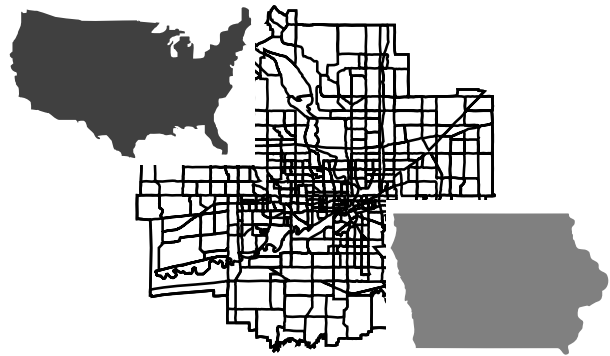


Coordinated GIS



Sharing data, exploring standards, and facilitating cooperation among Iowans who use Geographic Information Systems

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GIS: new tool in campaign against domestic violence

The Partnership for Safe Families is an initiative in Cedar Rapids that involves several human service agencies, as well as nonprofit and community organizations. The overall goals of the initiative are to reduce the incidence of child abuse, re-abuse, serious abuse, and domestic violence.

A number of community-based key program strategies were developed to achieve these goals. Examples of key program strategies include neighborhood family support workers, domestic violence assessment of families, and child abuse assessment reform.

The initiative involves an outcome measure evaluation of the key program strategies to determine their effectiveness. A community geographic information system (GIS) was developed to assist with planning and evaluation of these key strategies and to locate neighborhood asset resources that may help the community build on its resource strengths. The GIS was built using MapInfo Professional V4.1, and it runs on a 133 Megahertz Pentium PC with 16 Megabytes of RAM.

The initiative is funded by a grant from the Edna McConnell Clark Foundation, headquartered in New York, and local community human service agencies. It is a two-year project that may be extended. Over 20 public, private, and community human service agencies and organizations in the Cedar Rapids area participate in the initiative.

The GIS uses the following data:

- Child abuse reports from the Iowa Department of Human Services
- Domestic violence reports from local police departments
- Child and maternal health client data from the Iowa Department of Public Health
- Metro Area Housing Program properties
- Community asset resources
- 1990 United States Census data

Additional data will be collected on children and families who are seen by human service agency officials involved in the initiative.

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coordinated GIS is a publication of the Iowa Geographic Information Council. The council is a partnership consisting of representatives of the geographic information system (GIS) user community in Iowa.

The GIS community includes federal, state, and local government agencies; universities; businesses; and nonprofit organizations that use or are planning to use GIS or global positioning system (GPS) technologies. These powerful technologies combine electronic maps, databases, and precision locations and can be used to improve decisions, save money, and enhance the quality of life of Iowa's citizens.

For more information about the council and its activities, contact the following members:

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We welcome your comments and suggestions regarding coordinated GIS. What would **you** like to see in this newsletter?

Submit suggestions or questions to Reg Souleyrette

- by e-mail to reg@iastate.edu
- by mail (disk copy preferred; see the address listed above) or
- by fax to 515-294-0467

or to Marcia Brink

- by e-mail to x1brink@iastate.edu or
- by fax to 515-294-0467

The opinions, findings, or recommendations published here are those of the authors and do not necessarily reflect the views of the Iowa Geographic Information Council.

Managing Editor — Reg Souleyrette

Editor — Marcia Brink

Cover depiction of traffic analysis zones courtesy of the Des Moines MPO.



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GIS across Iowa

GIS: new tool in campaign against domestic violence

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A data work group oversees GIS operations. It is comprised of human service agency officials who have data collection and analysis experience. The purpose of the data work group is to oversee data collection and analysis procedures for outcome measure evaluation.

The Iowa Department of Public Health also participates in the initiative through the implementation of its small area analysis project. Data provided by the Department of Public Health on child and maternal health clients are compared to data on reports of child abuse.

The results of the GIS analysis activities will be used to evaluate the effectiveness of the initiative's key program goals, to assist with ongoing initiative activities that involve strategy planning, and to determine any needed changes in key program strategies.

Ultimately, the agencies and organizations involved in the initiative will develop their own data analysis capabilities. These groups will be able to evaluate the outcomes of their individual programs, as efforts move toward a structure for providing community human services that is based on outcome evaluation.

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Training marketing students at U of I

We train marketing students to solve 21st century problems using 19th century tools. With the exception of the spreadsheet, the major innovations in marketing education are often confined to computerized document creation and presentations.

