WISCONSIN
LAND INFORMATION
ASSOCIATION

CONFERENCE PROGRAM

37TH ANNUAL CONFERENCE

FEBRUARY 27 - MARCH 1, 2024
KI CONVENTION CENTER, GREEN BAY

WELCOME!

Hello and thanks for coming to Green Bay!

You, each person at this meeting, and everyone in the Wisconsin land information community has stories. Stories from your work, your passions, and anything and anyone that inspires you to make a difference. My hope here is that we each have a forum to share stories, learn from them, celebrate them, commiserate a little, and get excited for your next steps! This is the heart of "Leap Into Your Story!" The fact that this meeting happens in the hometown of the Lambeau Leap over Leap Day is a great bonus.

Peruse this program or the mobile schedule (QR code on the back cover) for all the information you need, and ask your fellow attendees when that's convenient (besides, it's easier to connect with folks that way!). Have a great conference!

THANK YOU!

This conference and our community thrive because of your presence and gifts of talent and energy. Not only have your efforts brought in 52 presentations, 32 exhibitors, 12 workshops, and over 300 attendees, you've also made an environment that continuously welcomes and offers a place in Wisconsin for land information lovers and map mavens to call home. Mine and many others' lives wouldn't be the same without WLIA. I especially want to acknowledge Ann Barrett, our sponsors, and our Conference Committee for their enthusiastic and innovative work over the past year.

Debbie Anderson
Nik Anderson
Doug Avoles
Nicole Barbiaux
Andrew Bartell
Maggie Bennett
Cheryl Berken
Emily Berth
David Buehler
Jennifer Borlick
Emily Champagne
Kim Christman
Paula Cummings
Eric Damkot
Scott Daniel
Tyler DeBruin
Adam Derringer
Chris Dickerson
Adam Dorn
Jeff DuMez
Hayden Elza
Jeremiah Erickson
Andy Faust
Kelly Felton
Joe Fleischmann
Martin Goettl
Caitlin Hagar-Kuhn
Jodi Helgeson
Laurel Hodkiewicz
Fred Iausly
Christine Koeller
Jim Landwehr
Joe Martell
Jaime Martindale
Kim Meinert
Zach Nienow
Carmen Novak
Stephanie Pasowicz
Anna Peters
Mari Pietz
Jon Schwichtenberg
Mike Siedel
Ryan Squires
Peter Strand
Kristen Vincent
Grace White
Shelley Witte
Adam Wright
Kristy Wurzer

In organizing this conference, I also recognized countless people, relationships, and stories in my life that inadvertently contributed to the conference and to my own story for nearly 37 years and counting. For some, I would only love the chance to thank them directly. To all of them, to you, and the powers that allowed us all to be here, thank you and "na zdrowie!"

Colter J. Sikora, GISP
2024 Annual Conference Chair

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SCHEDULE OF EVENTS

KI Convention Center, Green Bay, Wisconsin (Unless Noted)

TUESDAY, FEBRUARY 27

6:00 pm - 9:00 pm	Pre-Conference Social Night at The Turn (Shuttle Available from KI Convention Center)

WEDNESDAY, FEBRUARY 28

8:30 am - 6:00 pm	Registration
9:30 am - 12:30 pm	Morning Pre-Conference Workshop Sessions, Esri Hands-On Learning Lab (HOLL)
12:30 pm - 1:30 pm	Lunch, Board and Board Nominee Lunch
1:30 pm - 4:30 pm	Afternoon Pre-Conference Workshop Sessions, HOLL
2:00 pm - 4:00 pm	Wisconsin Land Information Council (WLIC) Meeting
4:45 pm - 5:45 pm	Land Information Officers Network (LION) Meeting
6:00 pm - 9:00 pm	"The Opening" – Polka Fest!

THURSDAY, FEBRUARY 29 – HAPPY LEAP INTO YOUR STORY DAY!

8:00 am - 6:00 pm	Registration
8:00 am - 8:30 am	Breakfast with Exhibitors
8:00 am - 8:30 am	New Member Session
8:30 am - 10:15 am	Morning General Session: Welcome, Scholarships, Awards, Platinum Sponsor Interviews, **Xan Fredericks Keynote**
10:15 am - 10:30 am	Exhibit Hall Opening
10:30 am - 12:00 pm	Morning Educational Breakout Sessions, HOLL
12:00 pm - 1:30 pm	Afternoon General Session: Lunch, 50/50 Raffle, Hand-Drawn Map Contest, Town Hall Part 1, Awards, **Michael Perry Keynote**
1:45 pm - 3:45 pm	Afternoon Educational Breakout Sessions
1:45 pm - 4:30 pm	HOLL
3:45 pm - 4:00 pm	Map Gallery Opening
4:00 pm - 5:00 pm	Special Interest Group (SIG) Meetings
5:00 pm - 7:00 pm	Exhibitor Reception, Silent Auction

FRIDAY, MARCH 1

7:00 am - 8:00 am	Breakfast for Past Presidents
8:00 am - 8:30 am	Breakfast with Exhibitors
8:00 am - 2:00 pm	Registration
8:30 am - 9:30 am	Morning General Session: Announcements, Awards, Gold Sponsor Talks, **Ginny Mason Keynote**
9:30 am - 10:30 am	Break with Exhibitors, Silent Auction Closes at 9:45 am
10:30 am - 12:00 pm	Morning Educational Breakout Sessions, HOLL
12:00 pm - 2:00 pm	Afternoon General Session: Lunch, Town Hall Part 2, Awards
2:00 pm - 3:00 pm	WLIA New Board Meeting

CONFERENCE HIGHLIGHTS

ABOUT THE WISCONSIN LAND INFORMATION ASSOCIATION (WLIA)

WLIA is a grassroots organization representing a collection of concerned professionals working to develop, maintain, and apply a network of statewide land information systems. WLIA members include staff and elected officials from all levels of government, academics, consultants, and other private sector users and stakeholders of Geographic Information Systems (GIS). Members are united by an interest in land records modernization, GIS, and related technologies, and by the need for government policies and programs that support their efficient and effective application.

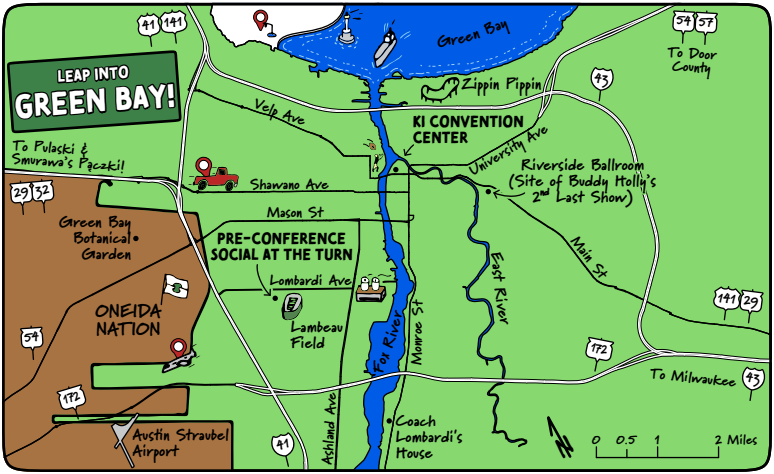
ABOUT THE CONFERENCE

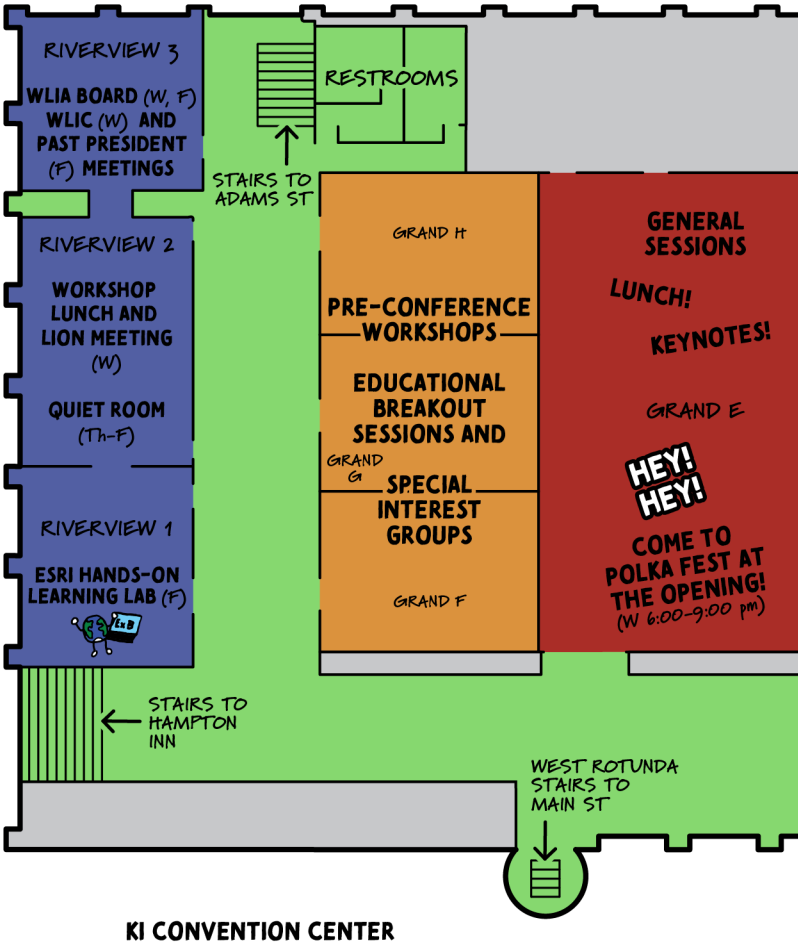
With emphasis on local, regional, and statewide trends, issues, and applications, this is the premier GIS conference in Wisconsin. Three days of hands-on workshops, technical demonstrations, and educational

presentations offer learning opportunities for many backgrounds and skill sets. As the largest GIS meeting in the state, it is an ideal opportunity to meet new colleagues and build relationships.

ABOUT GREEN BAY

The Green Bay area has long been leaping into its stories! Initially settled by Indigenous nations, including the Winnebago, the first European-American landing in Wisconsin happened just northeast of town in 1634. Since then, many peoples have moved in and out of the region, leaving their fingerprints on the landscape. A study of regional geography will unearth French "long-lot" parcels along the Fox River, Belgian booyah stew, the Niagara Escarpment, a strong polka culture, and multiple Indigenous nations. Of course, all of these are reasons to come back for another visit! Lest we forget, Green Bay is still the Toilet Paper Capital of the World and home to a certain football team known for leaping into the stands at their home stadium.





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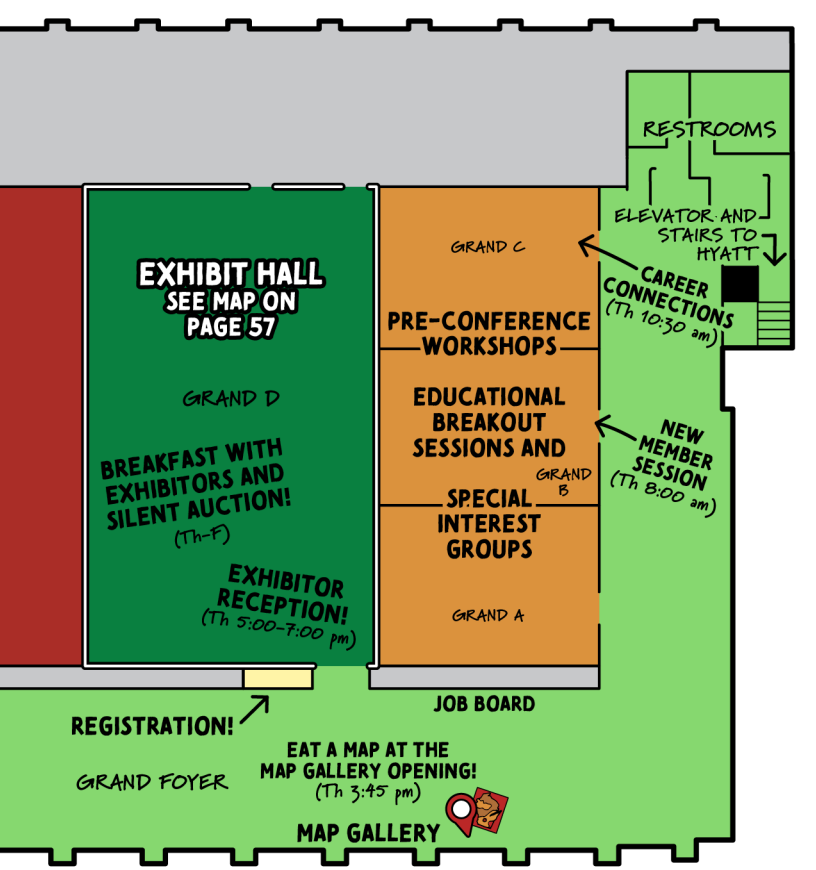

YOUR KI CONVENTION CENTER PLAYBOOK!

MORE CONFERENCE THINGS YOU SHOULD KNOW!

Awards: Many WLIA members and partners commit countless hours to further land records modernization and mapping in Wisconsin. On Thursday and Friday, WLIA will recognize many of these individuals and their achievements.

Career Connections: A special session for those seeking career advice and preparation to take new steps in the workforce. In Grand C Thursday, 10:30 am-12:00 pm, come to hone your career skills and meet potential new employers and colleagues!

Educational Breakout Sessions: The heart of the conference, where dozens of WLIA members and additional experts share their work and research with attendees. Sessions take place Thursday morning and afternoon, along with Friday morning.

Esri Hands-On Learning Lab (HOLL): Take self-paced lessons on Esri tools Wednesday through Friday in Riverview 1. Esri staff will be nearby for support.

General Sessions: Gatherings in Grand E for keynote addresses, lunches, and more.

Job Board: Place your job opening or look for a new opportunity near the registration area.

Keynote Addresses: Three talks for all conference attendees, with one given during each general session except for Friday afternoon. Learn more about our speakers and their stories in the Keynote Speakers section of the program.

Land Information Officers Network (LION): LION represents each Wisconsin county's Land Information Officer (LIO) and is a place where county government mapping concerns are given top billing. LION will meet on Wednesday at 4:45 pm in Riverview 2.

