

IMAGIN PRESENTS:

SPECIAL  
POINTS OF  
INTEREST:

- It's not too late to register! The 2019 IMAGIN Annual Conference is being held June 9-11, 2019 at the GVSU Eberhard Center in Grand Rapids, MI
- Don't Forget to pre-register for all the great social activities happening during the conference! [www.imagin.org](http://www.imagin.org)

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# IMAGINews

SPRING 2019



## Story Map Tales

As many of you know, Esri's Story Maps have become a hugely popular platform to share images, video, maps, and other media with stakeholders and the public about a wide array of topics. The next generation of Story Maps was released in April as a beta version! If you missed the announcement, check out the ArcGIS Blog titled "A Quantum Leap for Story Maps" by Allen Carroll (founder of the Story Maps team and previously the National Geographic Society's chief cartographer). During this beta period, Esri is requesting feedback from users – anyone with an AGO Creator license can try it - on GeoNet until the official release. Don't worry, though, the original story map templates will not be going away any time soon.

### Did You Know?

- The Resources page is a great place to start your adventure with Story Maps (<https://story-maps.arcgis.com/en/resources/>). This landing page includes videos, presentations, FAQs, and links to blogs & GeoNet

groups.

- Story Maps can be embedded in web pages to bring greater exposure to your content. Read a blog post called "Embedding Story Maps in websites and blogs" from January 2018 for additional helpful tips.
- Use the My Stories page to manage your Story Maps and check to make sure your stories will work correctly. My Stories is particularly helpful if links to the content change or an ArcGIS Online update has affected the apps (<https://storymaps.arcgis.com/en/my-stories/>).

### Story Maps Spotlight:

[Laker Line: West Michigan's New Bus Rapid Transit](#), explains the new bus line that will connect the GVSU Allendale campus with downtown Grand Rapids through a Story

Map Journal template. Pictured below. (<https://bit.ly/2lu8yOm>)

[Managing Water for Health in a Changing Climate](#) uses a Story Map Cascade template to explain policy concepts and resources available to tackle the effects of climate change on community & environmental health. (<https://www.managingwaterforhealth.org/interactive-state-map/>)

[Michigan's State Forests Tour](#) provides information about 77 forests located across the Upper Peninsula and northern Lower Peninsula in this Story Map Tour template that includes links to activities permitted in the forest and Google driving directions. (<https://bit.ly/2IDlyiT>)



A very special thanks to Tom Tilton at Engineering Supply & Imaging for generously sponsoring our pre-conference tours for the past 5 years!



Adam Carnow, Esri



Ishmael Chivite, Esri



Wendy Ogilvie, GVMC



Matt Chapman, Grand Rapids Whitewater

## IMAGIN's 2019 Annual Conference

IMAGIN's annual conference is only a month away and we are excited to share all the details with you here in the Spring 2019 IMAGIN Newsletter.

Kick off the conference Sunday afternoon, June 9th with the Brew & Non-Brew tour (details published in last issue and available on website) followed by dinner at The Knickerbocker, by New Holland Brewing. If you didn't get tickets for the tour, join the fun at dinner. After dinner networking and socializing will continue at The Knickerbocker until midnight.

Monday starts off with a keynote from thought leader and Esri technology evangelist **Adam Carnow** (his complete bio can be found on IMAGIN's website). Adam will present on *The Underutilization of GIS and How to Cure It*. This presentation will provide strategies on how to spread the understanding and full value of GIS across your organization. There are plenty of options to choose from in the technical sessions following the keynote. See the complete list on page 6 and view details on our website or in the conference app (sponsored by Avineon®.)

Monday lunch has guest speaker **Ishmael Chivite** lined up to discuss field operations with ArcGIS.

Monday afternoon has more technical sessions followed by the Vendor Social and Downtown Bingo!

Tuesday morning kicks off with two keynote speakers, **Wendy Ogilvie**, Director of Environmental Programs for Grand

Valley Metro Council and **Matt Chapman**, Director & Project Coordinator for Grand Rapids Whitewater.