In contrast, marketing managers have access to a wide variety of specialized tools, including geodemographic mapping, to aid in planning and decision making. Unfortunately, the typical student's exposure to these exciting and important topics is limited to a section in a textbook

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Training marketing students at U of I

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or a simple demonstration program during a lecture.

At the University of Iowa, we are working to change this situation.

With the support of Perpetual Savings Bank, D.C. Taylor, and Decisionmark, we have established the Marketing Technology Lab (MTL) at the University of Iowa. The MTL provides students with two dedicated work stations, where they can access the best in mapping technology and data.

Currently, we use Proximity from Decisionmark, BusinessMap from ESRI, and FirstMap from Wessex. Our major source of data is SourceBook America from CACI, which contains census, spending, and ACORN data for various levels of detail from state through zip code. We also use American Yellow Pages, a national database of 10 million U.S. businesses produced by ABI.

I currently use the lab for an advanced MBA course in marketing planning. My students will complete two projects which involve the MTL. The first project uses the zip codes of households to create customer profiles for a major tourist attraction. The second project uses geodemographic data to address an

important business decision for a public health planning organization, a start-up industrial business, an ethnic greeting card company, or a new type of restaurant.

The students are working hard, and they appreciate the opportunity to develop skills they will use throughout their careers.

We recently applied for a major grant from a packaged goods company to expand the reach of our lab to all students in the College of Business. We hope to make some programs available to all classes via the college computer network. This will allow us to bring these issues into every appropriate class, including marketing, real estate, and entrepreneurship.

The immediate future for the MTL is very exciting. In the fall 1997 semester, I will offer a one-hour elective course in Marketing GIS for graduate business students. They will learn about census data, clustering systems, geocoding, and thematic mapping, among other topics. Each student will also work on a real-world project related to market analysis, site location, customer profiling, or sales region planning.

It is said that some 40 percent of all business data has a geographic

component. While this may be true, it is an empty observation unless we can show our students how these data can be turned into business information to support important decisions.

Through the resources of the MTL, we can expose our students to methods firms use in geobusiness technology today. Armed with this knowledge, our students will find new and exciting ways to exploit these data to make better business decisions, open new markets, provide superior customer service, and, in essence, succeed in their careers.

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Federal Geographic Data Commission news

FGDC accepting applications for NSDI framework funding

The Federal Geographic Data Commission (FGDC) will once again provide funding for agencies to develop the National Spatial Data Infrastructure (NSDI) framework concept.

The FGDC will award funds for projects not to exceed \$65,000. Groups of agencies working together to coordinate geographic data collection, use, and access may apply. Framework categories include geodetic control, digital orthoimagery, elevation, transportation, hydrography, government units, and cadastral data.

Projects should broadly test a full range of framework, technical, and institutional aspects. Awards will be announced in late July.

For additional information, see the FGDC homepage:
<http://www.fgdc.gov>.

FGDC to sponsor NSDI Benefits Program

A new program sponsored by the FGDC will assess the value of the NSDI for decision making within geographic areas.

Open to federal agencies in partnership with state, local and tribal governments, academia, nonprofit organizations, and private companies, the NSDI Benefits Program will fund six to eight projects that use geographic data to address

specific problems or needs in a community and use NSDI services and related technologies to offer solutions and measurable outcomes. The issues addressed may be environmental, economic, social, or cultural. Awards will be announced in July.

For more information, contact:

Program coordinator, NSDI Benefits Program
United States Geological Survey
590 National Center
Reston, VA 20192
voice: **703-648-5971**
fax: **703-648-5755**
e-mail: benefits@www.fgdc.gov

Public review for revised FGDC Metadata Standard

The FGDC will sponsor a review of the Metadata Standard, which was originally adopted in 1994. This standard provides a common set of terminology and definitions for documentation of data content, quality, and condition.

The purpose of the review is to ensure that the revised standard meets the needs and recognizes the views of state and local governments, academia, and private-sector enterprises.

The public review will begin soon and will last for 90 days. Requests for review materials should be directed to the FGDC secretariat or may be accessed via the FGDC homepage: <http://www.fgdc.gov>.

