

The Legend

Kentucky Association of Mapping Professionals

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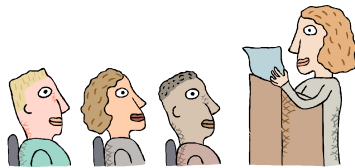
July 2005

Improve Your Presentation Skills

By Christy Davis

How many presentations have you endured

where the speaker lost credibility due to lack of preparation, incoherent visual aids, or the wrong speech for the audience present? Or perhaps you have been that speaker. With conferences on the horizon, what can be done to remedy this situation? Fortunately, here are a few simple tips that can help you (or someone you know) give better presentations.



students on GIS Day or Commissioners at a public meeting, how you discuss those maps will be drastically different.

Write the Speech Ahead of Time

It isn't necessary to read the speech to the audience, but writing the speech will help you organize a more coherent speech. One method that works for many speechwriters is to start with a statement of what you wish to accomplish with a presentation. Expand that statement into an outline. Prepare opening and closing statements. Then add detail to the outline. Once you are comfortable with the speech, only the outline is needed when giving the speech. This may seem elementary, but I've met many people who go into a speaking situation having only a power point presentation and no idea how they will get from slide 1 to slide 25. After you

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Know Your Audience

If you are asked to speak to a group, inquire about the experience level of the group before preparing your speech. Even in a conference setting this is important—you wouldn't give the same speech to an audience in the executive track as you would to an audience in a technical track. Although you may use some of the same maps when talking to

Georgetown—Scott County Wins Award

By Earl Smith

The Georgetown-Scott County Planning Commission was presented with an award for the most Outstanding Use of Innovative Technology on May 20 at the KAPA Spring 2005 Conference held at Lake Cumberland State Park in Jamestown, KY. The award is one out of six categories that KAPA's Award Committee accepts nominations for. The award

is for the Georgetown-Scott County Planning Commission's use of Geographic Information Technology in the local planning processes.

The GIS office currently has two staff members and updates crucial planning databases such as address points and

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The purpose of the Kentucky Association of Mapping Professionals:

1. To foster an understanding and improve the management of geospatial information throughout the State of Kentucky in all levels of government, academia and the private sector.
2. To provide a mechanism for dialogue regarding geospatial information issues of concern and interest to all Kentucky professionals involved in the collection, processing, analysis, use and maintenance of geospatial information.

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KAMP Needs YOU

Do you want to be involved in KAMP but aren't sure what the committees do? Below is a list of the various committees and their duties. If you should need further advice or guidance, contact any of the board members from this page.



AWARDS COMMITTEE

Responsibilities of this committee include requesting and receiving KAMP award nominations for 1) Service to KAMP; 2) Contributions to the Mapping Community; and 3) Exemplary System, reviewing nominations and voting on awards, contacting the winners, purchasing the plaques for the winners, and presenting these awards at the annual KY GIS Conference. Some means of soliciting for these awards can be done through the KAMP website, Newsletter, mass emails, or by calling people.

CERTIFICATION COMMITTEE

This committee is currently studying the various programs for awarding certifications.

EDUCATION COMMITTEE

This committee selects and coordinates educational classes and workshops to be held throughout the year.

HISTORY COMMITTEE

This committee's main responsibility is to gather and store records. This includes Board Minutes, Treasurer's Reports, Conference Programs, and any other correspondence that the Board feels needs to be preserved. They are also responsible for taking pictures at KAMP events and storing them in a safe place.

LEGISLATIVE COMMITTEE

This committee's responsibilities include keeping abreast of the legislature and issues that affect mapping and GIS.

LIBRARY COMMITTEE

This committee's responsibilities are to maintain, check out, and track all books owned by KAMP.

MEMBERSHIP COMMITTEE

This committee is responsible for recruiting new members and targeting individuals or groups who would benefit from KAMP membership but may not be aware that we exist.

NOMINATION COMMITTEE

This committee solicits nominations for the KAMP Executive Board by submitting an article and nomination form in the Newsletter, or by mass email solicitation and/or making phone calls, create a ballot, and conducts the annual election at the annual conference.

PROGRAM COMMITTEE

This committee is the most active and definitely the most fun committee of all. This committee meets often to plan the meeting subjects. Primary areas this committee decides on include Date & Location and Topics. If you have thoughts and ideas for the meeting, this is where you should serve.

PUBLICATION COMMITTEE

This committee is responsible for gathering and editing all submitted articles for publication in the Newsletter that is distributed quarterly and for maintaining the website. If you feel you would like to contribute some new and fresh ideas and assist in gathering newsworthy items for your fellow KAMP members, this is the committee for you.

KAMP Executive Board

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Georgetown

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ranges, subdivision layers, zoning layers, land use layers, the parcel base, and street centerlines, to mention a few. The office is considered to be the overseer of various community applications involving mapping or GIS data inventories while also serving the public's request for maps and map information. It is housed within the Planning Commission, which is a City/County joint agency.

