



**IMAGIN Inc.**  
**2277 Science Parkway, 4A**  
**Okemos, MI 48864**  
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**www.imagin.org**

**2012/2013 Board of Directors:**

Scott Ambs: President (2013)	Charlie Bristol (2013)	Michael Muskovin (2014)
Bill Rowe: Vice President (2014)	Andrew Cain (2013)	Diane O'Connell (2014)
Aaron Boos: Treasurer (2014)	Chad Collins (2013)	Peter Schneider (2014)
Thomas Van Bruggen: Secretary (2013)	Trudy Galla (2014)	Lori Schultz (2013)
Andrew Brenner (2014)	Sarah Merz (2014)	Scott Swan (2014)

**Minutes of the IMAGIN Inc. Board of Directors Meeting**  
**Friday, June 22, 2012**  
**Comfort Inn & Suites**  
**Mt. Pleasant, MI**

**1. Call to Order - Board Member Roll Call**

1.1. President Scott Ambs called the meeting to order at 9:07 am

1.2. Roll Call

President Scott Ambs: Present  
Vice President Bill Rowe: Absent  
Treasurer Aaron Boos: Present  
Secretary Thomas Van Bruggen: Present  
Andrew Brenner: Present  
Charlie Bristol: Teleconference  
Andrew Cain: Absent - Excused  
Chad Collins: Present  
Trudy Galla: Absent - Excused  
Sarah Merz: Present  
Michael Muskovin: Present  
Diane O'Connell: Absent - Excused  
Peter Schneider: Present  
Lori Schultz: Teleconference  
Scott Swan: Teleconference

Quorum Present

1.3. Others In Attendance

Maryellen Jansen – Reihl Solutions

**2. Introductions**

Scott Ambs requested that all board members introduce themselves as there are a few new board members joining the IMAGIN Board.

**3. Approval of Agenda**

**Moved by Michael Muskovin and supported by Sarah Merz to approve the agenda as presented.**

**Motion Carried**

**4. Review & Approve Minutes of the March 2, 2012 and May 31, 2012 Board Meetings**

**Moved by Sarah Merz and supported by Andrew Brenner to approve the March 2, 2012 Minutes**

**Motion Carried**

**Moved by Sarah Merz and supported by Aaron Boos to approve the May 31, 2012 Minutes**

**Motion Carried**

## 5. Treasurers Report

Aaron Boos reported that he is new into the position and will be working with Scott Swan and Maryellen Jansen to take over the treasurer's position.

Maryellen reported that she had posted the treasury reports onto Dropbox.

IMAGIN's accounts currently total \$20,217.70.

Scott Ambs commented that we will not have much revenue until memberships and conference at end of year

Maryellen reported on the 2011-2012 Budget

Open discussion on budget

It was specifically noted that the Treasurer has full approval and oversight of the budget, and special attention will be set when a budget threshold will be set per the treasurer's recommendation.

**Moved by Scott Swan and supported by Andrew Brenner to approve the Treasures Report as presented.**

### Motion Carried

The IMAGIN 2011-2012 Budget Report is attached to these minutes as Addendum 1: 2011-2012 Budget

## 6. Review Meeting Schedule for 2012-2013 IMAGIN Board of Directors Meeting

Scott Ambs reviewed the meeting schedule (presented below) and stressed the importance of the face to face meetings.

June 22, 2012: 9 am to 3 pm – IMAGIN Planning and Organizational meeting

Face to Face meeting – Mt. Pleasant, Michigan

July 20, 2012: 9 am to 11 am - Board Meeting Teleconference

August 17, 2012: 9 am to 11 am - Board Meeting Teleconference

September 21, 2012: 9 am to 11 am - Board Meeting Teleconference

October 19, 2012: 9 am to 1 pm - Board Meeting Face to Face - Location TBD

November 16, 2012: 9 am to 11 am - Board Meeting Teleconference

December 21, 2012: 9 am to 11 am - Board Meeting Teleconference

January 18, 2013: 9 am to 11 am - Board Meeting Teleconference

February 15, 2013: 9 am to 11 am - Board Meeting Teleconference

March 15, 2013: 9 am to 1 pm - Board Meeting

Face to Face meeting – Hosted by Michael Muskovin at Ottawa County Central Dispatch

April 19, 2013: 9 am to 11 am - Board Meeting Teleconference

April 29/30 or May 6/7, 2013 IMAGIN Annual Conference and Face to Face Membership Meeting  
Mt Pleasant, MI

## 7. 2012 Annual Conference Review & Recap

### 7.1. Report

Maryellen Jansen reported that she has posted the 2012 Final Conference Budget. A few items of note include:

The number of regular early registrations were down

The number of vendors was down

Open Discussion:

The 2012 Final Conference Budget is attached to these minutes as Addendum 2: 2012 Conference Budget

## 7.2. Survey Results

Maryellen Jansen reviewed the results of the post conference survey, including what she categorized as the top 20 responses.

Open discussion:

- Attendance at conference

- Conference Content

  - Maryellen – 22 top things from responses

- Discussion regarding GIS organizations and conferences

The Post Conference Survey is attached to these minutes as Addendum 3: Post Conference Survey.

## 8. President's 2012-2013 Message to the Board

Scott Ambs shared that the message this year is similar to past year in that the Board needs to commit to the board and the organization more. We need to get more accomplished and get things done. Follow-through in the goals and objectives will be what we need to accomplish what this organization needs. Survey responses are reflective of the organization and challenges.

