

SHOW DAILY

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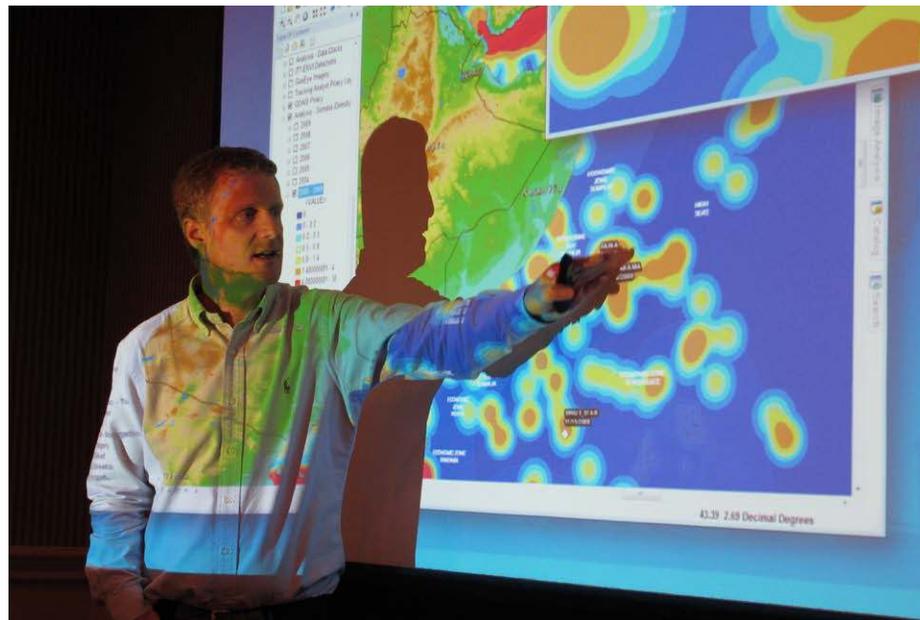
A Tradition of Education

Young Professional, Continuing Education, Academic, and Certification Opportunities Abound at GEOINT 2013*

USGIF's GEOINT Symposium is renowned for its high-caliber general session keynotes and expansive, world-class exhibit hall. Yet over the past decade, the event has grown far beyond these main attractions to include a wide variety of training, education, and professional development opportunities, with something to suit any attendee, regardless of career level.

"There's education happening every second of the Symposium," said USGIF COO Aimee McGranahan. "We accomplish that in many ways, and while we're expanding and growing training opportunities, really we achieve this goal in a broader sense with all of our activities. USGIF has been doing that since Day 1 and it matches our mission and our intent as an organization."

Three USGIF staff members integral to the planning of these initiatives sat down with *The GEOINT 2013* Show Daily* to discuss the myriad educational opportunities available this year, from young professional initiatives and working group activities, to programs for students and academics, to training and certification workshops.



John Calkins of Esri led a spatial literacy workshop during USGIF's GEOINT Community Week in May 2013.



DR. DARRYL MURDOCK, VICE PRESIDENT OF PROFESSIONAL DEVELOPMENT, USGIF

Tell us about the training being offered at the Symposium for the first time.

We have nearly 20 training and education offerings at the Symposium this year. We have asked our members to go on the education side of life—so this isn't teaching "buttonology"—it's teaching concepts. From GEOINT Community Week 2013, we have several sessions that are a reprise, which were voted in surveys as the best by the people that participated. The rest of the sessions are new topics, and I think we'll continue that pattern over the course of time. This is a natural evolution of Symposium content. USGIF is after all a 501(c)(3) educational nonprofit. It's representative of our original mission. We see training and education

» see *A Tradition of Education* p. 14

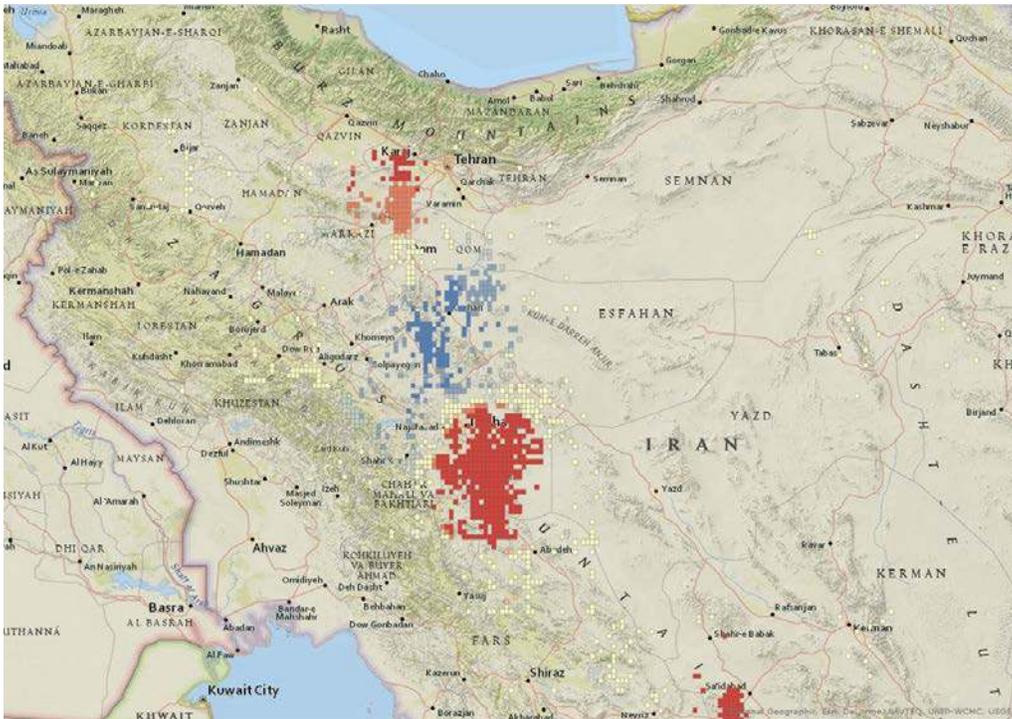
"We have asked our members to go on the education side of life—so this isn't teaching 'buttonology'—it's teaching concepts."

—Dr. Darryl Murdock



FROM THE FLOOR

EXHIBIT HALL HIGHLIGHTS



Esri's ArcGIS for Intelligence includes workflows for analyzing incidents and patterns.

TRUSTED KNOWLEDGE

Esri Emphasizes Its Worldwide Network and Decades of Experience

Esri (Booth 5036) will have four kiosks on display at GEOINT 2013*: Critical Infrastructure/Cyber Protection, Cloud Services, Analysis and Fusion, and Situational Awareness. Esri will demonstrate corresponding products at each kiosk, but even those combined efforts don't tell the complete story.

The big picture involves the workflows demonstrated—such as a suite of sensors deployed on the ground and in the air—sending data to be combined with background from the cloud and then analyzed, fusing a product that provides situational awareness.

