



asprs THE IMAGING & GEOSPATIAL
INFORMATION SOCIETY



Eastern Great Lakes Region

EGLR NEWSLETTER JUNE 2021

A MESSAGE FROM THE DESK OF EGLR PRESIDENT, MICHAEL JOOS, CP, GISP

So, here we are, with the first half of 2021 already in the rear-view mirror. Simply amazing how quickly time flies (and without getting specific on matters of age, I can tell you that it is true that the older you get, the faster the time passes!).

As always, it has been another busy three months and the Eastern Great Lakes Region Board of Directors has been hard at work to deliver more value to our members. I am excited about our work and invite everyone to jump on board and get involved. Lots of great things are happening!

First, I am pleased to update our membership on the upcoming Joint Summer Meeting. As mentioned in my last message (and highlighted later in this newsletter), we are thrilled to be partnering with the Western Great Lakes Region in the delivery of our meeting. And, with the Coronavirus restrictions being relaxed (or completely lifted) on an almost daily basis, we are looking forward to the in-person component of our hybrid (virtual and in-person) meeting. We are even considering a social event the evening of our meeting.

While details are still coming into focus, I can tell you that we are super excited to announce that Dr. Aaron Morris of Allvision IO will be our keynote speaker for the meeting. Aaron will focus his remarks on new and potentially disruptive technologies that we, as an industry, should be keeping an eye on. And I am also

pleased to state that we already have more than a half-dozen corporate sponsors signed up for the event!

Another source of great pride is that the Eastern Great Lakes Region posted the single-largest gain (as compared to other ASPRS regions) in membership this past quarter! We welcome our new members and invite them to get involved to get the most of their membership. On a related note, it has been exciting to have an average of 3-4 guests on our monthly Board of Director calls. While the guests are ineligible to vote on matters taken up by the Board, their contributions to the discussion and willingness to help are greatly appreciated. If you would like to sit in on our calls, get in touch with an EGLR Board member and we'll make sure to plug you in.

And finally, I encourage you to read the article in this edition of our newsletter by Trish Horkan. Trish's story of how she came to be involved with ASPRS and the Eastern Great Lakes Region is both interesting and inspirational and we are thankful to have her as a member.

In closing, it is my sincere hope that you are receiving real value through your membership in ASPRS and the Eastern Great Lakes Region. It is our priority, as your Board of Directors, to help you get as much professional fulfillment and enjoyment from your membership as possible. If you have thoughts on what more we can be doing to achieve that end, please don't hesitate to let us know.

With warm regards,

A handwritten signature in cursive script that reads "Michael B. Joos".

Michael Joos, CP, GISP
President, Eastern Great Lakes Region, ASPRS

EASTERN GREAT LAKES AND WESTERN GREAT LAKES REGIONS' JOINT SUMMER TECHNICAL MEETING UPDATE

The American Society for Photogrammetry and Remote Sensing
Eastern Great Lakes and Western Great Lakes Regions
Are Proud to Present a Joint Summer Technical Meeting:

GEOSPATIAL IN THE GREAT LAKES

August 19, 2021

Hosted by: Michigan Tech Research Institute



Planning continues for the ASPRS Eastern Great Lakes and Western Great Lakes Regions' Joint Summer Technical Meeting: Geospatial in the Great Lakes. The upcoming meeting will be held in a hybrid format, having both in-person and virtual components. All in-person activities will follow any CDC and facility guidelines in place at the time. We would like to thank Michigan Tech Research Institute for agreeing to host the meeting, both on-site and via Zoom link.

The purpose of the meeting is to highlight the important geospatial work being accomplished in our regions, as well as any technological advances that will impact the future of the geospatial industry.

