



Experts in Geomatics, Surveying, Positioning,
Geospatial Data, and Mapping Sciences

“The Changing Face of APSG: What is happening?” **by** ***APSG Leadership Team***

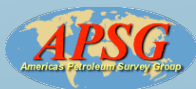


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May 3, 2012

APSG 25 Spring Meeting 2011

Content

CONTENTS

- **2020 Vision**
- **What we are and what we are not**
- **Proposed organization of APSG**
- **Key factors to successful growth**
 - Chapters, meetings, membership options, education opportunities, succession planning, social media
- **How you can help our growing success**
- **Conclusions**



2020 Vision

2020 VISION

By year 2020, APSG International will be:

- Association of Petroleum Surveying and Geomatics
- Providing education, business networking, and fellowship
- Attracting experts in geomatics, surveying, positioning, geospatial data and mapping sciences
- 750 + members, including significant student activity
- Worldwide Chapters, centrally administrated from Houston
- APSG Foundation to encourage next generation of professionals



Who we are

WHO WE ARE

- Association of individuals with professional interest in geomatics, surveying, positioning, geospatial data and mapping sciences
- A balance of disciplines covering all types of employment affiliations
- Focused on:
 - Industry education as our core competency
 - Business networking
 - Fellowship and relationship building



“Geomatics”

„Geomatics“

- Simply stated; Geo = Earth, Matics = Measurements
- Geomatics deals with the acquisition, modeling, analysis and management of spatial data and includes applications such as positioning by satellites, remote sensing, offshore and land surveying, and geospatial information management
- Full definition at <http://www.geomatics.ucalgary.ca/about>
- Growing usage in recent times; Canada, Australia, Europe, ISO, OGP, CAPP, RICS *et cetera*
- Enables APSG to embrace a broad range of likeminded industry professionals and retain our history anchorage