"For example, our ArcGIS GeoEvent Processor for a server can cover a lot of those pieces," said Fred Woods, Esri's defense marketing manager. "It can receive sensor information, parse the information for analysis and fusion, and then provide information for situational awareness."

At GEOINT 2013*, Esri aims to tell the overarching story of a firm that began in 1969 as Environmental Systems Research Institute.

"Our theme is that Esri is a trusted intelligence partner," Woods said of the Redlands, Calif.-based company that boasts more than 1,000 partners worldwide. "We have decades of knowledge. We have people who are world leaders in their fields."

Esri's ArcGIS platform is also proving its versatility through an expanding variety of applications for defense and government at every level, particularly during recent disaster relief efforts such as flooding and fires in the Western U.S.



Focus on Data Protection

Crossroads Systems Exhibits for First Time

Data protection and storage solutions are a necessity for government agencies and integrators. **Crossroads Systems (Booth 3061)**, a 17-year-old company, is dedicated to exactly that. The company is exhibiting for the first time at GEOINT 2013* in the new member showcase.

Crossroads will display its latest edition of StrongBox, which it describes as a cost-effective, shared-storage solution. StrongBox provides a combination of data protection and long-term data storage capabilities for fixed content and unstructured data. Its latest installment offers new enhancements for a self-healing functionality that ensures data is accessible, resilient, and available from now until decades later. Its new, unlimited vaulting capability allows organizations to create infinite scopes of mission-critical data on separate pieces of media for data protection, disaster recovery, and data migration.

"We're learning more about how the type of things we do is useful to other USGIF Member Companies," said David Cerf, Crossroads' executive vice president of business and corporate development. "Through the GEOINT 2013* Symposium, we're going to build and present some unique things to customers and other partners."

FROM THE FLOOR

EXHIBIT HALL HIGHLIGHTS



Master of Aggregation

Carahsoft Triples Presence at GEOINT 2013*

Carahsoft (Booth 6079) bills itself as a “master government aggregator,” and that role will be apparent in its displays at this year’s GEOINT Symposium. The Carahsoft Pavilion is an aggregate of 25 booths representing more than 35 technology and service vendors supporting all-source intelligence.

Other Carahsoft vendors will be scattered throughout the exhibit hall, and Carahsoft’s booth will offer space for vendors to conduct demonstrations.

The solutions offered by Carahsoft vendors include complex modeling and analysis, cloud computing, application delivery networking, geographic search and tagging, information/cybersecurity, network transformation, Big Data management and storage, document management, collaboration, and virtualization.

Founded in 2004 as a traditional reseller and contract holder, Carahsoft has evolved into a company that matches vendor capabilities with the needs of government and defense clients. To do so, the company assures its vendors that it understands customer needs.

“We try to have our fingers on the pulse of what’s coming out,” said Mary Chahal, Carahsoft’s chief liaison to the Intelligence Community.

Exhibiting at the GEOINT Symposium is one of the ways Carahsoft seeks the beat of that pulse.

“The GEOINT Symposium provides an excellent opportunity for us to showcase our vendors to the intelligence and DoD communities,” said Michael Shrader, vice president of intelligence and innovative solutions at Carahsoft. “This is our fourth year at the GEOINT Symposium, and we’ve nearly tripled our presence this year.”

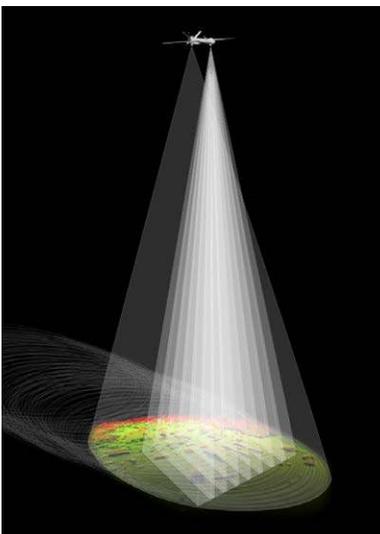
THE ACADEMICS OF GEOINT

Universities and National Labs to Exhibit

While perusing the latest industry technology in the GEOINT 2013* exhibit hall, be sure to check out what academia has to offer the GEOINT Community. A diverse mix of universities, national labs, and organizations will showcase their geospatial science programs and latest GEOINT research initiatives in the Academic Pavilion.

Universities and organizations exhibiting in the Academic Pavilion include:

- Advanced Technical Intelligence Center
- American Military University
- American Society for Photogrammetry and Remote Sensing
- Cartography and Geographic Information Society
- George Mason University
- Los Alamos National Laboratory
- National Training and Simulation Association
- Northeastern University
- Oak Ridge National Laboratory - GIST
- Penn State World Campus
- Space Dynamics Laboratory
- University of Denver
- University of Florida
- University of Redlands
- Washington College



Woolpert will highlight its airborne data acquisition capabilities at GEOINT 2013*.

Eyeing the Future

Woolpert to Showcase Airborne Data Acquisition, 3D Mapping, & LiDAR

Woolpert (Booth 7071) will arrive in Tampa with an eye to the future, while standing upon its more than 100-year foundation. The company’s display at GEOINT 2013* will tout its work in airborne sensor integration and testing, as well as the processing, exploitation, and dissemination of high-resolution 3D geospatial information.

Woolpert develops, integrates, and tests next-generation airborne capabilities for high-resolution 3D geospatial data collection, some of which will be used to map potential trouble spots for U.S. Special Operations Command as well as other combatant commands. Woolpert clients include the Army Geospatial Center, the National Geospatial-Intelligence Agency, and the National Air and Space Intelligence Center.

“Our expertise centers around accurate mapping,” said Joseph Seppi, Woolpert’s practice leader for security, defense, and intelligence. “If you look at our heritage as an engineering firm, all of our remote sensing and mapping capabilities were at one time spun up from the engineering side of the house.”

Woolpert also works with state and local governments in areas such as design, environmental planning, energy development, and disaster mitigation.

In addition to its own technology, Woolpert’s booth will host partner company VisionMap, who will showcase its high-resolution 3D aerial camera called MIST, which has a proven track record with the Israeli Ministry of Defense.

“We want to show our products at the Symposium, but we also do so much with our industry partners that it’s important for us that we connect with them while we are there,” Seppi said.

**2014 Applications
Now Available**



Scholarship Program

Recognizing Leadership for the Present and Future ...

The United States Geospatial Intelligence Foundation (USGIF), a 501(c)(3) nonprofit educational organization, has a mission to Build the Community, Advance the Tradecraft, and Accelerate Innovation. To support the next generation who will carry this torch, USGIF provides scholarships to promising students interested in the geospatial sciences. Since 2004, USGIF has awarded \$691,000 in scholarships.

The Scholarship Program provides the opportunity to invest in the future of this incredibly exciting and relevant field of study.

