



Esri Health GIS Conference

August 20–22, 2012 | Scottsdale, Arizona



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Registration Hours

Arizona Ballroom Foyer

Monday, August 20

7:30 AM–5:00 PM

Tuesday, August 21

7:30 AM–5:00 PM

Wednesday, August 22

7:30 AM–NOON

Recycle Badges

At the end of the conference, please return your name badge holder to the Registration Desk.

Thank you for your cooperation.

Conference at a Glance

Monday, August 20

7:30 AM–9:00 AM	Continental Breakfast Arizona Ballroom Foyer
9:00 AM–10:30 AM	Plenary Session and Keynote Address Arizona Ballrooms I–IV
10:30 AM–11:00 AM	Refreshment Break Arizona Ballroom Foyer
11:00 AM–11:45 AM	Plenary Session (continued) Arizona Ballrooms I–IV
11:45 AM–1:15 PM	Networking Lunch Vaquero Ballrooms A–C
1:15 PM–2:30 PM	Technical Plenary Session Arizona Ballrooms I–IV
2:30 PM–3:00 PM	Refreshment Break Arizona Ballroom Foyer
3:00 PM–5:00 PM	Grand GIS Rounds Panel Discussions Arizona Ballrooms I–IV
5:00 PM–7:30 PM	Solutions, Data, and Applications EXPO; Academic Health Fair; Map Gallery; and Hands-on Learning Lab Opening and Reception Arizona Ballrooms V–VIII

Tuesday, August 21

8:00 AM–9:00 AM	Continental Breakfast in Solutions, Data, and Applications EXPO Arizona Ballrooms V–VIII
8:00 AM–NOON	Solutions, Data, and Applications EXPO and Hands-on Learning Lab Arizona Ballrooms V–VIII
9:00 AM–10:30 AM	Featured Panel—Telling Compelling Stories with Your GIS Arizona Ballrooms I–IV
10:30 AM–11:00 AM	Refreshment Break in Solutions, Data, and Applications EXPO Arizona Ballrooms V–VIII
11:00 AM–NOON	Moderated Exchange Sessions Vaquero Ballrooms E–G
NOON–1:30 PM	Hosted Health Awards Luncheon Vaquero Ballrooms A–C
1:30 PM–2:45 PM	Paper Sessions Vaquero Ballrooms E–G
2:45 PM–3:15 PM	Refreshment Break Vaquero Ballroom Foyer
3:15 PM–4:30 PM	Paper Sessions Vaquero Ballrooms E–G
5:00 PM–6:30 PM	Health and Human Services User Group Social Vaquero Ballrooms A–C
8:00 PM–9:00 PM	Town Hall Meeting—Global Health Care Facility Database Initiative Vaquero Ballroom E 1

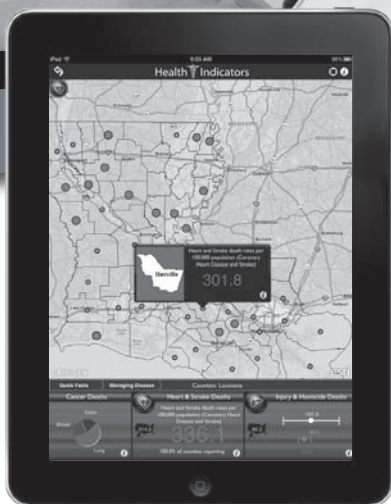
Conference at a Glance

Wednesday, August 22

7:00 AM–8:00 AM	Continental Breakfast Vaquero Ballroom Foyer
8:00 AM–9:15 AM	Technical Workshops Vaquero Ballrooms E–F
9:15 AM–9:30 AM	Refreshment Break Vaquero Ballroom Foyer
9:30 AM–10:45 AM	Technical Workshops Vaquero Ballrooms E–F
10:45 AM–11:00 AM	Refreshment Break Vaquero Ballroom Foyer
11:00 AM–12:15 PM	Technical Workshops Vaquero Ballrooms E–F
1:00 PM–3:00 PM	Site Visit to the Arizona T-Health Institute* Meet in the hotel lobby; the bus will depart from the hotel at 12:45 PM.