Wendy joined the Grand Valley Metro Council in 2013 as the Director of Environmental Programs. GVMC is an alliance of governmental units in West Michigan committed to collaboration and coordination of governmental services. Wendy came to GVMC to create its Environmental Programs Department, bringing her expertise of over 25 years in watershed and stormwater management and also her passion for convening and developing partnerships to build capacity in addressing environmental issues. Originally from Maryland, Wendy came to Michigan to earn a B.S. in Forestry from The University of Michigan and a M.S. in Resource Development from Michigan State University. She spent 13 years working for an engineering consulting firm focusing on water resource management projects.

At GVMC, her programs include the facilitation of 23 NPDES Municipal Stormwater Permits in Kent and Ottawa Counties, implementing the strategic plan for the Lower Grand River Organization of Watersheds (LGROW), and assisting the project team in bringing back the rapids and restoring connectivity and habitat in the Grand River, working with Grand Rapids Whitewater and its many partners. Wendy also serves on the board of the West Michigan Sustainable Business Forum, connecting businesses with their watersheds and minimizing their impact on the

natural resources.

Matt Chapman serves as the Project Manager for Grand Rapids Whitewater. Matt came to Grand Rapids Whitewater in September of 2015 after serving as the Executive Director of Alternatives in Motion for four years. Matt has 14 years of experience in the nonprofit sector and is knowledgeable in marketing, special events management, grant writing & management, the donor development process, and organizational development. Matt holds a Bachelor's of Science in Advertising and Public Relations and a Graduate Certificate in Nonprofit Administration from Grand Valley State University. Outside of work Matt serves as the Patrol Director for the National Ski Patrol at Cannonsburg Ski area and enjoys spending time outdoors with his wife and two children.

### Downtown Bingo!

Come on down and try your hand at a little Downtown Bingo! Warning this is not the same BINGO you knew as a child. Instead of sitting around and patiently waiting for your numbers to be called, you'll be set loose to explore and fill your BINGO card. Scattered throughout Downtown Grand Rapids are 8 handpicked Bingo Stops, all within walking distance of the Holiday Inn. In the mix you will find breweries, restaurants, a comic book store, an arcade, coffee shop, and a sweet shop. Game play will begin on Monday evening at 5:30pm. Each conference attendee will be supplied with a Bingo card outlining instructions on rules of play as well as a map laying out all the stops. Those wishing to play will take

(Continued on page 3)

# IMAGIN's 2019 Annual Conference

their card to each of the different locations and collect a sticker for that designated spot on their playing card. Participants are encouraged to dine, drink, shop, and play to their heart's desire. All players must then report back to the downstairs of J. Gardella's Tavern by 9pm sharp with their card. All completed cards are then entered in a drawing for up to \$300 in Amazon gift cards. Read on for a description of each of the stops.



## LUNA

A recent new addition to downtown, this hip modern Mexican restaurant specializes in fresh local cuisine and hand-crafted cocktails. Not sure what to order? Never

fear, they have margarita and salsa flights that allow you to try it all!



## THE PYRAMID SCHEME

This laid-back, kitschy pinball arcade and pub features many local taps and a full bar. Hands down, this place has the most pinball machines you can find in the area. This stop is sure to entertain your inner child!

## BRICK & PORTER

Another recent addition to the downtown area, Brick & Porter is a tap house that



features a variety of national beers. Most of the menu consists of typical pub fare: burgers, sandwiches, salads, tacos, and fish. This local pub has a cozy brick dining hall inside and patio seating on Monroe Center, prime for people watching.



## VAULT OF MIDNIGHT

This place is so much more than just a comic book store! They have a huge assortment of board games, manga, graphic novels, t-shirts, and trinkets sure to satisfy your innermost nerd. Feeling overwhelmed with options? Never fear, their staff is as helpful as they are nerdy, and they will be glad to assist you. You simply can't find a selection like this anywhere else.

*(Continued on page 4)*

# IMAGIN's 2019 Annual Conference Sponsors

### Gold Sponsors:



### Silver Sponsors:



### Conference/Event Sponsors:





**IMAGIN and InfoGeographics, Inc. are excited to launch the IMAGIN 2018 Conference App. The goal with this app is to bring added value to attendees by providing conference information such as schedule of events, session and speaker information, social events, local information, and more. The app will be coming soon to a device near you!**

# IMAGIN's 2019 Annual Conference



## ATWATER BREWING

Bringing the flavor of Detroit to the westside of the mitten. Atwater Brewing offers a variety of different beer options including wine and ciders. This brewery takes pub fare to a higher level with pizzas, pretzels, BBQ, and sausages. The taproom is a brightly lit modern space inside an old historic building, and if that's not enough sunshine for you, they will even let you sit outside!