- The Scholarship Program is open to graduating high school seniors, undergraduates, graduates and doctoral students.
- All scholarship recipients are chosen based on their academic and professional excellence in a field related to the geospatial intelligence tradecraft.

For more information on the USGIF Scholarship Program or to apply, please visit usgif.org/education/scholarships

Application Deadline: April 25, 2014

The Scholarship Program is partially funded by the annual Allder Golf Classic, our members, the Combined Federal Campaign and other donations.



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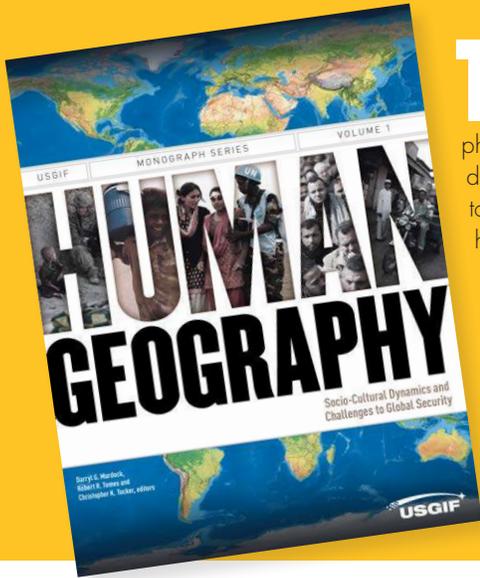


Build the Community | Advance the Tradecraft | Accelerate Innovation

usgif.org

SPOTLIGHT ON HUMAN GEOGRAPHY

USGIF Releases First Monograph



The first release in the USGIF Monograph Series—“Human Geography: Socio-Cultural Dynamics and Challenges to Global Security”—is now available for purchase.

“The publication of the Human Geography Monograph marks an exciting new phase of USGIF professional development,” said Dr. Darryl Murdock, USGIF’s vice president of professional development. “This volume highlights a deep and broad subject that touches all we do as GEOINT professionals. USGIF is proud to be associated with the high-caliber of authors and thought leaders who contributed to this publication, and we plan to continue the Monograph Series with additional volumes on different topics.”

In addition to geographers and GEOINT professionals, the book is targeted toward human geography academic programs as either a primary or secondary textbook, Murdock said, adding that bulk purchase discounts are available.

The 232-page monograph features a collection of articles from thought leaders and leading human geography practitioners around the globe. Copies will be available for purchase at GEOINT Foreword and at the USGIF booth in the GEOINT 2013* exhibit hall. The cost for USGIF members is \$79 and the non-member price is \$99.

JUMPSTARTING A CAREER IN GEOINT

Student Assistants Experience the Symposium

Student assistants representing 14 universities across the country have the unique opportunity to participate in GEOINT 2013*. As part of USGIF’s Student Assistant Program, these 14 students will work 20 hours throughout the Symposium by answering questions, directing individuals, monitoring sessions, and helping out at the USGIF booth in the exhibit hall.

“We encourage the students to network with Symposium attendees to cultivate professional relationships that might lead to GEOINT career opportunities,” said Dr. Maxwell Baber, USGIF’s director of academic programs.

In addition to providing onsite support, students will have the chance to tour the exhibit hall, attend receptions, and network with government and industry attendees.

For Amanda Ziemann, an imaging science and remote sensing doctoral student at Rochester Institute of Technology (RIT), this will be her first time attending the GEOINT Symposium.

“Attending this year’s Symposium will allow me to better understand the problems presently faced by the Community, particularly related to remote sensing image analysis,” Ziemann said. “In turn, it will help guide my current and future research endeavors.”

As a current research assistant at RIT, Ziemann hopes to work in a laboratory environment analyzing remotely sensed imagery with a focus on hyperspectral imagery.

Student assistants will wear green “got questions?” T-shirts throughout the week. If you see a student, please say hello and share your experiences and advice about pursuing a career in the GEOINT Community.



At GEOINT 2012, student workers pose with an authentic SA-2 missile from the Cuban Missile Crisis.

EXPLORING DOWNTOWN TAMPA

This Bayside City Offers an Array of Activities

GETTING AROUND

Rather than hailing a taxi, try Tampa's streetcar system—the **TECO Line Streetcar**, which travels to and from downtown, Channelside, and Ybor City. The streetcar is free for anyone wearing a GEOINT 2013* Symposium badge. Additionally, the Tampa Bay Defense Alliance and the Tampa-Hillsborough Economic Development Corporation will sponsor the TECO Line Streetcar for extended evening service until midnight April 15 and 16. The streetcar stop is located directly across the street from the Tampa Convention Center, in between the Marriott and Embassy Suites.

FAMILY FUN

USGIF has arranged discounted admission for GEOINT 2013* attendees and their families at select attractions in the Tampa area. Discounted attractions include Busch Gardens Tampa Bay, the Florida Aquarium, Legoland Florida, Lowry Park Zoo, and more. Visit geoint2013.com/about/familyfun for a full list of attractions and corresponding discount codes.

USGIF will provide a complimentary bus to and from Clearwa-

DINING

Indulge your taste buds at **Bern's Steak House** at 1208 S. Howard Ave. Enjoy one of their famous aged steaks and select from more than 6,800 wines—what the restaurant's website claims is the largest wine collection in the world.

For a casual, yet elegant dining experience, visit the **725 South Bistro** at The Westin Tampa Harbour Island. The Tampa Marriott Waterside Hotel features the **Waterside Grill**.



Champions Sports Bar at the Tampa Marriott Waterside Hotel

MUSEUMS

Some notable museums are less than a mile from the Tampa Convention Center, including the **American Victory Ship Mariners Museum**. Docked in Tampa Bay, the S.S. American Victory, deployed during WWII, is one of four operational merchant vessels in the U.S.

Also be sure to visit the **Tampa Bay History Center** and tour its current exhibit: "Suited for Space." Developed by the Smithsonian Institution Traveling Exhibition Service in collaboration with the Smithsonian's National Air and Space Museum, this exhibit takes you on a journey through nearly a century of spacesuit design and development.



TECO Line Streetcar

ter Beach, Fla., on Tuesday, April 15. The bus will depart at 9 a.m. from the Tampa Convention Center and take passengers to Pier 60 at Clearwater Beach. Once you arrive, the possibilities are endless! Go fishing on Pier 60, board Captain Memo's Original Pirate Cruise, or meet Winter, the famed dolphin with a prosthetic tail from the movie "Dolphin Tale," at Clearwater Marine Aquarium. Return buses will depart from Pier 60 at 4 p.m. and 8 p.m. E-mail Nicole Sutter at nicole.sutter@usgif.org to reserve your seat.

YBOR CITY

Known as Tampa's Latin Quarter for more than a century, Ybor City is an exciting area to visit during your stay. Founded by Vicente Martinez-Ybor as a cigar-manufacturing center, the area is now one of two National Historic Landmark Districts in Florida. Enjoy Spanish, Cuban, Italian, Greek, and French cuisines, as well as eclectic shops, ghost tours, nightlife, and live jazz, blues, salsa, and reggae music in this unique spot. Look for the flyer in your GEOINT 2013* bag for a list of attendee discounts at local venues.