* Preregistration Required

CRITIGEN



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Session Matrix Tuesday, August 21

	Vaquero Ballroom E 1	Vaquero Ballroom E 2	Vaquero Ballroom F 1
8:00 AM	Continental Breakfast in Solutions, Data, and Applications EXPO Arizona Ballrooms V–VIII		
9:00 AM	Featured Panel—Telling Compelling Stories with Your GIS Arizona Ballrooms I–IV		
10:30 AM	Refreshment Break in Solutions, Data, and Applications EXPO Arizona Ballrooms V–VIII		
11:00 AM	MES Geomedicine		MES Enterprise GIS
NOON	Hosted Health Awards Luncheon Vaquero Ballrooms A–C		
1:30 PM	HS Health Surveillance, Part I	HP Health Policy, Part I	BE Built Environment, Part I
2:45 PM	Refreshment Break Vaquero Ballroom Foyer		
3:15 PM	HS Health Surveillance, Part II	HP Health Policy, Part II	BE Built Environment, Part II
5:00 PM	Health and Human Services User Group Social Vaquero Ballrooms A–C		
8:00 PM	Town Hall Meeting—Global Health Care Facility Database Initiative Vaquero Ballroom E 1		

AHC Access to Health Care
BE Built Environment
EH Environmental Health
HP Health Policy

HS Health Surveillance
MES Moderated Exchange Session
TECH Esri Technical Session

Vaquero
Ballroom F 2

Vaquero
Ballroom G 1



MES Health Surveillance 3.0



EH Environmental Health, Part I

AHC Access to Health Care, Part I



EH Environmental Health, Part II

AHC Access to Health Care, Part II

Session Matrix Wednesday, August 22

	Vaquero Ballroom E 1	Vaquero Ballroom F 1
7:00 AM	Continental Breakfast Vaquero Ballroom Foyer	
8:00 AM	TECH Spatial Pattern Analysis: Mapping Trends and Clusters	TECH Community Analyst: Analytical and Data Tools, Part I
9:15 AM	Refreshment Break Vaquero Ballroom Foyer	
9:30 AM	TECH Modeling Spatial Relationships Using Regression Analysis	TECH Community Analyst: Analytical and Data Tools, Part II
10:45 AM	Refreshment Break Vaquero Ballroom Foyer	
11:00 AM	TECH Spatial Statistics: Best Practices	

AHC Access to Health Care
BE Built Environment
EH Environmental Health
HP Health Policy

HS Health Surveillance
MES Moderated Exchange Session
TECH Esri Technical Session

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Plenary Session Monday, August 20

9:00 AM–5:00 PM | Arizona Ballrooms I–IV

9:00 AM–9:15 AM

Opening Remarks

Bill Davenhall, Global Manager, Health and Human Services Solutions, Esri

9:15 AM–9:50 AM

Keynote Address

Geomedicine: A New Way to Leverage Health Information

Estella M. Geraghty, MD, MS, MPH/CPH, FACP, GISP; Assistant Professor of Clinical Internal Medicine, University of California, Davis

Dr. Estella Geraghty is a clinician researcher in the Division of General Medicine at UC Davis. Her research focuses on using GIS to influence health policy and advance community development programs. She has coauthored research in pesticide exposure modeling; statewide mental health service access and use tracking; assets and disparities in youth outcomes; and youth indices of well-being and vulnerability. She is also the recipient of the Larry L. Sautter Golden Award for Innovation in Information Technology as part of a team developing electronic medical record data discovery solutions. She also earned degrees in Medical Informatics and Public Health, is board certified in Public Health (CPH), and is a Geographic Information Systems Professional (GISP).

Geomedicine was introduced in 2009 as a modern framework for understanding how public health impacts personal health. Geraghty will explore with us the realities of using geomedicine as the context for the different types of research, analysis, service delivery and usefulness in improving health outcomes.

