

# South Central Arc User Group

*19 years and counting...*



19th Annual  
South Central Arc User Group  
**SCAUG**  
March 30 - April 3, 2009 • Austin, Texas

# We Live in a Rapidly Changing World

*Increasingly Driven by Population Growth, Economic Uncertainty, & Human Action*

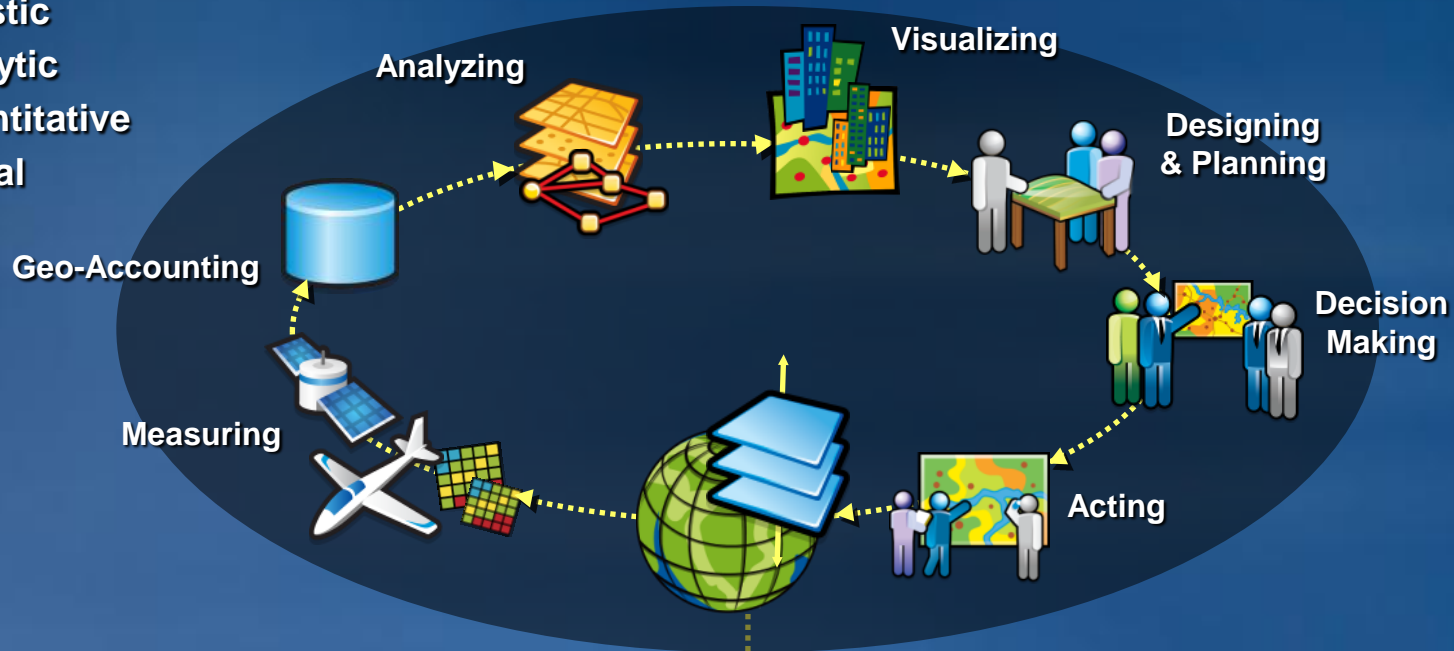
- Climate
- Biodiversity
- Natural Resources
- Energy
- Economy
- Security