Bern's Steak House

SPORTS BARS

Catch the game at one of downtown Tampa's sports bars. Enjoy a selection of sandwiches, seafood, and beverages while cheering on your favorite team at **Trolley's American Café**, located at the Embassy Suites Tampa. Also, stop by **Champions Sports Bar** at the Tampa Marriott Waterside Hotel and enjoy classic bar food while watching the game on some of the largest TV screens in the city.



Tampa Bay History Center

USGIF Releases Human Geography Monograph



USGIF

MONOGRAPH SERIES

VOLUME 1



GEOGRAPHY

Socio-Cultural Dynamics and
Challenges to Global Security

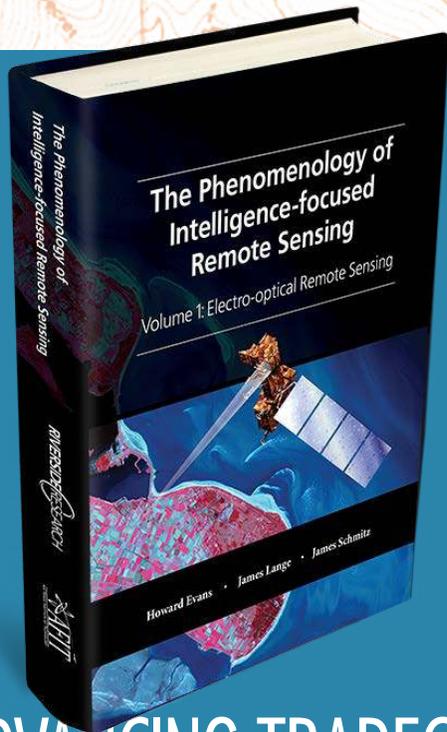
Darryl G. Murdock,
Robert R. Tomes and
Christopher K. Tucker, editors



The monograph features a collection of articles from thought leaders and leading human geography practitioners around the globe.

Copies available for purchase at GEOINT Foreword and at the USGIF booth #3067.

USGIF Members \$79 · Non-members \$99



"The first textbook of its kind to include phenomenology, sensors, and intelligence applications under one cover."

ADVANCING TRADECRAFT (IN MORE THAN ONE WAY)

Riverside Research Textbook Proceeds to Benefit USGIF Scholarship Fund

Riverside Research will donate the proceeds of its latest textbook, available for purchase later this year, to the USGIF Scholarship Program. The book, titled *The Phenomenology of Intelligence-focused Remote Sensing*, by Dr. Howard Evans, Dr. James Lange, and Dr. James Schmitz, is billed as "the first textbook of its kind to include phenomenology, sensors, and intelligence applications under one cover."

The graduate-level textbook was authored by Riverside Research under a Cooperative Research and Development Agreement with the Air Force Institute of Technology (AFIT) and is intended for intelligence analysts and production managers, as well as for faculty, staff, and students.

"We are extremely proud of our partnership with AFIT to create such a practical and valuable resource," said Richard Annas, president of Riverside Research. "As a not-for-profit company, we are chartered to advance scientific research in the public interest and in support of the United States government. This textbook does just that, building on over three decades of specialized instruction in electro-optical remote sensing technologies and geospatial applications of interest to the defense and intelligence communities."

Riverside Research will donate textbook proceeds to the USGIF Scholarship Program, which has awarded \$691,000 in funds to date, to further the company's nonprofit charter and commitment to education and workforce development.

"The USGIF Scholarship Program serves a vital national purpose to advance the geospatial tradecraft," said Benjamin Leach, manager of strategic communications for Riverside Research.

Interested parties can learn more and reserve a first edition at the USGIF booth in the GEOINT 2013* exhibit hall. Or, visit www.riversideresearch.org/textbook.

AWARD WINNING GEOINT SYMPOSIUM COVERAGE

Show Daily Receives Professional Recognition



In May 2013, USGIF's *GEOINT Show Daily*, brought to you by *trajectory* magazine, won an Association Media & Publishing Gold EXCEL Award for best convention daily newspaper. The EXCEL Awards honor the best and brightest in association media and publishing. The *Show Daily* won the EXCEL Award for its total package of GEOINT 2012 coverage, and our staff looks forward to bringing you the same high-quality, dynamic coverage throughout GEOINT 2013*. You can also follow GEOINT 2013* coverage at www.trajectorymagazine.com/got-geoint and on Twitter via @trajectorymag.



Unlock your geospatial data

Google's enterprise geospatial solutions let all your personnel visualize the critical mission data they need, make better decisions and optimize people and assets using the world's most popular map.

Please visit location #3009 in the GEOINT expo hall this week to see demonstrations of how Google's enterprise products are helping the defense, intelligence and homeland security communities meet their mission goals.

Presentation schedule

Tuesday, April 15	2:00 - 2:15pm	Growth through partnering with Google
	3:00 - 3:15pm	Enabling direct engagement with mobile teams
	4:00 - 4:15pm	New from Google: high-quality, low-cost imagery
Wednesday, April 16	11:30 - noon	Off the grid: maps for disconnected users
	1:00 - 1:15pm	Providing online and offline content with Google Maps Engine
	2:00 - 2:15pm	Geospatial at Google scale
	3:00 - 3:30pm	Google Glass demo
	4:00 - 4:15pm	Customer spotlight: providing rich geospatial visualization for the IC
Thursday, April 17	1:00 - 1:15pm	Real-time resource management for law enforcement
	2:00 - 2:15pm	New from Google: high-quality, low-cost imagery
	3:00 - 3:15pm	Off the grid: maps for disconnected users
	4:00 - 4:15pm	Geospatial at Google scale



WHAT'S YOUR STORY?

Mapping Human Sensor Networks at GEOINT Foreword



Dave Snowden spoke at the State of the Net Conference in Trieste, Italy, in June 2013.

PHOTO COURTESY OF STATE OF THE NET CONFERENCE

Storytelling is the cornerstone of human culture according to Dave Snowden, founder and chief scientific officer of international consultancy Cognitive Edge, and also the keynote speaker at this year's GEOINT Foreword.

Cognitive Edge's SenseMaker software gathers our day-to-day stories in large numbers to create human sensor networks that can considerably augment decision-making.

GEOINT Foreword—the GEOINT 2013* Symposium's pre-conference session dedicated to innovation, emerging technology, and academics—kicks off this morning. The session aims to gather experts from many different walks of the GEOINT Community.

"We have a great agenda this year and our goal with GEOINT Foreword is to stir the pot," said Dr. Maxwell Baber, USGIF's director of academic programs.

Baber described GEOINT Foreword as the embodiment of USGIF's motto: "Build the Community, Accelerate Innovation, Advance the Tradecraft."