9:50 AM–10:30 AM

Featured Plenary Speaker

Using GIS for Infectious Diseases, Prevention, and Control in Europe

*Virginia Estévez Adán, PhD, Senior GIS Expert—
Surveillance and Response Support Unit (SRS),
European Centre for Disease Prevention and Control
(ECDC), Stockholm, Sweden*

Dr. Virginia Estévez Adán's work at the European CDC is focused on developing GIS competencies and modern GIS analytical tools, as well as establishing and maintaining close links with pan-European and other international public health bodies working with GIS. This presentation will provide an overview of the main GIS developments established at the ECDC over the last several years and how internal geospatial standards for geocoding and mapping health and disease data will be addressed in their ongoing work, both within and among the ECDC's expert staff. Estévez is a Spanish national and holds a degree in Geography and a PhD in Environmental Sciences.

10:30 AM–11:00 AM

Refreshment Break

Arizona Ballroom Foyer

Plenary Session Monday, August 20 (continued)

9:00 AM–5:00 PM | Arizona Ballrooms I–IV

11:00 AM–11:45 AM

Featured Plenary Speaker

Health and Social Surveillance: Thoughts about a Collaborative Platform

John Brownstein, PhD, Harvard School of Medicine and Boston Children's Hospital

In an age of incredible information technology the world still struggles—from the poorest to the richest nation—in having real-time data easily accessible and useful when it comes to knowing the health and social care conditions in real-time. Maybe it's not possible but perhaps it is and we simply need to think and act harder on the resources we already have. Dr. Brownstein will discuss with us his experience and ideas on how we need to take a much different look at this challenge and perhaps collaborate in a much different way to bring such an idea to reality.

Brownstein is an Associate Professor at Harvard Medical School and directs the Computational Epidemiology Group at the Children's Hospital Informatics Program in Boston, Massachusetts. He is a spatial epidemiologist from Yale University, and his research has been focused on the surveillance, control and prevention of disease. He is a cofounder of HealthMap.org. Brownstein also serves as an adviser to the World Health Organization, Institute of Medicine, the US Department of Health and Human Services, and the White House and has received many prestigious awards for his work in public health. His work is frequently reported in the *New England Journal of Medicine*, *Science*, *Nature*, *New York Times*, *the Wall Street Journal* and on CNN, National Public Radio, and the BBC.

11:45 AM–1:15 PM

Networking Lunch

Vaquero Ballrooms A–C

1:15 PM–2:30 PM

Technical Plenary Session

Thinking Differently about Maps and GIS

Paul Doherty, Esri Technical Marketing

How ArcGIS Is Changing Spatial Research

Lauren Scott, Chief Engineer, Spatial Statistics, Esri

2:30 PM–3:00 PM

Refreshment Break

Arizona Ballroom Foyer

Plenary Session Monday, August 20 (continued)

9:00 AM–5:00 PM | Arizona Ballrooms I–IV

3:00 PM–5:00 PM

Grand GIS Rounds Panel Discussions

Bill Davenhall, Global Manager, Health and Human Services Solutions, Esri (Moderator)

Health Data Liberation

*CMS Data: Medicare/Medicaid Data Innovations—Allison Oelschlaeger, CMS, DHHS
Community Health Indicators Data Portal—Ed Carl and Michael Topmiller, HealthLandscape*

National Health System Reforms and GIS

*United States: Community Health Management System—Dora Barilla, Loma Linda University Medical Center
United Kingdom: GIS Innovations within the NHS-Wales—Stephen Leece, Esri (UK) Ltd.*

New Health Applications

*Health Indicators: A National iPad Health Application—Tyler Huehmer, Critigen Labs
MyHospital: A Global ArcGIS Mobile Server Data Collection Application—Christina Bivona-Tellez, Esri, and Chris Goz, Critigen Labs*

GIS in Health Education

Health GeoInformatics: How an Academic Health Science Center Teaches GIS—Seth Wiafe, Loma Linda University School of Public Health