Memberships were up this past year. We need to do more educational events.

In summation, we all need to step up to the plate.

## 5 Minute Break:

## Reconvened at 10:23 am

## 9. Planning Session

Scott Ambs and Maryellen Jansen reviewed comments from the Planning Survey responses. The full responses to the survey are attached to these minutes as Addendum 4: Planning Survey Responses.

### 9.1. Review and Update Mission Statement

Review of Current IMAGIN Mission Statement:

IMAGIN exists to advance geospatial technologies and providing professional development opportunities for the benefit of practitioners in Michigan.

Open Discussion:

- URISA concept – To allow you to do your job better and to get your next job.

- Getting the organization back to the basics of what it was founded for

**Moved by Andrew Brenner and supported by Sarah Merz to establish the Mission of IMAGIN as follows:**

**IMAGIN exists to Improve Michigan's Access to Geographic Information Networks.**

### Motion Carried

### 9.2. Review and Update Vision Statement

Review of Current Vision Statement:

To provide leadership in professional development and providing education resources for geospatial technology users by fostering collaboration and networking opportunities.

Open Discussion and Development of Vision Statement

**Moved by Sarah Merz and supported by Scott Ambs to establish the Vision Statement of IMAGIN as follows:**

To provide professional development through continued education in geospatial technologies and to provide opportunity for professional interaction by fostering collaboration and networking.

**Motion Carried**

**10. Goals and Objectives**

**10.1. Review goals for 2011-2012**

The goals established for 2011-2012 were reviewed:

Goal 2011-01: To develop and hold 6 education and/or training sessions around the state at multiple locations

Open Discussion about ESRI partnerships and other potential partnerships (organizations / user groups / etc).

Goal 2011-02: To host an Annual Education Conference

Goal 2011-03: To coordinate the development of a model for a statewide imagery program.

**10.2. Survey Results**

Maryellen Jansen reviewed the Post Conference Survey Review and highlighted what she categorized as the top requested items.

The grouped list of items from the survey are as follows:

***Requested Educational Sessions***

Innovative Approaches for Spatial Analyses	More discussions on Freeware/Shareware
Census Mapping, Cartographic Approaches	Infrastructure Management
New Technology	Natural Resource Management
Trends in GIS	Latest GIS Software (ESRI ArcGIS 10.1?/ AutoDesk?/ GeoServer?)
GIS Management Training - Problem Solving	Start to finish problem solving using GIS implementation or workflow analysis. Historical analysis
Technology of GIS/ Remote Sensing and it's applications	LiDAR data collection
IT Element of GIS integrated into conference	Point Cloud Processing
GIS Applications in Emergency Management & Homeland Security at Federal, State and Local Level	GIS Applications in Equalization/Assessing / Addressing
Michigan Geographic Framework	3D
Making GIS data available to public as inexpensively as possible. Low cost options for publishing GIS data on the web.	Technical Presentations/ Programmer focused
Sessions by data producers/distributors, USGS, SOM, SEMCOG	Actual hands on training, attendees bring laptops

Open Discussion:

Understanding of Audience

Utilization of the technology, and remove the discipline specific focus

**10.3. Develop Goals and Objectives for 2012 – 2013**

Open discussion and work session to develop the 2012-2013 IMAGIN Goals

It was suggested that we develop "SMART Goals" meaning that the goals are:

Specific

Measurable  
Attainable  
Relevant  
Time Bound

**Moved by Peter Schneider and supported by Andrew Brenner to adopt the 2012-2013 IMAGIN Goals as follows:**

**Goal 2012-01: To Hold an Annual Education Conference**

**Goal 2012-02: To hold educational events**

**Goal 2012-03: To Coordinate the development of a model for a statewide imagery program**

**Goal 2012-04: To Improve Communication to the Membership**

**Goal 2012-05: To hold a successful student poster and paper competition with awards ceremony**

**Motion Carried**

## **11. Team Assignments / Goals and Objectives**

### **Executive Team:**

Scott Ambs, President: Team Lead  
Bill Rowe, Vice President  
Aaron Boos, Treasurer  
Thomas Van Bruggen, Secretary  
Maryellen Jansen, Management Representative

### **Conference Team:**

Andrew Brenner: Team Lead  
Peter Schneider  
Lori Schultz

### **Communication Team:**

Thomas Van Bruggen: Team Lead  
Mike Henderson  
Nick Nolte  
Scott Swan

### **Student Paper and Poster Competition (SPPC) Team:**

Peter Schneider: Team Lead  
Diane O'Connell  
Sarah Merz

### **Education Team:**

Chad Collins: Team Lead  
Mike Muskovin

### **Statewide Imagery Team:**

Scott Ambs: Team Lead  
Eric Daley  
Aaron Boos

Moved by Scott Ambs and supported by Michael Muskovin to adopt the teams and team assignments as presented above.

**Motion Carried**

**AI-2012-11: Team Leads shall facilitate a team meeting and develop objectives to support the goals of IMAGIN utilizing the SMART goal development process. Each team shall collect a complete team contact list and supply the contacts to Thomas Van Bruggen. These tasks shall be completed prior to the July 20, 2012 IMAGIN Board Meeting.**

## **12. Annual Conference**

### **12.1. Survey Results**

Scott Ambs assigned the Conference Team to review the survey results.

### **12.2. Conference Location**

Mt. Pleasant Comfort Inn & Suites is available and contract is ready.

