

President's Message for August 2002



Dynamic Growth in an Exciting Year

This is going to be an exciting year for BAAMA; we are growing in dynamic ways. On July 20, the Board of Directors held the annual strategic planning retreat. Current Board members and “active” Advisory Board members met on your behalf to focus the 2002 Strategic Planning Retreat on creating a dynamic vision and mission that drives our strategies, and actions plans over the next three years. We will provide an annual update each July to learn from the past year’s performance, extend the strategies and action plans one more year, and update the vision and mission statements as needed. In my next President’s Message, I will give you an overview on the major outcomes from this year’s strategic planning retreat.

The BAAMA Board has already planned programs for August, October, and November. In August, the BAAMA education session will bring together some exceptional speakers to present the current uses of GIS to support management of our environment. In October, we will focus our education session on state-of-the-art uses of GIS technology for earthquake and landslide planning as we commemorate the impact 1989 Loma Prieta Earthquake. Finally, in November, BAAMA is planning to sponsor GIS Day in two venues, to maximize your opportunities to attend this event. BAAMA is co-sponsoring GIS Day with the City and County of San Francisco (from 10 am to 2 pm) and with USGS at their site in Menlo Park (from 4 pm to 8 pm). We expect to at least double last year's membership attendance of over 125, by making it more convenient to attend an event in the North Bay or the South Bay or both. We are also looking forward to growing our membership by having a Board member available in both locations to sign-up new members; bring your friends and colleagues so they can join BAAMA.

To keep you informed about the details of BAAMA events, we will continue our practice of posting the details of the upcoming events during the first week of the month at www.baama.org, and sending you three emails to encourage attendance; feel free to forward the emails to your friends and colleagues.

Thanks to your support, we had over 1,200 in attendance at BAAMA events last year- an average of over 150 people at each event, including five education sessions, GIS Day and the annual CALGIS Conference. These sessions provide an excellent opportunity for networking with GIS professionals as well as those who are non-GIS professionals but see the need to collect, analyze, store, and manage geospatial databases, to visually show the impacts of geographic phenomena through maps, graphs, charts, and reports.

As with this message, I will use this opportunity each month to give you a preview of upcoming activities and encourage your active support, to promote an exciting and dynamic year for all of us.

George A. White
BAAMA President