Map Contest: A forum to enhance and celebrate mapping skills! Participate in the Hand-Drawn Map Contest at the Thursday Afternoon General Session and enjoy more entries in the Map Gallery Thursday afternoon and Friday. Be sure to vote for your favorite map to receive the People's Choice award!

New Member Session: A brief orientation for new members and those looking for a refresher Thursday at 8:00 am. Seasoned WLIA veterans will share tips on how to get the most out of the conference experience and explain the roles WLIA serves in the land information community.

"No Photos Please" Red Lanyards: If you do not wish to be photographed by WLIA or attendees, pick up a red lanyard at the registration desk. If you see someone wearing a red lanyard, don't take their picture.

Pre-Conference Social at The Turn: New this year, we are offering this activity for folks in Green Bay Tuesday night before the conference! $25 gets you a bus ride to and from The Turn Restaurant Lounge and food. Enjoy games in their Topgolf Swing Suite or go tubing and skating outside!

Pre-Conference Workshops: In-depth, often hands-on, educational sessions available on Wednesday for people that pre-register. A great way to quickly learn a new skill set or get more familiar with a challenging topic!

Quiet Room: A calm space for folks to get away without having to leave the conference space. Located in Riverview 2, it is open Thursday 8:00 am-7:00 pm and Friday 8:00 am-2:00 pm. Lactation space will be available in the room.

Silent Auction: Fundraiser for the WLIA Foundation's Damon Anderson Memorial Scholarship program for college students. Bidding and payment happen online, and items are displayed online and in the Exhibit Hall until 9:45 am Friday!

Special Interest Groups (SIGs): Groups dedicated to specific parts of the land information community. SIGs will meet in the same rooms as breakout sessions on Thursday at 4 pm.

The Opening: The networking event that kicks off the WLIA conference! Wednesday from 6:00 to 9:00 pm join in the "Polka Fest" to connect with colleagues and friends, enjoy food inspired by the old country, and play games. Dress in your polka best (there is a costume contest) and be ready to have a barrel of fun!

Town Hall Meeting: Occurring during the Thursday and Friday lunch sessions, this meeting contains the annual report presentation. The meeting also allows discussion of Association activities and WLIA's future direction. The 50/50 Raffle for the WLIA Foundation's scholarship program is included. Don't forget to bring raffle cash!

Wisconsin Land Information Council (WLIC): The official advisory group to the Wisconsin Department of Administration's land information work, WLIC will meet on Wednesday, 2:00-4:00 pm in Riverview 3.

KEYNOTE SPEAKERS

All Keynote Addresses in – Grand E

WELCOME ADDRESS

Aaron Popkey
Director of Public Affairs, Green Bay Packers
Welcome and a Note On How the Packers Appreciate their Place in Green Bay and Northeastern Wisconsin

THURSDAY MORNING KEYNOTE

Xan Fredericks, GISP
National Map Liaison, United States Geological Survey (USGS) National Geospatial Program
USGS National Geospatial Program: Helping You Leap Into Trusted Topographic Information

Xan Fredericks works with the United States Geological Survey (USGS) as the National Map Liaison to Florida, Georgia, Puerto Rico, and the United States Virgin Islands for the National Geospatial Program User Engagement Office. She collaborates with a variety of partners to aid the discovery and coordination of geospatial data, as well as the delivery of actionable, science-based information to resource managers, emergency responders, and the public. Xan is Chair of the USGS Lidar User Group and Deputy Chair of the Geospatial Information Response Team. She also serves as Co-Chair of the American Society for Photogrammetry and Remote Sensing (ASPRS) Bathymetry Working Group and is a GISCI-certified GIS Professional.

THURSDAY AFTERNOON KEYNOTE

Michael Perry
New York Times Bestselling Author, Humorist, Singer/Songwriter, Amateur Snow Plow Driver, and Playwright
Writing From the Middle of Nowhere

Michael Perry is an accidental New York Times bestselling author, humorist, singer/songwriter, amateur snow plow driver, and playwright from New Auburn, Wisconsin. Perry's bestselling memoirs include Population: 485 (subsequently adapted for the stage), Truck: A Love Story, Coop, Visiting

Tom, and Montaigne in Barn Boots. Among his other dozen titles are The Scavengers (for young readers), his novel The Jesus Cow, Peaceful Persistence, Hunker, and his most recent book, the novella Forty Acres Deep. Raised on a small Midwestern dairy farm, Perry put himself through nursing school while working on a ranch in Wyoming, then detoured into writing. He lives with his wife and two daughters in rural Wisconsin, where he still makes an occasional call with the local volunteer fire and rescue service. He hosts the nationally syndicated "Tent Show Radio," performs widely as a humorist, and tours with his band the Long Beds. His three live humor albums include Never Stand Behind A Sneezing Cow and The Clodhopper Monologues. He can be found online at www.sneezingcow.com. Michael also hosts a subscription audio newsletter at www.michaelperry.substack.com.

FRIDAY MORNING KEYNOTE

Ginny Mason

Head of Cartography, S&P Global Commodity Insights

What's the Story with Maps? Creating Engaging Content through Geospatial Storytelling

Ginny Mason is an award-winning cartographer with a passion for creating and designing maps that tell stories. With over 20 years experience, her work has been recognized by the Society of News Design, The British Cartographic Society, ESRI, Avenza, and the Cartography and Geographic Information Society. She has served the cartographic community through her involvement with the North American Cartographic Information Society, holding various leadership positions over many years. Ginny holds a master's degree in Geography from the University of Wisconsin–Madison. Professionally, she has worked as a Cartographer at the Library of Congress, serving members of Congress on topics related to public policy and legislation change. She is a former Senior Graphics Editor for Maps at National Geographic Magazine and is now Head of Cartography at S&P Global Commodity Insights, where she leads a team that visualizes stories about our world's energy resources.

POLICIES

WLIA implements three policies dedicated to having a safe, healthy, and enjoyable environment for everyone at WLIA events. Below are summaries for each of them. Full details are available online at wlia.org/event-policy. If you have questions or concerns, contact any WLIA board member or staff.

WLIA CODE OF CONDUCT

We do not tolerate harassment of community members or event participants in any form. Participants violating these rules may be sanctioned and/or expelled from the event without a refund at the discretion of the event organizers. If you are being harassed, notice that someone else is being harassed, or have any other concerns, please contact a member of the WLIA Board of Directors, email admin@wlia.org, or stop by the registration desk immediately. The WLIA President, President-Elect, and Past President will communicate promptly with anyone who reports an issue while working quickly to address the problem in a confidential manner.

DUTY OF CARE

Before leaving home for WLIA events, follow relevant health care guidance and evaluate your own health. Stay home if you are feeling unwell. While on-site, follow everyday guidance to prevent the spread of illnesses. For any questions or concerns, reach out to Ann Barrett, Executive Services Manager.

PHOTO POLICY

Registering for any WLIA event constitutes your consent to be photographed, filmed and/or otherwise recorded. Your likeness may be used for marketing and promotional materials, on social media, and for other uses not yet defined. If you do not consent to being recorded or having your likeness used, please wear a red lanyard that will be provided by WLIA at registration as a visual cue to those taking photographs and recordings to not include you. If you are taking photographs and recordings at an event, you understand that you should not include people wearing a red lanyard.

WEDNESDAY DETAILED SCHEDULE

February 28 – Workshop Day!

8:30 am - 6:00 pm	Registration *(Grand Foyer)*
9:30 am - 12:30 pm	**Morning Pre-Conference Workshops** *(Grand A-C, Grand F-H)* • Communication and Alignment to Create Project Success *(Grand A)* • Creative Workflows Using QGIS and SQL *(Grand B)* • NG911 GIS Data Implementation and Maintenance *(Grand C)* • Migrating from ArcMap to ArcGIS Pro *(Grand F)* • Introductory Level ArcGIS Pro Parcel Fabric *(Grand G)* • Title Insurance: The Basics and Beyond *(Grand H)* Esri Hands-On Learning Lab (HOLL) *(Riverview 1)*
12:30 pm - 1:30 pm	Lunch *(Riverview 2)* Board and Board Nominee Lunch *(Riverview 3)*
1:30 pm - 4:30 pm	**Afternoon Pre-Conference Workshops** *(Grand A-C, Grand F-H)* • Building Experience with Experience Builder *(Grand A)* • Advanced Field Collection Tools and Methods *(Grand B)* • What You Need to Know About a UAS/UAV Program, 6 Years In, Working with Many Agencies *(Grand C)* • Using ArcGIS to Support Special Event Management *(Grand F)* • Advanced Level ArcGIS Pro Parcel Fabric *(Grand G)* • How A Chicago Bears Fan Plans to Steal Lambeau Field – Property Fraud, it's Happening Near You! *(Grand H)* HOLL *(Riverview 1)*
2:00 pm - 4:00 pm	Wisconsin Land Information Council (WLIC) Meeting *(Riverview 3)*
4:45 pm - 5:45 pm	Land Information Officers Network (LION) Meeting *(Riverview 2)*
6:00 pm - 9:00 pm	**"The Opening" – Polka Fest!** *(Grand E)*

WEDNESDAY MORNING PRE-CONFERENCE WORKSHOP DESCRIPTIONS

9:30 am-12:30 pm

	Grand A	Grand B	Grand C
9:30 am	Communication and Alignment to Create Project Success	Creative Workflows Using QGIS and SQL	NG911 GIS Data Implementation and Maintenance

Communication and Alignment to Create Project Success — Grand A

Melissa Borowicz – CEO, The Utech Group
Bridget O'Connor – CEO and Founder, O'Connor Connective

Are you responsible for getting various people on the same page to deliver on project timelines and goals? Is it your job to get external entities bought-in to work collaboratively for the success of a project? Do you have clarity on how and what to communicate to keep people engaged and aligned from the beginning to the completion of a project?

Alignment is critical to the success of any project. It is easy for all of us to have competing priorities that get in the way of truly having the buy-in you need to successfully manage projects. Having tools to create shared ownership and alignment helps to get projects off to a strong start. Knowing what, when, and how to communicate with whom is vital to develop a path that gets everyone on the same page working toward success. In this workshop, you will learn tools to create buy-in and a shared purpose, understand how to navigate competing priorities, and develop a communication strategy to create alignment and engagement throughout the lifecycle of a project.

Creative Workflows Using QGIS and SQL — Grand B

Hayden Elza – GIS Developer, State Cartographer's Office

Whether you've been meaning to check out QGIS or SQL, or you are experienced and want to see some unique use patterns and tricks, join this half-day workshop to build your own witness tree map using data from the original land survey of Wisconsin. Topics covered include filtered

Grand F	Grand G	Grand H
Migrating from ArcMap to ArcGIS Pro	Introductory Level ArcGIS Pro Parcel Fabric	Title Insurance: The Basics and Beyond

datasets, virtual layers, virtual fields, geometry generator symbology, label placement, adding database connections, database views, QGIS plugins, and spatial queries in Postgres. If you are familiar with QGIS or other GIS software, you should be good to go; no prior knowledge of SQL or topics mentioned earlier required. Participants should bring a device with the latest stable release of QGIS installed.

NG911 GIS Data Implementation and Maintenance **Grand C**

Zach Hassler – GIS Specialist, Office of Emergency Communications, Wisconsin Department of Military Affairs,
Joe Martell – GIS Analyst and Land Information Officer, Shawano County
Doug Avoles – Community Development- GIS Analyst II, St. Croix County

Join in this half-day workshop covering key elements of the NENA and Wisconsin NG911 GIS Data Standards, specific examples of workarounds for unique situations you may encounter, strategies, and considerations for data maintenance procedures, suggested additions to the database schema, a run through of data uploads on various platforms, as well as advice and materials from various data services vendors.

Migrating from ArcMap to ArcGIS Pro **Grand F**

Jarod Fox – Solution Engineer, Esri

ArcMap will be retired in March of 2026, but will enter Mature Support (no more updates or patches) in March 2024. If you have not already moved to ArcGIS Pro, now is the time. ArcGIS Pro provides GIS professionals with a modernized experience for mapping; advanced analysis; management of 2D, 3D, and 4D data; and seamless content sharing to ArcGIS Online and ArcGIS

Enterprise. In this workshop we will introduce key ArcGIS Pro terminology and components, demonstrate how to migrate maps and other items to ArcGIS Pro, and share additional resources that will help ArcMap users smoothly transition GIS workflows to ArcGIS Pro. This workshop will be a combination of lecture presentation and hands-on activities.

Introductory Level ArcGIS Pro Parcel Fabric **Grand G**

Frank Conkling – Owner, Panda Consulting

The ArcGIS Pro Parcel Fabric is the next-generation solution for editing and maintaining Land Records and Parcels using Esri's ArcGIS Pro software. This half-day workshop will provide an introduction to the functionality, structure, implementation options, and workflows in the Parcel Fabric. With the workshop, a download link to a sample parcel fabric and project file will be provided for demonstration and a work-along experience for attendees. If the attendees wish to participate in the workshop, they must provide a laptop containing a fully licensed copy of ArcGIS Pro 3.x or above. Several parcel maintenance workflows will be demonstrated and explored to understand the workings of the Parcel Fabric.

Title Insurance: The Basics and Beyond **Grand H**

Lisa Petersen – Underwriting Counsel, Chicago Title

Come to this half-day workshop to jump into the title world with Lisa Petersen guiding the way. This is a great time to learn more about the other side of the real estate transaction. This workshop will include the following: 1. What a title policy actually covers. 2. The types of claims that are paid. 3. What information a title agent uses from our offices. 4. The impact of Wisconsin's new easement law. 5. How title companies use surveys in their work.