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Featured Panel

Tuesday, August 21

9:00 AM–10:30 AM | Arizona Ballrooms I–IV

Telling Compelling Stories with Your GIS

Panelists

Kristen Kurland, Professor, Carnegie Mellon University, Heinz College and School of Architecture (Moderator)

Steve Sternberg, Deputy Editor, Health Rankings, *US News & World Report*, Washington, DC

Steve Doig, Knight-Ridder Chair, Arizona State University, Phoenix, Arizona

Tom Johnson, Institute for Analytic Journalism, Santa Fe, New Mexico

Brian Peterson, Director, Communications, Esri, Redlands, California

Refreshment Break in Solutions, Data, and Applications EXPO

10:30 AM–11:00 AM | Arizona Ballrooms V–VIII

Moderated Exchange Sessions

Tuesday, August 21

11:00 AM–NOON

Geomedicine

Vaquero Ballroom E 1

Presenter: Estella M. Geraghty, MD, MS, MPH/CPH, FACP, GISP; Assistant Professor of Clinical Internal Medicine, University of California, Davis

Moderator: Angelica Baltazar, Health and Human Services Industry Specialist, Esri

Enterprise GIS

Vaquero Ballroom F 1

Presenter: Virginia Estévez Adán, PhD, Senior GIS Expert—Surveillance and Response Support Unit (SRS), European Centre for Disease Prevention and Control (ECDC), Stockholm, Sweden

Moderator: Christina Bivona-Tellez, Health and Human Services Industry Manager, Esri

Health Surveillance 3.0

Vaquero Ballroom G 1

Presenter: John Brownstein, PhD, Harvard School of Medicine and Boston Children's Hospital

Moderator: Bill Davenhall, Global Manager, Health and Human Services Solutions, Esri

Health Awards Luncheon

Tuesday, August 21

NOON–1:30 PM | Vaquero Ballrooms A–C

The annual awards luncheon honors organizations in the areas of GIS vision, service, and communication.

Each year, the Esri health and human services staff honors the work of several organizations that we believe make all health and human services GIS professionals proud. From among hundreds of outstanding and worthwhile initiatives, we select the three organizations that represent the best examples of vision, service, and communication we have witnessed in the preceding year and where Esri technology has played a significant role.

Previous Health Award Winners

Alabama Department of Children’s Affairs and Alabama Criminal Justice Information Center

Bailey, Stephanie—US Centers for Disease Control and Prevention

Baystate Health System, Springfield, Massachusetts

Cabell-Huntington Health Department, West Virginia

California Department of Health Services

California Health & Human Services Agency, Office of Statewide Health Planning and Development

CDC Emergency Operations Center, Atlanta, Georgia

CDC Lead Poisoning Prevention Branch

CDC National Center for Health Statistics

Children’s Environmental Health Initiative (CEHI), Duke University

City of New York Department of Health & Mental Hygiene

Connecticut Department of Public Health

Dartmouth Atlas of Health Care

Denver Managed Care

Florida Department of Health, Division of Environmental Health

Florida Department of Public Health

France Ministry of Health & Social Protection

Gardner Associates, Concord, Massachusetts

GISCorps

Guilford County Public Health Department

Health and Human Services Secretary’s Command Center, Washington, DC

Health Data Initiative (US Department of Health and Human Services, Institute of Medicine)