The GIS is currently in the process of updating the entire system through PhotoScience, Geospatial Solutions, Inc. of Lexington, Kentucky. With the continual support of the Georgetown City Council and the Scott County Fiscal Court, the GIS will acquire approximately half a terabyte of various raster and vector data for the entire County (285 Sq miles). The data will consist of 6" to 1' pixel color imagery taken with a unique digital mapping camera, Color Infrared imagery, LiDAR data, 2' to 5' contour lines, and limited planimetrics from an April 2005 flight acquisition. Delivery will be at the end of this August.

"We are thrilled to have such support from our local government to be able to purchase such an update for the County GIS and to show for it through awards such as the KAPA award this past spring," said Earl Smith, GIS Analyst. "We can't wait to share the data with the rest of the GIS community and to explore the data's other potentials as well."

Earl Smith is the President-Elect of KAMP. He can be reached at 502-867-3701 or esmith@gscplanning.com.

Presentations

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have written the speech, read through the speech carefully to make sure you have explained acronyms. While this holds true for all speeches, it is especially important if the audience is a non-technical audience. If the audience doesn't understand what you mean, they will quit listening. Even if the audience is a technical audience, if they are attempting to translate lesser-known acronyms, they may miss the next point you make in your speech.

Use Power Point Presentations Effectively

Just as Power Point can be used to enhance your presentation, it can also detract from your presentation. Individual slides should have highlights, either textual or visual, from what you are currently saying. The purpose of power point is not to be your entire presentation, but rather an aid to your presentation. If the audience reads everything you are saying from the slide, chances are you won't have their full attention. Once you have decided on the amount of text to have on the slide, the next step is formatting. A general rule of thumb is a font size of at least a 32 with no more than 8 lines of text on the entire slide. To make the slide easier to read, remember to have contrast between the background and text. Transitions and animation should enhance the point you are making and not be done only for effect. Once you have prepared the presentation, double check slide order so that there are no missing or extra slides during your presentation. Points that are on the screen but not discussed can distract your audience. Once everything is in the correct order, make sure that you will be covering every point you have in the slides.

Prepare for Questions

The first step in responding to questions during your presentation is to repeat the question. This serves three purposes:

- a. The rest of the audience can hear the question.
- b. You can rephrase the question so that you and the questioner know you are discussing the same thing.
- c. You have additional time to mentally prepare your answer.

Knowing your material is the best preparation for a question and answer session. However, you can't prepare for every question an audience may ask. It never hurts to have a standard response prepared for questions that are outside the scope of your pres-

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Lambert Leaving Government

August 1st 2005 Susan Carson Lambert of the Commonwealth Office for Technology in Frankfort, Kentucky left public service. Her career in land surveying, cartography, GIS and Remote Sensing has spanned 38 years.

She has no plans in the near term beyond tending her bees and gardens on her homeplace - Honey-

street Farm. She shares her Anderson County farm with her husband Hugh Archer and a menagerie of animals.

Susan has been a member of KAMP since it's founding and has worked diligently to help define the scope of the organization. She was the recipient of the Service to KAMP award in 2004.



Lambert speaking at a KAMP meeting

Celebrating Earth Day with an Award

By Ryan Kent



Ryan Kent Accepting Award

On April 22, 2005 the Kentucky Environmental Quality Commission, the Kentucky League of Cities, and the Kentucky Association of Counties joined together to celebrate the 36th anniversary of Earth Day by recognizing 12 programs that demonstrate the heart and spirit of Earth Day and display the positive benefits when communities support job growth, environmental stewardship and social equity – the three pillars of sustainability.

For the 7th annual Earth Day Awards, the Kenton County Brownfield Initiative was awarded one of those 12 awards. The Northern Kentucky University (NKU) Department of History and Geography, the Northern Kentucky Area Planning Commission (NKAPC), the NKU

Center for Applied Ecology (CAE), and the City of Covington partnered to compile an inventory and database of potential brownfields in Kenton County. The project began May 2001 and is currently being maintained by the NKAPC. Brownfields are historically commercial/ industrial properties that are vacant or underutilized due to real or perceived environmental contamination. Re-development of brownfields contributes to many facets of community vitality, including economic, public health, environmental, aesthetic, and other interests. Creation of an inventory is the first step to implement a deliberate, community-wide program to promote and facilitate brownfields re-development. The two useable products of this

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Award

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project include a Geographic Information System (GIS)-based inventory and database of potential brownfields in Kenton County.

There were over 500 project hours of service-learning experiences for NKU students, public availability and presentation of the data. The ultimate goal of the brownfields project is to assist planners, economic development professionals, citizens, investors, researchers, and other interested parties to re-develop brownfields and return them to environmentally safe and productive use. Also the Division of Waste

Management for the State of Kentucky has been using this database as a template for the statewide analysis.

