

2019 Esri International User Conference GIS Managers' Open Summit (GISMOS) Agenda

Tuesday, July 9, 2019

Indigo Ballroom, Hilton San Diego Bayfront, 1 Park Blvd., San Diego, CA 92101

(adjacent to the San Diego Convention Center)

The GIS Managers' Open Summit (GISMOS) is an all-day, interactive experience designed for existing, and future, GIS managers/leaders, business and technology strategists, and other decision makers attending the Esri International User Conference. The summit focuses on showing people with a GIS background how to be successful as leaders through a combination of presentations, networking and discussions. GISMOS started at the 2010 Esri UC and usually draws 200-300 attendees. It focuses on the business/people/culture side of GIS, and offers engaging presentations from Esri and successful GIS leaders, opportunities to network, and engage in conversations with peers on topics that relate to business efficiencies, return on investment (ROI), etc.

The summit features scheduled speakers focused on GIS management issues, followed by round table group discussions on highlighted topics using the Lean Coffee method. The primary focus of the GIS Managers' Open Summit is on participation, networking, and attendee collaboration.

Attendees must register, due to space limitations, there is no additional cost. You must be registered for the User Conference to attend this summit. Attendees may come and go as they please, they are not committed to staying for the entire event. This is also meant to work well together with the [Esri UC GIS Manager Track](#). [Here is the link to register for GISMOS](#).

We encourage you to sign up for the summit in advance, help spread the word, and inform others that you'll be there. We look forward to seeing you!

Tips for attendees:

- Bring plenty of business cards to help expand your personal professional network
- Get active on social media and post during GISMOS and the conference, remember to use hashtags like #EsriGISMOS #EsriUC
- Join the [Managers in GIS LinkedIn group](#)
- Check out the [Lean Coffee method](#) before GISMOS
- Explore the [GIS Manager suggested events and activities](#)

Here is an overview of the GIS Managers' Open Summit Tuesday agenda. Hope to see you there!

8:00 AM – 8:30 AM	-	Registration & Networking
8:30 AM – 8:40 AM	-	Esri Welcome & Introduction
8:40 AM – 9:00 AM	-	Group Speed Networking Exercise
9:00 AM – 9:45 AM	-	Adam Carnow, Community Evangelist, Esri

Surfing the GIS Waves to Success – Like other technologies, GIS continues to evolve in a series of waves. We cannot ignore or fight these waves. We have got to learn how to harness them to power our

organizations forward. This presentation will review proven, best practice strategies and real-world examples on how you can surf these GIS waves to success. These best practices include:

- Focus on the Big Picture
- It's all about the business!
- Focus on Analytics and drive towards realizing Value
- Implement a Change Management Program
- Innovate
- Keep it simple
- Measure, document and publicize your impact
- Cultivate executive sponsorship
- Deploy actionable Open Data
- Use of GIS provides benefits, so expand its use

9:45 AM – 10:15 AM - Lean Coffee Group Discussions

10:15 AM – 10:45 AM - Break & Networking

10:45 AM – 11:30 AM - Eric Abrams, Geospatial Administrator, Iowa Dept. of Transportation

Journey of a GIS Manager – A Journey of a GIS manager begins with a single step. Eric Abrams will take us on a journey through time; touch on the trials and tribulations of a GIS Manager to show how Iowa DOT GIS got to where it is today. This session will highlight opportunities and experiences Eric used to navigate his organizational structure in search of enterprise GIS utopia.

Eric will show how to redefine traditional GIS, talk centralized vs federated and even touch on how to leverage maturity models (which will make the presentation more mature ;-). Enterprise GIS utopia may be impossible to reach. Eric will use some humor to help us walk the path, find your true North and help make your journey through GIS full of success. As Bill & Ted said to Socrates, "All we are is dust in the wind, dude." As Eric Abrams said, "All we need as dust is to navigate the wind."

11:30 AM – 11:50 PM - Lean Coffee Group Discussions

11:50 AM – 1:30 PM - Lunch on Your Own & Networking OR

12:15 PM – 1:15 PM - [Project Management in GIS Special Interest Group Meeting](#)

1:30 PM – 2:15 PM - Brandi Rank, GIS Manager, Thornton, Colorado

If you aren't managing, who is? - Are you a GIS Manager that is spending the majority of your time doing technical work? Do you spend less than three days a week planning, developing strategies, communicating with your customers and telling everyone what amazing work your team is accomplishing? Then this presentation is for you! Do you lead through change? Do you know how to? Do you track and report metrics? Do you know how to? Do you communicate to the executives in your organization? Do you know how to? Do you brag about your team? Do you know how to?

