

INTERNATIONAL MAP

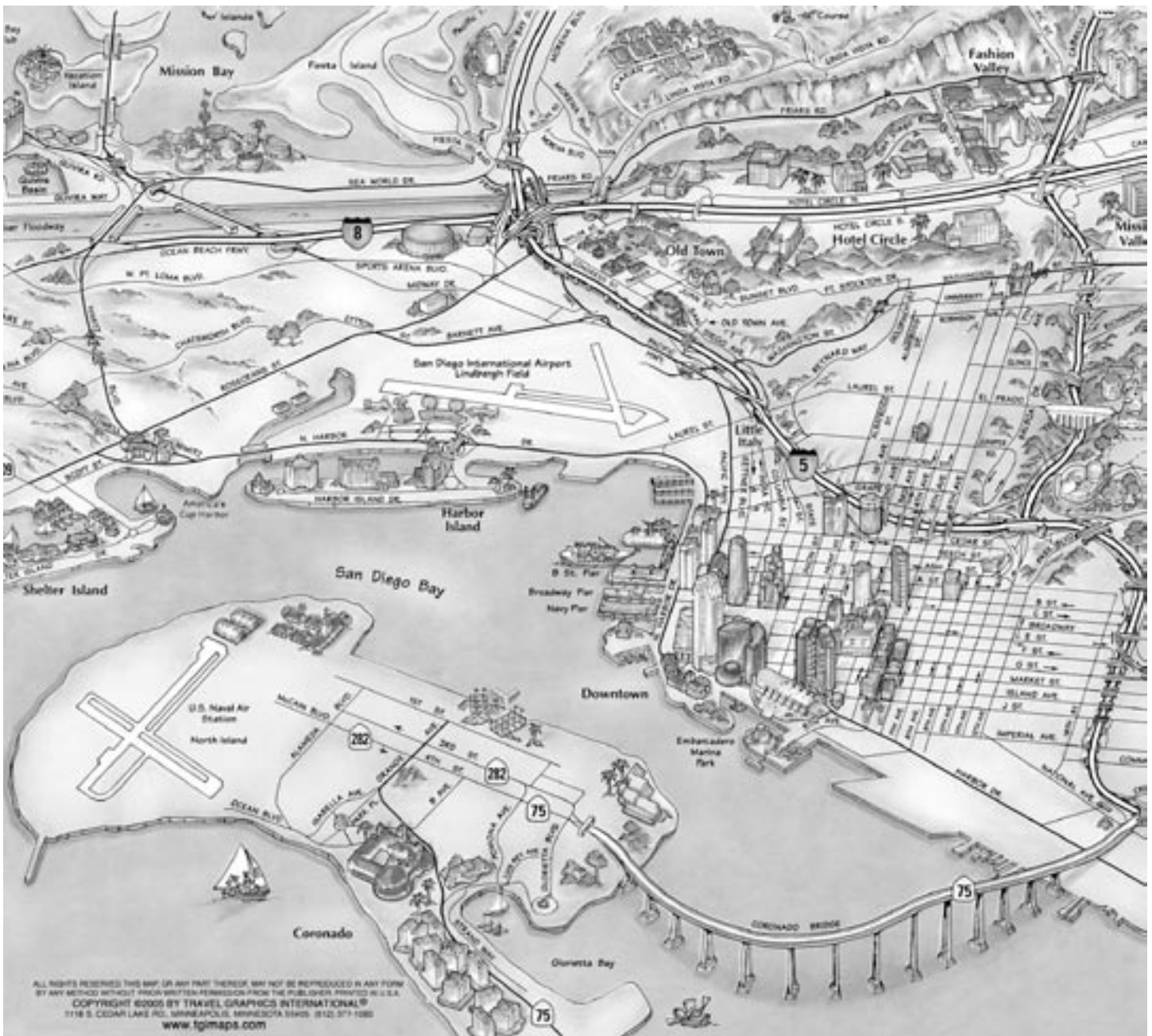


TRADE ASSOCIATION

MapReport

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COURTESY OF TRAVEL GRAPHICS INTERNATIONAL



IMTA International—The President Reports

by John Payne

This is a quiet time for most of us whilst we get ready for the second half of our year with three of our major events yet to come. I am pleased to report that after many years' absence IMTA has returned to be an exhibitor at the Tokyo Book Fair from 7–10 July. The organisers are expecting over 50,000 attendees and over 600 exhibitors.