**Moved by Thomas Van Bruggen and supported by Sarah Merz to authorize Maryellen Jansen and Scott Ambs to sign a contract with the Comfort Inn & Suites Mt. Pleasant, MI for a 2013 IMAGIN Annual Conference for the dates of April 28 to 30, 2013.**

**Motion Carried**

## **13. 2013 Revenue Prediction**

Scott Ambs reported that Aaron Boos, Scott Swan and Maryellen Jansen will work to establish a preliminary budget for discussion at the July 20<sup>th</sup>, 2012 IMAGIN Board Meeting

**AI-2012-12: Conference Team to review the conference registration rates and develop proposed conference registration rates for review at the July 20, 2012 IMAGIN Board Meeting.**

## **14. Closing Round Table Discussions**

Authorized users on IMAGIN bank accounts.

**Moved by Sarah Merz and supported by Andrew Brenner to authorize Scott Ambs as President, Aaron Boos as Treasurer, and Maryellen Jansen to be authorized signature privileges on the IMAGIN bank accounts.**

**Motion Carried**

## **15. Adjournment**

President Scott Ambs adjourned the IMAGIN Board of Directors Meeting of June 22, 2012 at 1:18 pm.

Minutes respectfully submitted by Thomas Van Bruggen, IMAGIN Secretary.

**Addendum 1: 2011-2012 Budget**

**IMAGIN 2011/2012 Budget  
October 1, 2011 - June 18, 2012**

<b>Income</b>	<b>Proposed Budget</b>	<b>Actual to Date</b>
Conference Income	\$ 17,840.00	\$ 14,970.00
Membership Renewals	\$ 13,280.00	\$ 15,920.00
Jim Living Scholarship	\$ 500.00	\$ 500.00
Checking Account Interest Income	\$ 20.00	\$ 7.01
	<u>\$31,640.00</u>	<u>\$ 31,397.01</u>

**Expenses**

Bank Service Charges	\$0.00	\$ -
Credit Card Processing (conference accounts for its own cc processing fees)	\$200.00	\$ 140.71
Board Meetings (includes lodging for traveling board members)	\$300.00	
D&O Insurance	\$1,100.00	
Postage	\$100.00	\$ 32.68
Professional Fees	\$30,000.00	\$ 17,500.00
Jim Living Scholarship	\$500.00	\$ 500.00
SPPC Program	\$2,000.00	\$ 500.00
Misc Office Expenses	\$0.00	\$ 53.00
Telephone	\$250.00	\$ 116.41
Conference Calling	\$350.00	\$ 125.00
Webhosting	\$150.00	\$ 116.91
Website Development	\$0.00	
MAC Membership	\$200.00	
MAA Affiliate Membership	\$105.00	

\$35,255.00 \$ 19,084.71

Net Profit/(Loss) -\$3,615.00 \$ 12,312.30

**\*Assumes:**

- Conference and golf outing have an independent budget
  - Newsletter will cover its expenses via advertising revenue
- IMAGIN Fiscal Year October 1 - September 30

**Addendum 2: 2012 Final Conference Budget**

	2012 Proposed Budget	2012 Budgeted Registrants	2012 Actual	2012 Actual Registrants	2011 Actual	2011 Actual Registrations
Regular Member Registrations \$325	\$ 1,625.00	5	\$ 4,225.00	13	1,950.00	6
Full Conference Member Early Bird \$275	\$ 16,500.00	60	\$ 10,450.00	38	14,575.00	53
Regular Non-member registration \$375	\$ 1,875.00	5	\$ 2,225.00	6	2,225.00	6
Full Conference non-member \$425	\$ 850.00	2	\$ -	0	850.00	2
Single Day Member \$175	\$ 875.00	5	\$ 1,400.00	8	560.00	4
Single Day Non-Member \$250	\$ -	0	\$ 250.00	1	750.00	3
Student's Registration with Food (\$100)	\$ 500.00	5	\$ -	0	500.00	5
Bronze Booth Sales \$550;	\$ 6,600.00	12	\$ 5,500.00	10	6,500.00	12
Gold Booth Sales \$1,000;	\$ 10,000.00	10	\$ 4,000.00	4	9,000.00	9
Silver Booth Sales \$750	\$ 2,250.00	3	\$ -	0	-	0
Sponsorships - Map Gallery	\$ 300.00		\$ 300.00		300.00	1
Golf Outing-Registrations \$65.00 each	\$ -	0			1,430.00	22
Golf Outing-Sponsorships	\$ -	0			375.00	3
Cityworks User Group Sponsorship	\$ -				2,000.00	
Reimbursements					100.00	
<b>Total Revenue</b>	<b>\$ 39,750.00</b>		<b>\$ 28,375.00</b>		<b>41,115.00</b>	
<b>Expenses</b>						
Credit Card Fees	\$ 650.00		\$ 425.43		\$ 627.23	
Equipment Rental					\$ -	
Audiovisual	\$ 750.00		\$ 890.00		\$ 1,230.00	
Facilities Expense (per contract)*waived based on overnight room pickup	\$ 2,390.00		\$ -		\$ -	
Booth Rentals	\$ 2,225.00		\$ 2,127.00		\$ 2,208.25	
Pipe and Drape to enclose room/stage backdrop	\$ 65.00				\$ 62.40	
Peg Board Rental for Map Gallery	\$ 300.00		\$ 225.00		\$ 300.00	
Give Aways for Attendees	\$ 550.00		\$ -		\$ 566.26	
Registration Supplies	\$ 100.00				\$ 112.57	
Photocopies	\$ 300.00		\$ 47.70		\$ 73.03	
Golf Outing	\$ -				\$ 1,170.00	
Golf Outing Lunch					\$ 240.96	
Golf Outing Sponsor Signs	\$ -				\$ 88.00	
Golf Outing Prizes and Snack Bags	\$ -				\$ 266.92	
Sunday Evening Reception	\$ 750.00		\$ 246.07		\$ 1,235.69	
Postage & Dist.- Exhibitor	\$ 25.00		\$ -			
Printing & Prod.-FinalProg	\$ -				\$ 2,768.76	
Printing & Prod - Promo/Email subscription						
Printing & Prod-Exhibitor (estimate)	\$ -				\$ 1,250.00	
Publicity/Signage	\$ 750.00		\$ 25.41		\$ 537.64	
Travel/Meals - Spkrs	\$ 1,000.00		\$ 376.63			
Speaker Gifts	\$ 400.00		\$ 385.70		\$ 534.00	
Overnight Rooms	\$ 500.00		\$ 276.90		\$ 477.75	
Travel/Meals - Staff	\$ 100.00		\$ 25.55		\$ -	
Student Paper Winner Rooms & Supplies	\$ 200.00		\$ -			
Awards for Awards Luncheon	\$ 500.00		\$ 541.21		\$ 410.37	
Food/Beverage	\$ 9,000.00		\$ 7,816.20		\$ 9,110.20	
<b>Total Expenses</b>	<b>\$ 20,555.00</b>		<b>\$ 13,408.80</b>		<b>\$ 23,270.03</b>	
<b>Net Revenue (Loss)</b>	<b>\$ 19,195.00</b>		<b>\$ 14,966.20</b>		<b>17,844.97</b>	