## SWEET YO'S

What better way to end your evening downtown than with a tasty treat? Sweet Yo's offers



12 different flavors of frozen yogurt, sauces, fresh fruit, and toppings galore. They supply you with all the tools to craft the sundae of your dreams.



## THE LANTERN

Beat from a long day of conferencing? This lounge like coffee shop is a great place to comfortably sit and savor some locally roasted beans and scrumptious pastries. This café

has a cozy, inviting atmosphere in addition to their patio space.



## GP Sports

Located inside the historic Amway Hotel is the ultimate sports bar complete with draft beer and burgers. Itching to catch the score of the game? You have found just the place! TV's galore, billiards tables, and an outside patio right along the Grand River.

Monday's Downtown Bingo is sponsored by Williams Aerial & Mapping, Inc.

## IMAGIN Map Gallery

Each year, as part of the Annual Conference, IMAGIN hosts the Map Gallery. The 2019 Map Gallery, **sponsored by North Arrow Technologies**, will feature six (6) categories, with the winner of each category receiving a \$50 prize. Additionally, an entirely new Map Gallery application process has been created, and we are requesting that you pre-register your entry.

### For 2019, the Map gallery categories are:

- Best Story Map
- Best Online Mapping Application
- Peoples Choice Online
- Best Cartography Design



- Best Analytic Presentation
- Peoples Choice (based on conference attendee voting)

The Story Map and Online Mapping entries will be judged BEFORE the Conference, during the week of June 3 to 7. The remaining categories will be judged during the annual conference. For all categories, the winners will be announced as part of the IMAGIN Annual Awards Lunch on Tuesday, June 11th in Grand Rapids.

**Map Gallery entries are due by Monday, June 3, 2019**

Sunday, June 9th, 2019		
2:00 to 4:00 PM	Early Vendor Registration and Set Up	Eberhard Center
2:45 PM	Departure for Social Event—Don't be late!	Holiday Inn Lobby
7:00 PM to Midnight	Ice Breaker Social Event and Dinner (Beverage and Dinner charges are at attendees own expense)	The Knickerbocker, New Holland Brewery
Monday, June 10th, 2019		
7:30 AM	Registration Open and Vendor Networking	Eberhard Center Lobby
8:00 AM	Breakfast (Included)	Eberhard Center
9:00 AM	Conference Opening and Keynote Speaker: Adam Carnow, Community Evangelist, Esri	
10:30 AM—11:15 AM	Technical Session 1	
11:30 AM—12:15 AM	Technical Session 2	
12:30 PM	Lunch (Included)	
1:00 PM	Guest Speaker: Ishmael Chivite, ArcGIS Apps Sr. Product Manager Lead, Esri	
2:15 PM—3:00 PM	Technical Session 3	
3:30 PM—4:15 PM	Technical Session 4	
4:15 PM—5:30 PM	Vendor Social Event	Eberhard Center, 2 <sup>nd</sup> Floor Lobby
5:30 PM	Downtown Bingo Launch/Dinner on Own	Downtown Grand Rapids
9:00 PM	Downtown Bingo Finale/Social Networking	J. Gardellas Tavern
Tuesday, June 11th, 2019		
8:00 AM	Registration Open, Vendor Networking Breakfast (Included)	Eberhard Center Lobby
9:00 AM	Keynotes Wendy Ogilvie, Grand Valley Metro Council & Matt Chapman, Grand Rapids Whitewater	
10:15 AM—11:00 AM	Technical Session 1	
11:15 AM—12:00 PM	Technical Session 2	
12:15 PM	IMAGIN Awards Luncheon	
2:00 PM—2:45 PM	Technical Session 3	
3:00 PM—3:34 PM	Technical Session 4	
4:00 PM	IMAGIN General Membership Meeting	
4:15 PM	IMAGIN Drone Giveaway / Silent Auction Payments	
4:30 PM	Conference Closes	

The ESRI Hands-on Learning Lab (HOLL) returns to IMAGIN for its fifth year. The HOLL will be open Monday & Tuesday during conference hours. Check the HOLL webpage ([http://imagin.org/esri\\_learning\\_lab](http://imagin.org/esri_learning_lab)) for more details on the curriculum offered.