The IMTA stand will have companies representing all three regions. In addition to Noleen Zander and Alex McGregor from the Asia Pacific region staffing the stand, two of the companies exhibiting will also have senior members of their staff in attendance. We look forward to hearing positive feedback from those in attendance. Let us hope this is the first of many visits by IMTA to Tokyo.

The Americas Conference and Trade Show is also just around the corner. As usual, the educational program put together by the committee is first class. If you have not already registered, there is still time to do so by contacting Linda Hill directly at IMTA Headquarters (imta@maptrade.org) or by going to the IMTA Web site (www.maptrade.org).



Asia Pacific Report by Simon Spivak IMTA (Asia Pacific)

Mapshops on the Internet

Has anyone noticed recently the availability of maps on the Internet? The plethora of Web sites selling maps as either e-tailers or clicks-and-mortar is growing, but not it seems from the dedicated mapshop retailer segment of the market. A quick survey of the Australian marketplace found very few mapshops with Web sites with full e-commerce facilities. Many had a presence which gave the customer a view of what the shop sold and an email address, and others had order forms, but only a few had online purchase capabilities. Yet there are a number of e-commerce-only sites with excellent map ranges and a high level of design, publishers who directly sell to their end-user or indirectly sell direct to the customer over the Internet under another alias, and the big bookshop chains with online Web sites selling a huge range of map product. All this must be biting into the traditional map retailers' market.



This led me to think, as oft spoken by the legendary professor of Australian school science Julius Sumner-Miller, "Why is this so?" The answer seems to lie in the fact that setting up such a full-on sales mechanism for the mapshops could be beyond their technical or financial capabilities, and/or that the effort of entering the original stock data and maintaining the site would take a huge amount of time for limited perceived return.

This is a position I believe is incorrect and a situation that should be easily overcome with the use of the shops' computer databases, now reasonably inexpensive back-end software and the implementation of a payment scheme such as PayPal.

Firstly, most mapshops have databases such as MYOB, Quicken and other software to run their point-of-sale systems, which can be easily linked to a computer server for regular download of data to the Web site.

Secondly, back-end software is now available which can accept the data and transform it into tables of information for presentation on a Web site.

Thirdly, there are now online payment systems such as PayPal that make the online transaction process very easy. PayPal is a wonderful tool for the small business for selling over the Internet for the following reasons:

NEWS FROM IMTA

- The retailer avoids the huge merchant fees and account establishment fees charged by banks.
- Set up can happen in a short period of time.
- Monies are deposited in the PayPal account and can be accessed at any time for direct deposit into their bank account.
- Transactions are as secure as the banks.

Map retailers are often heard to complain that there are too many places where maps can be bought and that publishers want their maps sold at every corner store. In other words, that other “non-map” businesses are taking their business.

The reality of the current globalised world is that business is there to be had, and other players in the retail trade (especially the book trade) see maps as part of their market as well as books, CDs, DVDs, calendars, etc. Business will keep on ebbing away from them until they come to realise that a good Internet site will do the following:

- Generate business
- Provide a good promotional window into their business
- Help stop sales going elsewhere

It's time for the map retailer to come into the 21st century and get wired for e-commerce.

For further information, I recommend www.clickz.com/stats/sectors/retailing, which discusses retailing online, including statistics on conversion rates of sales.

Collins Stores for Sale

As a follow-on from John Payne's report on Collins Booksellers in last month's *MapReport*, I am disappointed to say that Collins Booksellers have gone into voluntary administration and the business is now up for sale. While there are a number of serious bidders for the business, those company stores not on-sold will close.

The franchise Collins bookstores will not close, as they are independent of the parent company. This is a sad day for the Australian book industry, as Collins have been a mainstay of the industry as a family-owned business for over 80 years.

Great Wall from Space

The Great Wall is indeed visible from space, the China Daily confirmed on 19 April. China's first astronaut, Yang Liwei, said he could not spot the structure during his time in orbit in 2003. But now, Wei Changjie at the Institute for Remote Sensing Applications at the Chinese Academy of Sciences has analysed photographs taken from the International Space Station with the same resolution as a good human eye, and confirmed that the wall is visible.