Continental Breakfast (Mon / Tue )	
Breaks (beverages only)	
Lunches (2)	
Opening Reception (Mon Eve)	
Bar - Each participant gets two drink tickets, after that on own	407.50
Food. Planned for 105 (does not include service charges)	441.00
Vendor Reception (Sun) - Fac., Food, Drink & Trans. (planned for 35)	1,235.69



**Addendum 3: Post Conference Survey Results**

<p>Let us know what you thought of the Keynote Speakers and the Breakout Sessions.</p>	<p>For future conference planning, what topics would you like to see covered, what specific training would you find valuable or what would make the conference a must attend event for you? Please be as specific as possible.</p>	<p>How do you personally benefit from attending the IMAGIN conference? What do you value most about your participation in this event.</p>	<p>The last question. Let us know what worked especially well for you and what you would like to see changed. Any comments you have on the conference anything else you would like us to know. We sincerely appreciate any and all feedback and will use it in planning the next event.</p>
<p>Navteq - I don't remember much about the presentation Childrens Environmental Health Institute - Very engaging, exciting, innovative approach to GIS. Hope to facilitate collaboration with the Institute and people I work with. Liked it. Break out session - Less variety than last year which negatively effected my interest level. However I found two that were really exciting, Web GIS for everyone, and Historical Maps of Michigan.</p>	<p>Innovative approaches for spatial analyses, Census Mapping Cartographic Approaches, New Technology, trends in GIS, GIS Management Training-Problem Solving.</p>	<p>I believe the word is Networking - meeting people for further interaction.</p>	<p>I thought the conference felt flat, nothing I wrong, low attendance.</p>
<p>I thought the Keynote Speaker from NAVTEQ was very good, but would have liked a more technically sophisticated presentation for the second Keynote. I thought the content was a little too amateur for the audience. I liked the spacing out of the breakout sessions and would encourage more technical presentations. I did enjoy the DTE electric/gas session.</p>	<p>Anything that deals with the technology of GIS/remote sensing and it's applications. I found that the technological aspects were lacking a bit. Many people use the software daily and often the GIS section is part of the IT department, I would like to see that IT element integrating into the conference more.</p>	<p>The opportunity to meet and reconnect with GIS professionals.</p>	<p>I enjoyed the vendor speed dating. I think a good way for the sponsors to easily connect with as many attendees as possible and it doesn't take too much time overall.</p>
<p>I believe the second keynote speaker for BS&amp;A would have been better at only a breakout session or have the presentation less technical and more broad-brush perspective of GIS changes to the company's db software applications.</p>	<p>I would like to see more applications in emergency management &amp; homeland security from the state and local perspectives as well as how the federal government applies GIS to them, too.</p>	<p>Networking opportunities with other private and public GIS professionals, as well as exposure to changes &amp; trends in the field.</p>	<p>I have noticed a significant drop in sponsor participant attendance over the past few years. I am not a board member, but if we need to market GIS better or possibly invite the state or other GIS organizations (MiCAMP, other state GIS orgs) to participate more so, I believe that may be helpful...unless this is already being done. Additionally, IMAGIN may need to look at a different business model, that is, possibly merging with other GIS organization(s) in order to stay viable and solvent, no?</p>
	<p>More on Michigan Geographic Framework</p>		

