level! GIS is becoming more and more engrained in what we do on a daily basis. Business processes are now considering GIS to be an integral part of their design. We can enable better government, manage our resources, and help our communities respond in times of need all using GIS. But to make all of this work, GIS needs one critical piece – you.

On behalf of the Planning Committee, I would like to personally invite you to join us at the 13th biennial MAGIC Symposium in Kansas City. The Planning Committee has focused on putting together a Symposium that will help you learn new technical approaches to using GIS, as well as opportunities to learn innovative ways you can leverage GIS to make your organization better.

You are the critical component of a successful GIS and of MAGIC, and we truly appreciate your participation! As you browse over this brochure, you will see an overview of the program, short courses, keynotes and events. However, for the latest information and online registration, please visit www.magicgis.org

We look forward to seeing you in Kansas City!

-Ryan Lanclos
Symposium Chair



Register Online - www.magicgis.org

Questions?

Contact Jamie Schieber, Custom Meeting
Planners at (573) 445-2965 or
jamie@custommeetingplanners.com

www.magicgis.org

Program Format

As the premier conference in the region, MAGIC promotes the advancement of GIS and related technologies by focusing on today's key issues and challenges. We attract top experts who will provide you with the most advanced tools and solutions in the industry to arm you with the knowledge necessary to succeed! We encourage open dialogue in an environment where you are able to share your experiences, learn from the successes and challenges of your peers, and take home solutions that you can start using today!

Sessions at MAGIC will be generally categorized into the types listed below. As you know, GIS is not linear, so most sessions will touch several of the categorized topics. Each session will also be of interest to any experience level, from GIO to Manager to Analyst to Technician.

- Safe and Healthy: Using GIS in the public safety and health industries;
- Public Face of GIS: Moving GIS to the web and out to the public for mass consumption;
- Smart Growth: Managing the growth of communities with GIS;
- GIS Behind the Scenes: How to manage a GIS program, educate and retain staff, communicate the GIS language to non-GISers;
- Technologies and Trends: Discover the latest technologies and see what is on the horizon.

Program at a Glance

Sunday, April 22

10:00 am - Registration Opens
1:00 pm - 5:00 pm - ½ Day Short Courses

Monday, April 23

7:00 am - Registration Opens
8:00 am - 12:00 pm - ½ Day Short Course
1:00 pm - 5:00 pm - ½ Day Short Course
5:00 pm - 6:00 pm - New Attendee Reception
6:00 pm - 9:00 pm - MAGIC Social at Liberty Memorial

Tuesday, April 24

7:00 am - Registration Opens
7:00 am - 8:00 am - Continental Breakfast
8:00 am - 9:30 am - Open Keynote & Awards Ceremony

9:30 a.m. - 10:00 a.m. - Ignite Sessions
10:00 am - 10:30 am - Break
10:30 am - 12:00 pm - Concurrent Sessions
12:00 pm - 1:30 pm - Lunch on your own
1:30 pm - 3:00 pm - Concurrent Sessions
3:00 pm - 3:30 pm - Break with Exhibitors
3:30 pm - 5:00 pm - Concurrent Sessions
3:00 pm - 8:00 pm - Exhibits Open
5:30 pm - 8:00 pm - MAGIC Night in Las Vegas! Exhibit Reception, Project Showcase and Casino Night

Wednesday, April 25

7:00 am - Registration Opens
7:00 am - 8:30 am - Continental Breakfast
8:30 am - 10:00 am - Concurrent Sessions

10:00 am - 10:30 am - Refreshment Break with Exhibitors
10:30 am - 12:00 pm - Concurrent Sessions
12:00 pm - 1:00 pm - Lunch on Own (<i>Vouchers provided</i>)
1:00pm - 1:30 pm - Dessert Reception with Exhibitors
1:30 pm - 3:00 pm - Concurrent Sessions
3:00 pm - 3:30 pm - Break
3:30 pm - 5:00 pm - Concurrent Sessions

Thursday, April 26

9:00 am - 10:00 am - Ignite Wrap Up Session
10:00 am - 10:30 am - Break
10:30 am - 12:00 pm - Closing Keynotes & Brunch
1:00 pm - 5:00 pm - ½ Day Short Courses

Short Courses

The following is a list of short courses offered throughout the Symposium. Each short course has a fee that is in addition to the Symposium fee.

