



## IMAGERY @ UC 2014 AGENDA

Tue Jul 15 – Wed Jul 16, San Diego Convention Center

Highlights (Map at the back of this page)

Imagery Use Stories & Tech Updates: Tue 15<sup>th</sup> July, SDCC Room 25 A&B

Imagery Island Showcase: 15<sup>th</sup>-17<sup>th</sup> July, SDCC, Exhibit Hall C

Imagery Moderated Paper Sessions & Island showcase: as noted below

Imagery Social: Wed 16<sup>th</sup> July, the Omni Pool & Palm Terrace

Weather in GIS – See weather in Esri maps & apps: Tue 15<sup>th</sup> July, Ballroom 20D

### Tuesday, July 15

All Tuesday activities held in **SDCC, Room 25 A&B** unless noted otherwise.

#### ***Imagery Use Stories - Making the World's Imagery Useful***

8:30 AM - 8:40 AM	<b>Welcome &amp; vision</b> by <i>Lawrie Jordan - Director of Imagery, Esri.</i>
8:40 AM – 9:00 AM	<b>Keynote</b> by <i>Jamie Ritchie, Head of Product Portfolio &amp; Markets - Geo-Intelligence, Airbus Defense and Space.</i>
9:00 AM – 9:15 AM	<b>Monitoring a changing world</b> by <i>Cesar Santos – VP Marketing, BlackBridge.</i>
9:15 AM – 9:30 AM	<b>Harnessing DigitalGlobe imagery and algorithms to monitor, decide, and act</b> by <i>Pierre Izard, Director Alliances, DigitalGlobe.</i>
9:30 AM – 9:45 AM	<b>Sanborn Imagery and 3D</b> by <i>Jason Caldwell- Director of Strategic Accounts, Sanborn.</i>
9:45 AM - 10:15 AM	<b>Break</b>

#### ***Imagery Technology Update***

10:15 AM – 10:25 AM	<b>Welcome &amp; Introduction to the Platform</b> – <i>Kurt Schwoppe, Business Development Manager – Imagery, Esri.</i>
10:25 AM – 10:35 AM	<b>Content</b> – <i>Jim Mason, Product Engineer - ArcGIS Content, Esri.</i>
10:35 AM - 10:45 AM	<b>Management &amp; Processing</b> – <i>Peter Becker, Product Manager – Imagery, Esri.</i>
10:45 AM – 10:55 AM	<b>Analysis</b> – <i>Cody Benkelman, Technical Product Manager - Imagery, Esri.</i>
10:55 AM – 11:05 AM	<b>Imagery in Action: Lessons learned from the Esri Disaster Response Program</b> - by <i>Mark Romero, Imagery Specialist, Esri.</i>
11:05 AM – 11:15 AM	<b>What's New</b> – <i>Vinay Viswambharan, Product Engineer - Imagery, Esri.</i>
11:15 AM – 11:30 AM	<b>Q&amp;A session</b>

### **Moderated Paper Sessions: Thursday, July 17 SDCC, Room 28A**

8:30 AM – 9:45 AM	<b>Image Analysis with ArcGIS: Advanced</b>
10:15 AM – 11:30 AM	<b>Advanced Imagery Dissemination Through Web Services</b>
1:30 PM – 2:45 PM	<b>Use of ArcGIS and UAS (UAV) Systems in Planning, Operations, and Making Educated Decisions with ArcGIS</b>

## Imagery Island hours:

Tuesday, July 15 & Wednesday, July 16

9:00 AM – 6PM

**Imagery Island Showcase** SDCC, Exhibit Hall C

Thursday, July 17

9:00 AM – 1:30PM

**Imagery Island Showcase** SDCC, Exhibit Hall C

## Imagery Social – Wednesday 16-July

6:00 PM – 8:00 PM

### Imagery Social

The Omni Pool and Palm Terrace on Wednesday July 16<sup>th</sup>, 6-8pm

*By invitation only – Please get your invites from any of the Imagery events above.*

## WEATHER in GIS 2014 – See weather in Esri's maps & apps

Tuesday, July 15, 2014, San Diego Convention Center – Ballroom 20D

1:30 PM – 1:45 PM	<b>Introduction</b> by <i>Lawrie Jordan, Director of Imagery, Esri.</i>
1:45 PM – 2:30 PM	<b>Keynote</b> by <i>Casey E. McGeever, Chief Commercial Officer, Accuweather</i>
2:30 PM – 2:45 PM	<b>Story Map for Stormy Weather</b> <i>Allen Carroll - Program Manager, Storytelling, Esri</i>
2:45 PM – 3:15 PM	<b>Break</b>
3:15 PM – 3:20 PM	<b>Introduction to the Lightning Talks</b> by <i>Lawrie Jordan, Director of Imagery, Esri.</i>
3:20 PM – 3:40 PM	<b>AccuWeather in Esri's DRP maps &amp; apps</b> <i>Ryan Lanclos - Emergency Management Industry Manager, Esri.</i>
3:40 PM – 3:50 PM	<b>Blackout! Dispatchr and GIS to the Rescue</b> <i>Bill Meehan - Director, Utility Solutions, Esri &amp; Ralph Garvin Jr., CEO and Founder, Dispatchr</i>
3:50 PM – 4:10 PM	<b>Improving Science Communication Using Scientific Data</b> <i>Dan Zimble – Senior Product Engineer, Esri &amp; Sudhir Shrestha - Scientific Data Specialist, NOAA</i>
4:10 PM – 4:30 PM	<b>Weather in Emergency Response</b> <i>Ryan Seick, Manager- Applications Ecosystem &amp; User Experience, Motorola Solutions.</i>
4:30 PM – 4:50 PM	<b>How weather affects risk in the Insurance industry</b> <i>Jennifer Klimo, Business Analyst, Hyland Software</i>
4:50 PM – 5:15 PM	<b>Panel Discussion, Q&amp;A &amp; Conclusion</b> <i>All the above presenters led by Lawrie Jordan.</i>

## San Diego Convention Center, Upper Level