<p>Let us know what you thought of the Keynote Speakers and the Breakout Sessions.</p>	<p>For future conference planning, what topics would you like to see covered, what specific training would you find valuable or what would make the conference a must attend event for you? Please be as specific as possible.</p>	<p>How do you personally benefit from attending the IMAGIN conference? What do you value most about your participation in this event.</p>	<p>The last question. Let us know what worked especially well for you and what you would like to see changed. Any comments you have on the conference anything else you would like us to know. We sincerely appreciate any and all feedback and will use it in planning next event.</p>
<p>I enjoyed the keynote speakers and breakout sessions. I prefer the breakout sessions because they take place in a smaller environment where it is easier to ask questions and have discussions.</p>	<p>Any topic that deals with getting GIS data out to the public as inexpensively as possible.</p>	<p>I learned a great deal of information based on the speakers and presentations. It is good to network with other GIS professionals.</p>	<p>The cut off date to enter maps in the map was way too early. I would have submitted three maps but by the time I had an opper to fill out the online application I had misse deadline. Wouldn't one week before the conference be a better deadline for enterin maps in the gallery? The 3 minute meeting the vendors was useful. It would be helpfu each breakout session was held more than</p>
<p>I found both keynote speakers interesting and thought their subjects where general enough for the entire assembly. My two favorite breakout sessions where , Historic Maps of Michigan and New and Historic USGS Topo Maps for Michigan.</p>	<p>I would attend sessions given by data producers or distributors, IE; USGS, State of Michigan, SEMCOG.</p>	<p>Attending the conference allowed me reacquaint myself with colleagues I haven't seen in awhile and to mingle and introduce myself to other GIS professionals.</p>	<p>The person that introduces the speaker, th emcee, should stand up with the speaker a the presentation has ended. The in emcee address the audience for questions for the speaker. In larger rooms the emcee should a microphone to repeat the question for th entire audience to hear. Thank you for hc an interesting conference.</p>
<p>Really enjoyed the second keynote on health research. BS&amp;A was not appropriate topic for ballroom, would have been better as a breakout.</p>	<p>Interesting to find that GIS now equals Esri. Where was AutoDesk? GIS is bigger than Esri..need discussions on freeware/shareware, ie GeoServer. Also, would like to see topics on infrastructure management and natural resource management.</p>	<p>It is always the people I meet and the chance to say hello and catch up with folks. My take away points were going mobile with ArcOnline and USGS Topo maps.</p>	<p>Most obvious was the lack of speakers. Th were more speakers with new ideas when were more local consultants attending. Sor outreach needs to be done for local consul Yes, they are there to market, but you nee them to include the cutting edge ideas.</p>
<p>They were good.</p>	<p>Each day have ESRI do a presentaion on the latest GIS software.</p>	<p>Communicating with others and learning from the sessions.</p>	<p>Esri presentaion is the best part of the conference. In the past each year had a di president with different ideas - why do we the same president the last few years.</p>
<p>I enjoyed the two keynote speakers. I am a BS&amp;A user but the presentation was poor. The speaker assumed everyone in the audience knew what BS&amp;A did and spoke with his back to the audience. The Historical Maps of Michigan presentation was wonderful!</p>	<p>I would like to see more specific applications such as how it is used in Equalization, Assessing or addressing.</p>	<p>IMAGIN has been key to process improvements through vendors, sessions and interaction with other participants.</p>	<p>The two day conference works well for me liked the location the last couple of years.</p>

<p>Let us know what you thought of the Keynote Speakers and the Breakout Sessions.</p>	<p>For future conference planning, what topics would you like to see covered, what specific training would you find valuable or what would make the conference a must attend event for you? Please be as specific as possible.</p>	<p>How do you personally benefit from attending the IMAGIN conference? What do you value most about your participation in this event.</p>	<p>The last question. Let us know what worked especially well for you and what you would like to see changed. Any comments you have on the conference anything else you would like us to know. We sincerely appreciate any and all feedback and will use it in planning next event.</p>
<p>I thought Mr. TooToo was very good and his connection of how GIS was used was very good. The Navteq speaker was good also but I felt it may have been too company historical based. I personally like to see dynamic uses of GIS.</p>	<p>I personally think we need to have more tracks. There was a significantly smaller number of tracks presented, which left less to choose from. I think the more that can be presented, the better. There needs to be a bigger drawing reason for people to come. I felt the content of the tracks was lacking when I just look at the number of tracks compared to past years.</p>	<p>Networking was the key this year. I did glean some nuggets of information from the tracks I attended. I would like to see a more dynamic conference.</p>	<p>The facility is very nice and works well for conference at the size we are at now. The was good although it seems to run out quick for the vendor reception.</p>
<p>I was not impressed with Keynote Speaker Joshua TooToo. The application of GIS in Environmental Health is a great idea, but I didn't think there was enough substance in his presentation and it was obvious that he didn't run through his Powerpoint ahead of time to check visibility and colors. I found Dan Gibbons' presentation to be interesting. The presentation for BS&amp;A was not suitable or well presented for a large audience. It was very hard to see and hear. The break out session WebGIS for Everyone by Gabriel Zawadzki was excellent as was the Connect Michigan Broadband presentation by Ashley Littell. These two sessions had great information, were well presented and I came away with a lot I can use.</p>		<p>Networking with others doing GIS. Good opportunity to talk to vendors.</p>	<p>Keep the break out sessions. It is nice to see presentation in a smaller room rather than General Sessions. Have an opportunity/room available for speakers to preview their presentations in advance, both sound and</p>
<p>They were all good</p>		<p>As a vendor, booth traffic is important. The speed networking was unique. Games, events, and other gimmicks to get attendees to socialize with vendors is important.</p>	<p>I liked the evening receptions in the hospit suite.</p>