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WEDNESDAY AFTERNOON PRE-CONFERENCE WORKSHOP DESCRIPTIONS

1:30 pm-4:30 pm

	Grand A	Grand B	Grand C
1:30 pm	Building Experience with Experience Builder	Advanced Field Collection Tools and Methods	What You Need to Know About a UAS/ UAV Program, 6 Years In, Working with Many Agencies

Building Experience with Experience Builder **Grand A**

Jesse Papez – GIS Supervisor, Wisconsin Department of Natural Resources
Eric Passler – GIS Specialist, Wisconsin Department of Natural Resources

Are you a new or experienced GIS application builder who's looking to build up your own experience with Experience Builder? Look no further, this workshop will give you some experience upon which you can build! This workshop is tailored for ArcGIS Online (AGOL) users who are either new to Experience Builder (ExB) or have recently started working with this GIS application configuration environment. The workshop host has personally developed, overseen, and assisted other Wisconsin Department of Natural Resources (DNR) staff in developing their own ExB apps. This firsthand experience paired with DNR's collected tips and tricks accrued since the release of ExB will provide useful insights from an ESRI customer perspective. The workshop aims to cover a range of topics, including an introductory overview of ExB, a practical assessment of its capabilities and current limitations, and demos and hands-on exercises to help attendees overcome common initial challenges when starting from scratch or transitioning from AGOL Web AppBuilder development. Specific areas of focus include preparing AGOL content for a seamless transition to ExB applications, utilizing ESRI's ExB templates, configuring page elements and functional widgets, and configuring mobile user experiences. By the end of this workshop, participants will have gained practical experience and created sample projects that can serve as building blocks for their future work. While not a strict requirement, attendees are encouraged to have access to their AGOL accounts to actively engage in workshop activities. If that's not feasible, attendees can still benefit from live demonstrations and take notes for later use.

Grand F	Grand G	Grand H
Using ArcGIS to Support Special Event Management	Advanced Level ArcGIS Pro Parcel Fabric	How A Chicago Bears Fan Plans to Steal Lambeau Field - Property Fraud, It's Happening Near You!

Advanced Field Collection Tools and Methods **Grand B**

David Buehler – GIS Solutions Specialist, Wisconsin Department of Transportation and Principal, Terra Firma Analytics
Tyler DeBruin – GIS Utility Analyst, Town of Grand Chute

Do you have experience with Survey123, Field Maps, or Quick Capture? Then this workshop is for you! In this workshop we will examine and build practical field data collection systems using the above-mentioned programs. We will also use additional applications to enhance these such as webhooks, ArcGIS Hub, high accuracy GPS, Experience Builder, and much more. We will use a combination of these applications to make advanced applications that you can bring back to your organization to use for a variety of needs.

Some advanced topics covered include: Survey123 feature report automation, Survey123 advanced calculations, Survey123 smart assistants, Quick Capture automation, Quick Capture barcode scanning, Field Maps smart forms, linking Field Maps to high accuracy GPS including MSL readings, and much more! Some practical applications we will make with these advanced topics include collecting PASER ratings, illicit discharge inspections (IDDE), hydrant inspections, utility locates, sign inventorying, and much more. This workshop will be tailored to you though, so please provide additional examples of workflows you would like to collect in the field to the instructors ahead of time. Requirements for this course include: a laptop, Survey123 Connect, ArcGIS Online credentials, mobile device (with Field Maps, Survey123, and Quick Capture downloaded), and optionally an external GPS.

What You Need to Know About a UAS/UAV Program, 6 Years In, Working with Many Agencies **Grand C**

Scott Galetka – Land Records Administrator/Land Information Officer/ UAS Pilot, Bayfield County

This workshop will cover a wide range of UAS missions that support Land Records, Engineering, Highway, Sheriff's Office, Conservation, Tourism, and Forestry/Parks departments. The workshop will dive into the data management side, managing large datasets, and how the drone program functions in a government organization. Each project is designed to fit unique requests; there will be a focus on the ongoing collaboration between the Bayfield County Sheriff's Office and Land Records. We will be looking at a typical UAS project and the setup. There will also be a live demo of the search and rescue software (Loc8). We will run through using Pix4D cloud examples. Bring your questions and be ready for helpful tips and tricks for getting any drone program off the ground. Join in on this interactive workshop and learn from an experienced UAS pilot!

Using ArcGIS to Support Special Event Management **Grand F**

Ryan Lindemann – Solution Engineer, Esri Public Safety Team

Join this unique hands-on workshop designed to showcase how ArcGIS can be used in support of special events and mission critical response. This workshop will cover capabilities that help state and local governments organize special events, develop operational plans, manage event incidents and assignments, and monitor operations in real time. This workshop will include a short presentation on how ArcGIS supports special event management, a hands-on activity walking through the configuration of the Special Event Operations Solution and ArcGIS Mission, and a field activity to showcase how responders can collect data and communicate during an event. To fully participate in this workshop, you will need to bring your own laptop computer and mobile device with a cellular plan.

Advanced Level ArcGIS Pro Parcel Fabric **Grand G**

Frank Conkling – Owner, Panda Consulting

This half-day workshop will extend the attendee's understanding of Esri's ArcGIS Pro Parcel Fabric and examine the effect and impact of the Arcade language, attribute rules, the configuration of the project file, a discussion on branch versioning, options for dimensioning in an Enterprise environment, the line labeling expression, a review of procedures to correct issues within the parcel fabric, and a discussion on condominium unit

mapping. While a link to download the sample data and project file will be provided, it is recommended that the attendee primarily treat this as a lecture/demo/questions workshop.

How A Chicago Bears Fan Plans to Steal Lambeau Field – Property Fraud, It's Happening Near You! **Grand H**

Scott Moore – Vice President, Fidlar
Cheri Hipenbecker – General Counsel, Knight Barry Title Group
Staci Hoffman – Register of Deeds, Jefferson County

Can it really be that easy to steal someone's property, that even a Chicago Bears fan can do it? YES! Cybercrime, which includes property fraud, has cost Americans over $27.5 billion dollars in the last five years, and that's only the fraud that has been reported! As real estate transactions become increasingly digital and complex, and more information is available online, the vulnerabilities for fraudulent activities also multiply. In this session we will delve into the history of cybercrime in the real estate sector and how it impacts our land records and property owners. Join us for an interactive discussion including real life cases that are happening right now, some may even be in your backyard!

ABOUT NEARMAP

Nearmap provides easy access to high-resolution aerial imagery, city-scale 3D and AI data sets, and geospatial tools.

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The **GeoBridge** application revolutionizes construction inspection, merging Infotech's Appia platform, Esri ArcGIS Field Maps, and High Accuracy GNSS into a seamless, integrated solution. This innovative tool simplifies on-site reporting and digital as-built creation, enabling inspectors to effortlessly combine GIS data capture with project management in one efficient application. GeoBridge not only modernizes project delivery but also offers a cost-effective, user-friendly approach to reduce errors and save time, streamlining the construction inspection process like never before.

THURSDAY DETAILED SCHEDULE

February 29 – Happy Leap Into Your Story Day!

8:00 am - 6:00 pm	Registration *(Grand Foyer)*
8:00 am - 8:30 am	Breakfast with Exhibitors *(Grand D)*
8:00 am - 8:30 am	New Member Session *(Grand B)*
8:30 am - 10:15 am	Morning General Session: Welcome, Scholarships, Awards, Platinum Sponsor Interviews, **Xan Fredericks Keynote** *(Grand E)*
10:15 am - 10:30 am	Exhibit Hall Opening *(Grand D)*
10:30 am - 12:00 pm	**Morning Educational Breakout Sessions** *(Grand A-C, Grand F-H)* • Track 1: Data Taking Flight *(Grand A)* • Track 2: Analyzing Your Environment *(Grand B)* • Track 3: Career Connections *(Grand C)* • Track 4: Gettin' Nerdy with It! – Great Tools *(Grand F)* • Track 5: Public Safety Projects *(Grand G)* • Track 6: Property Mapping Issues, Tools, and Workflows 1 *(Grand H)*
10:30 am - 3:45 pm	Esri Hands-On Learning Lab (HOLL) *(Riverview 1)*
12:00 pm - 1:30 pm	Afternoon General Session: Lunch, 50/50 Raffle, Hand-Drawn Map Contest, Town Hall Part 1, Awards, **Michael Perry Keynote** *(Grand E)*
1:45 pm - 3:45 pm	**Afternoon Educational Breakout Sessions** *(Grand A-C, Grand F-H)* • Track 7: Using Data For Good *(Grand A)* • Track 8: Infrastructure Planning and Maintenance 1 *(Grand B)* • Track 9: It's A Lightning Storm! *(Grand C)* • Track 10: So Much Cooler Online! – Web Apps *(Grand F)* • Track 11: Mapping Roadlines, Parcellines, and Coastlines *(Grand G)* • Track 12: Property Mapping Issues, Tools, and Workflows 2 *(Grand H)*
1:45 pm - 4:30 pm	HOLL *(Riverview 1)*
3:45 pm - 4:00 pm	Map Gallery Opening *(Grand Foyer)*
4:00 pm - 5:00 pm	**Special Interest Group (SIG) Meetings** *(Grand A-C, Grand F-H)* • Municipal and Utilities *(Grand A)* • Next Generation 911 Task Force *(Grand B)* • Developers *(Grand C)* • Lidar/Elevation/Hydrology *(Grand F)* • Riverine State Borders *(Grand G)* • Unmanned Aerial Systems *(Grand H)*
5:00 pm - 7:00 pm	**Exhibitor Reception, Silent Auction** *(Grand D)*

THURSDAY MORNING EDUCATIONAL BREAKOUT SESSION DESCRIPTIONS

10:30 am–12:00 pm

	Grand A	Grand B	Grand C
	Track 1: Data Taking Flight	**Track 2: Analyzing Your Environment**	**Track 3: Career Connections**
10:30 am	Fly through the WisDOT Bureau of Aeronautics GIS Program	Using WICCI Downscaled Climate Modeling Data for Local and Regional Planning	Career Connections
11:00 am	WROC 2023-25 Update	Land Use Land Cover and Turf Mapping utilizing an Object-Based Image Analysis Approach	
11:30 am	On Demand, Custom, Topographic Maps with topoBuilder	The Agricultural Conservation Planning Framework (ACPF)	

Track 1: Data Taking Flight **Grand A**

Fly through the WisDOT Bureau of Aeronautics GIS Program

30 Minutes – Intermediate

Christine Koeller – Airport GIS Program Manager, Bureau of Aeronautics, Wisconsin Department of Transportation

The Wisconsin Department of Transportation's (WisDOT) Bureau of Aeronautics (BOA) GIS Program continues to get off the ground. Learn how we're modernizing our business using GIS to replace work previously done in CAD. Some of our current products will be shared including GIS open data, 3D airport surfaces, Airport Directory (ForeFlight), Wisconsin Aeronautical Chart, Experience Builder web apps, and more.

Grand F	Grand G	Grand H
Track 4: Gettin' Nerdy with It! – Great Tools	**Track 5: Public Safety Projects**	**Track 6: Property Mapping Issues, Tools, & Workflows 1**
My Journey with the ArcGIS Data Interoperability Extension for Desktop	🔥 It's Lit 🔥 Using GIS for Fire Accreditation	Got It Surveyed! Brown County's GIS-Based Survey Index
Python and ArcGIS Notebooks Improve Reproducibility of County Health Indicator	What You Need to Know About Routable Road Networks	Nothing Personal . . . Just Keepin' It Real – Managing the Spatial Component of the Personal Property Shift to the Real Estate Roll
Geoprocessing for Time Savings	Getting Your GIS Ready for Next Generation 911 (NG911)	

WROC 2023-25 Update

30 Minutes – Intermediate

Zachary Nienow – Manager, Ayres Associates
Andrew Faust – GIS Analyst, North Central Wisconsin Regional Planning Commission

The Wisconsin Regional Orthoimagery Consortium (WROC) is in full swing again with projects occurring in 2023-25. Come learn more about the Consortium, how it works, and the services provided. Counties, municipalities, utilities, state and federal agencies, and tribes are all welcome to join the consortium as members or partners. Presenters will go over program status, ortho options, additional services, timelines, and partner status.

On Demand, Custom, Topographic Maps with topoBuilder
30 Minutes – Beginner
Xan Fredericks – National Map Liaison, United States Geological Survey
Mitch Bergeson – National Map Liaison, United States Geological Survey

The United States Geological Survey's (USGS) National Geospatial Program (NGP) topoBuilder application enables users to create topographic maps on demand using the best available National Map data. In topoBuilder, users can generate topographic maps, called OnDemand Topo, centered anywhere in the United States or Territories, with customized contour smoothing, and export formats GeoTIFF or GeospatialPDF. Future releases are planned for additional customizations such as user-selected layers, user-added content, GIS data exports, and other map scales. TopoBuilder, its capabilities, and OnDemand Topo maps will be demonstrated.

Track 2: Analyzing Your Environment **Grand B**

Using WICCI Downscaled Climate Modeling Data for Local and Regional Planning
30 Minutes – Intermediate
Eric Compas – Professor, University of Wisconsin–Whitewater

Although Wisconsin communities are largely insulated from some of the more extreme impacts of climate change, many of them are already experiencing events such as flooding, extreme precipitation, and drought that are consistent with climate change projections. In this presentation, I will discuss a new downscaled climate change modeling dataset that can help communities and counties better understand and plan for future changes. Such data and analysis can be useful for convincing local constituents of the need to prepare for climate events and for improving local emergency management planning and comprehensive land-use planning.

Land Use, Land Cover, and Turf Mapping Utilizing an Object-Based Image Analysis Approach
30 Minutes – Advanced
Tyler Kaebisch – Geospatial Project Manager, Ayres Associates

Across the country, many municipalities' Water Conservation and Urban Forestry Divisions have a need for accurate high resolution land cover data to support city goals aimed at water conservation, environmental sustainability, and calculating ecosystem services provided by various land cover types over public and private parcels within their cities. Water conservation districts and managers are becoming more concerned

with mapping the amount of turf and grass that is irrigated, in efforts to quantify and conserve resources. By mapping land cover types and their changes over time, land managers are able to track the effectiveness of landscape design and construction standards and provide incentives or recommendations for future land management goals. This presentation will dive into the methods and deliverables for an object-based image analysis (OBIA) approach to Land Cover, Land Use, and Turf Layer mapping classifications.

The Agricultural Conservation Planning Framework (ACPF)
30 Minutes – Beginner
Sarah Kussow – Watershed/GIS Specialist, Outagamie County Land Conservation

The session is for conservation professionals who are interested in learning more about using the ACPF model to improve their small watershed-based planning and implementation projects.