"The more we can get people together—scientists, analysts, practitioners—the more we can advance that motto," he said.

"Innovation really falls into two categories. One is incremental—making things better, improving them... The more interesting area, coming from an evolutionary approach, is something in biology called 'exaptation.'"

—Dave Snowden, founder and chief scientific officer of Cognitive Edge

HUMAN SENSE-MAKING

In addition to his keynote address, Snowden will use SenseMaker to assess the diversity of ideas, perspectives, and opinions the audience has regarding a current event. Audience members may download an app to participate, and Snowden will present the results later in the day at 4 p.m.

USGIF invited Snowden to speak at GEOINT Foreword after searching for tools to help attendees better manage Big Data.

“Our goal is to get our Community to consider different ways of solving problems,” Baber said. “Big Data—making sense of all that—is the core of what Dave is doing with SenseMaker.”

Open source intelligence has been the catalyst for the Big Data deluge—flipping the information pyramid on its head, according to Dr. Darryl Murdock, USGIF’s vice president of professional development.

“In the U.S. Intelligence Community, open source information is becoming not an adjunct to the GEOINT enterprise, but in many cases the primary source of information,” Murdock said.

SenseMaker diverges from computer-based, algorithmic, and academic analysis of text, which can be limited, according to Snowden. The software instead creates a series of geometric shapes into which people place or interpret their stories.

For example, one Cognitive Edge project uses SenseMaker to pull in 5,000 street stories a day to create a cultural map of five Latin American cities. This allows for the identification of dangerous attitudes, providing the government an opportunity to deal with issues before they become serious.

“We’re adding the human population as its own GPS network,” Snowden said. “We’re creating multiple sensor networks that can feed back in real time.”

MORE HIGHLIGHTS

Following Snowden’s keynote, lunch and lightning talks will take place from 11 a.m. to 12:30 p.m., with brief presentations on topics such as crowdsourced imagery, maritime GEOINT, and car racing. GEOINT Foreword breakout sessions will follow lunch from 12:30 to 3 p.m., with a wide selection of subjects including human geography, chaos management, interoperability, special operations, and more.

One trending topic in the GEOINT Community that merited the creation of a breakout session is small satellites, according to Baber and Murdock.

“SmallSats are a new and developing area of commercial satellite systems,” Baber said.

SmallSat technology allows both commercial and public entities to fly a relatively high-quality, low-cost earth observation satellite for a fraction of the cost of a traditional satellite, and has the potential to provide support for specific missions and functions, or to fill gaps not met by current constellations, Murdock said.

At 4:30 p.m., there will be a plenary talk on the collective efforts to build communities of interest for research and development inside the National Geospatial-Intelligence Agency (NGA) and across the federal government.

GEOINT Foreword will end with a closing keynote address given at 5 p.m. by Doug McGovern, director of NGA’s InnoVision directorate.

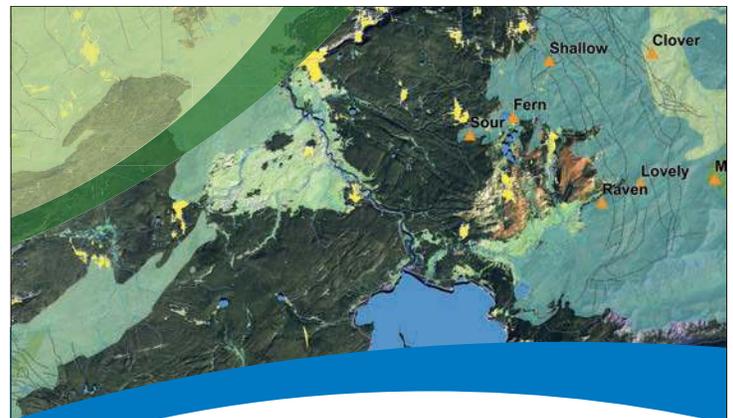
EXAPTATION

Innovation is the thread woven throughout each aspect of GEOINT Foreword, and is also what Cognitive Edge strives to achieve with SenseMaker, according to Snowden.

“Innovation really falls into two categories,” he said. “One is incremental—making things better, improving them ... The more interesting area, coming from an evolutionary approach, is something in biology called ‘exaptation.’”

More than half of scientific discoveries happen to be “exaptive” rather than adaptive, Snowden added. Examples of such include the contaminated experiment that led to the discovery of penicillin, or the melted chocolate bar in a pocket that led to the discovery of the microwave.

“It’s that sort of ability to suddenly associate things in novel, different ways, and the insight to see the opportunity that’s presented,” Snowden said. “Managing for exaptation is one of the key things that I’m going to talk about [at GEOINT Foreword] and one of the key things that matters to me.” ■



Understanding our world.

Learn more at
esri.com/intelligence.

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Analytics

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into focus.

The better you know your adversaries, the better you can understand and predict their behaviors. SAS® provides behavioral, risk and strategic analysis for a complete view of existing and emerging dangers. That can make the difference between preventing an attack and reacting to the aftermath.



Visit us
GEOINT Booth 4044



AUTHORS TAKE THE STAGE

Tech Writers to Give Joint Keynote Tuesday +



Robert Scoble and Shel Israel

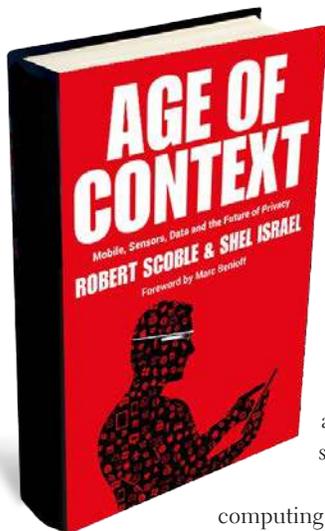
“Is Big Data watching us?” The answer is a resounding “Yes,” Robert Scoble and Shel Israel claim in their latest book, *Age of Context: Mobile, Sensors, Data and the Future of Privacy*. “We think the benefits we gain from contextual technology are worth the cost of the loss of some of our personal information.”

GEOINT Symposia keynote addresses are known to offer insight on the latest advances in defense, intelligence, and homeland security—straight from the mouths of high-profile Community leaders. This year, in addition to senior intelligence leaders and military personnel, co-authors Scoble and Israel will take the podium to share their knowledge on evolving global and technological trends.

The writing duo will present concepts from their new book in a joint presentation Tuesday, April 15, at 11 a.m.

“We think it’s entirely cool that the world’s largest gathering of geospatial intelligence professionals want to hear about the ‘Age of Context’—where location-based technologies will impact, and are already impacting, so many things,” said Scoble.

Scoble is startup liaison for open cloud computing company Rackspace, and travels the world to discover what is happening on the leading edge of technology. He blogs for Rackspace, reports for Rackspace TV, and also



writes his personal blog “Scobleizer.” Israel is CEO of SI Associates, and consults and speaks on a variety of issues related to social media and business communications. He also writes a technology column for *Forbes.com*.