Let us know what you thought of the Keynote Speakers and the Breakout Sessions.	For future conference planning, what topics would you like to see covered, what specific training would you find valuable or what would make the conference a must attend event for you? Please be as specific as possible.	How do you personally benefit from attending the IMAGIN conference? What do you value most about your participation in this event.	The last question. Let us know what worked especially well for you and what you would like to see changed. Any comments you have on the conference anything else you would like us to know. We sincerely appreciate any and all feedback and will use it in planning next event.
Great, Interesting field of study	Testimonials of successful workflow and business functions performed in the GIS community. EX: start to finish problem solving for drain office GIS implementation (example) and/or other workflow analysis performed in and around Michigan GIS (private sector, Government and/or industry)	Learning new procedures used in the GIS industry	
I would like to see more Breakout Sessions next year. Preferably ones with a more technical slant. However, I realize that you can only entice presenters if they're willing to give a speech.	Perhaps a half-day training session in how to use a particular piece of software/product. E.g., next year there could be a half-day session on ArcGIS 10.1?	The networking with fellow geospatial professionals is the biggest benefit to me personally. Sessions on how local govt. uses GIS in innovative ways also helps.	Mt. Pleasant was mentioned for next year. However, the Bay City location is very nice within a short drive for most participants. by far the nicest location for the conference it was held in Dearborn (2005) or at the La Center. I've attended the conference ever since 1996, so I also see the need to switch by another move. Thanks again for putting conference together!
Some of the best thus far, BSA keynote was a little technical for a large audience/room.	More cohesive events available for evenings that are within walking distance of conference site. Lunch break way too long. General meeting seemed very disorganized esp. awards. Too much dead air in the room, need higher attendance	Networking.	I thought more General sessions worked well felt less hurried.

Let us know what you thought of the Keynote Speakers and the Breakout Sessions.	For future conference planning, what topics would you like to see covered, what specific training would you find valuable or what would make the conference a must attend event for you? Please be as specific as possible.	How do you personally benefit from attending the IMAGIN conference? What do you value most about your participation in this event.	The last question. Let us know what worked especially well for you and what you would like to see changed. Any comments you have on the conference anything else you would like us to know. We sincerely appreciate any and all feedback and will use it in planning next event.
	Networking, LiDAR data collection, Point Cloud processing, 3D is the future and IMAGIN needs to talk about it. Michigan Surveyor's Supply had a cool 3D scanner. They should have been a presenter this year.	Networking, Networking, Networking. The big reason I come is to talk with new folks about potential projects and partnerships. Attendance has been dropping over the years and the same faces are present every year so networking is becoming more difficult. That being said, I did talk with a couple of people about possible projects so I think the conference was beneficial to me.	I believe that IMAGIN should not necessarily so intent on orthoimagery. I don't believe is a shortage of imagery for most of the state. In my opinion, IMAGIN should concentrate statewide LiDAR acquisition. I have not to the IMAGIN conference for a few years and was surprised how far attendance has fallen. I suggest some events that make the conference bit more enjoyable. Folks come to a conference to get away from the day to day grind of their jobs as well as education and networking. MiCAMP is a much more enjoyable conference and attendance is growing there. IMAGIN formal. I am not trying to be negative I just don't see a lot of reasons to attend IMAGIN these days. I really hope that leadership can regroup and get more folks to attend.
My favorite was the one presented by Chris Bessert. His presentation was very interesting and he was very dynamic while speaking. I don't think he was given enough time. I also really enjoyed Dan Gibbons. His presentation was extremely informative and enlightening.	The historical presentations or sessions that offer a timeline on a specific topic from then to now are usually intriguing to me.	I personally benefit from the general base of knowledge that I collect while at the conference. I always enjoy interacting with someone that uses GIS in a way different than what I use it for.	I especially appreciate having the sessions the same facility as the rooms. Also I thought the room rates were very reasonable.
I thought both keynotes were really interesting. The BS&A general session was of no interest (or benefit) to me so I skipped it completely. It would have been better to at least offer one other general session at that time. On the other hand, I think almost everyone stuck around for the ESRI general session and everyone who was able to stay for Bob Goodwin's general session really liked it. The breakout sessions I attended were very good.	More on low cost options for publishing GIS data on the web. That aspect made Gabriel Zawadzki's talk very useful.	Keeping up with the changes in software & technology are the primary reasons I attend. I appreciate that I am able to maintain and expand my connections within the Michigan GIS world.	The vendor "speed dating" seemed to work well. The hospitality room was great but it needed to be better advertised so everyone aware of it. You might want to push back start of the conference, especially on the first morning so people driving to the conference the morning don't miss the keynote.
Informative and broad range of topics.		Networking with other GIS professionals.	