Health InfoTechnics

Health Protection Agency, United Kingdom

Helsana Versicherungen AG, Switzerland

Kentucky Department of Public Health, Public Safety Branch

Loma Linda University Adventist Health Sciences

Massachusetts Department of Public Health

Mecklenburg Emergency Medical Services

Ministry of Environment Safety and Environmental Healthcare, Hungary

NASA Goddard Space Flight Center

National Association of County and City Health Officials

National Cancer Institute

Naval Medical Research Center Detachment

Nebraska Health and Human Services System

New Jersey Department of Health and Senior Services

New Jersey Division of Health Emergency and Preparedness and Response

New York City Department of Health and Mental Hygiene

New Zealand Ministry of Health

Niigata University, Graduate School of Medical and Dental Sciences, Japan

Norwegian Public Health Institute

Ohio Department of Health

Oklahoma Department of Health
Pacific EMPRINTS

Rhode Island Department of Health

Ripley, Bruce—Department of Veterans Affairs

Rural Policy Research Institute, Center for Rural Health Policy Analysis

San Diego Health and Human Services Agency

Saskatoon Health Region

Sault Ste. Marie Innovation Centre

Sault Ste. Marie Innovation Centre and Algoma Public Health

South Carolina Department of Health and Environmental Control

South Carolina Department of Health and Environment, Division of Biostatistics and Health GIS

Uniformed Services University of Health Sciences

United Nations Joint Logistics Centre, Italy

University of California, Davis

University of Kentucky

University of Mississippi Medical Center

University of Nebraska Medical Center

World Health Organization

Paper Sessions at a Glance

Tuesday, August 21

1:30 PM–2:45 PM

Health Surveillance, Part I

Vaquero Ballroom E 1

Measles Outbreak in Yemen, 2011–2012

Ibrahim Anesi, WHO/EPI

CDC Influenza Division FluView Interactive

Michael Dinan, Booz Allen Hamilton, Inc.

Prioritizing HIV Prevention Efforts in the Most Impacted Areas: A Syndemic Spatial Analysis of HIV and STD Disease Burden

Mike Janson, County of Los Angeles Department of Public Health, Division of HIV and STD Programs

Health Policy, Part I

Vaquero Ballroom E 2

Using Spatial Health Intelligence in Health Planning: The Case Study of Logan Beaudesert, Australia

Ori Gudes, Griffith University

Development of a Multidimensional Health Care Access Index

Stephen Jones, Blue Cross Blue Shield of Tennessee

The ADUSH Geoportal Server: GIS Data at Your Fingertips

Kevin Willis, Veterans Health Administration

Built Environment, Part I

Vaquero Ballroom F 1

Assessing the Food Landscape of a Rural LiveWell Colorado Community

Lisa Harner, Kaiser Permanente

Geospatial Technologies: Beyond Space Management

Sucheta Kulkarni, University of Michigan Medical School

Using GIS for Modeling the Demand on Health Care Facilities at Jeddah City

Abdulkader Murad, King Abdulaziz University

Predictive Modeling of Health Outcomes in Hampton Roads, Virginia

Steve Sedlock, Virginia Network for Geospatial Health Research, Inc.

Environmental Health, Part I

Vaquero Ballroom F 2

Elevated Blood Lead Levels: Environmental Risks and Opportunities for Outreach

Stephanie Foster, Geospatial Research, Analysis, and Services Program (GRASP), ATSDR/CDC

Exploring the Relationship between Lung Cancer and Geological Formations in Kentucky

Timothy Hare, Institute for Regional Analysis and Public Policy, Morehead State University

Kianda Case Study: Resource Allocation and Slum Mapping

Lisa Hilmi, University of Pennsylvania

Access to Health Care, Part I

Vaquero Ballroom G 1

Travel Time for Accessing Behavioral Health Care

M. Tabor Griswold, University of Nevada School of Medicine

Use of GIS for Maternal and Child Health Surveillance

Momin Kazi, Aga Khan University

Time Is a Factor: GIS and Stroke Care in the Veterans Health Administration

Eric Litt, Department of Veterans Affairs

Geospatial Considerations Associated with the Affordable Care Act's (ACA) Evolving Models of Health Care

David Schutt, Stanford University Medical Center

Paper Sessions at a Glance

Tuesday, August 21

3:15 PM–4:30 PM

Health Surveillance, Part II

Vaquero Ballroom E 1

GIS Visual Maps to Monitor Polio Immunization Activities in Karachi

Momin Kazi, Aga Khan University

Tuberculosis Cluster Distribution in Santo Domingo Health Area

Venecia Ramirez, Ministerio de Salud

The Relationship between Obesity and Poverty Using Bivariate Spatial Visualization