Remote sensing experts say that if the wall is not visible from space, it must be because it is made from local materials, and thus of similar colour to the surrounding countryside. The Wall is wider than a typical road, and very long, so based on size alone, it should be easy to see.

ABS and ANZLIC Join Forces to Produce Better Information for Australian Communities

A new strategic partnership between the Australian Bureau of Statistics (ABS) and ANZLIC, the Spatial Information Council, will help to make local area and small community statistics more readily available and more meaningful.

The Australian Statistician, Mr. Dennis Trewin, and the Chairperson of ANZLIC, Mr. Warwick Watkins, said the partnership aims to meet the increasing demand for statistical information about Australia's progress at the local level through map-based (spatial) portrayal of information.

“Many important national issues, such as environmental management or the provision of services, can only be managed and monitored at the community level. To think globally but act locally, governments and communities need information not just about national trends but also about what is happening locally,” said Mr. Trewin.

At present, the ABS collects data according to a fixed set of geographical boundaries; however, the ABS has recently developed approximately 250,000 new geographical units called Mesh Blocks. Mesh Blocks will allow much more flexibility in producing information for almost any given area (as long as it does not breach confidentiality guidelines). ANZLIC, through its jurisdictional members, will assist the ABS with the ongoing mapping of those 250,000 small areas. The organizations will also work together using GIS to improve statistics, increasing their relevance and use through spatial referencing.

“Australia's land ownership records, commonly called the cadastre, are considered world's best practice and ANZLIC will work with the ABS to discover ways in which this resource can be used to make statistics more readily available and more meaningful for local areas and small communities,” said Mr. Watkins.

The National Public Toilet Map

This interesting Web site has undergone some changes, making it easier for everyone to find that elusive public toilet when you need it. The Web site is www.toiletmap.gov.au/default.aspx. All they need to do now is enable access to this data to GPS Navigation systems so you can quickly locate that important stopping point while on that trip to unfamiliar destinations.

NEWS FROM IMTA

The Australian Tsunami Warning System

In the 2005–2006 Federal Budget handed down on 10 May 2005, the Government announced an important new initiative that will have a significant impact on Geoscience Australia. The initiative is the Australian Tsunami Warning System. It will contribute to an Indian Ocean Tsunami Warning System (IOTWS) and integrate with the existing Pacific Tsunami Warning Centre to facilitate warnings to the South West Pacific region.

The Government has allocated \$68.9 million for the system over a 4-year period. Geoscience Australia and the Bureau of Meteorology will jointly operate the system around the clock, and Emergency Management Australia will handle the public awareness and disaster response aspects of the system.

Geoscience Australia's share of the \$68.9 million is \$21.2 million; the Bureau of Meteorology's share is \$40.3 million; and Emergency Management Australia's share is \$7.2 million. AusAid will also be providing \$2 million each to Geoscience Australia and the Bureau of Meteorology for overseas technical assistance and training to build in-country capacity.

The purpose of the Australian Tsunami Warning System is to reduce loss of life in the event of a tsunami affecting the Australian coast; mitigate tsunami risks for operations at sea and in coastal waters; and reduce the impact of tsunamis on essential infrastructure in our coastal regions. The initiative will also allow Australia to continue to play a leading diplomatic, scientific and technical role in international efforts to establish a durable and effective Indian Ocean tsunami warning system. It also demonstrates the Australian Government's strong commitment to assist our Pacific Island neighbours address their tsunami threat.

Emergencies Put on the Mapping Agenda

An excellent article in *The Age* on May 3rd discusses the enthusiasm for GIS that Australian governments, both state and federal, have embraced in combating emergencies as well as the ability of GIS to solve problems and issues that cannot be rectified by traditional mapping services. A full transcript of the article can be found on *The Age* Web site, www.theage.com.au, by searching "spatial and science." As with many news sites now, downloads of past articles are not free and this one will cost \$2.20.

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Americas Report by Dan Olasin President, IMTA (Americas)

“The IMTA (Americas) Board of Directors: You Can Be Proud!!”

A Meeting of the IMTA (Americas) Board of Directors
On Monday, June 6, your Board of Directors met in New York City at the New York Athletics Club. We discussed the business of the IMTA (Americas) and did our best to represent you and your interests in IMTA.