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<p>The presentation Monday's Keynote speaker gave was great, however I didn't think it was the "keynote" type speech. I think that the opening speech should be of grand introduction of an overview of present and future technology or ideas. Where we have to look forward to, where we came from, new ideas, concepts, technology, more general.</p>	<p>More sessions.</p>	<p>Gaining ideas on how to incorporate new concepts and strategies into my organization.</p>	<p>Too much dead time. Seems that times from end of morning breakout sessions, lunch, &amp; beginning of the afternoon sessions is much long.</p>
<p>The U of M researcher was a highlight. The BS&amp;A and GIS presentation would have been better scheduled as a breakout session.</p>	<p>I would like to see more technical presentations, especially from a programmer's perspective.</p>	<p>I am new to the industry and it was primarily an educational experience.</p>	

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<p>Dan Gibbons - not bad ARCGIS Online - pretty good Next Gen 9-1-1 - good Joshua TooToo-fair (did not get anything useful out of this). Dan Weaver BS&amp;A - horrible! Break out sessions were pretty good. Although 2 tracks instead of 3 seems perfect. Terrible when there are 6 people in a session that someone has taken the time to prepare for. Who would want to come back and present again? and what does that say when they go back and tell people they had less than a dozen people in their session?</p>	<p>Training with actual 'hands on' with computers in the room. Have people bring their laptops. 2 tracks only. Less time between sessions. There are only 100 people here. sessions could go back to back with morning break and afternoon break with vendors and before sessions start. should go from room to room for sessions as soon as they are done. Awards luncheon needs to be beefed up. Was asked by several people 'where were all the posters'? definitely need more of these - what about a category for short video/demonstration of something a student has done? make it more than a printed map.</p>	<p>Did not benefit this year. Last year's conference was much better. Many of these presenters were unprepared. Do you have a sheet of tips for presenters? They need to know basics: type of fonts to use in presentations, how much information and how many bullets to have on a page, background color and type color to use. Many had WAY too much information and you can't read it anyway. Or they kept apologizing for their slides or say 'we are short on time so we will skip thru these'. Why prepare them if you have to skip over them? very frustrating. Biggest complaint (and what I heard from 1st time attendees this year), it is not clear what IMAGIN is doing? Sessions are sometimes 'sales pitch' from companies to buy their products or hire them. Then, there are academic sessions. Who is IMAGIN trying to attract and what is the purpose of the conference? If it is to give vendors a chance to pitch their items, I thought that was the purpose of their booth? Focus on teaching and academics for the entire conference. Let the vendors have their booths. opportunities to take resumes (at the</p>	<p>Get speakers set earlier and start registration earlier. I want to see who is presenting before start registering. Focus on trainings and educational sessions. Keep vendors and their marketing out of the sessions. Let them do these at their booths, and a reception they Keynote speakers were not very good this year. Was disappointed with most of them. They were not prepared, turned their heads when talking too much information on screen, too much back and forth between their documents - audience just gets lost. If there are only 10 people or so, have a Sunday afternoon hands on training session, a Keynote Speaker followed by a reception that evening, and do Monday awards for the conference. No need for a 2nd day Awards luncheon and meeting on Monday. Have all the speakers that day, and final closing ceremony. Be great to have a gathering and the 'giveaway' of all prizes, raffles, etc. That keeps people there till the end. The conference cost may be lower and people only need to stay Sunday night. End it by 5 or 5:30 pm. Doubletree</p>
<p>Did not attend breakouts. Speakers in the big room were hard to hear and the projector for their presentations was not bright enough to see.</p>			<p>Having the presentations in such a big room was no good. Possibly have the event somewhere with something local to do. Bay City seems to be a ghost town, many businesses were still closed for the season.</p>

**As IMAGIN looks to create a successful event for all attendees, sponsors and speakers how would the following changes affect your attendance?**

	Positively Affect Potential Attendance	No Affect on Potential Attendance	Negatively Affect Potential Attendance
Adjust Conference dates to Jan/Feb	10%	30%	60%

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Maintain Conference Dates in April/May	27.30%	68.20%	4.50%
Adjust Conference dates to June, and host event at family friendly location	31.80%	27.30%	40.90%



<p>In May 2012 IMAGIN hosted its Annual Educational Conference and Vendor Exposition. We hope you had a chance to attend. If you attended, please skip to question 3. If you did not attend please let us know why and what would entice you to attend in the future.</p>	<p>Many great ideas for future conference sessions were gathered from the annual conference attendees. What topics or types of sessions would you like to see at a future conference or single day educational event.</p>	<p>In order to remain healthy and relevant an Association must always be striving to meet the changing needs of its members. What do you need IMAGIN to be for you next year and in 5 years? The information you relay to us here will help in the allocation of both financial and human resources over the next year and into the future.</p>
<p>I did not know about the conference - no e-mails or mailings or anything. I have paid my 2012 dues.</p>	<p>Hands-on GIS training with software - editing, georectification, data sources, etc.</p>	<p>I have paid dues for the past three years and have not recieved any communication whatsoever from the group. I think the first priority needs to be communication with all IMAGIN members. In the past I have used IMAGIN as an information source so any training, data resource, etc. sharing would be wonderful.</p>
		<p>More communication with members is needed during the time between conferences. Perhaps set up regional user groups to meet and talk about geospatial initiatives? One could examine a group in the Grand Rapids region, Lansing area, Metro Detroit, and Northern Michigan (including the U.P.).</p>
<p>moving to retirement and GIS is not in my future.</p>		<p>N/A</p>
		<p>continue to be a place where we as GIS professionals (both veterans and new to the industry) can keep up on technology. Offer a wide range of educational breakouts. breakouts of cutting edge technology is good but so is refreshers of the basics. this will help those new to the industry.</p>
		<p>A conference that promotes education and interacting with fellow GIS users. IMAGIN has become more of a educate through lectures rather than promoting training sessions or how-to sessions at the conference.</p>
	<p>3rd party add-on solutions such as Dig Smart, Cityworks, CUES, etc. This will bring other people who are looking for specific solutions not just GIS.</p>	<p>I need greater numbers of attendees. The decline has been steady and now most of the attendees are GIS staff of their local unit. I need more people and more interest in GIS services.</p>
<p>Did not attend due to budget constratins on conferences and travel</p>		
<p>The value of the presentations and speakers was not sufficient to justify the expense.</p>	<p>Consider a single day event with an evening social.</p>	<p>IMAGIN needs to be relevant to its members. I am no longer a member because I really cannot explain what this organization is doing to advance its members' interests.</p>