Track 3: Career Connections **Grand C**

Career Connections
90 Minutes – Beginner
Hosted by Mike Koutnik – Private Consultant, Jaime Martindale – Map & Geospatial Data Librarian, Arthur H. Robinson Map Library, UW–Madison Department of Geography, and Kristen Vincent, GISP – GIS Manager, City of De Pere with career presentation from Tony Spicci, GISP, CGMP – Executive Director, GIS Certification Institute, and Subject Matter Expert Panel featuring a variety of experienced professionals from the WLIA community (see Sched program for confirmed panelists), moderated by Jaime Martindale

Stop in for career advice, networking opportunities, resume and interview tips and tricks, mock interviews, and more. First, we'll hear from Tony Spicci with GISCI on how to become a GIS professional. Then, we'll hold a career panel where you can ask all your burning career-related questions and hear from employers in this industry. We'll end with open time for discussion, resume reviews, mock interviews, and networking. Open to all career levels, especially college students or those looking to break into the GIS industry. Remember to bring your resume!

My Journey with the ArcGIS Data Interoperability Extension for Desktop

30 Minutes – Beginner

Jim Lacy – Associate State Cartographer, State Cartographer's Office

I've always been intrigued by the theory of ETL (extract, transform, load) software but never had a real need for such a thing in my day-to-day job. That changed in mid-2023 when I was faced with manipulating many tens of thousands of data points into a completely different data model . . . and repeating that process multiple times. Faced with the prospect of lots of labor-intensive field calculations (and more) I decided it was time to figure out exactly what this extension could do. I won't claim to know everything about the Data Interoperability Extension . . . aka FME Workbench aka FME Form . . ., but I will share what I've learned, how I got started, and how I've used it to ease my data-crunching pain!

Python and ArcGIS Notebooks Improve Reproducibility of County Health Indicator

30 Minutes – Intermediate

Jess Hoffelder – Spatial Data Analyst, County Health Rankings and Roadmaps

Access to exercise opportunities is a form of environmental justice and can impact community health. The County Health Rankings uses the creation of buffers around parks and recreational facilities to determine the proportion of county residents within census blocks near locations for exercise. The manual process was updated by implementing Python code in an ArcGIS Notebook to automate the workflow for buffer creation, spatial intersect, data summation, and export, saving 100+ hours annually and limiting human error in interaction with standard geoprocessing tool interfaces. The modified approach resulted from collaboration between staff with expertise in GIS and Python. The ArcPy Python package was utilized, in addition to external Python libraries. Additionally, this approach allowed the use of a single software combining steps previously completed between ArcGIS Pro and SAS; standardization and technical documentation of the annual calculation process between years; and flexibility in use of team time through improved accessibility of the process for analysts without high levels of GIS expertise.

Geoprocessing for Time Savings
30 Minutes – Intermediate
Steve Kaiser – Engineering/GIS Technician, City of Oshkosh

How often are you using geoprocessing operations to get more done? If you have any repetitive tasks and have not taken the next step to automate parts or all of them then maybe this will help you get started. We'll touch on the basics of ModelBuilder and then get into some of the more advanced concepts with some specific examples and maybe touch on Python briefly. We'll finish up with some time for discussion and idea sharing by all in attendance.

Track 5: Public Safety Projects **Grand G**

It's Lit Using GIS for Fire Accreditation
30 Minutes – Intermediate
Tyler DeBruin – GIS Utility Analyst, Town of Grand Chute

Fire Accreditation can be a major undertaking for local fire departments. Oftentimes it involves multiple staff from the fire department working in tandem with other municipal employees to complete. Fire accreditation is a very beneficial item to conduct, but the massive amount of data and coordination required can paralyze a community, making it hard to take advantage of the benefits of accreditation. The Commission on Fire Accreditation International (CFAI) has very specific criteria that need to be met to meet accreditation requirements. Esri with assistance from CFAI has created the Fire Accreditation Solution to help communities reach accreditation. In this presentation we will touch on accreditation requirements, Esri Fire Accreditation solution, tips and tricks not covered in the Esri solution, and next steps to enhance your communities' fire accreditation process. This presentation will be very immersive, showing exactly how to complete accreditation for your community and how the Town of Grand Chute completed this process along with next steps.

What You Need to Know About Routable Road Networks
30 Minutes – Intermediate
Jeff Ledbetter, GISP – Client Success Manager, DATAMARK

Maintaining detailed, accurate routable networks in your computer-aided dispatch (CAD) system has the potential to save precious seconds in response times, uncover insights, and increase efficiencies in emergency

response. While not a requirement for Next Generation 911, these data layers have the potential to provide meaningful impact by increasing public safety for jurisdictions across the nation.

Getting Your GIS Ready for Next Generation 911 (NG911)
30 Minutes – Intermediate
Cole Sutton – GIS Specialist, Pro-West & Associates

As counties prepare their GIS data for NG911, how should they focus their efforts to be successful? What lessons have been learned so far while analyzing and cleaning up data for state validation? How can the ArcGIS editing environment be streamlined for NG911? This session will offer editing tips, hurdles to prepare for as you clean up your data, and the opportunity to ask questions with a GIS specialist experienced with NG911 data clean-up.

Track 6: Property Mapping Issues, Tools, and Workflows 1 Grand H

Got It Surveyed! Brown County's GIS-Based Survey Index
30 Minutes – Intermediate
Jeff DuMez – GIS Coordinator/LIO, Brown County Planning and Land Services Department
Chad Miller – GIS Analyst, Brown County Planning and Land Services Department
Ryan Duckart – Real Property Lister, Brown County Property Listing

In 2011, Brown County began to scan and use GIS to index land surveys and make them searchable and viewable online. Today, about 42,000 survey images are easily retrievable using our online GIS Survey Index app. The Brown County Survey Index has greatly improved access to survey information: Each year, many thousands of surveys are viewed using this system and it has proven to be a thorough method to research surveys while saving time for both the customer and county staff. Survey documents can be searched using the mapped GIS location or by querying tagged attributes such as survey type, date, CSM number, subdivision name, and more. Attendees will learn how Brown County staff achieved this project and learn about our workflow, data storage, and GIS application setup.

Nothing Personal . . . Just Keepin' It Real – Managing the Spatial Component of the Personal Property Shift to the Real Estate Roll

60 Minutes – Intermediate

Nick Gamroth – Real Property Lister/GIS Specialist, Trempealeau County
Nicole Hoeppner – GIS Property Analyst-Lead, Dodge County
Troy Everson – Land Records Coordinator, Dane County
Brian Braithwaite – Real Property Lister, Washington County

The elimination of the personal property tax in Wisconsin has resulted in an orphaned element of the personal property roll. Spatially unrepresented items including buildings, fixtures, and improvements (BFIs) that were traditionally managed in the personal property roll will – as close as possible – be weaved into an existing process of real estate tax parcel maintenance. BFIs present a unique challenge because they do not include land yet need to be spatially represented somehow. This presentation will discuss the unprecedented challenges that Real Property Listers face.

THURSDAY AFTERNOON EDUCATIONAL BREAKOUT SESSION DESCRIPTIONS

1:45 pm-3:45 pm

	Grand A	Grand B	Grand C
	Track 7: Using Data For Good	**Track 8: Infrastructure Planning and Maintenance 1**	**Track 9: It's A Lightning Storm!**
1:45 pm	One Map: Developing Hydrography and Carbon Databases to Manage Water and Carbon on Landscapes in Wisconsin	Using ArcGIS to Optimize Asset Inspection and Management	An Update on the GISCI: What's Happening and What's New
2:15 pm	NOAA's New High-Resolution Coastal Land Cover	Door County Broadband Challenges and Mapping	Lightning Talks
2:45 pm	Sharing County Health Rankings Data in the ArcGIS Living Atlas of the World	Transform your Municipal GIS with Planimetric Mapping	
3:15 pm	Turning Your GIS and Imagery Data Into Information-Driven Solutions	Milwaukee County's ArcGIS Indoors Deployment	

Grand F	Grand G	Grand H
Track 10: So Much Cooler Online! – Web Apps	**Track 11: Mapping Roadlines, Parcellines, and Coastlines**	**Track 12: Property Mapping Issues, Tools, and Workflows 2**
The Power of ArcGIS Dashboards	Gathering Feedback for the 2025 State Highway Map	Make the Land Records Leap – Latest Updates with the ArcGIS Pro Parcel Fabric and the Open Fields Tool
Hub Sites: Go Beyond the Basics	Creating a Plat Book – Dane County Method	Preserving Washington County's Historic Tax Maps
Migrating from ArcGIS Web AppBuilder to ArcGIS Experience Builder	Cartography for Adaptive Coastal Management in Wisconsin	Mapping a Next Generation Condominium Unit in the Parcel Fabric
		Electronic Processing of Certified Survey Maps

One Map: Developing Hydrography and Carbon Databases to Manage Water and Carbon on Landscapes in Wisconsin

30 Minutes – Intermediate

Dr. Andrew Brenner – Vice-President Solutions Engineering, NV5 Geospatial
Jeff DuMez – GIS Coordinator/LIO, Brown County Planning and Land Services Department
Jim Giglierano – Geographic Information Officer, Wisconsin Department of Administration

The management of water and carbon on the landscape is significant not just to the residents of the watershed they live in, but also of the wider Wisconsin and Great Lakes community. As resource usage and climate change impact the larger community, decisions will need to be made that are based on a precise understanding of the landscape and how it will respond to both land management practices and new weather patterns. The foundation of these decisions needs to be good information about hydrography and land cover on those landscapes. Management decisions will have direct impacts on flooding, drought, pollution flows, carbon storage, and carbon fixation, not to mention wildlife habitat and quality of life within the watershed.

Historically datasets that mapped water and carbon were created from different data sources and at different scales. Now for the first time in history we are able to develop all these datasets off the same scale source data (imagery and lidar) and create the datasets at a scale where they can support operational decision making and planning.

This presentation will outline the One Map concept, which presents an opportunity to both reduce the cost of producing these standard datasets and increase the utility to solving environmental management challenges in watersheds across the nation.

NOAA's New High-Resolution Coastal Land Cover

30 Minutes – Intermediate

Lara O'Brien – Geospatial Analyst III, NOAA Office for Coastal Management

For more than two decades, the National Oceanic and Atmospheric Administration's (NOAA) Office for Coastal Management has been producing consistent, accurate 30-meter land cover and change information through its Coastal Change Analysis Program (C-CAP). C-CAP's land cover data have proven essential for comprehensive management, assessment, and planning on a regional scale. NOAA is now working to establish a higher resolution 1-meter land cover product that would bring the national C-CAP framework to the local level. These higher resolution land cover data will help support more site-specific applications related to land use planning, nature-based solutions, flood modeling, wetland monitoring, carbon sequestration, urban forestry, climate change adaptation and resilience, and more.

Funded through the Bipartisan Infrastructure Law and the Great Lakes Restoration Initiative, NOAA's high-resolution land cover work has also been made possible with the increased availability of high-quality imagery, lidar, and ancillary data, as well as new advancements in cloud-based processing and artificial intelligence classification techniques. This presentation will highlight NOAA's current work, with a focus on Wisconsin and the Great Lakes region, including the technical details of the data, appropriate use case examples, NOAA's longer-term vision, and opportunities for interested partners to leverage these data.

Sharing County Health Rankings Data in the ArcGIS Living Atlas of the World

30 Minutes – Intermediate

Jess Hoffelder – Spatial Data Analyst, County Health Rankings and Roadmaps

Where we live matters to our health, and geographic information is important for a place-based approach to health and equity. County Health Rankings & Roadmaps (CHR&R) data can be used to create maps that illustrate patterns in health factors and outcomes. CHR&R data has been available in the ArcGIS Living Atlas of the World since 2018 and has been viewed more than 1.2 million times since then. ArcGIS users can combine Living Atlas content with their own organization's data to create new maps and applications to describe patterns and relationships in the data. Previously, the Living Atlas demographics team shared the data and in 2023 CHR&R worked closely with the team to learn their workflow and to improve the formatting and documentation of CHR&R data in the Atlas. This year, CHR&R plans to use a new account within the University of Wisconsin ArcGIS Online organization to publish the data and provide additional technical expertise in the release and presentation of the information. CHR&R data has already been used in more than 30 maps in the Living Atlas and for educational purposes, including several courses taught at the University of Wisconsin–Madison. Sharing data in a geographic format is an important part of CHR&R's commitment to provide accessible and actionable data for communities across the nation to grow community power and improve health equity.

Turning Your GIS and Imagery Data Into Information-Driven Solutions

30 Minutes – Intermediate

Bryan Buttigieg – Solutions Engineer, Government, Nearmap

Now with AI and up-to-date imagery from Nearmap, you can create Esri-based GIS solutions that save time, money and resources that help your team identify and manage changes to the built environment. With solutions such as change detection and surface permeability you can create repeatable processes and workflows that enlighten and expand the possibilities of your organization.

See how you can turn your ArcGIS tools into a solution that:

- Can help you monitor progress and compliance on your project
- Can simplify digitizing impermeable surfaces and building footprints, and streamline processes to help calculate surface permeability city wide and be able to drill down parcel-by-parcel
- Can be a source for identifying taxable changes and increasing taxable revenue

Track 8: Infrastructure Planning and Maintenance 1 **Grand B**

Using ArcGIS to Optimize Asset Inspection and Management
30 Minutes – Intermediate
Emma Jones-Wheeler – GIS Specialist, City of Sheboygan

The City of Sheboygan conducts an annual Sidewalk Replacement Program for repairing and replacing damaged sidewalks to maintain safety for residents. Until 2023, this program was conducted using the IBM AS/400 platform, which has become outdated and inefficient for daily use. To replace this workflow, the City of Sheboygan decided to use ArcGIS Products to implement a new workflow that would be efficient, robust, and easy to use.

Learn how multiple aspects of ArcGIS Enterprise can be used to optimize asset replacement, resident notification, and budget management! This presentation will cover setting up a form in Survey123 Connect, applying attribute rules, creating relationship classes, using Survey123 Form Builder, and using Dashboards to manage assets and budgets.