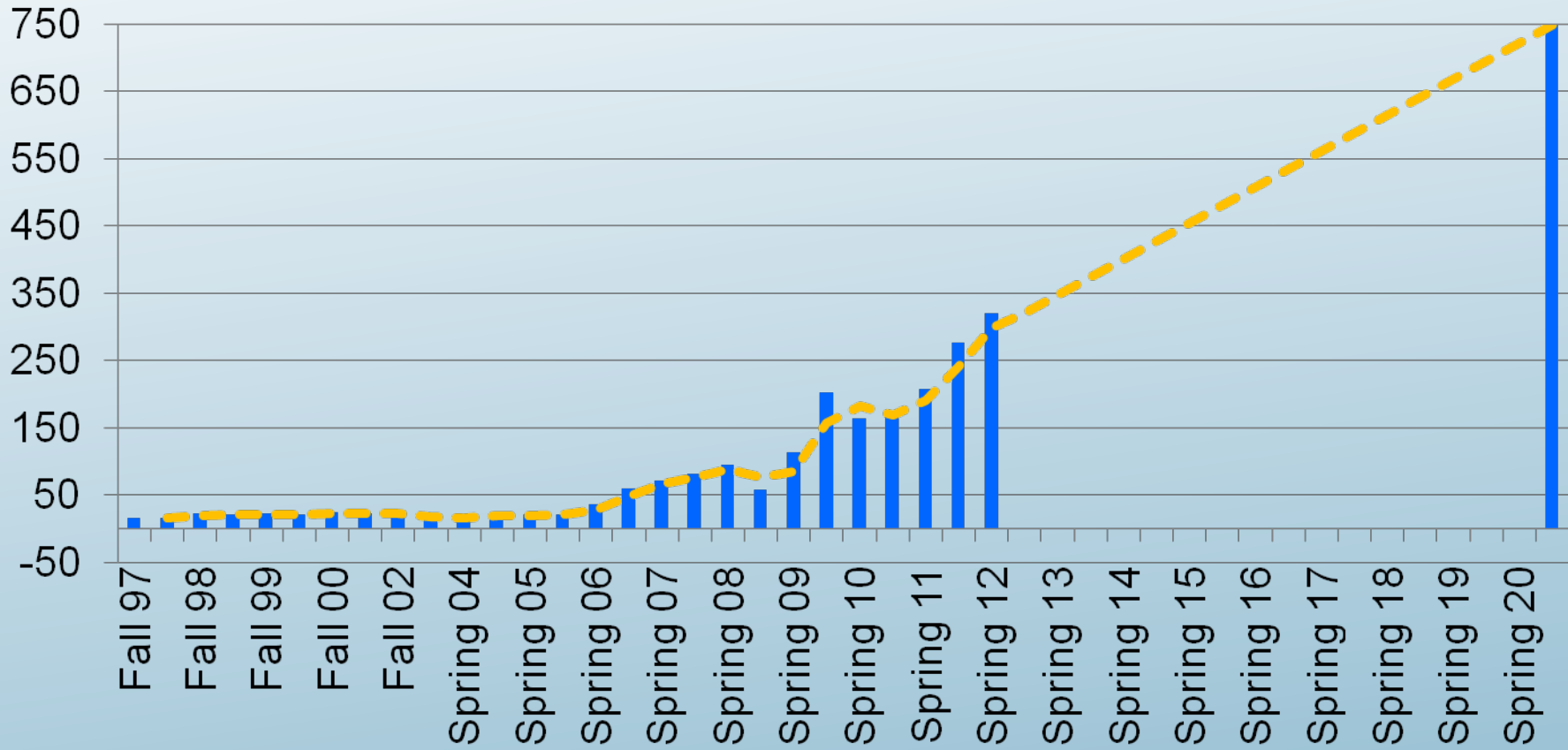
What we are not

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- A competitor or treat to any other professional organization
- A marketing forum for products or services