This presentation will focus on some practical ways to track and report metrics. Ideas to consider when considering messaging to your audience; understanding that the C-suite has a different set of priorities than your peers. I will talk about leading through cultural change and provide some ideas that I have

found successful. I will discuss strategies related to using social media to brag about your work. Most important rule, do not be boring. This presentation is not.

2:15 PM – 2:45 PM - Lean Coffee Group Discussions

2:45 PM – 3:00 PM - Break & Networking

3:00 PM – 3:45 PM - Marvin Davis, GIS Coordinator, Oak Hill, West Virginia

GIS in Rural Communities: How Oak Hill, WV Makes It Work - The City of Oak Hill, West Virginia is a small rural community of approximately 8,000 population that is going on its fifth year of utilizing GIS for many of its day-to-day operations. There have been many successes from Oak Hill's GIS program, namely discovering a hidden gem for outdoor recreation, making monthly City Council meetings more informed and dynamic, addressing blight and dilapidation through data-driven decisions, and a robust boots-on-the-ground initiative where the city is looking for issues proactively instead of only reacting to them. The case study of Oak Hill GIS will be explored in this presentation by examining its origin and the organic growth that took place, then discussing what was learned and how it can be a model "roadmap" for other rural communities to adopt their own GIS program.

3:45 PM – 4:00 PM - Lean Coffee Group Discussions

4:00 PM – 4:30 PM - Cobb Co., GA Executive/Elected Official Panel Discussion

[The story of Cobb Co., GA and the evolution of their GIS](#) is one any GIS practitioner can learn from. This panel will allow attendees to participate in an open Q&A session with the following Cobb Co., GA representatives:

- **Jennifer Lana, GIS Manager**
- **Sharon Stanley, Information Services Director**
- **Bob Ott, County Commissioner**
- **Eddie Canon, Support Services Agency Director (IT, Property, Purchasing, Fleet, Tax Assessor)**
- **William Tanks, Public Services Agency Director (Parks, Library, Senior Services, Elections, Solid Waste)**

Note: Planned schedule is subject to change.

Here are bios for the presenters:

Adam Carnow is a Community Evangelist at Esri, the global market leader in Geographic Information Systems (GIS). He is a keynote speaker, thought leader and technology evangelist, helping organizations get the most out of their GIS investment, and make a difference in their communities. He inspires customers to maximize their return on investment in the ArcGIS platform. He works closely with the Esri teams and Partners to assure customer success. He helps these organizations use the ArcGIS platform to transform from mapmakers into solution providers, through the application of location intelligence, to deliver spatial insight. He strives to assist customers in creating and reaching their vision, and gaining professional recognition for their efforts, like awards, presentations, articles and videos.

Mr. Carnow has over 25 years of experience as a GIS practitioner in the public and private sectors, as well as academia. He holds a BA in Geography, and a MA in Urban and Regional Planning from the

University of Florida and has achieved certification as an Urban Planner (AICP) and GIS Professional (GISP).

Eric Abrams is the Geospatial Administrator at the Iowa Department of Transportation (Iowa DOT). He and his team are responsible for the department's geospatial vision, direction, architecture and ArcGIS Online which has over 1000 accounts. Iowa Department of Transportation employs more than 2300 people that service almost 9000 miles of road and 4100 bridges.

In 2013 and 2018 Iowa DOT received SAG awards for implementation of advanced winter operations tools like track a plow, winter cost calculator and information dashboards. Through his 29-year career at Iowa DOT, Eric has touched multiple offices. He spent his first 5 years in road design, 18 years in Information Technology and currently resides in the department's Strategic Performance Division. Eric has been the department's Geospatial Administrator since 2004.

Brandi Rank – As the City of Thornton, Colorado's GIS Manager, Brandi does more than add pretty colors to maps. With more than 18 years of experience in the GIS world and as a certified Project Management Professional, she is obsessed with innovating new and creative ways of applying technology to boring, everyday work. She believes work should be fun and it should be fun to work! Brandi coaches others on process improvement and is the go-to problem-solver for her department. If you would like to anger her, say things like "Because we have always done it that way" in response to a "why?" question. She has a wacky cat named "Meatball" and has a dynamic, odd and fantastic group of professionals on her team. Brandi loves what she does and thinks she has the best job in the world.

Marvin Davis - has been the GIS Coordinator in the City of Oak Hill since 2015, where he was tasked with building Oak Hill GIS from its beginning to where it is today, utilized by all municipal departments. He holds a Master of Arts degree in Geography from West Virginia University, where he also earned his Bachelor of Arts degree in History and Geography. His interests are smart communities, urban planning, and 3D GIS. Marvin develops the monthly "Council Meeting Story Map" for Oak Hill City Council meetings, which is a dynamic and visual version of the meeting's agenda, using maps, media, and documentation to inform City Council along with the public of issues beyond a standard agenda document and file folder of related information.