Door County Broadband Challenges and Mapping
30 Minutes – Intermediate
Zakry Schwartz – GIS/Land Information Coordinator, Door County
Jessica Hatch – Broadband Coordinator, Door County
Hugh Zettel – County Supervisor, Door County

Door County faced a challenge in trying to understand the reality that residents and businesses experience with their broadband service. Another challenge was understanding the validity and eligibility between different FCC datasets on, "what is a Broadband Serviceable Location (BSL)?" Door County developed its own broadband planning map and a method utilizing GIS mapping data and municipality parcel data that enabled municipalities to assess BSL accuracy. BSL points can be buffered to see if they fall within the proximity of a parcel's building footprint. BSL validity is then determined by comparing the BSL structure information against the parcel information.

Transform your Municipal GIS with Planimetric Mapping

30 Minutes – Intermediate
Jeremy Du Chateau – GIS Coordinator, City of Manitowoc
Nik Anderson – Geospatial Project Manager, Ayres Associates

As municipal GIS, you are tasked with supporting complex projects across various departments. You must locate, measure, and collect assets to help estimate, design, and plan for capital projects. Having a robust GIS where all of your planimetric features are identified can provide tremendous value and expedite your role during complex municipal projects. Learn how the City of Manitowoc planned for a planimetric mapping project, and the approach taken to ensure features were accurate and detailed enough to support engineering, utility, and planning projects throughout the City. Jeremy and Nik will explore the utilization of planimetrics, the compilation approach, and recommendations to help transform YOUR Municipal GIS.

Milwaukee County's ArcGIS Indoors Deployment
30 Minutes – Intermediate
Suzanne Laurila – GIS Analyst, Milwaukee County

Milwaukee County owns hundreds of buildings and thousands of interior assets. Milwaukee County is deploying ArcGIS Indoors to support work order management and space planning. We will go into detail on the history of mapping assets at the County, how and why we're moving to Indoors, and data use cases. We will also share technical hurdles we overcame.

Track 9: It's A Lightning Storm! Grand C

An Update on the GISCI: What's Happening and What's New
30 Minutes – Beginner
Tony Spicci, GISP, CGMP – Executive Director, GIS Certification Institute

Come see what is new and exciting at the GISCI and what we have planned for the future. This session is ideal for anyone that wants to learn more about the GISCI and the GISP program. The GIS Certification Institute (GISCI) is a non-profit organization that promotes the advancement of proficient GIS professionals through its international GISP® (Certified GIS Professional) certification program. The Institute fosters rigorous professional and ethical standards, community engagement, and professional mentoring within the GIS industry.

Lightning Talk! – **Analyzing the Movement of a Soccer Referee**
10 Minutes – Beginner
Eric Damkot – Director of GIS/LIO, Washington County

How much does a soccer referee move during a youth match? That was the simple question we were trying to answer. What started with an Apple Watch and the Apple Fitness App, quickly morphed into this fun, home project. This presentation will cover the data we collected, how we used ArcGIS Pro for visualization, and how our results compared to our expectations.

Lightning Talk! – **Career Advice to My Younger Self**
10 Minutes – Beginner
Adam Dorn – GIS Administrator, Winnebago County

My most practical career insights seem obvious in hindsight. Supervisors, coworkers, and WLIA members taught me many lessons. Others I learned by watching someone manage a challenging situation. However, the most impactful lessons were from recovering after a failure. I will share the advice I have for my younger self and encourage everyone to share some lessons they learned.

Lightning Talk! – **Let's Talk Manure: Nutrient Management Mapping and More!**
10 Minutes – Beginner
Pam Ledin – GIS Analyst & Mapping Technician, AgSource

Nutrient management mapping is key to making nutrient management plans for farms come to life. Determining where manure can and cannot go is serious business (and that's only part of the complexity)! Pam will show examples of the GIS work that she has done from nutrient management maps to interactive route maps – all over the state and some beyond!

Lightning Talk! – **Conducting a GIS Inventory of ESRI's Portal and AGO Environments**
10 Minutes – Beginner
Emily Berth – LIS Analyst, Waukesha County

This lightning talk explores Waukesha County's strategic process of conducting a comprehensive inventory of resources within organizations' ESRI Portal and ArcGIS Online (AGOL) environments. The talk will cover the tools and methodologies employed to address the challenge of decluttering these ever-growing and often intertwined workspaces, and it will highlight how the results will inform migration planning.

Lightning Talk! – The One Map That Got Me Into Mapping
10 Minutes – Beginner
Matthew Rehwald, GISP – GIS Specialist, Wisconsin Geological and Natural History Survey

A personal anecdote and reminiscence (not really work related) about a map titled "Dell Highlands: Treasure Land in the Yellow Thunder Country" from 1975 or so that made me appreciate maps as a kid and set me on a path into the natural sciences and mapping. Will include commentary on cartography and layout for creating a map that actually makes you want to go there.

Lightning Talk! – Helping Farmers, Saving Cranes: How the International Crane Foundation Uses Geospatial Systems in its Efforts to Prevent Crane-Related Crop Damage
10 Minutes – Beginner
Ryan Michalesko – North America Program, International Crane Foundation

The International Crane Foundation (ICF) works worldwide to conserve cranes and the ecosystems, watersheds, and flyways on which they depend. With a presence on five continents and over 50 countries where the world's fifteen crane species live, ICF relies heavily on GIS and land information to guide its vital conservation programs. While crane species globally face threats such as habitat loss, poaching, and climate change, one of the most pressing is that of agricultural damage by cranes. Not only does this threaten cranes, but also farmer livelihoods. From Uganda to Cambodia to right here in Wisconsin, this is a local and global issue. In Wisconsin, Sandhill Cranes can cause significant damage to corn and potato crops if left unmitigated. In this presentation, Ryan Michalesko will discuss how ICF is utilizing GIS to better understand and track crop damage globally, engage landowners, and develop solutions to crop damage.

Lightning Talk! – Survey123 Success Blueprint: Dos and Don'ts for Effective Implementation
10 Minutes – Beginner
Daniel Arnouk – GIS Graduate Student, University of Wisconsin–Madison

Unlock the full potential of Survey123 with insights into optimal practices and pitfalls to avoid. In this presentation, we delve into the dos and don'ts of Survey123, shedding light on strategies for success and common mistakes to steer clear of. One key focal point will be the exploration of multi-purpose forms, and when to use and not use them. Whether you're a novice or a seasoned user, this presentation promises valuable insights to enhance your Survey123 experience.

Track 10: So Much Cooler Online! – Web Apps — Grand F

The Power of ArcGIS Dashboards

30 Minutes – Beginner

Jay Riester – GPS/GIS Application Specialist, Seiler Geospatial
Andrew Kline – GIS/Geospatial Developer, Seiler Geospatial

Field data collection is only a small part of the daily GIS workflow. What can you do with the data to analyze, share, and view it – there are options. One of those options is "ArcGIS Dashboards." It allows you to view data from the field in "real-time" and perform analysis which translates to more efficient field operations and effective decision making. In this session we will explore some use cases for ArcGIS Dashboards and highlight some key capabilities, as well as discuss some tips and tricks.

Hub Sites: Go Beyond the Basics

30 Minutes – Intermediate

Nathan Fazer – GIS Analyst, Sheboygan County

A Hub Site is a great way to share maps, apps, and data. Hear from Sheboygan County on how to take your Hub Site to the next level. The County will share how they created a custom map gallery using Experience Builder, use hosted ArcGIS Online feature layers for Open Data sharing, created infographics to share basic demographic data, and configured the new Google Analytics 4 (GA4) to track visitors to their Hub Site.

Migrating from ArcGIS Web AppBuilder to ArcGIS Experience Builder

60 Minutes – Intermediate

Gustavo Castro – Solutions Engineer, ESRI

ArcGIS Experience Builder is built on the latest web technologies. As more capabilities are added to Experience Builder, it might be time to consider modernizing your ArcGIS Web AppBuilder apps. In this session, you will learn how to improve your app with the most modern technology Experience Builder offers while keeping a consistent user interface and workflow to minimize the impact on your existing audience. We will talk about Experience Builder templates, building complete experiences and mobile optimization.

Track 11: Mapping Roadlines, Parcellines, and Coastlines — Grand G

Gathering Feedback for the 2025 State Highway Map

30 Minutes – Beginner

Katie Ginther – Cartographic Specialist, Wisconsin Department of Transportation

The Official State Highway Map is being rebuilt for 2025! A brief overview of the project, progress updates, and future plans for the map will be highlighted. A public input survey was launched to collect feedback on the map. Initial survey results will be presented and discussed. Take the survey now to have your feedback added to the discussion! – wisconsindot.gov/hwymap

Creating a Plat Book—Dane County Method
30 Minutes – Intermediate
Aaron C. Krebs – Deputy Land Records Administrator, Dane County Planning and Development

Beginning in 2008 Dane County Planning has produced their own plat book and staff continue to produce a printed book every other year. This presentation will focus on why we produce our own, how it has changed over the years and how we produce it, hopefully inspiring others to do the same.

Cartography for Adaptive Coastal Management in Wisconsin
60 Minutes – Intermediate
Robert Roth – Professor, University of Wisconsin–Madison
Annika Anderson – Undergraduate Student and Cartographer, University of Wisconsin Cartography Lab
Gareth Baldrica-Franklin – Graduate Student and Cartographer, University of Wisconsin Cartography Lab
Adam Bechle – Coastal Engineering Outreach Specialist, University of Wisconsin Sea Grant Institute
Alicia Iverson – Graduate Student and Cartographer, University of Wisconsin Cartography Lab
Julia Noordyk – Water Quality and Coastal Communities Outreach Specialist, University of Wisconsin Sea Grant Institute
Nuzhat Tabassum Nawshin – Graduate Student and Cartographer, University of Wisconsin Cartography Lab
David Hart – Assistant Director for Extension and Senior Scientist, University of Wisconsin Sea Grant Institute

In this presentation, we discuss recent collaborations between the Wisconsin Sea Grant Institute and UW–Madison Cartography Lab using cartography and geographic visualization in support of adaptive coastal management in Wisconsin. The session will open with a statement of purpose and vision for the Sea Grant/Cart Lab collaborations, and then follow a rotating show-and-tell model among presenters to introduce individual mapping projects, which include: the Wisconsin Coastal Atlas, the National Oceanic and Atmospheric Administration's Lake Level Viewer, the East River (Green Bay) Flood Inundation Interactive Map, and the Milwaukee Green Infrastructure Locative Audio Tour. For each project, we will discuss the design thinking and technological stack for each project, focusing on transferable mapping insights and key take-homes that might be useful in other GIS adaptive management contexts. We close with a reflection on future collaborations between Sea Grant/Cart Lab to open Q&A discussion on how such a joint government/university partnership can better serve the State of Wisconsin.

Make the Land Records Leap—Latest Updates with the ArcGIS Pro Parcel Fabric and the Open Fields Tool
30 Minutes – Intermediate
Matt Junker – Ongoing Services Manager, Cloudpoint Geospatial

Join the crowd and take your Parcel Fabric to the next level! Learn more about the latest release of the ArcGIS Pro Parcel Fabric, including new Parcel Fabric features and enhancements to existing ArcGIS Pro tools. Additionally, discover what Esri has in store for future releases of the Parcel Fabric. Outside of the Parcel Fabric, learn about Cloudpoint's Open Fields tool for farmland assessments.

Preserving Washington County's Historic Tax Maps
30 Minutes – Intermediate
Michael Vander Sanden – GIS Coordinator, Washington County

The earliest tax maps in Washington County were developed in the 1930s on onion skin paper and served as the official parcel maps until 2000 when the GIS program started maintaining digital tax maps. As splits and combinations occurred, the new parcels were drafted in pencil and the original taxkey numbers were covered with white correction fluid. The translucent nature of the paper made it possible to scan the backside of the maps and mirror the image to recreate what the original maps looked like. This presentation will discuss the process to scan, mosaic, and publish the scanned historic tax maps and create an Experience Builder application to make the information publicly available while preserving the original paper books.

Mapping a Next Generation Condominium Unit in the Parcel Fabric
30 Minutes – Intermediate
Frank Conkling – Owner, Panda Consulting

The latest version of the ArcGIS Parcel Fabric allows for the creation of "Strata Parcels," parcels containing sufficient information from which 3-dimensional parcels can be extracted. This presentation will explore these "Strata Parcels," discuss the process by which they are created and used in property assessment, and demonstrate the process of creating these 3D parcels.

Electronic Processing of Certified Survey Maps
30 Minutes – Intermediate
Michelle Wilsey – Regional Director, ICE Mortgage Technology, SIMPLIFILE
Makay Miller – Product Manager, SIMPLIFILE Esign Events
Cheryl Berken – Register of Deeds, Brown County

Processing, approvals, and recording of documents such as Certified Survey Maps is a very time-intensive, analog process. With Wisconsin's statewide adoption of eRecording and more recently of approved Remote Online Notarization, it is now possible to electronically create, route, sign, notarize, and eRecord Certified Survey Maps in a streamlined, secure, and legal process. This session will explain and demonstrate a solution for electronic handling of certified survey maps including electronic review and approval, esigning, enotarization, erecording, and ereturn.

SPECIAL INTEREST GROUP ROOM ASSIGNMENTS

4:00 pm-5:00 pm

	Grand A	Grand B	Grand C	Grand F	Grand G	Grand H
4:00 pm	Municipal and Utilities	Next Generation 911 Task Force	Developers	Lidar/ Elevation/ Hydrology	Riverine State Borders	Unmanned Aerial Systems

Municipal & Utilities — **Grand A**

Gather with Wisconsin's leading municipality and utility-focused mappers to brainstorm solutions and recognize achievements.

Next Generation 911 Task Force — **Grand B**

Come with your questions on data standards and getting your communities ready to implement Next Generation 911.

Developers — **Grand C**

All skill levels are welcome to join as we explore coding and development efforts, including automation, design, and process deployment.

Lidar/Elevation/Hydrology — **Grand F**

From collecting lidar to making statewide layers, come discuss what's next for making Wisconsin's topographic and hydrologic data.

Riverine State Borders — **Grand G**

Where does the river flow, and where do state boundaries go? Float in to hear the challenges of maintaining state boundaries in a river.

Unmanned Aerial Systems — **Grand H**

Fly over and chat about what's in the works with unmanned technologies and your unmanned projects.

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FRIDAY DETAILED SCHEDULE

March 1 – Stories Don't End!