- Interested in politics or lobbying
- Exclusive by nature of employment status
- Expensive

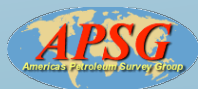
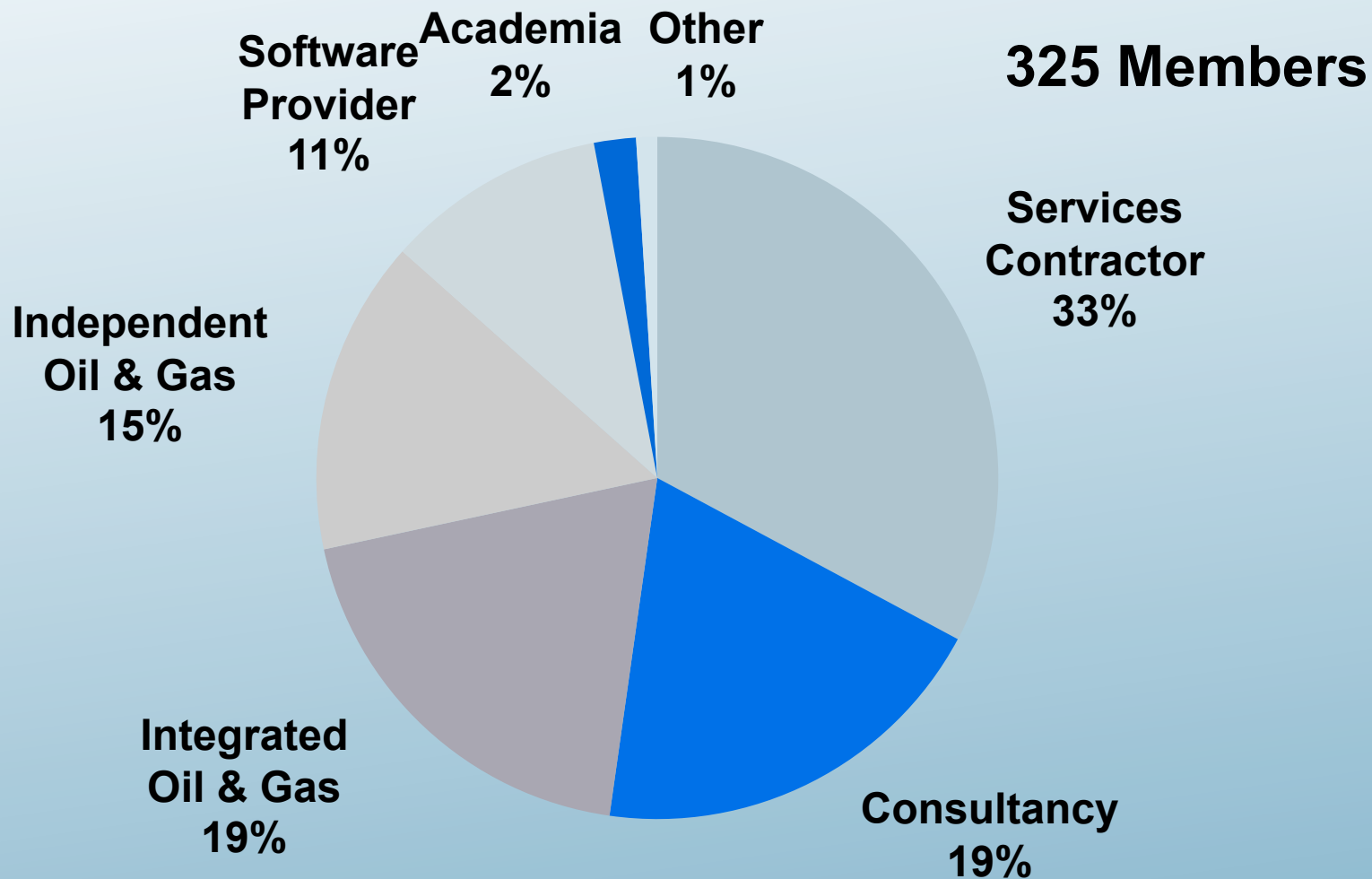