Michael Topmiller, HealthLandscape

Health Policy, Part II

Vaquero Ballroom E 2

A GIS-Based Application to Support Health Care Provider Decision Making and Community Health Care Needs Assessment

Yoonmi Lee, Claremont Graduate University

Understanding Variations in BMI among VHA Patients

Amy Sadler, Veterans Health Administration

American Community Survey Toolbox

Elaine Hallisey, Geospatial Research, Analysis, and Services Program (GRASP), ATSDR/CDC

The ADUSH GeoPortal Server: GIS Data at Your Fingertips

Kevin Willis, Veterans Health Administration

Built Environment, Part II

Vaquero Ballroom F 1

The Policy Implications of Geocoding Positional Accuracy on Population Estimates

Stephanie Foster, Geospatial Research, Analysis, and Services Program (GRASP), ATSDR/CDC

Los Angeles County Department of Public Health GIS Map Viewer
Douglas Morales, Los Angeles County Department of Public Health

Mapping Pathways: Lessons Learned from Applied Epidemiology and GIS Training for Tribal Communities

Kate Watkins, University of Nebraska Medical Center

Recent ArcGIS Enhancements and Health Care Planning

Kevin Willis, Veterans Health Administration

Environmental Health, Part II

Vaquero Ballroom F 2

Using Administrative Medical Claims Data to Estimate Underreporting of Infectious Zoonotic Diseases

Stephen Jones, Blue Cross Blue Shield of Tennessee

The National Toxic Substance Incidents Program (NTSIP) Interactive Mapping Tool

Melissa Smith, CDC/ATSDR/Division of Toxicology and Human Health Sciences; Geospatial Research, Analysis, and Services Program

Accidental Childhood Poisoning: Putting Mr. Yuk on the Map

Margaret Nguyen, Children's Hospital of Pittsburgh

Access to Health Care, Part II

Vaquero Ballroom G 1

Travel Time Analysis for Patients with Acute Respiratory Failure

David Wallace, University of Pittsburgh

Closing the Gap: Increasing Veterans' Access to VHA Primary Care

Lauren Wilson, Department of Veterans Affairs/VRHRC-ER

Visualizing the United States Health Care Work Force

Ed Carl, HealthLandscape

Technical Workshops at a Glance

Wednesday, August 22

Spatial Pattern Analysis: Mapping Trends and Clusters

Vaquero Ballroom E 1

8:00 AM–9:15 AM

Lauren M. Scott, PhD, and Lauren Rosenshein, MA, Spatial Statistics Product Engineers, Esri

Community Analyst: Analytical and Data Tools, Part I

Vaquero Ballroom F 1

8:00 AM–9:15 AM

Brenda Wolfe, Community Analyst Product Manager, Esri

Modeling Spatial Relationships Using Regression Analysis

Vaquero Ballroom E 1

9:30 AM–10:45 AM

Lauren M. Scott, PhD, and Lauren Rosenshein, MA, Spatial Statistics Product Engineers, Esri

Community Analyst: Analytical and Data Tools, Part II

Vaquero Ballroom F 1

9:30 AM–10:45 AM

Brenda Wolfe, Community Analyst Product Manager, Esri

Spatial Statistics: Best Practices

Vaquero Ballroom E 1

11:00 AM–12:15 PM

Lauren M. Scott, PhD, and Lauren Rosenshein, MA, Spatial Statistics Product Engineers, Esri