For detailed session descriptions, please visit www.magicgis.org.

Sunday, April 22

(Half Day) - 1:00 pm - 5:00 pm

102. Introductory Geodatabases
103. Cartography
104. Crowdsourcing
105. Introductory Geoprocessing with Python
106. Open Source GIS
107. US National Grid

Monday, April 23

(Half Day) 8:00 a.m. - 12:00 p.m.

201. Flex Web Mapping API
202. GIS Analysis: Applications from A to Z
203. Intermediate Geoprocessing with Python

204. ArcGIS Online
205. Introductory GPS and Mobile GIS
206. Introductory ModelBuilder
207. Silverlight Web Mapping API

(Half Day) - 1:00 pm - 5:00 pm

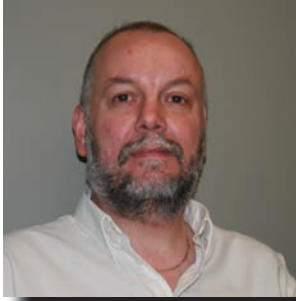
301. Advanced Geoprocessing with Python
302. Advanced ModelBuilder
303. ArcGIS 10 Refresher Course
304. Cloud GIS
305. Introductory LiDAR
306. Remote Sensing and Mapping A to Z
307. Using Census 2010 Data

Thursday, April 26

(Half Day) - 1:00 pm - 5:00 pm

401. Advanced Geodatabases
402. Advanced LiDAR
403. Emergency Response using GPS and Mobile GIS Workflows
404. US Topo
405. Introductory Geoprocessing with Python
406. Next Generation E911
407. Utility and Public Works using GPS and Mobile GIS Workflows

Opening Keynote



Sean McGrath, Propylon

Sean is co-founder and CTO of Propylon. He heads up the CTO Office out of Propylon's Lawrence, Kansas facility. He has almost 30 years of experience in the IT industry, most of it in the legal and regulatory publishing space. He holds a first class honors degree in Computer Science from Trinity College Dublin. He served as an invited expert to the W3C special interest group that created the XML standard in 1996. He is the author of three books on markup languages published by Prentice Hall. He is a regular speaker at industry conferences and regular contributor to the trade press. He runs a technology oriented blog at seanmcgrath.blogspot.com.

Closing Keynote

Brigadier General John W. Heltzel, Director of Kentucky's Division of Emergency Management and Deputy Commander; Kentucky National Guard

Brigadier General John W. Heltzel received his Military Commission in the Kentucky National Guard from Eastern Kentucky University in 1979 Graduating with a Degree in Broadcast Communications. General Heltzel served as one of the original State Emergency Operations Center Duty Officers and was instrumental in the establishment of the initial Disaster and Emergency Services Operations Response Procedures Guide.

In 1982, General Heltzel was selected by Mr. Robert Neasham, the first Commissioner of the Department of Information Systems, to be one of 20 state employees to participate in a pilot program to train systems analysts to design and develop information systems for the Commonwealth. In 1984 General Heltzel accepted a full time position working for the Kentucky National Guard as the lead officer in charge of all Automation, Communications, Visual Information and Records Management. During his tenure with the National Guard, Kentucky became recognized as a leader in Information Technology and Communications Systems. General Heltzel has been influential in the development of several Automated Applications that have been nationally adopted.

In 1988, General Heltzel received his Master's Degree in Public Affairs with an emphasis on Management Information Systems from Kentucky State University.

General Heltzel has served in leadership roles throughout his career; serving as Commander at the Battery, Battalion and Regimental Levels. In 2001, General Heltzel was selected by the Army and the National Guard Bureau as one of two Officers to attend Tufts University's Fletcher School of Law and Diplomacy. General Heltzel completed course work at Harvard's Kennedy School of Government and MIT where he received a Masters Level Certificate in Internal Security Studies. In 2002 General Heltzel completed his studies in Advanced Information Management earning his Certification as a Federal Chief Information Officer (CIO) from the National Defense University at Fort McNair. He left active full time service as the Department of Military Affairs Chief Information Officer (CIO) in 2006 to accept a position in the Kentucky National Guard as a General Officer.