Comments can be directed to a site accessible via the homepage, or to the following address:

FGDC Secretariat
c/o U.S. Geological Survey
590 National Center
Reston, VA 20192
e-mail: metadata@www.fgdc.gov

NSDI clearinghouse software available

Isite software that supports full FGDC metadata content has been released for general use. Isite is Internet publishing software that includes a text indexer/search system and communication tool for database access.

The Isite server and indexer software package now runs on a variety of UNIX hosts and soon will be available for use with Windows NT.

A prototype public HTML and Java interface to the clearinghouse was introduced in late 1996 for users to query and access distributed metadata. These tools may be accessed via the FGDC homepage:
<http://www.fgdc.gov>.

National Wetland Inventory data for Minnesota available on CD-ROM

The Land Management Information Center (LMIC) of the Minnesota Planning Office has released revised National Wetland Inventory (NWI) data for the entire state of Minnesota on CD-ROM.

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FGDC news

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Developed by the U.S. Fish and Wildlife Service (FWS) in 1995, the data depict the location of wetlands categorized by plant, soil type, and flood frequency using the FGDC-endorsed Cowardin system.

LMIC converted the original FWS data to ARC/Info coverage format and extensively revised the legend. The new legend provides correspondence between the current Cowardin classification scheme and the previous Circular 39 system.

This is a three-CD set, with one CD for each region of Minnesota (north, central, and south). The cost of each CD is \$50 in addition to a \$25 order fee.

For more information on the data or how to acquire the CD-ROMs, contact the following:

Nancy Rader
Land Management Information
Center
voice: **612-297-3281**

For more information on these FGDC news items, contact the author:

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Cartégraph press release

CartéGraph Systems, Inc., an ESRI® business partner, announces the release of CARTEmaster™ for ArcView. This application provides a link between ESRI's ArcView® and the entire series of CartéGraph's Microsoft Windows-based asset management applications—SIGNview™, SIGNALview™, PAVEMENTview™, PAVEMENTview™ Plus, WATERview™, and SEWERview™.

CARTEmaster for ArcView allows information contained in CartéGraph asset databases to be displayed and queried within the ArcView environment. By adding several menu options, buttons, and tools, CARTEmaster for ArcView streamlines the creation and manipulation of asset themes, provides a live link with CartéGraph asset management applications, and adds connectivity for GPS receivers.

CartéGraph Systems provides asset management technologies to the public works market. ESRI and ArcView are registered trademarks of Environmental Systems Research Institute, Inc.

For more information, contact:

CartéGraph Systems
voice: **319-556-8120**
fax: **319-556-8149**

Census CD review

If your business or research requires you to use census data, CensusCD, produced by GeoLytics, Inc., is one that you definitely must have.

A famous movie villain once said in a deep, authoritative voice, "Impressive, most impressive!" The same can be said of CensusCD. Its use is smooth. Thanks to improved data compression techniques, all U.S. census data are contained on one CD, compared to the original release's 67 CDs, while an easy-to-use engine allows you to generate a large number of reports.

To test CensusCD, I used a 100 Megahertz Pentium PC running Windows 95. You can install CensusCD either directly to your hard drive or by creating icons to access the data from the CD.

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Product information

Census CD review

continued from page 5

I chose the latter of the two options. Although this was the much slower method of installation, the wait time for report generation was only a few seconds. If your data request will take some time, an animated sidebar will warn you.

When I review a software package, I follow a simple approach—I use the manual to install the software and then set it aside, ignore any available online help, and rely only on clues from the interface to proceed.

I followed this approach with CensusCD and didn't encounter any serious problems. In all instances, I was able to set up and run the desired report after stumbling around for only a few seconds.

However, I recommend you gain a solid understanding of census data and political divisions before attempting to use this package.

Some examples of reports I generated using CensusCD were the following:

- All street names within a particular zip code
- All block groups within a specified radius of a point in latitude and longitude
- A summary of census data within a specified radius of a point in latitude and longitude
- A summary of data for a specified zip code
- A summary of data for a specified minor civil division (township)
- A summary of data for a specified Alaska native recovery council

With over 3,500 demographic variables, TIGER 94 street addresses, 16 different geographic areas, and the ability to display counts in various ways, CensusCD gives you many options.

You can also customize reports to make data compatible with statistics software (e.g., SAS, SPSS), database software (e.g., Microsoft Access, Oracle), spreadsheet software (e.g., Microsoft Excel, Lotus 1-2-3), and mapping software (e.g., ArcView, MapInfo). Online and standard help is available if you get into a jam.