For more complete details on the conference and technical sessions, visit [IMAGIN.org](http://IMAGIN.org).

Technical Sessions					
<b>Monday, June 10th, 2019</b>					
10:30-11:15	Ismael Chivite—Survey123 for ArcGIS: Tricks of the Trade	John Ellingson—Free Tools from the National Geodetic Survey	Beheshteh Makari, Ryan Abrahamson—Using Interactive Mapping & 360° Imagery to Promote Parks & Trails	Magda DiFranco—Getting Started with Operations Dashboard for ArcGIS	Paige Gebhardt—Engaging DNR Customers with Story Maps
11:30-12:15	Shanna Haley, Walter Chromentowski—Utilizing Survey123 for Damage Assessment Across the State	Anthony Bedogne, Ethan Miller—Impervious Surface GIS and the Influences on Stormwater Billing & Credits in Ann Arbor	Trevor Hobbs—From GDAL to SAGA: Tips & Tricks from the World of Open Source	Randy Raymond, Jeff Boudrie, Russell Columbus—Monroe County: Transforming Education with ArcGIS & Geospatial Technologies	Joel Campbell, Chad Collins—Utility Network & Productivity Tools
2:15-3:00	Adam Carnow—GIS For Leaders: Seven Elements of a Successful Enterprise GIS	Cheryl Spencer—Field Asset Collection—Survey123 & The Journey to Populate Vertical Asset Information for use within Cityworks	Charles W. Emerson—Geospatial Applications of Unmanned Aerial Vehicles at Western Michigan University	Justin Sears, Dave Priest—St. Clair County Equalization Levying GIS and Native Mobile App to Update Exempt Property Information	Caitlin Schrantz—Getting GIS Data into the Hands of Non-GIS Users & Decision Makers
3:30-4:15	Chris Beyett—ArcGIS Enterprise: An Introduction	Max George, Sam Lipscomb—SAW: A GIS Success Story	Kathleen Baker—Transportation Accessibility: Matching Needs & Resources in Kalamazoo	Mark Holmes—Michigan Geographic Framework Technology Upgrade	James Bennett, Chad Collins—A Road Commissions GIS Journey
<b>Tuesday, June 11th, 2019</b>					
10:15-11:00	Julie Tabberer, Heather Edwards, & Gregory Anderson—Digital History: Sanborn Fire Insurance Maps	Tyler DeNooyer—Where is the Lead? Utilizing ArcGIS to Create a Water Service Material Inventory in the City of Muskegon	Stephen Kolk—Mapping & Using NOAA Weather Data to measure Climate Change	Dr. Stacy Leroy Daniels—The Crystal Lake “Tragicomedy” and the Johnstown “Flood”	Yichun Xie—Measuring Regional & Urban Sustainability by Using Google Earth Engine
11:15-12:00	Ismael Chivite—ArcGIS Apps, Better Together: A How-To Session	Roger Belknap—Transportation Asset Management: Tools & Reporting Requirements & Good Planning	Sandon Letteri—Living the Parcel Fabric Life	Brooke Veres—A Spatial Analysis of Microplastics in Lake Michigan	Robert Goodwin—Mapping Wine Grape Suitability Across Michigan
2:00-2:45	Brian Woodin, Ryan McNeill, Jennifer Quinlivan—Creating, Gathering, & Utilizing GIS Data to help the Land Bank recycle land to productive use across the State of Michigan	Damien Finkbeiner, Kray Freestone—Advanced Field Data Collection Using ArcGIS Collector & Survey123	Melissa Zagorski—The Power of PostGIS	Scott Swan—Coral Reef Study & Story Map: Bunaken National Park, Indonesia	Michael Healand—How to Manage Highways in the Sky
3:00-3:45	Chris Beyett—ArcGIS Pro: Migrating from ArcMap	Jessica Kane—Field Data Collection on a Budget with QField & QGIS	Robert Durkee—Adjusting Zoning Land Area & Density Standards to Better Match Existing Parcels in the City of Kalamazoo	Ryan Taylor, Dr. Adam Mathews—Urban Tree Canopy Cover Change in Denver, Colorado 2005-2013	Colleen Long—Water Quality & Potential for Green Infrastructure in Detroit

# Member Spotlight

Wightman is a full-service consulting firm that has existed for 72 years. They have a five-person GIS department that focuses on Asset Management GIS implementation and training as well as providing general GIS consulting services. Wightman's GIS staff have been members of IMAGIN for four years and GIS Analyst April Kibby was elected to IMAGIN's board of directors in 2017.