7:00 am - 8:00 am	Breakfast for Past Presidents *(Riverview 3)*
8:00 am - 2:00 pm	Breakfast with Exhibitors *(Grand D)*
8:00 am - 8:30 am	Registration *(Grand Foyer)*
8:30 am - 9:30 am	Morning General Session: Announcements, Awards, Gold Sponsor Talks, **Ginny Mason Keynote** *(Grand E)*
9:30 am - 10:30 am	Break with Exhibitors, Silent Auction Closes at 9:45 a.m. *(Grand D)*
10:30 am - 12:00 pm	**Morning Educational Breakout Sessions** *(Grand A-C, Grand F-H)*
	• Track 13: Strategies In Hydrology *(Grand A)*
	• Track 14: Infrastructure Planning and Maintenance 2 *(Grand B)*
	• Track 15: Developing Leaders *(Grand C)*
	• Track 16: Living on Cloud 9! – Data and Web Hosting *(Grand F)*
	• Track 17: Cultural Cartography *(Grand G)*
	• Track 18: Out Standing In Their Field! – Using Field Maps *(Grand H)*
	Esri Hands-On Learning Lab (HOLL) *(Riverview 1)*
12:00 pm - 12:00 pm	Afternoon General Session: Lunch, Town Hall Part 2, Awards *(Grand E)*
2:00 pm - 3:00 pm	New Board Meeting *(Riverview 3)*

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FRIDAY MORNING EDUCATIONAL BREAKOUT SESSION DESCRIPTIONS

10:30 am-12:00 pm

	Grand A	Grand B	Grand C
	Track 13: Strategies In Hydrology	**Track 14: Infrastructure Planning and Maintenance 2**	**Track 15: Developing Leaders**
10:30 am	Introducing the USGS 3D Hydrography Program	The Why and How of Moving to UN: The Municipal Approach	Becoming a GISP: The Importance of Professional Certification in the Geospatial Community
11:00 am	Mapping Natural Flood Management Opportunities in the Marengo River Watershed	Broadband Analysis for ARPA Funding	Perspectives on Leadership
11:30 am	Lessons and Methods of Mapping at Large Scales: Wetlands and Water	Temporary Construction Permits: Creating Efficiencies in Contacting Residents Using Survey123 Reports and URL Parameters	

FRIDAY 3 – 1

Track 13: Strategies In Hydrology — Grand A

Introducing the USGS 3D Hydrography Program

30 Minutes – Beginner

Mitch Bergeson – National Map Liaison, United States Geological Survey

The United State Geological Survey (USGS) recently launched the 3D Hydrography Program (3DHP) with the goal to build a national hydrographic framework that is integrated with 3D Elevation Program (3DEP) elevation data. The 3DHP framework begins with the legacy National Hydrography Dataset (NHD) that is replaced as newly acquired elevation-derived hydrography data becomes available. The data model for the framework is designed to leverage terrain and flow characteristics inherent in the derived hydrography

Grand F	Grand G	Grand H
Track 16: Living on Cloud 9! – Data and Web Hosting	**Track 17: Cultural Cartography**	**Track 18: Out Standing In Their Field! – Using Field Maps**
Data Driven Downloads: No More Choosing Your Own Adventure	Culture and Fantasy Series: Lord of the Rings Maps	Automating Reports with ArcGIS Field Maps and ArcGIS Notebooks
Optimizing Your Land Information Website: A Revenue-Generating Powerhouse	Identifying Wisconsin's Cartographic Phantom Communities	Field Data Collection in DATCP's Plant Industry Bureau
AWS and ArcGIS Image Dedicated at WisDOT	Mapping Teejop: An Indigenous Walking Tour of the UW-Madison Campus	Streamlining and Enhancing Mobile Workflows with ArcGIS Field Maps

and improve hydrologic modeling and data sharing capabilities. The initial version of the framework is now available as a web service. In this session, users will learn the basics of 3DHP and see examples of applications and use cases.

Mapping Natural Flood Management Opportunities in the Marengo River Watershed

30 Minutes – Intermediate

Stephanie Rockwood – Geospatial Analyst, Wisconsin Wetlands Association

The Marengo River Watershed (MRW) in the Lake Superior Basin has experienced multiple devastating flood disasters in recent years, placing a significant burden on under-resourced rural communities in the region. The

Wisconsin Wetlands Association collaborated with the Association of State Floodplain Managers to help local decision makers in the MRW to identify where there are high-impact opportunities to restore degraded wetland and floodplain hydrology and mitigate risks to vulnerable local infrastructure. In this presentation I will cover: 1) The development, outputs, and end uses of a hydrologic conditions screening framework, which maps which catchments in the watershed have a higher opportunity to increase wetland and floodplain storage and connectivity upstream of vulnerable structures, with an emphasis on headwater dominant landscapes; 2) The importance of inclusive community engagement in conservation work and how we incorporated community values, needs, and barriers into this work; 3) Lessons learned and recommendations on replicating this work in other watersheds. The ultimate goal of this work is to provide the data and technical support needed for rural communities to utilize natural flood management to make their watersheds more climate resilient.

Lessons and Methods of Mapping at Large Scales: Wetlands and Water
30 Minutes – Intermediate
William Ceelen – GIS Specialist, Wisconsin Department of Natural Resources
Calvin Lawrence – GIS Specialist, Wisconsin Department of Natural Resources

The purpose of this presentation will be to share the Wisconsin Department of Natural Resources (DNR) methodology and lessons learned from remapping wetlands and hydrography at a large scale in Door County. We will review our methods and experience using lidar-derived elevation data to remap these datasets. In addition, we will share challenges in aligning wetlands and hydrography boundaries following federal and state standards. Future plans and strategies for DNR wetlands and hydrography mapping will also be covered in this presentation. We will also review the relationship between DNR and the United States Geological Survey mapping standards and how that influenced decisions in collection and classification. As source data increases in accuracy, products derived from these projects can be used to make landscape level decisions for the DNR.

Track 14: Infrastructure Planning and Maintenance 2 — Grand B

The Why and How of Moving to UN: The Municipal Approach
30 Minutes – Beginner
Tyler Prahl – Business Development Manager, Avineon

Avineon will highlight a few of the more prominent reasons for municipalities and others to be considering the Esri Utility Network, as well as share tactics and methodology that have been working in recent projects.

Broadband Analysis for ARPA Funding
30 Minutes – Intermediate
Nathan Fazer – GIS Analyst, Sheboygan County

Hear from Sheboygan County on how a local broadband infrastructure assessment was combined with parcel and census data to perform an analysis on where the County should invest American Rescue Plan Act (ARPA) funding to expand broadband efforts. This presentation will cover what data was used, how the parameters were chosen, and how everything was combined into an easy-to-understand Story Map outlining the steps.

Temporary Construction Permits: Creating Efficiencies in Contacting Residents Using Survey123 Reports and URL Parameters
30 Minutes – Intermediate
Brad Blumer – GIS Coordinator, City of Waukesha

The City of Waukesha Department of Public Works performs roadway and sidewalk construction on an annual basis, which often causes disturbance on residents property near the right-of-way. Due to a recent court ruling (Sojenhomer LLC vs. Village of Egg Harbor), the City determined that the best course of action was to receive written consent from property owners for the purposes of City construction projects. With a short deadline, a novel approach was needed to perform inspections, send notices, and receive approval. Survey123 was used to perform the inspections, generate mailings with unique QR codes, and receive specific approvals from residents back to the city in a matter of days.

Track 15: Developing Leaders **Grand C**

Becoming a GISP: The Importance of Professional Certification in the Geospatial Community
30 Minutes – Beginner
Tony Spicci, GISP, CGMP – Executive Director, GIS Certification Institute

This session is designed to cover the various facets of a professional career, especially from a geospatial perspective. Included will be a discussion of certification and professional credentials in general, and the GISP specifically, and how this area can help an individual succeed early and throughout one's career. GISPs who may have questions about renewing their certification are also encouraged to attend. The GIS Certification Institute (GISCI) is a non-profit organization that promotes the advancement of proficient GIS professionals through its international GISP® (Certified GIS Professional)

certification program. The Institute fosters rigorous professional and ethical standards, community engagement, and professional mentoring within the GIS industry.

Perspectives on Leadership
60 Minutes – Beginner
Moderator: Kimberly Meinert – Land Information Systems Supervisor/LIO, Waukesha County
Jim Landwehr – Business Development Specialist, Cloudpoint Geospatial
Kelly Felton – Cartographer/LIO, Sauk County
Larry Cutforth – IT Supervisor, Wisconsin Department of Natural Resources
Jon Schwichtenberg – Minneapolis Office Manager, GRAEF
Michael Koutnik – Owner, Michael A. Koutnik Consulting

Have you ever wondered how someone else would handle a challenging situation differently than you? Would you like to hear about the way others face leadership challenges? The panelists will provide multiple perspectives on how they have addressed challenges relating to change management, succession planning, communicating with elected officials, collaboration, project management, etc. Join this conversation whether you're in your first job or have been in a leadership role for decades. You never know what approach to leadership may help you tomorrow.

Track 16: Living on Cloud 9! – Data and Web Hosting **Grand F**

FRIDAY 3 – 1

Data Driven Downloads: No More Choosing Your Own Adventure
30 Minutes – Intermediate
Bridget Monahan – GIS Technician, Milwaukee County Land Information Office
Kathy Bach – Lead Data GIS Analyst, Milwaukee County Land Information Office
Lee Frederick – Enterprise GIS Administrator, Milwaukee County Land Information Office

Moving our data from Dropbox to Azure prompted us to reconsider how we make our downloadable data available to the public. Simultaneously, we redesigned our department website. In this presentation we will talk about our experiences with Experience Builder, ArcGIS Hub, and transferring our data into a new platform.

Optimizing Your Land Information Website: A Revenue-Generating Powerhouse

30 Minutes – Beginner

Ryan S. Smith – Business Development Manager, Schneider Geospatial

In this enlightening session, we delve into the untapped potential of your Land Information website, transforming it from a simple information portal to a dynamic, revenue-generating tool. Learn how your website can become a catalyst for mitigating budget deficits and enhancing constituent services through innovative online search, report, and mapping features. Many Land Information Officers operate websites but remain unaware of their latent potential to generate income, streamline operations, reduce costs, and augment services. We will dispel this knowledge gap by showcasing real-world examples of what forward-thinking Land Information Officers nationwide are doing to unlock the full potential of their websites. This session delves into advanced features like comparable property searching, property record cards reporting, and comprehensive countywide GIS access, which transforms your website into a user-friendly, data-rich platform. Join us and gain actionable insights to revolutionize your website, turning it into a powerful resource that works for you, while setting new industry standards in the GovTech and GIS sectors. Don't just have a website—optimize it, monetize it, and let it serve you and your constituents better than ever before.

AWS and ArcGIS Image Dedicated at WisDOT

30 Minutes – Intermediate

Tony J. Van Der Wielen – GIS Infrastructure Architect, Wisconsin Department of Transportation

Ben Hostetler – GIS Infrastructure Specialist, Wisconsin Department of Transportation

The Wisconsin Department of Transportation (WisDOT) has worked with Amazon Web Services (AWS) and ESRI to create a single storage and access source for WisDOT imagery and lidar. To date, this solution has stored approximately 80 TB of imagery and lidar data in AWS S3 storage. WisDOT then used ArcGIS Image Dedicated to serve this imagery to all GIS platforms within the agency. This presentation will focus on the technical implementation of this solution including:

- Reason for transition to this solution
- Setup of our AWS Account (for state agencies)
- Upload, conversion, and publishing of Imagery
- Selection of ArcGIS Image Dedicated for service creation

- Working with business areas in WisDOT to transition workflows
- Sharing data
- Financial breakdown

Track 17: Cultural Cartography — Grand G

Culture and Fantasy Series: Maps and Geography of Middle Earth

30 Minutes – Beginner

Charles A. Green – Planning/GIS Technician, St. Croix County

Some may argue that fantasy isn't "real," but to Tolkien, the world he created has at least some truth to it. The world he created has a sense that it all existed in his imagination. He created this world because he needed a place and history for the three Elvish languages he created. He could tell you how tall the Misty Mountains or how vast the Dead Marshes were. There are fantastical elements to Middle Earth sure, but Tolkien drew many maps himself so his world and geography are based upon our world, and he would often draw from real life examples from his travels during World War I. Maps can help make a fantasy world tangible to us. Since Esri now offers a Middle Earth "Style" labeled as "My Precious Style," what better time to learn about some of the history and geography of Middle Earth. As Gandalf says, "all we have to decide is what to do with the time that is given us," so if you think you will enjoy the content, I hope you will spend your time with us.

Identifying Wisconsin's Cartographic Phantom Communities

30 Minutes – Beginner

Mike Hasinoff – GIS Research Analyst, State Cartographer's Office

A "cartographic phantom" is a community that appears on a map but does not actually exist on the ground. Phantoms often occur when small rural communities disappear, but the map is not updated. The Geographical Names Information System (GNIS)–the official federal repository for geographic nomenclature maintained by the United States Geological Survey (USGS)–contains a significant number of phantoms; these communities have remained in GNIS due to the comprehensive nature of the repository and the desire to not reclassify communities without strong evidence of their disappearance. It is important to update GNIS because it is the source for the names of unincorporated places ("unincs") for the USGS's digital topographic maps as well as websites such as Google Maps and traditional map publishers. The State Cartographer's Office (SCO) has been working to map unincs in Wisconsin for several years. Unincorporated places are recognized, named communities that are not

officially incorporated. These places often become phantoms because they are small communities, often exist in areas of declining population, and are not actively monitored by state or federal agencies like the Census Bureau. Recently, SCO assembled nearly 600 potential cartographic phantoms in Wisconsin that are currently recorded in GNIS. Our goal is to assist the USGS in updating GNIS by identifying which of these places should be reclassified. We do not want the places removed from GNIS, but rather reclassified as "historical." This will ensure that the places continue to be accessible for mapping purposes but will allow for more refined cartographic treatment both on USGS topographic and other types of maps.