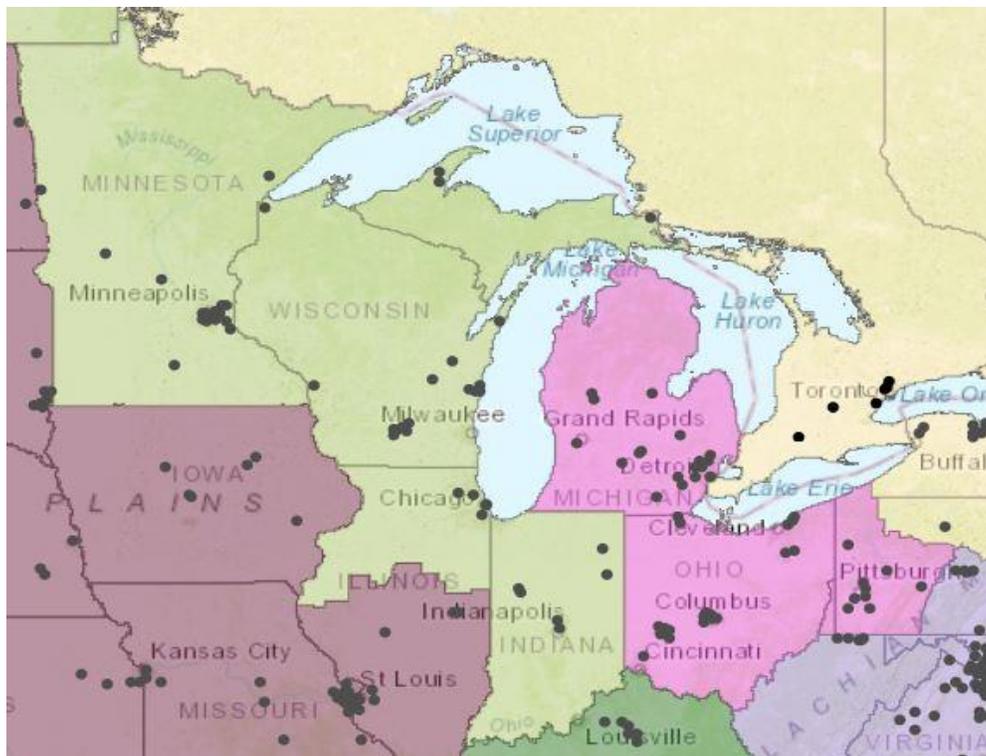
With this in mind, we would like to issue a **Call for Abstracts**. If you have a project that would be of particular interest and would be interested in presenting at the meeting, please forward an abstract and an accompanying image, if possible, to EGLR President, Michael Joos mjoos@t3gs.com or WGLR President,

Adam Smith adam.smith@state.mn.us and someone will contact you.

We also would like to issue a **Call for Sponsors**. If your company, your employer, or another company you know of would be interested in sponsoring the meeting, please have them contact Michael or Adam. All sponsors will be featured during the meeting. For \$300, each sponsor will be given a 5-minute speaking slot, giving them opportunity to highlight their company. For \$150, each sponsor's logo will be displayed throughout the meeting.

LEARN ABOUT THE WESTERN GREAT LAKES REGION

A MAP OF THE EASTERN AND WESTERN GREAT LAKES REGIONS (EGLR SHOWN IN PINK, WGLR SHOWN IN LIGHT GREEN)



Since the upcoming technical meeting is a joint production with the Western Great Lakes Region, it seemed the perfect time to share some information about our sister region with the EGLR

membership. Here are some noteworthy facts about the ASPRS Western Great Lakes Region:

- The region consists of all ASPRS Members living and/or working in Minnesota, Wisconsin, the Upper Peninsula of Michigan, Indiana, and northern Illinois.
- There are currently about 80 members of the WGLR.
- The region has two Sustaining Members – Ayres Associates and NV5 Spatial.
- A unique aspect of the WGLR and the geospatial work conducted within it is the high degree of cooperation between consultants and state agencies, particularly Departments of Transportation.
- WGLR's biggest initiative right now is to increase student involvement in the region.

MY ASPRS EGLR STORY: TRISH HORKAN

In October of 2019, I was a non-traditional student at Lakeland Community College in Kirtland, Ohio, working to earn my GIS Technical Certificate. As part of finalizing plans for my last semester, I needed to arrange for an internship that would enable me to complete 100 hours of work, putting my GIS studies into practice. This was proving to be a bit of a challenge as the internships available in the Career Counseling Office all had an engineering or environmental focus, while I planned to use GIS as a tie-in to potential work in marketing, putting it to use with my previously earned BA in Business Administration with a sales and marketing concentration.

A short time later, I received an email from the GIS internship coordinator in the Career Counseling Office, introducing me to Dr. Shawana P. Johnson, GISP. Those at the college that knew both of us felt that Shawana could offer some useful career advice given the type of services her company, Global Marketing Insights, Inc., provides and the industry in which it operates. As the EGLR Fall Technical Meeting was later that week, Shawana

invited me to attend as it would give me an opportunity to speak with her, view the presentations, and do some networking. Even though it was intimidating for a college student, even a non-traditional one, to walk into a gathering of industry professionals, everyone was very welcoming and willing to take the time to speak with me.

In addition to the contacts, I also left the meeting with an internship agreement to be the Marketing and GIS Intern for the ASPRS Eastern Great Lakes Region. My internship work would have four main areas of focus. I would be helping the EGLR Board of Directors get to know the region membership, communicate more effectively with them, determine how the organization can better serve the membership, and create a plan to expand the membership.