You can order CensusCD for \$199.95 (including shipping and handling) by calling GeoLytics at **1-800-577-6717**. For additional information, browse CensusCD's Web site:

<http://www.censuscd.com>.

For more information, contact the author:

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Disclaimer

The Iowa Geographic Information Council does not endorse any products. Product reviews and product release information are printed in this newsletter as a courtesy to our readers.

Internet mailing lists for GIS and GPS

This is the second in a series of articles on GIS/GPS resources on the Internet.

In the last issue, I discussed usenet news groups dedicated to GIS and GPS topics. Other terrific sources of GIS and GPS information on the Internet are electronic mailing lists.

There are tens of thousands of active mailing lists on the Internet. They are valuable resources for finding detailed information, expertise, and referrals to solve problems. Mailing lists can bring useful information right to your electronic mailbox every day. To make an inquiry, simply send an e-mail message to the list. However, the real trick is finding and subscribing to lists that meet your needs.

Mailing lists are simple to use once you find them. A *subscriber* or *participant* is a person who belongs to a list. A *listserver* is a generic name for the mechanism or software that maintains a list. Some of the more popular mailing list software packages are called *listserv*, *listproc*, *maiser*, and *majordomo*. These packages are loaded on host servers connected to the Internet. Host servers are located at universities, private companies, and nonprofit organizations. Every participant on the list receives every message mailed to the listserver.

The table on this page gives some examples of GIS- and GPS-related mailing lists.

TOPIC	LIST NAME	HOST LOCATION
General GIS topics	GIS	majordomo@ns.sips.state.nc.us
General GIS topics	GIS	majordomo@ciesin.org
General GIS topics	GIS-L	listproc@pge.com
Business GIS use	GISBUS-L	listserv@ecuvms.cis.ecu.edu
GIS education	TAGE	listserv@tamvml.tamu.edu
Iowa GIS issues	IGIC	igic@iastate.edu
Garmin GPS users	GARMIN	maiser@avalon.microtech.com
Integration of GIS, GPS, multimedia, and Internet	HYPERGI	listserv@nervm.nerdc.ufl.edu

A special World Wide Web search engine dedicated to mailing lists makes finding and subscribing to mailing lists much easier. The search engine, called *Lizst*, allows you to easily search for mailing lists by topic or keyword and can provide you with information about list locations and subscription instructions. You can access Lizst through the Web at <http://www.liszt.com/>.

Some mailing lists generate an extensive amount of e-mail activity each day. A potential downside to mailing lists is the potential for junk mail. The best strategy for managing mailing lists is to limit your

number of subscriptions and unsubscribe to the list if the costs of participating (in terms of junk mail) outweigh the benefits. When you subscribe, be sure to retain the instructions you will usually get on how to subscribe and unsubscribe.

For more information, contact the author:

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e-mail: **plazak@ctre.iastate.edu** or **dplazak@iastate.edu**

Conferences

UNI to host Iowa GIS conference in October

"Making the Vision a Reality—GIS Applications in Iowa" will be the theme of the third annual Iowa conference on GIS.

Plan now to spend October 6 and 7 at Maucker Union, University of Northern Iowa, in Cedar Falls. The conference planning committee is lining up professional workshops for county engineers and assessors/auditors, as well as three tracks of concurrent sessions: new users, Iowa applications, and policy/education.

The Iowa conference provides attendees an opportunity to meet with other GIS users in the state, compare vendors' products, and, with appropriate registration, exhibit their own GIS projects.

Watch for registration information later in the summer. See you there! For more preliminary information, contact:

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Center for Transportation Research
and Education
ISU Research Park
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Ames, IA 50010-8615
voice: **515-294-8103**
fax: **515-294-0467**
e-mail: **plazak@ctre.iastate.edu**

MAGIS planning 1998 symposium

The Mid-America GIS (MAGIS) consortium has started to work on the next symposium to be held in May 1998, in Lincoln, Nebraska. We are asking for your input on specific topics you would like to see covered, as well as volunteers to coordinate sessions. Coordinators will organize sessions in their respective topic areas.

In addition, MAGIS is seeking organizational co-sponsors for the 1998 symposium. Depending on the level of support offered, co-sponsors may receive free registration at the conference, display space, mention of the agency's name in the program, and/or a digital file of attendees.

You can access updated conference details via the MAGIS website at <http://www.geo.drake.edu/magic>. You can also check out the facilities for the conference at <http://www.thecornhusker.com>.