It is important that I tell you something about your Board. I have had the privilege of sitting on over ten boards of directors... and your Board is among the best! This is truly a group of people dedicated to your Association, a group that welcomes open discussion, stays on point and has discovered the ways to work together. I would also like to thank Eric Riback, National Geographic Maps, for assembling a group the night before the meeting for a true New York Deli experience at Katz's Deli.

The IMTA (Americas) Annual Conference in San Diego
Shane Mathews and Karen Davis made their report on this year's annual conference. We are looking at a great conference. Shane reported upon the most extensive selection of educational sessions in IMTA conference history! This stands to be the best conference ever! Look to other *MapReport* articles, mailings and emails for more details about this exciting conference.

The IMTA (Americas) 2006 Annual Conference is...
The hardest part of choosing the location for each annual conference is the number of great choices we find in Canada and the United States. There was a great discussion, weighing in costs, travel, quality, image, membership demographics and psychographics, service, destination, and ambiance. Your Board is pleased to announce the selection of Boulder, Colorado for the location of the 2006 Annual Conference. And, the site will be the St. Julien Hotel. The combination of Boulder and the St. Julien will give us everything we would hope for in our Annual Conference as well as the uniqueness of experience that many of us will remember for the rest of our lives. Our greatest thanks go to Henry Poirot, Map Link, whose efforts and spirited presentation made Boulder the overwhelming choice.

The Membership Committee Report
Chairman David Mecklenburg (Techna-Graphics, Inc.), along with Mike Kline (MAPSource Inc.) and Henry Poirot (Map

Link) reported on the membership program efforts. Over 600 new names and email addresses have been added to the IMTA (Americas) membership roster, thanks primarily to the daily calls made by Linda Hill. That brings us just that much closer to our goal of 2,000 people registered as members of our Association.

The Planning Committee Report and Industry Sectors SIGs Become Official!

The Planning Committee has been formed to create a program of year-round connectivity and progress from our IMTA (Americas) Annual Planning Meetings. IMTA Past-President Bill Spicer (Western Gate Publishing) has most effectively taken the Chair of this committee. In his absence, committee members Dave Knipfer (Mapping Specialists, Inc.) and Mike Kline (MAPSource Inc.) offered the report. The Board of Directors unanimously approved the Planning Committee's implementation of our Special Interest Groups (SIG) Program. SIGs were one of the top recommendations to come out of the Annual Planning Meeting. This program will provide each sector within our industry with a committee. Each industry committee will have the special opportunity to represent their sector's interests to both board and general membership. Each SIG will include the use of the *MapReport*, Annual Conference and Web site to best connect with members in their sector. Each SIG will be as effective as the members in that industry sector make it! This is a great way to get involved and keep on top of what's happening.

The Director Elections—Your Nominating Committee
It's that time of year... IMTA elections for members of your Board. This year, the process will be guided by Chair Chris Knoebel (Universal Map) and his committee, including Jack Joyce (ITMB Publishing Ltd.), Karen Davis (Spherical Concepts, Inc.) and Dan Olasin (Intelligent Direct/MarketMAPS). If you have an interest in taking a major leadership role in your Association, this is a great time to step forward.

The IMTA (Americas) Web Committee
All of us appreciate the importance of an effective Web site for an organization. Some of us even appreciate the scope and complexity of creating and maintaining an effective Web site. The committee of IMTA (Americas) members will offer their expertise to the International Web Committee. Gavin Maurer (National Geographic Maps), John Serpa, (Maps.com) and Mike Kline (MAPSource Inc.) will join me in our efforts to assist the IMTA International Committee wherever possible.

The Sponsorship and Advertising Programs
IMTA (Americas) is very pleased to report record participation in both the Sponsorship and Advertising programs. These programs are great opportunities to communicate not only to members of the Association but also other

NEWS FROM IMTA

people in our industry. IMTA offers a great value proposition as well as answers to the question, "How do I grow my business?" Sandy Hill, our executive director, is very helpful in explaining these programs and how you and your organization will benefit from your participation. Sign up today!

My thanks... to each of the members of our Board... Great Meeting! And, to Sandy and Linda Hill, whose efforts make all of this possible. Our meeting ended in record time, allowing us to share IMTA camaraderie and a New York City deli at Ben Ash's and let everyone comfortably make their planes.