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		<p>I do not need to know how a GIS Analyst accomplishes a task, I need to know that the task can be done and how much it cost. I think sometimes the breakouts are designed for the "techie" and you lose the rest of us. Educational credits also help. County specific breakouts appeal to me.</p>
<p>I was not able to attend because of personal (health) issues</p>		
		<p>What is the best way to demonstrate how GIS is important to the general public who are unaware of what it even is? Can you develop a plan to alert residents on a wide-scale basis?</p>
<p>Scheduling conflict.</p>		<p>Build recognition in "business" offices - assessors, drain, equalization - and at the township and county commissions that GIS makes gov't more effective.</p>
<p>Doing more with less, could not justify the timeout of the office.</p>	<p>Sharing data at all levels - federal, state, regional, county, local, etc.</p>	<p>It would be helpful to be aware of new and cutting edge technologies in the geospatial industry. Doing more with less, I have less time to know about the latest and greatest and what others are doing.</p>
<p>Not enough \$ in GIS budget for this conference</p>		
		<p>I think IMAGIN needs to focus on GIS funding issues. I suppose this is intertwined with promotion of GIS. Many entities that could benefit greatly from GIS don't have the funds or can't justify them. Members need help with the many facets of this issue.</p>
<p>I did not attend because the cost was too high and there were too many vendor presentations. I would like to see what other public agencies are doing, not just sit through a series of commercials for 2 days. The only vendor appropriate for the conference would be ESRI to provide an overview of their new products or training.</p>	<p>ArcGIS in The Cloud - What is it? Who is using it? what considerations should agencies plan for? What's new in ArcGIS 10.1 (or 10.2 by next year). Cityworks User Group Meeting</p>	<p>A professional organization that provides GIS related training and networking opportunities similar to PMI or NRPA. Provide access to white papers and other reference material applicable to Michigan GIS. Improve the website to provide for more networking opportunities. Maybe start a Linked In Page. What I don't think IMAGIN should be is an organization that lobbies State Government or advocates for specific policies</p>

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<p>No money in budget to send entire staff.</p>	<p>Proof of "Return on Investment" -R.O.I. (actual dollar) of GIS - County gov't.</p>	<p>Practical County projects (that work).</p>
<p>I was unable to attend due to work responsibilities. I would like to see the conference have some kind of forum for job seekers, especially for recent graduates. The jobs in Michigan are very light and we need to be able to network in every way possible.</p>	<p>I would like to see more regarding future trends in geospatial technology in order to stay on top of the technology.</p>	<p>I think that it should continue to give the opportunity for stakeholders to continue to keep the membership abreast of new and interesting projects. Opportunities for students to network and some possible entrepreneurial opportunities. I think it would be very interesting to have some kind of brainstorming sessions in order to come up with creative solutions for the issues the geospatial community is facing these days.</p>
		<p>IMAGIN needs to provide educational opportunities and opportunities to network</p>
<p>The membership of IMAGIN has become focused on the public sector. It is hard to apply majority of the sessions to those who are not in that field. I can not justify the expense and time to attend a meeting that does not seem to have a concern for those in the private sector</p>	<p>Less about the BS&amp;A database and street signs and more about the technical or useful tips that an everyday user can learn from.</p>	<p>The IMAGIN organization will not grow if it does not show an interest in both the education sectore (way more that what it has been) and the private sector. The GIS world does not revolve around the public sector yet every year that is what the organization seems to portray. It is important to make the members of the private sector feel that they have something to gain by being a member, as of right now I personally (as well as many co workers) do not feel that they have gained anything in the last few years.</p>
		<p>outreach to Universities (not academia but rather campus master planning) and industries (industrial site and treatment plant facilities management). Tie into Revit and BIM. MICAMP won't tackle these topics because they are not community-based, maybe IMAGIN can open up to them as a subset- huge future market.</p>
	<p>More ESRI presentations on new product and ESRI sessions.</p>	<p>New economical ways to provide the best GIS product to government &amp; business. Also more of the I.T. aspect of GIS.</p>

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	<p>Data Interoperabilty Data availability</p>	<p>Future of the industry in Michigan Employment opportunites for GIS users</p>
		<p>I am a software programmer new to the GIS industry. From a strictly personal perspective, I would like to see more programming, resources, and/or community development from a IT perspective.</p>
		<p>A place for networking with relevant educational opportunities.</p>
		<p>Imagine has lost its membership and active participation. The first conference I went to in Lansing had 100's of people and great participation. Not sure what happened over the years and why participation is so low. We need a vibrant organization.I</p>
<p>no support to send me from my office, other wise would have attended.</p>		<p>More attandance from more enities.</p>
		<p>HAVE AN OPEN SESSION WHERE ACOUPLE TOPICS IS DISCUSSED RATHER JUST ONE.</p>
		<p>I would love Imagin to be a great networking opportunity. The organization should have a member to member job and internship page or in the least have a webpage dedicated to links from all the members.</p>