In 2007, General Heltzel was selected to serve as the Deputy Commander of Kentucky's Joint Force Headquarters where he is directly responsible for the training of the Kentucky National Guard in support of the Homeland Security Mission.

After completing his full time assignment with the National Guard in 2006, General Heltzel served as the President and a managing partner with CyberDefenses, Inc; an Information Assurance company located in Round Rock, Texas. In 2007, CyberDefenses, completed the first ever Congressionally funded Full Spectrum Information Vulnerability Assessment (FSIVA) conducted on the nation's critical infrastructure.

In March 2008, building on years of prior experience with critical exercises, General Heltzel led one of the largest Seismic Exercises ever conducted in the Commonwealth. The CATOPS 08 Exercise was designed to prepare the National Guard, Emergency Management and the Commonwealth for the potential response in the event of an earthquake in the New Madrid Seismic Region on Kentucky's western border. CATOPS 08 successfully integrated the planning and response elements of the Kentucky National Guard, State and County Emergency Management Officials, in addition to FEMA and Homeland Security.

In July 2008, General Heltzel accepted the appointment by Governor Steven L. Beshear to direct the Kentucky Division of Emergency Management. Within his capacity as Director, General Heltzel is responsible for coordinating all resources of State and Federal Government in the event of Natural or Manmade Disasters and Emergencies throughout the Commonwealth. The Kentucky Division of Emergency Management coordinates directly with all Kentucky Division of Emergency Management Area Managers, County Emergency Management Officials and First Responder Teams for Planning, Training, Emergency Operations, Mitigation and Recovery.

With his wife Donna and their two sons, General Heltzel makes his home in Lawrenceburg, Kentucky.



General Information

Hotel Information and Reservations

Westin Crown Center, One Pershing Road, Kansas City, MO 64108.

Call (816) 474-4400 to make reservations.

Room Rate: \$125.00 plus tax

Please remember to mention that you are attending the MAGIC Symposium to receive the discounted room rate.

Room block ends on March 25, 2012.

\$18.00 and round-trip tickets are \$29.00. Return shuttles may be picked up from the Westin front drive every 30 minutes between 4:30 am and 6:30 pm. Evening service is available by reservation. The shuttle trip takes approximately 35-40 minutes.

Kansas City Area Information

Kansas City, known as the "Heart of America", is popular for its swinging jazz, fantastic food and wonderful museums. Visit www.visitkc.com for additional information. Local activity information will be available at the conference registration desk.

Parking & Shuttle Service

A parking garage is located next to the Westin. It is \$15.00 per day for self parking and \$19.00 per day for valet parking. The KCI Airport Shuttle provides service for guests of the Westin. The shuttle will pick up curbside at KCI Airport and departs every 30 minutes between 5:35 am and 12:05 am. One way tickets are

For Additional Information

For special accommodations as addressed in ADA and any other questions, contact Jamie Schieber at (573) 445-2965 or Jamie@custommeetingplanners.com.

New Participant Welcome Reception

New attendees and others unfamiliar with MAGIC and the MAGIC Symposium are encouraged to attend this session on Monday, April 23rd 5:00 p.m. - 6:00 p.m. There will be a discussion of how to take full advantage of the Symposium, and plenty of time for questions about becoming a part of MAGIC. This is a great opportunity to learn about MAGIC and meet other participants. See you there!



Exhibit Hall

Come to the 2012 MAGIC Exhibit Hall to connect with experts in GIS, geospatial data, and related technologies. The Exhibit Hall will provide opportunities to get started with your GIS or improve your existing program with proven methods as well as new and emerging technologies. There will be plenty of chances to ask questions and gain contacts in professional and social settings provided in the Exhibit Hall. To view a current list of exhibitors, please visit our website at www.magicgis.org.