ESRI Workshop at IMTA (Americas) Conference & Trade Show

ESRI will be running a 1-day, hands-on workshop, "Introduction to ArcGIS." Participants will use ArcView 9.1 to discover the latest in GIS technology from ESRI. Students will learn fundamental GIS concepts, as well as how to create new data, query a GIS database, analyze and symbolize data, and make high-quality cartographic maps. Each student will also receive a copy of the "Getting to Know ArcGIS" book, which includes an evaluation copy of ArcView 9.0 to continue their exploration of GIS



after the IMTA (Americas) Conference is over. The course, normally priced at \$425, is just \$100 at the conference, a savings of \$325 per student. This instructor-led class is limited in size to only 10 students, so be sure to register early.

The class will be conducted on Saturday, September 10, from 10:00 am – 5:30 pm. Visit www.maptrade.org and the Americas Conference for registration details.

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Point of Sale Technology

by Peter Jolly

There was a time, probably about 50 years ago, others may remember when one went into a shop and was served by an assistant. More recently we have had self-service in our shops and garages and we are quite used to it. It allows the buyer to choose in his or her own time without hindrance or unwanted advice from staff. Subsequently, taking goods to the check-out desk has become the norm. Now, the technology at the check-out desk has changed too with tills not only totalling bills but also providing information to the “back office” for calculation of consumption rates which can then be used to help the shelf-stackers and to provide information for the re-ordering of stock. The use of the “just-in-time” philosophy reduces the need to hold stocks and thus reduces costs and in the case of fresh produce ensures that it is fresh!

The introduction of bar codes has made all this possible but there are other advantages which have come along as a result of changes in technology. Not only when-to-order information is available; there also can be indicators as to what to order through determining trends. Monitoring and responding to trends is a part of Customer Relationship Management.

All the information gathered can be used to feed the business “back office,” probably a software suite of programmes that can be used to run the business on a daily basis as it can control and monitor the delivery of goods, transfers and sales orders. Put together, this can form the basis of the company monitoring, accounting and management procedures.

The other major development that has affected our buying habits is the Internet. We have had mail order for many years and this was introduced to reduce costs and therefore lower prices. Mail order is still popular but it does now have a competitor in the form of purchases over the Internet. Mail order requires the purchaser to have access to a catalogue which would usually come by post and then the order can be placed either over the phone or by letter. Using the Internet the “catalogues” can easily be viewed online and therefore more choice can be sorted from a variety of vendors.

Moreover it is easier to keep these catalogues current. Associated with this is the ability to provide product news and video examples and give details of special offers, some of which may not be available in the stores. Dell Computers is a good example as they handle all their sales either through mail order or the Internet.

As IMTA is a worldwide organisation, mapping products could be sold through multi-language and multi-currency Web sites. Thus, there has been a large increase in the potential customer base for those who embrace the Internet technology. But what is and has been the effect on the retail industry? I note our President, John Payne, was posing similar questions in his leader article in the May edition of the *MapReport*, but has there been an adverse effect on the mail order business? Has the number of visits to specialist map shops decreased? And what has been the overall impact on sales? Any comments from the retail sector?



I had hoped to have my photograph taken doing self-check-out in Marks and Spencer's food store in Summertown, Oxford, but on enquiring I was told that no photographs could be taken inside the store. Clearly, competition in the food industry is very keen.

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The International Map Trade Association gratefully acknowledges these companies as Corporate Sponsors. Their contributions fund the educational development of the mapping, geospatial and geographic information industry.

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IMTA THE BUSINESS OF MAPS

(Americas) 9 – 11 SEPTEMBER 2005

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CONFERENCE SCHEDULE • OMNI SAN DIEGO HOTEL

THURSDAY, SEPTEMBER 8

9:00 am – 3:00 p.m. IMTA (Americas) Board Meeting

FRIDAY, SEPTEMBER 9

6:45 am Bus Pickup for Golf in Hotel Lobby
 7:36 am Golf Tee Time on the Willow Glen Course
 1:00 pm – 5:00 pm Exhibitor Setup
 1:00 pm – 5:00 pm Registration
 6:00 pm – 7:30 pm Opening Reception/Cash Bar on the Trade Show Floor