Exhibitor Program

Monday, August 20

5:00 PM–7:30 PM

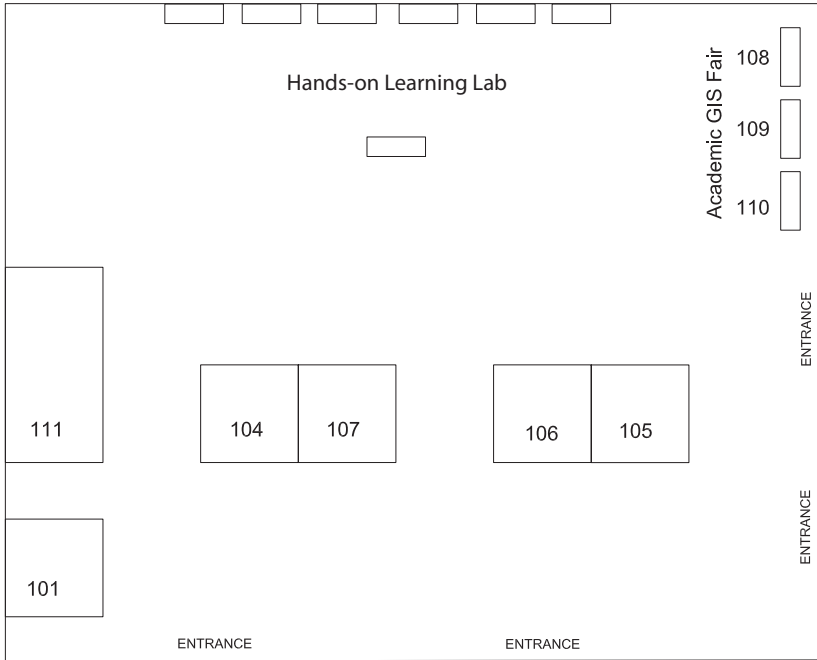
Tuesday, August 21

8:00 AM–NOON



2012 Esri Health GIS Conference Exhibitors

Arizona Ballrooms V–VIII



Booth Organization

- 101 Geowise Ltd.
- 104 HealthLandscape, LLC
- 105 iVantage Health Analytics
- 106 VSolvIT
- 107 Critigen
- 110 Loma Linda University School of Public Health

Exhibitor Descriptions

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Geowise Ltd. 101

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InstantAtlas™ - Data presentation software for location-based statistical data. InstantAtlas enables information analysts and researchers to create highly-interactive dynamic and profile reports that combine statistics and map data to improve data visualization, enhance communication, and engage people in more informed decision making.

Gold Sponsor

 **HealthLandscape**

HealthLandscape, LLC 104

www.HealthLandscape.org

HealthLandscape develops, administers, and markets interactive online data visualization tools and professional services. It is a collaboration between The Health Foundation of Greater Cincinnati and the American Academy of Family Physicians, nonprofit enterprises that share the vision of improving health through better understanding of conditions that affect health.

Exhibitor Descriptions (continued)

Gold Sponsor

iVantage Health Analytics 105

www.iVantageHealth.com



iVantage Health Analytics supports strategic decision making by integrating diverse data and delivering information through innovative platforms. Our ability to merge internal and external data brings a new dimension in identifying and implementing business initiatives. We offer a single source for market intelligence, performance measurement, and clinical and functional benchmarking.

Loma Linda University School of Public Health 110

www.llu.edu/public-health

Loma Linda University School of Public Health offers geoinformatics programs for the current and future public health work force. Graduate MPH and certificate programs are offered on our Southern California campus. Individual courses can also be completed online.

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Ask us about our GIS app launch at the U.S. Whitehouse.*

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Notes

Notes

Notes

Notes

Upcoming Event Dates

Esri Southwest User Conference

September 17–19, 2012
Denver, Colorado, USA

Esri Electric and Gas GIS Conference

October 7–10, 2012
Salt Lake City, Utah, USA

Esri Mid-Atlantic User Conference

December 11–12, 2012
Baltimore, Maryland, USA

GeoDesign Summit

January 24–25, 2013
Redlands, California, USA

Esri Federal GIS Conference

February 25–27, 2013
Washington, DC, USA

Esri Partner Conference

March 23–26, 2013
Palm Springs, California, USA

Esri Developer Summit

March 25–29, 2013
Palm Springs, California, USA

Esri Southeast User Conference

April 29–May 1, 2013
Jacksonville, Florida, USA

Esri International User Conference

July 8–12, 2013
San Diego, California, USA

Esri Health GIS Conference
October 2013



Hyatt Regency Scottsdale Floor Plan