Strategic Goal for Membership



Categories

Categories



Status of Chapters

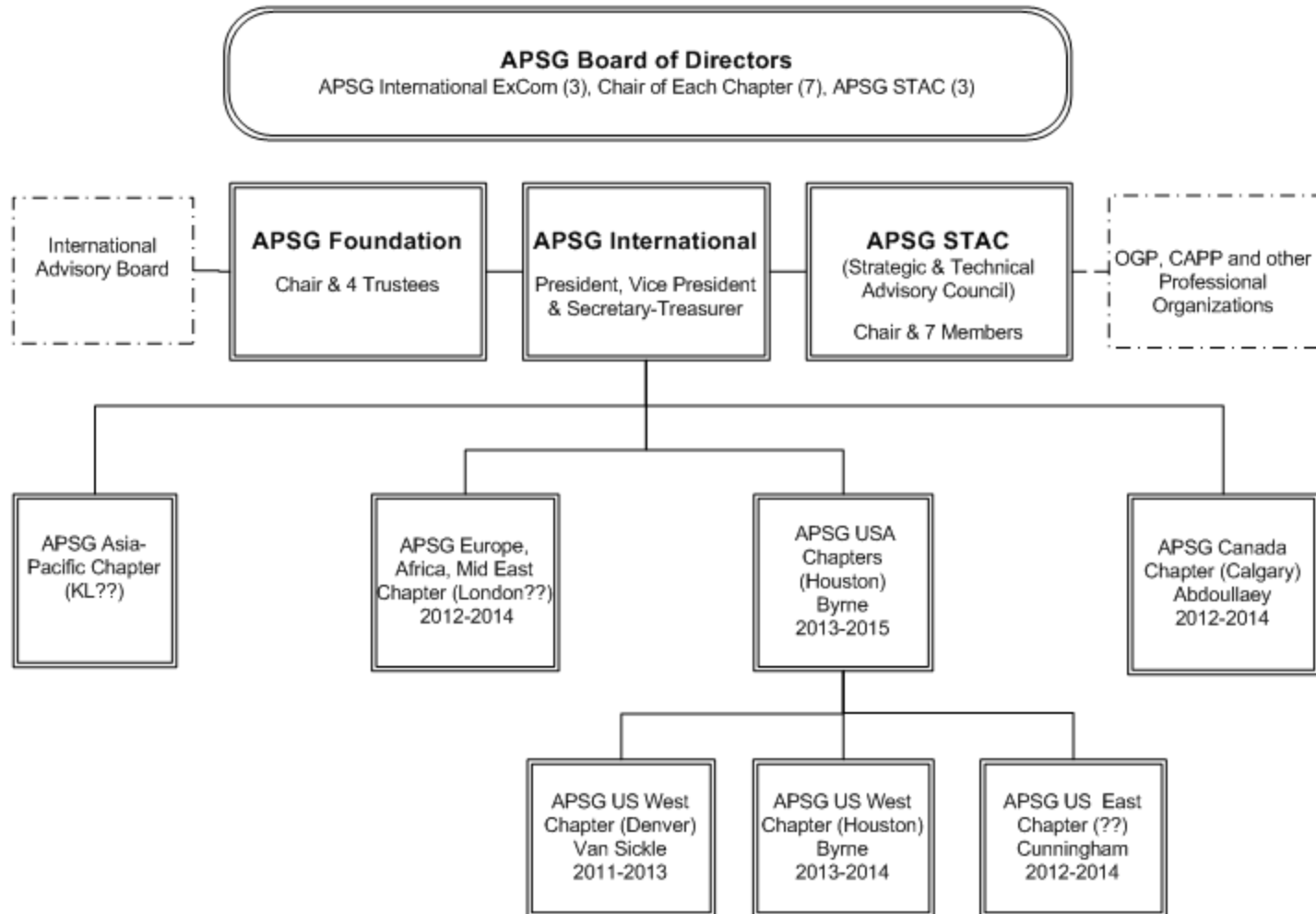
Status of Chapters

Chapter	Base	Leadership	Advisor	Size	Status
US Central	Houston	Davis	Barrs	211	established
US West	Denver	Van Sickle	Barnes	48	established
Canada	Calgary	Abdollaev	Cain	33	established
US East	Gardiner?	Cunningham	Stigant	14	in planning
EAME	Aberdeen?	?	Salvage	19	in planning
Asia Pacific	KL?	STAC	ExCom	n/a	in development
APSG International	Houston	Barrs	STAC	325	



APSG LEADERSHIP – OUTLINE PLAN 2012-2020

Thursday, May 03, 2012



Key Factor: Membership Growth

- **Retention:**
 - Create interesting and work related meetings
 - Encourage professional networking
 - Get members involved
- **Recruitment:**
 - Referrals from members
 - PUG and other events
 - Social media
- **Recognition:**
 - Short term with appointments and awards
 - Long term through APSG Hall of Fame



Opportunities for Growth

- **Students**
 - Recruit, mentor, jobs, future long term members
- **Scouts Surveying Merit Badge**
- **Technical Interest Groups**
 - Land Grid IG
 - Well Location IG
 - Positioning IG
 - Other IGs
- **Cross marketing to adjacent organizations using ESRI PUG model**



What can **you** do to help?

- Recruit **ONE NEW MEMBER** each
- **Volunteer** for a committee and get active
- Aspire to a APSG **leadership** role
- Get involved in **education** outreach
- Use **social media** to communicate
- Attend **meetings**, form an **Interest Group**
- Continue to **pay dues** on time
- Corporate and meeting sponsorship



Leader Board Attendance 1997-2012

Top 13 Member Attendees through APSG27	Count
Barry Barrs, Jim Cain	26
Jon Stigant, Michael Barnes	24
Bruce Carter	22
Kevin Crozier	20
George Buhler	19
Hugh Beattie, John Conner, Bish Karko, Derek Salvage, Norm Berls	17

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