Their latest book examines the converging technological advancements that can predict what people want before they even realize they do. Interviewing hundreds of technology enthusiasts and examining contextual products, the book explores the potential for these technological tools to change online business, in addition to how these technologies raise privacy concerns.

Scoble and Israel also published a book in 2006 called *Naked Conversations: How Blogs are Changing the Way Businesses Talk with Customers*, which describes why blogging is a credible method for business communication.

Two thousand free copies of *Age of Context* will be available on a first-come, first-serve basis. Scoble and Israel will sign and distribute copies immediately following their keynote address, and the books will also be available at the USGIF booth in the GEOINT 2013* exhibit hall. ■

“We think it’s entirely cool that the world’s largest gathering of geospatial intelligence professionals want to hear about the ‘Age of Context’—where location-based technologies will impact, and are already impacting, so many things.”

—Robert Scoble, Startup Liaison for Rackspace

PHOTO COURTESY OF THOMAS HAWK

A TRADITION OF EDUCATION CONTINUED



More than 300 people attended training and education sessions during GEOINT Community Week 2013.

offerings at many, if not all, of our larger events in the future, simply because we believe it's an important part of what the Foundation can bring to the Community.

Do these opportunities offer more value for federal attendees?

Yes, especially in these constrained fiscal times, having training and education at the Symposium adds value. It's an excellent networking and learning opportunity to start with, but when you add in training and education that over time will have PDUs (professional development units) and CEUs (continuing education units) attached, it will help attract and retain federal government and service men and women. We offer certificates of completion for now, but longer term are looking to have every single training offered at our events include a PDU or CEU.

This year there will be two events at the Symposium related to professional GEOINT certification. Can you tell us about the first one?

Tuesday afternoon from 2 to 4:30 we have a GEOINT Certification Town Hall, which is a composite of several different activities. We are going to have professional certification folks brief on what's certification, what's accreditation, and why you should care.

Why should GEOINT 2013* attendees care about certification?

Certification is seen as a way to manage expectations and manage a workforce. It provides a minimum set of requirements that are recognized by a community to say that you are proficient. I talk about things like transportability and transparency. Transparency means I know what the standards are and they're the same whether they're the standards here at USGIF, or a contractor's location, or with a foreign government. Transportability means if I want to work in academia, the federal government, for a business, or for a nonprofit—in that particular industry or role I can take that certification with me wherever I go. It doesn't stop because I left that particular job.

And anyone can attend these certification events?

Yes, we want anyone and everyone to come. At the Town Hall, Reese Madsen, chief learning officer at the Pentagon, will brief on DoD certification. That will be followed by Timothy Hegarty, chief learning and chief certification officer at NGA, who will brief on NGA's GEOINT certification program. Lastly will be me, briefing on USGIF's certification efforts. The final hour will be breakouts where we work on a specific topic in small groups, with a professional facilitator who will synthesize what we have learned at the end.

What is the second certification event?

The other event is Wednesday afternoon from 2 to 4, and will be a GEOINT Certification Blueprint Drop-In Session. USGIF'S GEOINT certification activity includes creating an Essential Body of Work and an Essential Body of Knowledge. The next piece of that is to create a blueprint, or a validation of what a GEOINT professional does. We're

asking practitioners in the Community to literally drop in at their convenience in that block of time and work with our Ph.D. staff, who will facilitate and guide them through a 30-minute process. They'll ask some topical questions, and you'll give your opinion or expertise on that topic.



CARRIE DRAKE, EVENT OPERATIONS & COMMUNITY RELATIONS MANAGER, USGIF

What sort of opportunities does the Symposium offer young professionals?

The Young Professionals Program began because USGIF wanted to draw junior personnel to the Symposium in some capacity other than working in a booth. So, the experience really gives people

new to their careers or early in their careers an opportunity to see the GEOINT Symposium from a different perspective. They network with senior leaders, hear speakers, and begin building their own professional network. Being in the bubble of the convention center at the Symposium really brings everyone together, and even though you don't see all 4,000 attendees, you spend a lot of time with smaller groups and people that you maybe don't see on a regular basis.

What about the "Golden Ticket" opportunity for young professionals?

The Symposium has a young professional rate, which is discounted full-Symposium registration for those 35 years old or younger. This is more financially feasible for those early in their careers, and it can incentivize companies to send some more junior employees. In addition, the Golden Ticket is a complimentary, full-Symposium registration with a lot of exclusive opportunities for networking, luncheons, and to participate in the YPG service project. Golden Ticket participants are selected annually through an application process.

A TRADITION OF EDUCATION CONTINUED

What are some of these exclusive opportunities?

The Young Professionals Group always holds its own luncheon with the Golden Ticket winners. This year, we're having a lunch with Dr. Dave Warner, a medical doctor and a Ph.D., who created a program in Afghanistan called "Beer for Data." And as an added bonus, our young professionals will get to attend the Greater Tampa Bay Chapter of the Women in Defense luncheon with NGA Director Long as the speaker. Golden Ticket winners also get to attend USGIF's invitation-only chairman's reception. Each day, we've lined up a variety of senior leaders to mentor young professionals in the YPG Lounge at the USGIF booth in the exhibit hall.

What sort of service project is the USGIF Young Professionals Group (YPG) planning for GEOINT 2013*?

We've added some flair to our original high school outreach project. At GEOINT 2012, we brought in high school students from the Orlando area and introduced them to GEOINT as a potential career and allowed them to experience the show floor. That was really well received, and Thursday we will be doing that again—bring those students in and spark that interest, but with something a little more challenging. So, we will divide the students up into five groups and give them a jigsaw puzzle to solve as they tour the exhibit hall. This will hopefully teach them a little bit on what it's like to work in the Intelligence Community, such as how to pull together information without having all of the key pieces. And there will be a little bit of a competition to it as well, which makes things more exciting.

In what capacity are the USGIF Working Groups participating in GEOINT 2013*?

We have seven active working groups at USGIF, and I'm proud to say each of them will be represented at the GEOINT 2013* Symposium in some way or another. We have three working groups that will offer training and education sessions. We have the Young Professionals Group, which has put together this great Young Professionals Program. The Small Business Advisory Working Group has a robust agenda for the week. The Activity-Based Intelligence Working Group is collecting data throughout the week in the exhibit hall. I'm very excited to see all of these active working groups represented at the Symposium.



DR. MAXWELL BABER, DIRECTOR OF ACADEMIC PROGRAMS, USGIF

Each year, USGIF Scholarship winners are offered complimentary Symposium registration. Why is this significant?

We have a few of the 2013 USGIF Scholarship winners attending this year. It's a great benefit to them. They can connect with the Community and develop relationships. We've seen quite a few success stories come out of this opportunity in previous years. USGIF has had its scholarship program for almost as long as the Foundation has been around, so there are numerous scholarship winners out there who are now leaders in their own right in the Community, such as Anthony Robinson, who now leads online geospatial education at Penn State. That speaks to the

idea that we're not simply trying to award scholarships to people who are going to lead the geospatial discipline for national security purposes, but academically as well.