SATURDAY, SEPTEMBER 10

8:30 am – 10:00 am Registration
 8:30 am – 9:00 am Continental Breakfast
 9:00 am – 9:50 am.. Making the Ultimate Map—the Convergence of Technologies and the Divergence of Users
 10:00 am – 5:30 pm ESRI Workshop
 10:00 am – 3:30 pm Trade Show Exhibition Hours
 3:00 pm – 3:50 pm ... Ink Jet Technology and Media Selection for On-Demand Map Printing
 3:00 pm – 3:50 pm Maps in Education: Maps.com Presents Maps 101
 3:30 pm – 4:00 pm Exhibitor Meeting
 4:00 pm – 4:50 pm Do You Know What I Mean? Communicate Like a Leader in Your Industry
 4:00 pm – 4:50 pm USGS Web Based Topographic Map
 5:00 pm – 5:50 pm Street Atlases: Strategies in Distribution
 5:00 pm – 5:50 pm GEO Data: The Providers, the Users and the Future
 7:00 pm – 9:00 pm Annual Dinner/Cash Bar

SUNDAY, SEPTEMBER 11

8:30 am – 10:00 am Toast and Topics
 8:30 am – 9:20 am NOAA's Navigation Response Teams in the 2004 Hurricane Season
 10:00 am – 10:50 am Educating Our Future Cartographers
 10:00 am – 10:50 am Merchandising & Store Layout Techniques
 10:00 am – 10:50 am Interactive Online Mapping Forum
 10:30 am – 3:00 pm Trade Show Exhibition Hours
 2:00 pm – 2:50 pm Digital File Preparation for Printing
 2:00 pm – 2:50 pm People, Performance and Profits
 2:00 pm – 2:50 pm Transition to ISBN-13
 3:00 pm – 3:50 pm Retailer Forum and the World of Map Retailing
 3:00 pm – 3:50 pm Hard Copy Map Production Using GIS Principles
 3:00 pm – 5:00 pm Exhibitor Tear Down
 4:00 pm – 4:30 pm Annual General Meeting
 6:00 pm – 7:30 pm Farewell Reception

EDUCATIONAL SEMINARS

Spherical Concepts, Inc. will be sponsoring two very special educational seminars featuring Melody Templeton (M.S., Human Resource Development) at the 2005 Americas Conference in San Diego, California. The two topics have relevance to all attendees of the conference.

Do You Know What I Mean? Communicate Like a Leader in Your Industry

Have you ever explained your great new idea only to find your manager, director or employees are looking at you like a deer in the headlights? Do you wonder why some people need to tell you how to build the watch when you ask them the time? Sometimes people seem difficult just because they're just different. In this workshop we'll analyze four communication styles. You'll learn your own preferred way of giving information and learn keys to identifying your coworkers' and clients' style of speaking. You'll walk away with specific tips on understanding people who look at things differently than you do.

People, Performance & Profits

Get a competitive advantage by knowing the factors that affect the performance of your work team. Making little changes can significantly improve the work environment for you and your employees. In this session we'll look at factors from ability to expectations, and motivation to money, to determine how they affect performance on the job. Better performance can equal better profits for your organization. Come prepared to laugh and learn while getting practical ideas to improve the work environment.

Templeton is a nationally known speaker and consultant with several hundred clients from Fortune 500 to small, family-owned businesses. She has taught on the faculties of Villanova University, Drexel University, The Wharton MBA program and The Wharton Executive MBA program. She has worked with project managers for nearly 20 years and even admits to starting her career as a COBOL programmer! She has a B.S. in Communication and Psychology from Illinois State University and an M.S. in Human Resource Development from Villanova University.

Melody Templeton is based in the Philadelphia suburbs and grew up in the Midwest. She actually did "Play in Peoria!" Her sample client list includes GM/UAW, CFM, AT&T, State Farm Insurance Companies, United Parcel Service, Graduate Health Systems, McGraw-Hill Publications, IKEA, Merck, Wyeth-Ayerst Research, Liberty Mutual Insurance Company, Vanguard Financial Services and Girl Scouts of America. Templeton has worked with numerous corporate, college and community organizations, teaching them the communication, team building and creative skills so necessary in today's fast-paced environment.

EXHIBITOR SPECIALS TO DATE

HEMA MAPS is offering 5% off the normal discount when ordering at the Americas Conference.



HISTORIC URBAN PLANS is offering an additional 10% off its existing discount schedule for bulk orders, on orders placed at the show.



ITMB is offering a trade show special of free freight to any retailer placing an order at the show and will include 25 free maps (customer's choice!) for each order of 100 or more ITMB maps.