The first phase of our project implemented a simple mapping methodology to identify places that are unambiguously cartographic phantoms, in that they have no residential population of any size within a reasonable distance of the GNIS-defined location. This "Fast Phantom Finder" method revealed 31 likely phantoms. For the second phase of our project, we tried to elucidate what other criteria, or combination thereof, best define a true unincorporated place. We hoped to see if an absence of these criteria helped to identify phantoms. Our "Trewarthian Uninc Finder," named in homage to population geography pioneer and UW–Madison's own, Glenn Trewartha, yielded both encouraging and head-scratching results.

Mapping Teejop: An Indigenous Walking Tour of the UW–Madison Campus

30 Minutes – Beginner

Gareth Baldrica-Franklin – PhD Student, Geography Department, University of Wisconsin–Madison

Mapping Teejop is an ongoing project designed to highlight Indigenous history and presence on and around the UW–Madison Campus. Created in partnership between the American Indian and Indigenous Studies Department and the UW Cartography Lab, Mapping Teejop is a series of walking tours delivered through a web application. Each tour tells a story of Indigenous history and life, centered around specific places in the campus landscape, and incorporating Ho-Chunk language, archival materials, and first-hand accounts. In this presentation, I will report on the collaborative process of building Mapping Teejop, how educational walking tours can highlight subjugated histories and become tools for community building, and our plans to make the tour accessible to classes at UW–Madison and beyond.

Track 18: Out Standing In Their Field! – Using Field Maps Grand H

Automating Reports with ArcGIS Field Maps and ArcGIS Notebooks
30 Minutes – Intermediate
Alexander Arendt – GIS Analyst, SCS Engineers

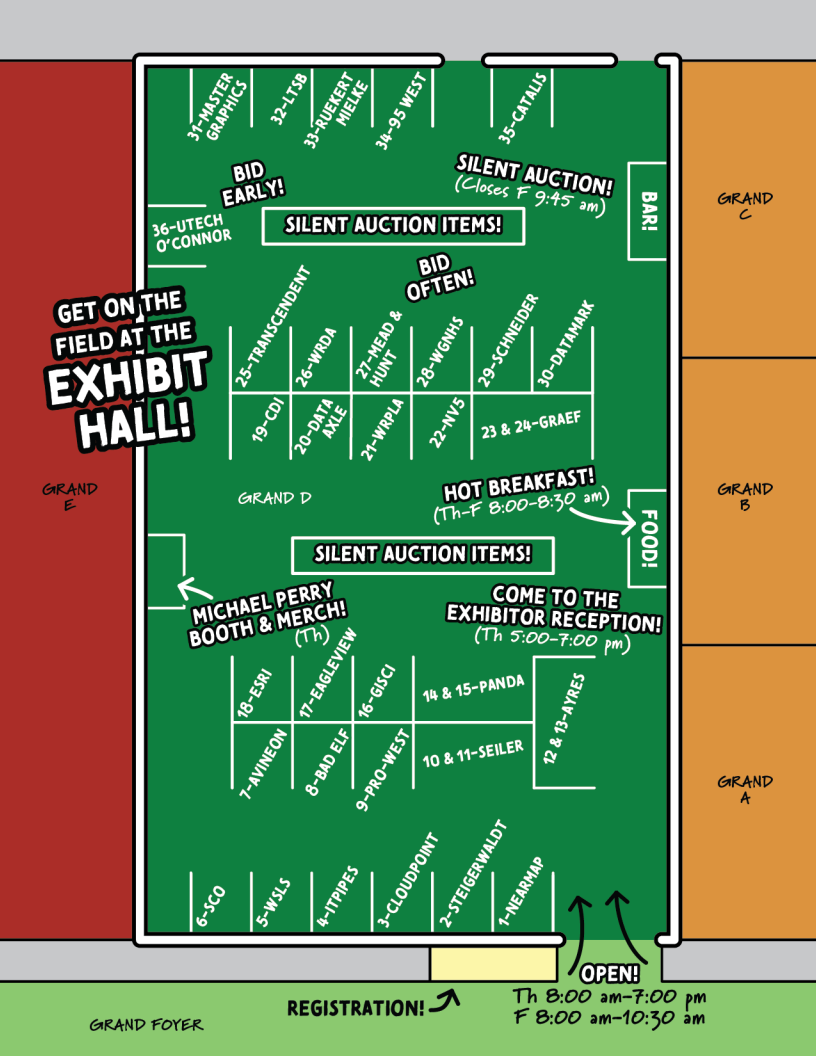
This presentation will show how to use ArcGIS Notebooks to automate reports using data and photos from ArcGIS Field Maps. Scripting knowledge is not required to follow along as this will be a general overview. This workflow is great for anyone trying to transition from paper copy field notes or Survey123 to ArcGIS Field Maps.

Field Data Collection in DATCP's Plant Industry Bureau
30 Minutes – Intermediate
Ian Gallo – Nursery Regulatory Specialist, Wisconsin Department of Agriculture, Trade and Consumer Protection Plant Protection
Amanda Miller – Spongy Moth Trapping Coordinator, Wisconsin Department of Agriculture, Trade and Consumer Protection Pest Survey Section

The Plant Industry Bureau operates in various industries and contexts to survey for and prevent the introduction of invasive and injurious plant pests and diseases into Wisconsin. All staff use Survey123, Field Maps, Workforce, and other ArcGIS Online (AGOL) apps daily to document field observations, deliver that information to internal and external customers, and use it to inform regulatory and management actions. We'll give a brief overview of our various programs and how they use Esri's mobile apps and AGOL web apps. We will then dive into our most complex project which utilizes Workforce, Survey123, MS Power Automate, and AGOL apps like Dashboard, and Experience Builder to facilitate Nursery and Christmas tree inspections. We will discuss how low/no-code solutions to automation and QC tasks have saved us an immense amount of time, improved customer service, and given staff the offline data they need to inform their work.

Streamlining and Enhancing Mobile Workflows with ArcGIS Field Maps
30 Minutes – Intermediate
Jarod Fox – Solutions Engineer, ESRI

In this session, learn how to configure ArcGIS Field Maps to support a variety of different mobile needs from viewing authoritative data to conducting data collection exercises such as asset inspections. Learn how location sharing can provide office and field synchronicity and how geofences can keep mobile workers informed in the field. This session will also cover configuring smart forms to streamline data collection activities.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Booth 34

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Booth 7

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Bad Elf

https://bad-elf.com/

Booth 8

Bad Elf's products and services evolve with the mindset of knowing our customers and using our technical skills to provide exceptional offerings. Our team has diverse technical skills and we use those skills to solve real-world challenges. Bad Elf's line of GNSS receivers empower GIS and survey professionals to collect high-accuracy field data using any phone, tablet, or app. Simply put, Bad Elf builds GNSS receivers that are affordable, accurate, and intuitive. Training offered through the Bad Elf Geospatial Enablement Team is the ultimate way to start confidently collecting high-accuracy GNSS data with the best hardware and software on the market. With a goal of maximizing the system of record of their GIS, customers will attain all the skills necessary to manage and deploy field data collection solutions confidently. Based on the organization's specific requirements, training includes an interactive lesson plan, with every resource needed for high proficiency field data collection with a Bad Elf receiver.

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Booth 35

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Cedar Corporation

https://www.cedarcorp.com/

Cedar Corporation is a Community Infrastructure, Architectural, and Environmental Services firm with office locations across Wisconsin. We attribute our success in achieving our clients' goals to our dedication to providing outstanding service and fostering lasting relationships in our communities. Whether working with municipal governments, industries, public utilities, or other public and private entities, Cedar can assemble a team of highly trained experts to accomplish the demands of most any project. By integrating our wide range of professional skills into project teams, we support clients of varying needs. Cedar's innovative GIS-based solutions provide effective products and community solutions along with data analysis to inform community planning and infrastructure management decisions. Our solutions provide opportunities to link in field data to online GIS management systems.

SILVER SPONSOR

Cities Digital, Inc.

http://www.cdi.support

Booth 19

CDI is your leading Laserfiche services provider specializing in Records Management deployment, Project Management, and third-party integration. CDI has been a Laserfiche VAR for over 20 years and has completed the most challenging ECM projects throughout the USA, Canada, and internationally. You can find CDI's solutions on the Laserfiche Marketplace, including the most popular integrations for ArcGIS, DocuSign, Salesforce, and Dynamics. CDI helps you Take Information Further.

Cloudpoint Geospatial

https://cloudpointgeo.com

Booth 3

Cloudpoint Geospatial is a leading provider of Geographic Information Systems (GIS) solutions for organizations within public works, facilities, land records, utilities, transportation, and engineering sectors. As your trusted Esri business partner, we help people drive intelligent decision making using mapping technology. We are here to bring you ArcGIS Desktop, Enterprise, Portal and Online solutions all delivered through the Esri platform. Our portfolio varies from large asset inventories to big data solutions delivered through the cloud.

SILVER SPONSOR

Data Axle Inc.

https://www.data-axle.com

Booth 20

Data-Axle is the largest compiler of geocoded business and residential characteristic data in North America. Data elements include contact information, NAICS codes, square footage, sales and revenue size, credit score, employee size, Fleet/vehicle information and household makeup. The physical address may be used for mailing notifications and outreach or to validate and enhance a public record. Emergency management uses the data for pre-disaster planning and FEMA relief; Transportation use–planning and long-range efforts for economic outcome. Economic Development use–Business growth locations and attracting new businesses and land development. Utilities and public works–setting rates, identify growth opportunities, standardizing and cleaning addresses.

SILVER SPONSOR

DATAMARK

https://datamarkgis.com/

Booth 30

As trusted advisors in public safety, DATAMARK brings comprehensive, real-world expertise in police, fire, EMS and 9-1-1 leadership roles to Next Generation 9-1-1 transitions. The DATAMARK team leads the industry by shaping rules and legislation, and by building a suite of products and services that ensure accurate emergency response location data in life-critical situations. DATAMARK empowers its team and stakeholder partners to foster trusted relationships and cultivate data integrity for informed decision making. DATAMARK, the public safety GIS team of Michael Baker International, has decades of proven experience in mission-critical government addressing projects. The team works with clients to solve their complex needs, from data quality checks and addressing to workflow analysis and more.

OPENING NIGHT SPONSOR

EagleView Technologies, Inc.

https://www.eagleview.com/

Booth 17

EagleView is an industry-leading technology company that produces high-resolution aerial imagery and data. The imagery is captured with patented camera systems attached to fixed-wing aircraft resulting in more detail than satellite imagery and greater coverage than drone imagery. EagleView provides both orthogonal (top-down, 90-degree angle) and oblique (bird's eye, 40–50-degree angle) imagery, providing multiple views of a location, including the ability to rotate 360 degrees around buildings and structures. The imagery is imbued with data and insights, meaning everything visible in the imagery can be analyzed, measured, and used to inform decisions. When imagery is captured over time with regularly scheduled flights, an imagery library can be developed to help government departments (i.e., assessment, GIS, public safety, public works) compare current and historical imagery to track change throughout their jurisdictions.

SILVER SPONSOR

Esri

https://www.esri.com/en-us/home

Booth 18

Esri, the global market leader in geographic information systems (GIS), offers the most powerful mapping and spatial analytics technology available. Since 1969, Esri has helped customers use The Science of Where to unlock the full potential of data to improve operational and business results. Today, Esri software is deployed in more than 350,000 organizations including the world's largest cities, most national governments, 75% of the Fortune 500, and more than 7,000 colleges and universities. Esri engineers the most advanced solutions for digital transformation, IoT, and location analytics to create the maps that run the world. Visit us at esri.com.

MAP CONTEST & WI-FI SPONSOR

GeoComm Inc.

https://www.geocomm.com/

GeoComm, provider of Public Safety Location Intelligence®, serves local, regional, statewide, and military agencies in forty-nine states, helping keep more than 100 million people safe. Over the last 27 years, GeoComm's public safety GIS systems have routed emergency calls to the appropriate 9-1-1 call center, mapped the caller's location on a call taker or dispatcher map, and guided emergency responders to the scene of the accident on mobile displays within police, fire, and ambulance vehicles. In addition, our statewide NG9-1-1 GIS project footprint has expanded to include 17 statewide projects across the country. To learn more about GeoComm visit www.geocomm.com.

GIS Certification Institute

https://www.gisci.org/

Booth 16

The GIS Certification Institute (GISCI) is a non-profit organization that promotes the advancement of proficient GIS professionals through its international GISP® (Certified GIS Professional) certification program. The Institute fosters rigorous professional and ethical standards, community engagement, and professional mentoring within the GIS industry. The GISCI Geospatial Core Technical Knowledge Exam® is a groundbreaking development in the geospatial profession, software-agnostic, based upon a job analysis from a four-year experience level, informed by the GIS&T Body of Knowledge, guided by the Geospatial Technology Competency Model (GTCM), and centered upon the ten key knowledge areas shown elsewhere on these pages. It was developed by GISPs for the GISP Certification. The GISCI Geospatial Core Technical Knowledge Exam® measures a breadth of geospatial knowledge across the 10 Content Areas specified, not a depth of knowledge in any one area. The next exam period is December 2-10, 2023, and the test will be offered worldwide at authorized PSI testing centers.

PLATINUM SPONSOR

GRAEF USA, Inc.

https://graef-usa.com/

Booth 23 & 24

GRAEF, a full-service engineering planning and design team, houses an exceptional GIS unit that embodies expertise across all facets of Geographic Information Systems. Proficient in data development, data conversions, mapping, needs assessments, implementation planning, systems design, and systems development, our GIS team operates seamlessly across desktop, mobile, and cloud environments. Notably, we have spearheaded the creation of InfiniteGIS, an innovative cloud-based asset management GIS system. Collaborating with a diverse spectrum of clients, including public entities such as communities, towns, counties, state agencies, and federal agencies, as well as private clients spanning commercial, industrial, and individual sectors, GRAEF is committed to assisting clients with GIS needs of any scale, complexity, and scope–from small-scale mapping projects to the development of intricate GIS systems.

OPENING NIGHT SPONSOR

ITpipes

https://itpipes.com/

Booth 4

ITpipes turns your pipe inspections into mapped, actionable intelligence! ITpipes provides you with planning, prioritizing, field collection, and data management tools in a fully integrated Esri Solution. The streamlined data management and powerful reporting features with dynamic mapping take your agency's pipe inspection program from proactive to predictive. Our interoperable Esri applications provide you with inspection information when and where you need it.