We now have our own listserv for MAGIS. Listserv will serve as a local e-mail discussion group at a regional level.

We are excited about the opportunity to put together a relevant, stimulating, and fun conference. To recommend topic areas and/or coordinators, to co-sponsor the conference, or to become part of listserv, contact the author:

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Iowa Social Science Institute
130 Brewery Square
The University of Iowa
Iowa City, IA 52242-1409
voice: **319-341-9885**
fax: **319-335-2070**
e-mail: **joyce-baker@uiowa.edu**

Safety workshop in KC

Safety personnel—data managers, decision makers, technicians, analysts, and users—will attend the U.S. Department of Transportation's Region VII Highway Safety Data Workshop on June 3–5, 1997, in Kansas City, Missouri.

For more information contact the following:

Safety Data Workshop
Missouri Safety Center
Humphreys 201, CMSU
Warrensburg, Missouri 64093-5117
fax: **816-543-4482**

GIS in the Rockies: September in Denver

The 1997 GIS in the Rockies conference will take place September 15–17, 1997, in Denver, Colorado.

The theme of the conference is Connecting to the Future. Sponsors invite you to submit presentation abstracts for a technical session, workshop, or GIS project poster section. Subject categories and suggested topics include:

- Applications: business, government, utilities, education, and environment
- Projects: startup, conversion, distribution, and analysis
- Hardware/software: connectivity, value, and trends

All abstracts must be received by May 30, 1997. Please limit abstracts to 100–200 words and include the author's name, e-mail address, affiliation, and phone number. You can submit abstracts via e-mail to morenosa@mscd.edu or in ASCII text format on a 3.5 inch, DOS-formatted floppy disk to:

GIS in the Rockies
P.O. Box 280117
Lakewood, Colorado 80228-0117

In addition, vendors are encouraged to set up exhibits. Call **303-871-9065** for further information. Students may also attend the conference for a \$20 registration fee.

The conference is sponsored by the American Society for Photogrammetry and Remote Sensing, Rocky Mountain region; the Urban and Regional Information Systems Association, Rocky Mountain chapter; the American Congress on Surveying and Mapping, Colorado section; and AM/FM International.

For conference updates and information, call **303-441-3887** or **970-490-7904**.

For more information, contact:

Stephanie Weigel
Colorado State University
voice: **970-491-3878**
e-mail: sweigel@lamar.colostate.edu

SDTS workshop announced

The American National Standards Institute, the Federal Geographic Data Commission, and the United States Geological Survey invite software developers and spatial data producers interested in implementing the Spatial Data Transfer Standard (SDTS) to participate in a four-day workshop.

The workshop will focus on identifying and solving common problems associated with producing SDTS-formatted data and writing software for users of SDTS data.

The workshop will be held September 15–18, 1997, in Rolla, Missouri. Vendors with experience in SDTS-translation software development are being sought as workshop presenters.

For more information, contact the SDTS task force:

voice: **703-648-4577**
e-mail: sdts@usgs.gov

www:

<http://mcmcweb.er.usgs.gov/sdts>

IGIC steering committee members

The Iowa Geographic Information Council Steering Committee is comprised of representatives from Iowa's GIS user community, including federal, state, and local governments; universities; businesses; and nonprofit organizations.

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Want to get on our mailing list?

If you want to be added to the mailing list for **coordinated GIS**, or to add a colleague to the list, fill out the following information and mail this page to the address listed below. You may also telephone Sharon Prochnow at 515-294-8103 or fax your mailing address to 515-294-0467.

Remember: **coordinated GIS** is now on line at
<http://www.ctre.iastate.edu/pubs/>

Name/Title _____

Business or agency _____

Address _____

Work phone _____ Fax _____

E-mail _____

Clip and mail to the following address: Center for Transportation Research
and Education (CTRE)
coordinated GIS mailing list
2625 N. Loop Drive, Suite 2100
Ames, IA 50010-8615

We want your e-mail address!

The IGIC is developing a group e-mail address list. Please help us reach you by e-mail with announcements, updates, etc., by adding your e-mail address to the group list.

To get on the e-mail address list, contact Reg Souleyrette or David Plazak (their telephone numbers and e-mail addresses are listed on page 11).

To send a message to everyone on our e-mail address list, address your message to **igic@iastate.edu**.

Thanks for your help!

P486-1066

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