As an intern, my first task was to create a region website linked from ASPRS.org to replace the previous website that had not been maintained. Next, I created a template for and published a quarterly region newsletter. As a way of getting to know our members and improving their experience, I also created a Member Survey – with the Board Members submitting the questions. Lastly, for a GIS project, I created a Story Map of our region members and potential members and completed an analysis on the results.

At the end of last year, I was nominated for and elected to the position of Region Director for a term of two years. I am fortunate that I get to extend my time with the organization, continuing the work I began as an intern.

In my time with the organization, I have found ASPRS members to be extremely passionate about their chosen industry. They take great pride in their work and treat people professionally and with the respect they deserve. So, in addition to my internship tasks, I also spent a great deal of time just listening. I listened to tales of past projects. I listened to stories of earlier ASPRS

EGLR events. I listened to fond remembrances of those who made a difference in their lives and careers. I listened and am better off for it.

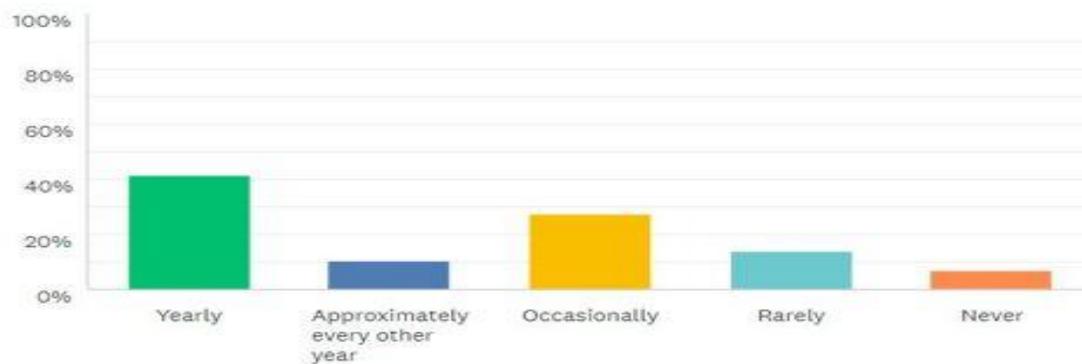
EGLR MEMBER SURVEY

Last year, the Eastern Great Lakes Board of Directors conducted a brief Member Survey. The survey was sent, via email, to all current and previous members and the link was posted on the region's website. The results of this survey have been shared with all EGLR Board Members and with representatives from ASPRS National Leadership. We would now like to share these results with you, along with the graphs that were created to analyze the results.

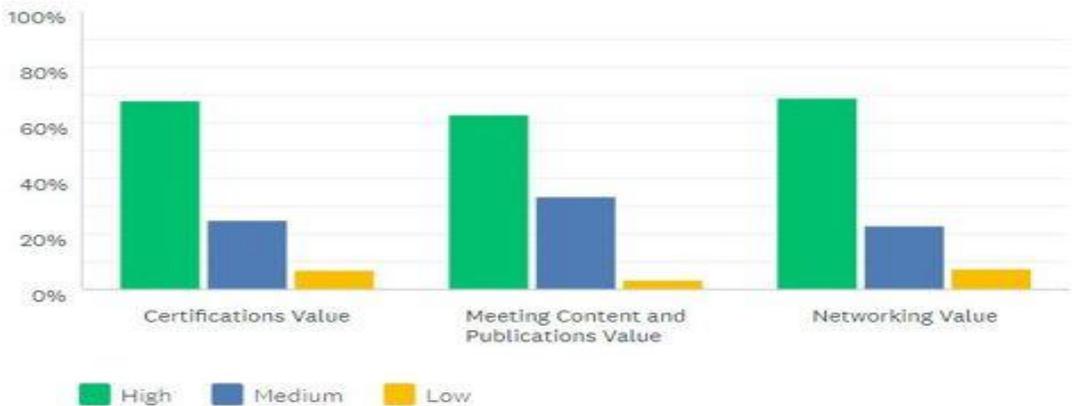
The first question of the survey asked for the contact information of anyone responding, which was taken and compared to the data on file.

The second question asked if the respondent was an ASPRS member. Of those who completed the survey, approximately 93% were ASPRS Members and approximately 7% were not.