Wightman's team creates and develops various GIS data to be consumed on ArcGIS Online and other software applications. Additionally, they focus on automation of GIS workflows and applications through python scripting.

Educating novice and advanced users is something that Wightman views as an essential component of a complete GIS program. Their staff presents at various GIS conferences, including IMAGIN, as well as hosting lunch & learns to share knowledge with GIS users of all experience levels. Training extends inside their organization as well, with the implementation of ESRI's Community Analyst for their Planning Department (formerly non-GIS users) being one recent example. To facilitate this training, Wightman's GIS team created a user manual for common workflows as well as providing hands-on training and demonstrations.

Some of Wightman's recent GIS undertakings include the completion and rollout of a custom work order application now helps clients better manage their infrastructure; working with the New Buffalo Township Fire Department on using GIS for pre-incident planning; purchasing a drone for more efficient data collection; creating an inventory of a veterans' brick memorial for the City of Kalamazoo to allow people to more easily locate specific bricks; and using GIS data to assist with site selection of approved medical marijuana properties.



One particularly challenging task that Wightman's staff has to tackle is processing inconsistent data types from various vendors. To do this more efficiently, they developed scripting tools to automate the QA/QC process.

**ROSE PARK VETERANS MEMORIAL**  
 >> BRICK LOCATOR

**>> STEP 1: FIND YOUR MILITARY BRANCH AND PREFIX**

**>> STEP 2: FIND YOUR BRICK USING THE NUMBERING SYSTEM**

**BRICK NUMBERING SYSTEM EXAMPLES:**

- MC20 - L4**  
 >> MARINE CORPS  
 >> ROW 20  
 >> 4<sup>th</sup> BRICK TO LEFT
- MC - M10**  
 >> MARINE CORPS  
 >> MIDDLE  
 >> ROW 10
- MC18 - R3**  
 >> MARINE CORPS  
 >> ROW 18  
 >> 3<sup>rd</sup> BRICK TO RIGHT

TO VIEW A PHYSICAL BRICK LOCATOR DIRECTORY: VISIT ARCADIA BREWING COMPANY ACROSS THE STREET @ 711 E. WASHINGTON AVE.  
 >> SUPPORTERS: ROTARY CLUB OF KALAMAZOO, SUNRISE // CITY OF KALAMAZOO // EATON CORPORATION // WIGHTMAN

Wightman stays on top of the latest GIS advancements to provide their clients with maximum functionality and ease of use. This includes configuring ArcGIS Online licenses with ArcGIS Pro to create more flexible ways to access data remotely. As data storage and management moves to the cloud, Wightman has adapted by adding fields and domains to existing feature services in ArcGIS Online, eliminating the need to republish new feature services and resource the data in all associated web maps.

Check out [www.gowightman.com](http://www.gowightman.com) for more information.

**Open Work Orders**

WO ID	Due Date	Priority	Assigned To	WO Status	Problem
78	Wed Aug 29 2018	Medium	Ryan Miller	Open - Assigned	Odor
79	Wed Aug 29 2018	Low	Ryan Miller	Open - On Hold	Odor
74	Thu Aug 30 2018	Emergency	Ryan Miller	Closed - Complete	Inspect manhole
76	Fri Aug 31 2018	Medium	Ryan Miller	Open - Assigned	Odor
75	Wed Sep 05 2018	High	Ryan Miller	Open - Assigned	TV Pipe

Wightman Asset Management interface



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SPRING 2019

**IMAGIN is a non-profit professional development organization committed to providing opportunities for its members to network with professionals who are using, creating, or maintaining spatial resources within Michigan. IMAGIN serves as a crossroads for spatial information users/developers at all levels of government, business, and non-profit organizations by providing its members partnership opportunities to recognize, share, and create spatial data resources for both traditional and new applications.**

IMAGINews publishes original, timely, and innovative articles and news items that advance knowledge regarding GIS, related technologies, and their use within Michigan. IMAGINews welcomes submissions from IMAGIN members and others. Please send article submissions in Microsoft Word format to [communication@imagin.org](mailto:communication@imagin.org).

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