What can you tell us about the student assistant program at GEOINT 2013*?

The student assistant program is an initiative that was proposed to USGIF by Rakesh Malhotra, who is a faculty member at Fayetteville State University in North Carolina and is working to stand up a geospatial program there. He has been doing a similar program for ASPRS for a number of years, and when he suggested doing a student assistant program for the Symposium, our leadership loved the idea and it has been enormously successful. We reach out to our accredited and other USGIF-affiliated universities to ask for recommendations and students apply on a highly select basis. Students do work for USGIF while they are at the event, but we constrain the amount of hours they put in so they have the opportunity to network, tour the exhibit hall, learn about new products and services, and develop connections that can be useful for their careers.



The YPG high school outreach project invited students from the Orlando area to the GEOINT 2012 Symposium.

The pre-conference session, GEOINT Foreword, is sold out this year. What has made this event so popular?

This is our best GEOINT Foreword lineup yet. We have four concurrent tracks in two different sets of afternoon sessions, we have really innovative speakers, lightning talks at lunch, a lot of very interesting content. I think this year we're really hitting the sweet spot. There's a lot of interest in GEOINT Foreword. We've been capped at 500 attendees for the last two years and we could probably double that. There's a lot of interest in this type of forum that focuses on science and technology. The GEOINT Symposium is amazing and unlike anything else out there, but GEOINT Foreword focuses on how and what we are doing with different types of technology in support of this industry. It's a more personal, engaging, interactive experience for people who are hands-on practitioners or scientists or analysts within this Community. The only constraint right now is that the event attendance is limited by the size of the hall we're in. ■



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USGIF

NGA DRIVES THE NEXT PHASE OF INTELLIGENCE

From Director Long's Desk: A Preview of Her GEOINT 2013* Keynote



PHOTO COURTESY OF NGA

As we all know, crisis is the new normal. The depth, breadth, and spontaneity of events around the world require us to be more flexible, adaptable, and deliver deeper insights faster than ever before to inform decision-making.

With the world changing around us, NGA is at a decisive moment in our history. We are building a new, Community-wide platform that will shape the next phase in intelligence: the immersive experience.

From separation to connection to integration, the Community has evolved through three phases of intelligence since World War II. We have moved from knowledge being isolated, to shared, to coordinated. As we realize NGA's vision, this new platform will foster the next phase—an immersive experience for the entire Community where we live and interact with the data.

In 2010, I laid out our vision to put the power of GEOINT in

GEOINT forms the heart of this 5D environment because it provides latitude, longitude, elevation, time, and prediction.

NGA PRESENTATIONS ON THE GOVERNMENT PAVILION STAGE

TUESDAY, APRIL 15

NGA Strategy and Future Vision
2 p.m.

Immersive Intelligence
2:45 p.m.

Small Business Opportunities in Defense and Intelligence
3:15 p.m.

WEDNESDAY, APRIL 16

Online Customer Service
1 p.m.

Map of the World
1:30 p.m.

THURSDAY, APRIL 17

Activity-Based Intelligence
2 p.m.

Revolutionizing the NGA Industry Relationship
2:30 p.m.

the user's hands and set forth two key goals: provide online, on-demand access to our GEOINT knowledge; and create new value by broadening and deepening analytic expertise.

Today, NGA is realizing this vision and achieving these goals. We are the world's leading geospatial intelligence expert. We are the catalyst for intelligence integration. We are the right driver for creating this new platform for Community-wide integration that will shape the immersive experience. Integrating data from multiple disciplines is in our DNA. It is an inherent part of creating and delivering GEOINT.

We remain steadfast in our commitment to realize our vision. We are aligning our resources so that we effectively build a new Community-wide platform that will deliver an immersive experience and allow us to see what our adversaries cannot, know what we should, and act first.

I invite you to learn more about how NGA is driving the next phase of intelligence by attending presentations about the principal elements of this platform at the Government Pavilion Stage in the GEOINT 2013* exhibit hall. From the Map of the World to The Globe, NGA is creating a completely integrated GEOINT enterprise that delivers the next phase in intelligence. ■

The *GEOINT 2013* Show Daily* is brought to you by *trajectory*, the official publication of the United States Geospatial Intelligence Foundation (USGIF).

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General Dynamics Booth #6015

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General Dynamics' broad portfolio leverages big and large data techniques, intelligence, and trusted services to enhance operational utility in support of worldwide missions. From putting activity-based intelligence in the hands of the user, to coupling innovative collection techniques with mission-focused solutions, General Dynamics brings innovation to every mission.

GENERAL DYNAMICS



0800-1530

USGIF'S 2013 ALLDER GOLF CLASSIC

TPC Tampa Bay

0900-1730

GEOINT FOREWORD

Tampa Marriott Waterside Hotel

0900-0930

WELCOME & INTRODUCTION TO GEOINT FOREWORD

Tampa Marriott Grand Ballroom E/F

Dr. Darryl Murdock, Vice President for Professional Development, USGIF

0930-0945

MASTER OF CEREMONIES

Grand Ballroom E/F

The Honorable Jeffrey K. Harris, CEO & President, JKH Consulting

0945-1100

KEYNOTE ADDRESS & SENSEMAKER SESSION

Grand Ballroom E/F

"Human Geography Beyond Big Data" by Dave Snowden, Founder and Chief Scientific Officer, Cognitive Edge

1100-1230

LUNCH AND LIGHTNING TALKS

Grand Ballroom E/F

- "Scalable Computational Framework for Satellite Image Driven Mapping and Monitoring of Critical Infrastructure" by Dr. Harini Sridharan, Oak Ridge National Lab
- "Crowdsourcing Imagery Tagging to Detect Coastal Change After Extreme Storms" by Dr. Sophia Liu, U.S. Geological Survey
- "What Does a World-Class Car Race Have to do with GEOINT?" by Janae Lee, Quantum
- "Large-Scale Human Geography from Crowdsourced Multimedia" by Dr. Matt Turek, Assistant Director of Computer Vision, Kitware
- "Small Satellite and Associated TPED" by Rob Zitz, Senior Vice President and Strategic Account Executive, Intelligence & Homeland Security, Leidos
- "Advancements in Visualization of Remotely Sensed 3-D Data" by Matt Bethel, Director of Technology, Merrick
- "Water Column Visualization Using LiDAR Bathymetric Waveforms" by Dr. Joong Yong Park, Data Processing Systems Manager, Optech
- "Maritime GEOINT to Support Arctic Safe Navigation, National Security and Commerce" by Pete Doucette, Integrity Applications Inc.