The ceremony was held at the Governor's Mansion in Frankfort and was opened by remarks by LaJuana Wilcher, Secretary Kentucky Environmental and Public Protection Cabinet. Fellow Kentuckian, Kateri Callahan, President of the Alliance to Save Energy in Washington, D. C., gave the keynote speech. This event showcased what is being done throughout the state including the utilization of GIS in projects such as

the Kentucky Artisan Heritage Trail project.

If anyone is interested in reading about the award recipients or more information about applying for next year's Earth Day Awards, the Environmental Quality Commission website is www.eqc.ky.gov

Advertising Policy

KAMP Corporate members who wish to advertise in the KAMP newsletter should submit information for publication to the newsletter editor (currently Christy Davis—cdavis@nkapc.org). Advertisements deemed inappropriate will be returned. Maintaining current information in advertisements is the responsibility of the advertiser. Inclusion in the KAMP newsletter does not indicate an endorsement of any company, product, or service.



services, including aerial photography; digital elevation, surface, and terrain modeling; planimetric and topographic mapping; light detection and ranging (lidar) data collection; interferometric synthetic aperture radar (GeoSAR) data collection and processing; multispectral/hyperspectral digital imagery; and thermal data collection.

Most recently, with three full-format Leica ADS40 digital sensors, EarthData has set the standard for digital mapping in the U.S. EarthData is the only firm to offer the exclusive IStar image processing system for digital data. The IStar process removes all building and ground feature distortion and displacement, resulting in a True Ortho product. Many city-related applications benefit greatly from the use of this type of imagery.

EarthData has successfully completed several statewide projects, most in record time. With an average delivery rate of one county per month, the Tennessee Base Mapping Program demonstrates the effectiveness of EarthData's approach to large mapping and GIS program management. The statewide North Carolina floodplain mapping project is the nation's premier project which showcases the use of lidar for floodplain mapping and risk mitigation. Recently, EarthData employed its rapid response mapping support services to map the aftermath of both Hurricane Isabel, completing 27 counties in less than 3 months, and most recently mapping the path of the southern California wildfires.

For more information or to schedule a presentation of the latest technology being offered by EarthData International, please contact Dick Reivitt at (859) 734-3004 or by email at dreivitt@earthdata.com.

EarthData International (EarthData) was formed in 1955 and, since that time, has grown to become one of the largest and most technologically-advanced mapping, remote sensing, and GIS organizations in the world. Using cutting-edge technology, EarthData boasts a large client base which includes federal, state, and local government, electric and gas utilities, and private clients worldwide.

EarthData offers a full complement of aerial mapping and topographic mapping; light detection and ranging (lidar) data collection; interferometric synthetic aperture radar (GeoSAR) data collection and processing; multispectral/hyperspectral digital imagery; and thermal data collection.

Schedule of Events

- *9/7—Western Kentucky ESRI User Group Meeting, Days Inn, Mayfield, KY—www.esri.com*
- *9/7-9/10—8th Annual Crime Mapping Research Conferences, Savannah, GA—www.ojp.usdj.gov/nij/maps/savannah2005*
- *9/18-9/21—IAAO's 71st Annual International Conference on Assessment Administration—Anchorage, AK—www.iaao.org*

September 2005

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11	12	13	14	15	16	17
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Presentations

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entation, belligerent, or unanswerable at the present time.

Avoid Slang, Foul Language, and Jokes in Bad Taste

The problem with slang is that not everyone has the same frame of reference. What seems perfectly clear to you may not be clear to the audience. In some cases, the use of slang may even give someone the opposite impression from what you meant. Foul language is not appropriate in a professional setting. I recently attended a meeting where the speaker used the F-word during his presentation as the punch line to a gratuitous joke that had nothing to do with the presentation. The joke is the only thing I remember from the entire speech, which probably isn't what the presenter had in mind. As far as jokes,



if you wonder if it is in bad taste, chances are you should probably leave it out of a professional presentation.

Relax and Enjoy the Speech

As an audience member, you have probably noticed speakers who genu-

inely seemed to enjoy what they were doing. Chances are you listened to those speakers more intently because they were interested in their topic. Being able to relax in front of an audience comes naturally to some people. For others, it may take years of

practice. If you are not a natural, there are many opportunities for you to practice speaking in front of an audience. These range from taking a speech class at a local college, to taking a course such as Dale Carnegie, or joining an organization such as Toastmasters.

October 2005

Schedule of Events

- **10/9-10/12**—URISA's 43rd Annual Conference—Kansas City, MO—www.urisa.org
- **10/11-10/12**—Introduction to ArcGIS I—Frankfort, KY—ogi.ky.gov/events
- **10/25-10/27**—Introduction to ArcGIS II—Frankfort, KY—ogi.ky.gov/events

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KAMP Direction and Cost Survey

The amount charged for dues is

- Too High
- Just Right
- To Low

KAMP should be focusing on

- Education
- Certification
- Other (put comments in box to right)

The website needs (more than one may be checked)

- Job corner
- Links to member websites
- Technical questions forum
- KAMP members area
- Upcoming events not sponsored by KAMP
- Other (put comments in box to right)

Comments:

Name _____

Address _____

Phone _____

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