Project Showcase

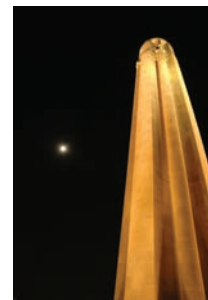
A GIS PROJECT SHOWCASE will be set up as part of this year's event, providing the opportunity for cartographers in the MAGIC region to showcase their work. THIS YEAR WE ARE TRYING SOMETHING NEW. The challenge this year is that we are asking that all maps be prepared and submitted digitally. We will be displaying the maps in a digital format either on large monitors or projected images. Participants wishing to submit an entry for review will submit the work in digital format, preferably as "PDF" or "JPG" images and email them to Jim Langtry at langtryj@gmail.com. Due to size restrictions email attachments should be less than 100 MB in size. Contact me for larger file sizes.

Submittal Deadline is March 23, 2012.

Here is a great opportunity to show off and be recognized for your good work. We look forward to reviewing your entries. Please email langtryj@gmail.com or call (402) 328-4128 if you have any questions. Detailed information is available on the website at www.magicgis.org.

Monday Night Social at Liberty Memorial

Join us Monday evening, April 23rd for a truly unique social experience! MAGIC is once again hosting a social at the National World War I Museum at Liberty Memorial. MAGIC attendees will have the opportunity to tour the museum and see the Kansas City skyline from the Liberty Memorial Tower. Dinner will be provided. Don't miss out!



Casino Night

The Exhibit Hall will be turned into a Las Vegas-Style Casino on Tuesday night, April 24th. Network with other MAGIC attendees and meet vendors while playing an assortment of games where you can win BIG! Prizes, food, beverages and fun will be available!

Registration Form

MidAmerica GIS Symposium – April 22-26, 2012



Three ways to register:

1. Register online at www.magicgis.org
2. Mail in this completed form with payment, purchase order or credit card to:
MidAmerica GIS Symposium, Custom Meeting Planners, PO Box 30785, Columbia, MO 65205.
3. Fax completed form with a copy of a purchase order or credit card information to (573) 445-1831.

Type or print one name per form.

First Name _____ Last Name _____
 Title _____ Organization _____
 Address _____
 City _____ State _____ Zip Code _____
 Phone _____ Fax _____
 E-mail _____

By registering I give my permission to distribute my name and contact information to conference attendees and vendors. If I prefer not to be included in these distributed lists, I will submit a written request to jamie@custommeetingplanners.com.

Are you presenting? Yes No

Is this your first time at MAGIC? Yes No

Short Course Registration

	1st Choice	2nd Choice	Short Course Cost w/Full Symposium	Short Course Only
Sunday Afternoon	_____	_____	\$65	\$95
Monday Morning	_____	_____	\$65	\$95
Monday Afternoon	_____	_____	\$65	\$95
Thursday Afternoon	_____	_____	\$65	\$95

CEU Processing Fee.....\$20
 Late Fee for Short Course Only (If after March 16, 2012)\$50

Total for Short Courses Only \$ _____

GIS Symposium Registration (April 22-26, 2012) \$265 \$ _____
(Includes Monday evening social, continental breakfast Tuesday, Wednesday, all breaks, Tuesday dessert reception and evening reception in the Exhibit Hall, and Thursday brunch)

Daily Registration Fee \$200 (per day) \$ _____
 Tues., April 24 Wed., April 25 Thurs., April 26

Late Fee (if after March 16, 2012) \$50 \$ _____

Student Registration *(Full Time Students only; Please enclose a photocopy of your current student ID. Includes same breaks and meals as the Full GIS Symposium Registration. Student ID will be required at check-in.)* \$125 \$ _____

Total for Symposium \$ _____

Total Due for Short Courses and Symposium \$ _____

Method of Payment

Check Enclosed *(Made payable to Custom Meeting Planners Fed. ID#27-4081173)*

Purchase Order Enclosed *(Please Invoice)*

Credit Card: MasterCard Visa Discover Exp. Date _____

Card Number _____ Name on Card (Print) _____

CVC Code _____

Authorized Signature _____

Address if different from registrant _____

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