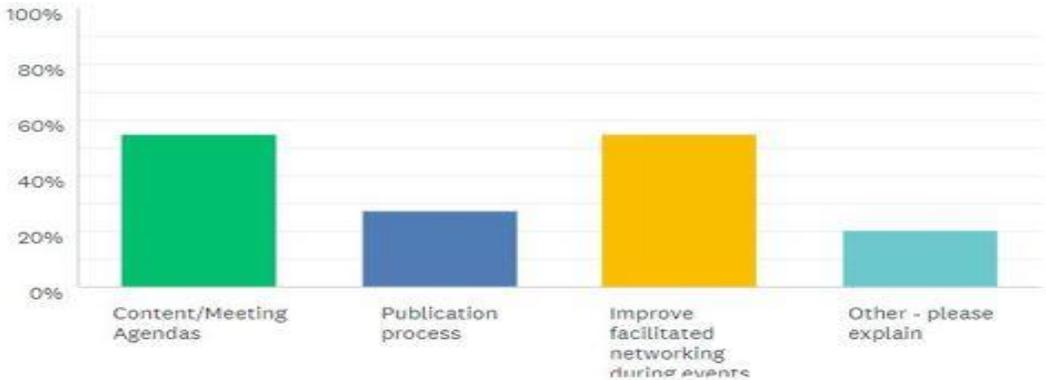
The third question asked how often the respondent attends an ASPRS-sponsored meeting or event. The results showed that approximately 41% attend an event/meeting yearly, 10% attend about every other year, about 28% attend occasionally, approximately 14% attend rarely, and about 7% never attend an ASPRS event or meeting at all.



The fourth question was aimed at determining what aspect of ASPRS was most valued by respondents. The results show that Certifications, Meeting Content and Publication Value, and Networking Value were all valued highly, at roughly 70%, by those who responded.



The last question asked respondents to select the top two areas in which they felt ASPRS needed to improve. Content and Meeting Agenda and Facilitated Networking were ranked highest in need for improvement by about 55% of respondents. Nearly 28% of respondents want to see improvements to the publication process.



ASPRS leadership wants those who took the time to respond to this survey to know that you have been heard. Both national and regional Board Members have paid close attention to the results and is working hard to make changes based on your responses.

A second, brief, survey will be sent to all EGLR members in Q3. We hope you will take the time to complete it and submit your responses. Any changes made to Society events and procedures will help make ASPRS membership more beneficial to all current and future members.

EGLR MEMBERSHIP

Did you know there are currently 89 Individual and 3 Sustaining Members of the Eastern Great Lakes Region? The Eastern Great Lakes Board of Directors is also spending time this year focusing on a Membership Drive.

Everyone's help is needed as we endeavor to grow the membership. Please start thinking of individuals who could benefit from becoming an ASPRS Member. Your LinkedIn Connections and your email contact lists are both great places to start. Remember, ASPRS has Individual, Student, and Sustaining Memberships, each with their own set of benefits. Lastly, the Eastern Great Lakes Board of Directors has created a tri-fold brochure (shown below) highlighting the assets of our region and the benefits of becoming a member. Please consider taking some copies with you to your next business event. [Click here](#) to print the brochure and help spread the word about ASPRS EGLR.

What is ASPRS?

The American Society for Photogrammetry and Remote Sensing was founded in 1934. Our mission is to advance knowledge and improve understanding of mapping sciences to promote the responsible applications of photogrammetry, remote sensing, geographic information systems (GIS) and supporting technologies.

MEMBER BENEFITS

- Industry contacts and networking opportunities.
- Professionally recognized Certifications.
- Discounts on Professional Certifications.
- Discounts on ASPRS publications and conferences.



Contact ASPRS EGLR

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President, EGLR
mjoos@3gs.com

Visit the region website:
www.asprs.org/eqlr-2



..... EASTERN GREAT LAKES REGION

The Eastern Great Lakes Region (EGLR) of ASPRS is an active group of highly professional government, academic, private sector and interested parties from the Lower Peninsula of Michigan, Ohio, and western Pennsylvania who are dedicated to advancing knowledge, skills, and capabilities in applying mapping sciences and information management techniques within the region.

The region is home to many leading Sustaining Members of the Society, highly respected academic institutions with tremendous technological expertise, and dedicated governmental organizations that rely upon photogrammetry and remote sensing.



CONTACT US

The EGLR Board consists of seasoned professionals from aerial (manned and unmanned), engineering and services, geospatial market development and geospatially focused research institutions working within local, state, and federal governments and commercial market domains. We encourage you to email a

board member with any questions about ASPRS EGLR. We would also be happy to offer guidance if you or your organization is experiencing a difficulty, or even if you would just like to bounce some ideas off someone in the industry.

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We also encourage you to visit the region on social media to stay informed of any news and events pertaining to ASPRS EGLR:

[EGLR Website](#) [EGLR LinkedIn](#) [EGLR Facebook](#)