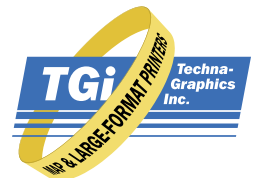
MAP LINK is offering free freight on all orders placed at the show.



SPHERICAL CONCEPTS, INC. is offering free freight for all orders over \$300 placed at the show in addition to the 60-day terms offered to IMTA members.



TECHNA-GRAPHICS, Inc. is offering a discount coupon worth \$500 good on the next printing job at Techna-Graphics that has a quoted value of \$5000 or more. Coupon expires December 31, 2005. The coupon will be distributed at the show; only one coupon per company.



CONFERENCE & TRADE SHOW

“I Want Them & I Want Them Now!”: Satisfying the Hunger for Up-To-Date Paper & Digital Mapping

by Rob Sharpe, ESRI (UK) Ltd

No, it isn't a six-year-old child asking for sweets in the shop; it is the increasingly demanding geospatial information user. In a world of customers who need ready access to current and customisable maps to fulfill their business needs, the term “Maps on Demand” is becoming commonplace. Data currency, accuracy, access and user-customised output are the key requirements.

Maps on Demand can be applied to traditional paper topographic maps, maps with customer-specified content, through more abstract mapping such as that presented by MapQuest's LineDrive™ (Figure 1), used to depict routing information.

Demanding Currency of Data

The importance of access to up-to-date information is unfortunately best highlighted in times of emergency or disaster. In response to the Indian Ocean Tsunami Disaster, ESRI created a “Maps on Demand” service to enable disaster relief agencies to rapidly download PDF documents of both Imagery (standard sheets) and VMap Level 0 user-specified site-centred mapping in a consistent manner (Figure 2).

Mapping is important during the response and recovery stage of a disaster—in positioning facilities and services, determining a triage method to repair infrastructure, and determining loss in order to begin work on recovery. By providing this service, ESRI helped to facilitate rapid response by relief agencies and a future platform for recovery and development planning

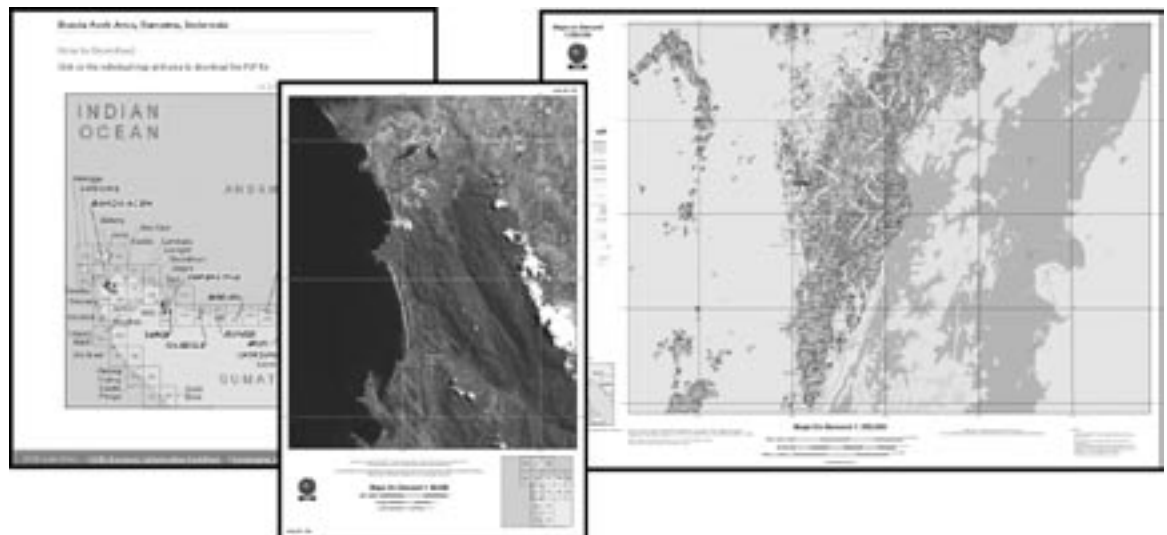


Figure 1: www.mapblast.com—Customer-specified LineDrive™ route mapping, taking the author from home to the office!