Legislative Technology Services Bureau

https://legis.wisconsin.gov/ltsb/

Booth 32

The nonpartisan Legislative Technology Services Bureau (LTSB) is responsible for providing technical support to the Wisconsin Legislature and its service agencies. The GIS Team performs demographic & geographic analysis, develops interactive web applications, produces a large catalog of Legislative maps, and coordinates geographic information programs in order to provide the best data for Legislative activities. The GIS team is tasked with providing redistricting expertise and training to the Legislature, as well as local municipalities and counties. The GIS team also coordinates the statewide collection of municipal GIS datasets, participates in geographic boundary improvement programs offered by the US Census Bureau, and maintains district boundary information to both the Legislature and the public.

BREAK SPONSOR

MasterGraphics, Inc.

https://www.mastergraphics.com/

Booth 31

MasterGraphics has provided innovative print technology to the engineering and design community for over 70 years in the central Midwest. Our mission is to provide the most advanced technology to our clients to ensure they have best-in-class processes for leveraging both 2D and 3D printing. Improving our clients' efficiency, competitive advantage, time to market, and innovation by offering state of the art solutions from valued partners is our pledge.

SILVER SPONSOR

Mead & Hunt, Inc.

https://meadhunt.com/

Booth 27

At Mead & Hunt we provide our clients all the benefits of a national, full-service firm, while maintaining our local core team and extensive client knowledge. When managing the wealth of information related to systems and facilities, many organizations struggle with clunky documentation methods and scattered data. Mead & Hunt combines our team of municipal engineers and geographic information system (GIS) professionals with your local government personnel to identify your needs. We work hand-in-hand with you to develop creative off-the-shelf GIS technological solutions that help you lead successful initiatives. Skilled, diverse, and deeply experienced, we are driven by our clients' success, because we measure our success by theirs. We're experts in planning, design, engineering, and architecture. Our portfolio of services includes municipal infrastructure improvements, GIS solutions, planning, stormwater management, mapping and surveying, historic preservation, water resources, and airport planning and engineering.

GOLD & WI-FI SPONSOR

Nearmap

https://www.nearmap.com/us/en

Booth 1

Nearmap provides easy, instant access to high resolution aerial imagery, city-scale 3D content, AI data sets, and geospatial tools. Using its own patented camera systems and processing software, Nearmap captures wide-scale urban areas in the United States and Canada, several times each year, making current content instantly available in the cloud via web app or API integration. Every day, Nearmap helps thousands of users conduct virtual site visits for deep, data-driven insights—enabling informed decisions, streamlined operations and better financial performance.

GOLD SPONSOR

NV5 Geospatial

https://www.nv5.com/geospatial/

Booth 22

NV5 is a global leader providing geospatial solutions, services, and software to solve mission critical challenges. From data acquisition to analytics to enterprise GIS solutions and software development, NV5 applies geospatial science to deliver end-to-end solutions and insights to mitigate risk, plan for growth, better manage resources, and advance scientific understanding. We leverage the widest array of advanced remote sensing technologies and apply today's most sophisticated analytic AI frameworks, including proprietary deep learning, computer vision, and predictive analytic models tailored to our clients' needs. Through off the shelf and fully customized solutions, we empower our clients to enact meaningful change across enterprises, communities, and the world.

WI-FI SPONSOR

Panda Consulting

https://www.pandaconsulting.com

Panda Consulting
Your Partners in GIS

Booth 14 & 15

Panda Consulting is a professional services firm specializing in complete consulting services to help you understand the maintenance and integration of GIS data within Local Government agencies. We provide complete consulting, design, and data conversion services for all GIS data structures, complete training services, and maintenance services for cost-effective ways to maintain your data in the short or long term. Panda Consulting (Panda) is in Palm Beach Gardens, Florida, is a sole proprietorship owned and operated by Frank J. Conkling and his wife, Sue R. Conkling, and was created in 1998 to provide its clients with new and creative ways to apply GIS technology that empowers organizations and the individuals within those organizations. In addition to being a 25-year Esri Silver Business Partner, Panda Consulting is the first Esri Business partner to receive the Parcel Management Specialty Designation and has been awarded the Esri Release Ready Specialty, the State and Local Government Specialty Designations, recognizing their expertise in leveraging ArcGIS Parcel Fabric to map land rights, restrictions, and responsibilities. You have expertise in property recording and registration workflows, integration with computer-assisted mass appraisal (CAMA) systems, and delivering solutions and services to implement ArcGIS Parcel Fabric for managing, editing, and sharing property and parcel information.

SILVER & BREAK SPONSOR

Pro-West & Associates, Inc.

https://www.prowestgis.com/

Booth 9

Pro-West's mission is to ***make what you do better with location technology.*** We empower Wisconsin local governments with geospatial data, solutions and systems that deliver location transformation. Pro-West has been serving counties and cities in Wisconsin with award-winning GIS support for over 35 years and holds Esri specialties for State & Local Government and Parcel Management.

- NG911 data analysis and clean-up
- Parcel Fabric implementation and training
- Local government GIS packages
- Parcel maintenance packages
- Enterprise GIS implementation and support
- On-demand legal description training
- Esri solution configuration
- Geospatial data development and conversion

SILVER & MAP CONTEST SPONSOR

Ruekert & Mielke, Inc.

http://www.ruekertmielke.com/

Booth 33

Ruekert & Mielke, Inc. (R/M) is a 100% employee-owned civil engineering firm with more than 75 years of service to local communities and organizations. Our engineers, environmental scientists, agricultural experts, and technology consultants empower our clients to thrive by solving infrastructure challenges. R/M develops and supports GIS-driven solutions that eliminate the need to purchase expensive hardware, costly software, or hire GIS experts. Our in-house developers and expert engineers develop solutions based on feedback from clients and a deep understanding of what is most important to communities like yours. As your total solution partner, you can also leverage our professional survey teams to collect data, our partnerships for document scanning and pipe televising, or our team of GIS analysts to give your data some polish.

SILVER SPONSOR

Schneider Geospatial

https://www.schneidergis.com

Booth 29

Schneider Geospatial is a leading provider of geospatial solutions for the GovTech industry. With a strong commitment to innovation and customer success, Schneider Geospatial empowers government agencies with comprehensive solutions and expert services to optimize and improve decision-making while enhancing public service delivery. For more information visit www.SchneiderGIS.com

PLATINUM SPONSOR

Seiler Instrument Geospatial

https://www.seilerinst.com/

Booth 10 & 11

Seiler is a family-owned business established in 1945. We offer our clients the most advanced survey, mapping/GIS, GNSS, drone equipment, and software technology. Seiler specializes in geospatial sales for many industry segments such as Gas and Electric Utilities, Telecommunications, Construction Management Inspection, Surveying, Engineering, and more. We have dedicated staff and offices across the Midwest located in Illinois, Indiana, Iowa, Kansas, Kentucky, Michigan, Missouri, Nebraska, and Wisconsin. Our experienced staff are all industry professionals who help guide and educate our clients with a hands-on approach that fits their workflows. Seiler is your authorized dealer for Trimble, Esri, ArcGIS, Appia, GeoBridge™ software connector, Autodesk, LaserTech, DJI, Bluebeam, and many others. Let us show you the value of working with Seiler by contacting us today. Learn more at https://www.seilergeo.com or email giswisconsin@seilerinst.com.

Steigerwaldt Land Services

https://steigerwaldt.com/

Booth 2

Steigerwaldt is a full-service resource solution company, offering a wide range of appraisal, real estate, right-of-way, environmental, and forestry services to investment, industrial, and private forestland owners, government agencies, utilities, renewable energy developers, and land conservation organizations in the Lake States region and beyond. With a history spanning more than 60 years, Steigerwaldt employs a staff of 50+ people, forming an integrated, cohesive team of experts that strive to provide high-quality, full-service resource solutions and products.

The Utech Group/O'Connor Connective

https://utechod.com
https://oconnorconnective.com

Booth 36

The Utech Group is a second-generation, family business located in De Pere, Wisconsin. Founded in 1991, The Utech Group has established itself as experts in change management, organizational development and leadership training. The Utech Group works with clients across the country to break down relational barriers that limit personal and professional performance and growth. Our interactional focus gets to the root of problems and delivers results. Our customized organizational development process provides businesses and organizations with tools to manage change, resolve people issues, create strong teams, and develop leadership potential.

O'Connor Connective is a strategy and marketing communications consultancy connecting people and organizations to innovative results. An experienced partner in organizational branding and strategic communications, O'Connor Connective helps leaders and their teams define and share distinct organizational stories within a carefully crafted brand so to achieve your unique goals. We leverage the best in communications and marketing, and in collaboration with you, put into action what we call **Strategy That Communicates**—an approach to align your needs and efforts with those of your target audiences. The outcome? The results you're after. We are an impact-making team of communication strategists and creatives that help organizations communicate—perhaps during transition, growth, or crisis. Located in De Pere, Wisconsin, O'Connor Connective's team help businesses and nonprofits of all shapes and sizes.

OPENING NIGHT SPONSOR

Transcendent Technologies

https://www.transcendenttech.com

Booth 25

Transcendent Technologies is a provider of solutions and services for state, county, and local government entities. Our software packages include applications that support parcel management, property taxation, tax payment, general receipting, permitting activities and land conservation. Each software package is designed to integrate seamlessly with other government systems including tract indexes, document imaging, geographic information, and financial systems. This design greatly enhances the land management process, improving efficiency and reducing errors. Our understanding of government processes gives us a unique advantage in assisting government entities with custom development and integration services. Most recently, we have launched our GIS Services Division and have released our first product which is the WI Real Estate Sales Finder. Overall, TTech can assist you in optimizing and improving your business workflow.

BRONZE SPONSOR

TriMin

https://www.trimingov.com/

For decades TriMin has provided software designed to meet the specialized needs of the County Register of Deeds. Our full suite of applications allows you to configure your preferences, customer-facing messaging, as well as public printing/searching fees (you keep 100%). We include property alert notifications (Land Notification), ability to conform to legislation such as Safe at Home and Daniel's Law, as well as available APIs and integrations to other departments and software. These include integrations to Tax and GIS (T-Tech, GCS/Catalyst, mapping, linking to LandShark documents and back), WI DOR, and more. Most recently we redesigned the user interface for our public facing application - LandShark. TriMin puts you in the driver's seat; allowing you to choose fee schedules, play a role in the support of your software and applications when it comes to constituents, and ultimately make decisions that impact your day-to-day work. Customers rave about our helpful support team, customer service and configurable options.

MAP CONTEST SPONSOR

UW Madison GISPP

https://geography.wisc.edu/gis/

GIS Professional Programs
UNIVERSITY OF WISCONSIN–MADISON

UW–Madison GIS Professional Programs proudly offers flexible learning options that combine best-in-class, world-renowned curriculum with a steady focus on the newest technology in the field. We provide four GIS pathways: two online capstone certificates, an online master's that emphasizes GIS development, and an accelerated/non-thesis in-person master's. Whether you're looking to start a career in GIS or aiming to take your skills to the next level, there's a place for you in our program. Over 200 students have graduated from our program since its launch in 2016, and our alumni network forms the core of our lifelong learning community. Interested in joining the fun? Take a look at our programs and chart your course in GIS!

Wisconsin Geological and Natural History Survey

https://wgnhs.wisc.edu/

Wisconsin Geological and Natural History Survey
DIVISION OF EXTENSION
UNIVERSITY OF WISCONSIN–MADISON

Booth 28

The Wisconsin Geological and Natural History Survey conducts earth-science surveys, field studies, and research. We provide objective scientific information about the geology, mineral resources, and water resources of Wisconsin. We collect, interpret, disseminate, and archive natural resource information. We communicate the results of our activities through publications, technical talks, and responses to inquiries from the public. These activities support informed decision making by government, industry, business, and individual residents of Wisconsin.

Wisconsin Real Property Listers Association

https://wrpla.org/

Booth 21

In 1951, the Wisconsin Legislature created the position of the County Real Property Lister (RPL) to ensure that lands were being represented accurately for assessment and taxation purposes. The Wisconsin Real Property Listers Association (WRPLA) is a statewide association comprised of county and municipal real property lister offices/departments.

Wisconsin Register of Deeds Association

https://www.wrdaonline.org/

Booth 26

The Register of Deeds files, records, and issues instruments and documents of significance both to the community as a whole and to its individual citizens. Vital records document the span of our lives from birth to death. Land records documenting title in Wisconsin are maintained. The office also maintains land records documenting title over $613.1 billion (2020 equalized value of real property, WI Dept of Revenue) in real property in Wisconsin.

Wisconsin Society of Land Surveyors (WSLS)

https://www.wsls.org/

Booth 5

Organized in 1952, the Wisconsin Society of Land Surveyors (WSLS) is a statewide volunteer organization committed to the advancement of the surveying profession. The WSLS consists of ten chapters throughout Wisconsin. Each chapter works diligently within its region, organizing and participating in community and educational events, helping the public access licensed surveyors, and advocating in legislation and issues affecting the surveying profession.

Wisconsin State Cartographer's Office

www.sco.wisc.edu

Booth 6

The State Cartographer's Office (SCO) is Wisconsin's resource for information about maps, cartography, geographic information systems (GIS), land information systems (LIS), and geospatial technology. We support the state's geospatial community through presentations and educational workshops, technical consulting, print and digital publications, Web-based catalogs and data services, and information about events, jobs and emerging trends. The SCO provides services to a diverse array of mapping and geospatial data producers and consumers in Wisconsin. This includes helping the general public find and understand map resources through our free online and phone services. The SCO also serves as a liaison between professionals in government, education, non-profits and the private sector, helping to expand the adoption and effective use of geospatial technology and methods in these sectors.

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YOUR PROJECT · OUR PASSION

WLIA CONFERENCE NOTES

WLIA CONFERENCE NOTES

MOBILE SCHEDULE

WISCONSIN
LAND INFORMATION
ASSOCIATION

SILENT AUCTION

UPCOMING MEETINGS

SPRING REGIONAL @ MARSHFIELD	JUNE 5-7
FALL REGIONAL @ LA CROSSE	OCTOBER 16-18
2025 ANNUAL CONFERENCE @ APPLETON	FEBRUARY 26-28, 2025