*Challenges Sustainability . . .  
... For All of Us*

# GIS Changes How We Work

- Systematic
- Holistic
- Analytic
- Quantitative
- Visual



*A Science Based Approach*



*... And ... How We Act*



***Raising Awareness, Saving Resources, Improving Efficiency & Making Better Decisions***



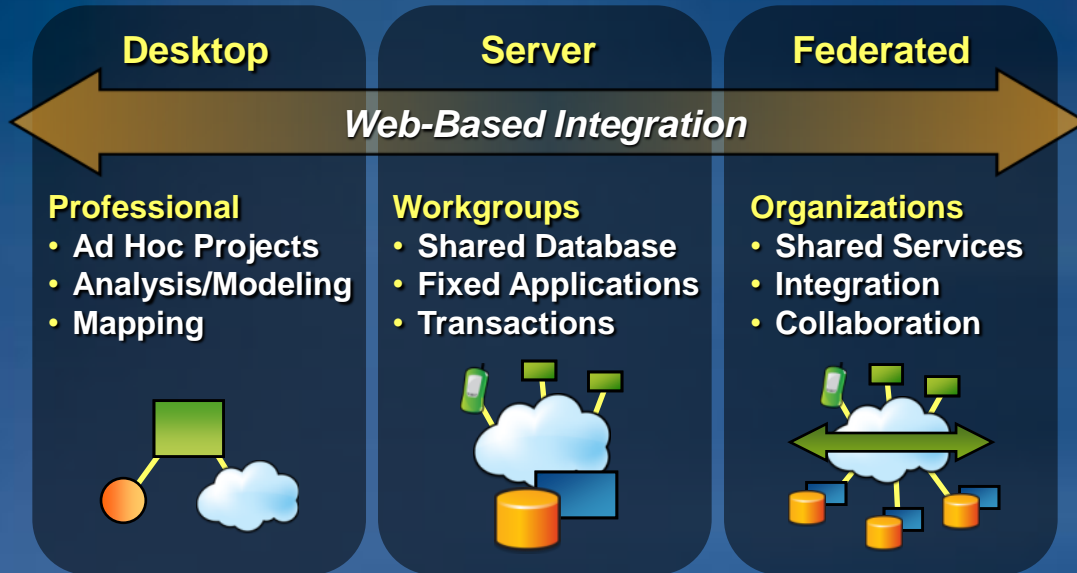
# Your Actions are Contributing

- Raising Awareness
- Saving Resources
- Advancing Science
- Designing With Nature
- Making Communities Livable
- Supporting Economic Development
- Increasing Efficiency
- Improving Human Health
- Mitigating Conflicts



*... Improving How We Manage Our World*

# Today GIS Implementations Follow 3 Common Patterns



... These Are the Foundation  
for an Emerging Pattern



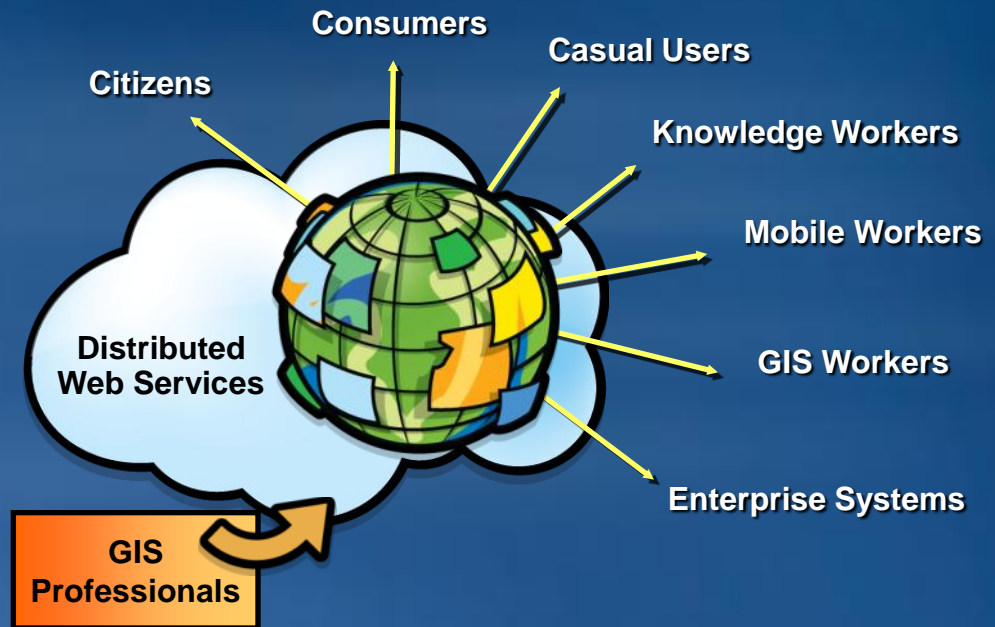
... Providing New Opportunities for Leveraging Your Work

# GIS Professionals Will Implement This Infrastructure

## Author & Serve Geographic Knowledge

- High Quality Maps
- 3D Visualizations
- Analysis & Models
- Data Management Workflows
- Authoritative Content
- Rich Web Applications

*... Constructing Libraries  
of Shared GIS Services*



*Reaching New Communities of Users . . .  
... Dramatically Leveraging Our Collective Knowledge*

ArcGIS

# OUR WORK



*... For Authoring, Serving & Using Geographic Knowledge*



# ESRI

*Our Focus is Supporting Our Users*

# MAKING A DIFFERENCE

## Our Purpose

- Serve Users & Partners
- Support Employees
- Contribute to Society

## Our Goals

- Advance GIS
- Evolve Geographic Science
- Promote Spatial Thinking
- Develop GIS Professional Workforce

## Status

- Growing
- Financially Strong
- Many Strong Relationships





# Your Work Represents GIS in Action

# Thank You



*... Improving How We Organize & Create Our Future*