Examples of the imagery and topographic mapping from ESRI can be accessed via www.esri.com/news/pressroom/indian_ocean_disaster.html. Accessing and ordering informa-

continued on page 10

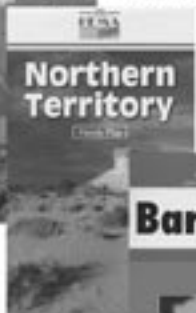
Figure 2: Left to right, (1) Web interface to the imagery mapping; (2) Example of imagery for an area around Banda Aceh. Imagery is EarthSat's Global NaturalVue image data product; and (3) a customer specified site-centred map. All marginalia is generated on the fly to meet the requested specification of the user.



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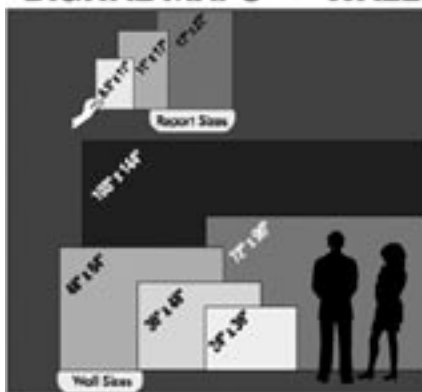


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Updated Map Books for DC Available for Summer Travel from Washington's "Hometown" Publisher

If you're dreading the traffic that arrives every summer around DC, ADC The Map People will help you navigate your way through the mess with the new *Metro Washington, DC Street Map Book* (suggested retail price \$12.95) and *Greater Washington, DC Street Map Book* (suggested retail price \$39.95). The books cover not only Washington, DC, but also all of the surrounding counties where commuters live and work, and provide hundreds of updates. The books are available wherever maps are sold. ADC is part of The Langenscheidt Publishing Group.

Contact: ADC, 6440 General Green Way,
Alexandria, VA 22312

Phone: 800/ADC-MAPS

Web: www.adcmap.com

ESRI's Survey & GIS Summit 2005 Expands to Include Engineering & Engineering Design

The summit, taking place July 23–26, 2005, brings professionals together with the goal of bridging the gap between

surveying, engineering, and GIS technology. More than 500 attendees are expected to attend the event in San Diego, CA.

Expanding the Survey and GIS Summit is a natural progression because both the surveying and engineering industries employ GIS technology to manage or create geographic data. The Summit is an opportunity for engineers, surveyors, and GIS professionals to learn about the most current applications and solutions available for multidisciplinary collaboration and interoperability.

The summit will kick off with a plenary session that includes a keynote presentation describing how engineering, surveying and GIS can be integrated successfully. The following days will include presentations, technical demonstrations and discussions. The summit coincides with the 2005 ESRI International User Conference and will include the Conference Plenary Session, the Map Gallery Opening and Evening Reception, and the Exhibit Pavilion.

Contact: www.esri.com/surveysummit

Email: surveysummit@esri.com

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The advertisement features a central logo for MAPSCO with a compass rose. Below the logo, the text reads "Quality Mapping for over 50 Years!" and "Providing a Wide Variety of Street Guides, Fold & Wall Maps & More!". Surrounding the text are several examples of map products, including "Dallas-Fort Worth & Surrounding Areas", "San Antonio", "Texas Road Atlas", "The Roads of Texas", "Denver Regional", "Dallas", "Albuquerque & Santa Fe", "Austin", "Fort Worth", "Colorado", and "Texas". At the bottom, the phone number "800-950-5308" and the website "mapsco.com" are displayed.

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Conference Registration Fees

Full Registration Fee: Badge, trade show, receptions, annual dinner and educational seminars.

Member Registration Prior to July 1	USD\$295.00
After July 1 Registration Fee	USD\$395.00
Spouse Ticket includes Receptions & Annual Banquet	USD\$125.00

Non-Member Registration Fee Prior to July 1	USD\$395.00
After July 1 Registration Fee	USD\$495.00

Golf Tournament

Please indicate if you would like to participate in the golf tournament. **Yes, please register me.**

Cancellation Policy

Registrants who cancel after August 01, 2005, will not receive a refund. All other cancellations must be submitted in writing to IMTA Headquarters prior to August 01, 2005.

Full payment for each registration is required prior to the Conference

Registration fees may be paid by company, personal check or credit card. If paying by check, please send to IMTA Headquarters at the address listed below.

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