1230-1345

BREAKOUT SESSIONS

Lighting the Path to Improved Interoperability (Salon A/B)

Moderators: Peter Pflugrath, Vice President, American Systems; and Teri Dempsey, Director Geospatial Systems, TASC

- Thomas Diepenbrock, Principal Consultant, MarkLogic
- David Graham, Senior Technical Fellow, CAE

- LTC Chris Quaid, NRO
- John Teufert, Geo-Officer, NATO Communications & Information Agency
- Sam Torrey, Technology Liaison, Urban Robotics

Chaos Management in a Disconnected World (Salon C/D)

Moderator: COL Steve Fleming, Academy Professor, U.S. Military Academy

- Dr. Shay Har-Noy, Director of Product Development, DigitalGlobe
- Eric Kutner, Advisor, Emergency Response Design Group
- Chris Mayfield, GIS Imagineer, NORTHCOM
- LTC Chris Oxendine, Assistant Professor, U.S. Military Academy
- Dr. Ben Tuttle, GIAT Mobile Apps Team Lead, InnoVision, NGA

GEOINT WirelessEdge: IC/DoD meets IoT (Salon G/H)

Moderator: David Waldrup, Strategic Advisor, TASC

- Andrew Benhase, Principal Architect, Cisco Systems
- Tony Davis, PEO C4, USSOCOM
- Tony Quartararo, President & CEO, Spatial Networks
- Michele Weslander-Quaid, CTO & Innovation Evangelist, Google

Defining Human Geography (Salon I/J)

Moderator: Julia Bowers, Chief Operating Officer, Spatial Networks

- Brent Britton, University of South Florida
- Morgan Flom, Senior Analyst & Product Owner, HumanGeo
- Jim Hill, Technical Director, Geospatial Intelligence Division, MClA
- Mike Taylor, Courage Services
- Dr. Doug Way, Geospatial Intelligence Division, MDA Information Systems

1345-1415

NETWORKING BREAK

1415-1530

BREAKOUT SESSIONS

Enabling SOF Operators to Influence the Human Domain (Salon A/B)

- COL (Ret.) Greg Wilson, Senior Fellow, CORE Lab, Naval Postgraduate School
- Patrick Dudas, CORE Lab Research Associate and Social Media Exploitation SME
- MAJ Seth Lucente, Office of the J2, U.S. Central Command (CENTCOM)
- Mike Stevens, CORE Lab Research Associate and CORE SEE Research Project

Optimizing Big Data & Data Management Systems for Chaos Management (Salon C/D)

Moderator: COL Steve Fleming, Academy Professor, U.S. Military Academy

- Dr. Robert Austin, Enterprise Applications Integration Manager, City of Tampa
- Dr. Stephanie Detrick, MAS-GIS Program Director, Arizona State University
- LTC (R) Dave Foster, Geospatial Fusion Center, G3/5/7 Engineers, U.S. Army North

- Dr. Tommy Jordan, Associate Director, Center for Geospatial Research, University of Georgia

SmallSat Remote Sensing Innovations (Salon G/H)

Moderator: Rob Zitz, Senior Vice President and Strategic Account Executive, Intelligence & Homeland Security, Leidos

- Discussant: Jeffrey "Skunk" Baxter
- Anne Miglares, President & CEO, PlanetIQ
- Andrew Quintero, Principal Director, Aerospace
- Robbie Schingler, Co-Founder, Planet Labs
- Dr. Chris Tucker, Principal, Yale House Ventures
- Dr. James Wertz, President, Microcosm

Advancing Human Geography: Collaboration, Interoperability & Standards (Salon I/J)

Moderator: Justin Sherin, Principal, Booz Allen Hamilton

- Brian Hagan, Director, Office of Geography, National Geospatial-Intelligence Agency (NGA)
- Dr. Lee Schwartz, Director, Office of the Geographer and Global Issues, U.S. Department of State
- Mike Williams, Chief & SIO, Human Environment Branch, Joint Intelligence Center, U.S. Central Command (CENTCOM)

1530-1600 NETWORKING BREAK

1600-1630 SENSEMAKER SESSION RESULTS REVEALED
Grand Ballroom E/F

1630-1700 UNIFYING THE GEOINT RESEARCH COMMUNITY
Grand Ballroom E/F

Becky Aiken, National Geospatial-Intelligence Agency (NGA)

1700-1730 CLOSING KEYNOTE
Tampa Marriott Grand Ballroom E/F

Doug McGovern, Director, InnoVision, National Geospatial-Intelligence Agency (NGA)

1900-2200 GEOINT 2013* WELCOME RECEPTION: 10 YEARS OF GEOINT SYMPOSIA
Tampa Convention Center Riverwalk Plaza

» **TUESDAY APRIL 15 AT-A-GLANCE**

0800-0815	PRESENTATION AND POSTING OF COLORS [Tampa Convention Center Ballroom A-C]
0815-0845	WELCOME: K. Stuart Shea, Chairman of the Board, United States Geospatial Intelligence Foundation (USGIF) [Tampa Convention Center Ballroom A-C]
0845-0900	MASTER OF CEREMONIES: The Honorable Joan A. Dempsey, Executive Vice President, Booz Allen Hamilton [Tampa Convention Center Ballroom A-C]
0900-0945	KEYNOTE: The Honorable James R. Clapper, Director of National Intelligence (DNI) [Tampa Convention Center Ballroom A-C]
0945-1030	KEYNOTE: Letitia A. Long, Director, National Geospatial-Intelligence Agency (NGA) [Tampa Convention Center Ballroom A-C]
1030-1100	NETWORKING BREAK [Tampa Convention Center Foyer]
1100-1145	JOINT KEYNOTE: Robert Scoble, Co-Author of <i>Age of Context</i> ; and Startup Liaison for Rackspace & Shel Israel, Co-Author of <i>Age of Context</i> ; and CEO of SI Associates [Tampa Convention Center Ballroom A-C]
1145-1230	KEYNOTE: LTG Michael T. Flynn, U.S. Army, Director, Defense Intelligence Agency (DIA) [Tampa Convention Center Ballroom A-C]
1230-1400	LUNCH & NETWORKING BREAK Exhibitor lunch in East Hall & Attendee lunch in Ballroom Foyer
1330-1700	NATIONAL SECURITY WORKSHOP [Tampa Marriott Waterside Hotel]
1400-1900	EXHIBIT HALL OPEN [Tampa Convention Center East & West Exhibit Halls]
1400-1530	PANEL: NAVIGATING THE GLOBAL INFORMATION SHARING ENVIRONMENT [Tampa Convention Center Ballroom A-C]
1400-1600	PROFESSIONAL DEVELOPMENT: TRAINING & EDUCATION SESSIONS [Tampa Convention Center Meeting Rooms 18-23]
1400-1630	GEOINT CERTIFICATION TOWN HALL [Tampa Convention Center Meeting Rooms 24-25]
1400-1700	GOVERNMENT PAVILION STAGE PRESENTATIONS [Tampa Convention Center Exhibit Hall, Booth 4105]
1700-1900	EXHIBIT HALL NETWORKING RECEPTION [Tampa Convention Center East & West Exhibit Halls]