

July 2020

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## July 2020 Newsletter

Dear NYS GIS Association Member,

Here are a few items of news for this month.

- Membership Renewal
- Meet NYS GIS Association Member: Melissa Albino Hegeman
- New Website and Social Media Look Debuts
- Message from the National Alliance for Public Safety GIS (NAPSG) Foundation
- Upcoming Opportunities & Events

Read on and enjoy,

The NYS GIS Association Communications Committee

### Membership Renewal

June 30th was the last day of the 2020 membership year. Take a moment to renew your membership now and cross that item off your To-Do list before the summer gets away from you. You'll be credited right through to June 30, 2021.

Use this link to renew: <https://www.nysgis.net/joinus/join/login>

Know someone who is not a member? Please spread the word. The more members we have, the stronger an organization we can become.



Use this link to join: <https://www.nysgis.net/joinus/>

Meet NYS GIS Association Member, Melissa Albino Hegeman

**career, and how did you end up in the field of GIS?**

**What is your educational background?** I became interested in GIS through my job as a marine biologist. I started using GIS tools regularly to get my job done and eventually realized that it became my favorite part of the day. I enjoyed it so much that I decided to go back to school to get an MGIS degree from Penn State.



**2. Can you explain your job and what you do there?** I

am still a marine biologist. I work at the NYS Department of Environmental Conservation. I lead the Marine Fisheries Data Management Unit, so I work primarily with commercial fishing data to help fisheries biologists make management decisions. I spend most of my time cleaning and processing the data from commercial fishers so that we can use it in analyses to better understand where, when, and how fish are caught in New York waters.

**3. How did you get involved in the Association? Would you describe the many ways you have contributed to the Association over the years?** I've been a member of the Association for over ten years. I love attending and presenting at the NYGeoCon. About a year ago, I decided to volunteer on the Professional Development Committee and currently serve as the co-chair.

**4. How else have you shared your expertise in GIS with NYS programs?** I have been fortunate to mentor several GIS student interns over the years. I also help organize a meet-up for conservation-focused GIS folks in the NY/NJ area.

**5. What's the most interesting project that you have worked on and why?** I am very proud to have worked on several projects that make government spatial data and information more widely available to the public.

**6. What is your favorite memory from NYGeoCon or the GeoSpatial Summit?** I don't get to work with many GIS practitioners daily, so getting to talk shop with like-minded people is a high point of NYGeoCon.

**7. What do you like most about mapping?** I've always loved the aesthetics of maps and how they can take a somewhat complicated story and make it more understandable.

**8. If you could visit any one place in the world, where would it be and why?** I love to travel. Italy and Greece are on the top of my wish list right now for their food and art.

**9. Do you have any specific advice or philosophies from working in the GIS world?** It is so important to understand your audience and the story you are trying to tell. It is easy to get caught up and create a beautiful map that obscures the information that you want the viewer to remember.



Over the course of a weekend in late June, **Cattyann Campbell, Kelly Montague,** and **Carol Zollweg** updated our website.

Last year, at a Communications Committee meeting, Kelly proposed a rebranding. Given her background in cartography, geospatial analysis, environmental studies, and graphic design, she was keen to update our look. Below are a few highlights of what she has done for us:

- Developed a new logo\* that combines the idea of a map pin with an apple for New York State that could be used in a variety of ways, including moving the apple map pin around the state to indicate location.
- Recommended fresher typefaces that were open source so that everyone could access them.
- Incorporated a spatial feel by focusing on points, lines, and polygons in bright, eye-catching colors.
- Created separate brands for events that would tie into the main brand.

If you follow the minutes from the Board of Directors meetings, you know that the rebranding Kelly and Carol proposed was given the go-ahead to proceed at the 21 November 2019 meeting.

After considerable planning and strategizing on the part of Carol, Cattyann, and Kelly on how to best implement these changes, they set aside a weekend in late June to make it happen. By all accounts, they were successful! The Communications Committee is still in the process of tying up loose ends across all of the outlets for which it is responsible (e.g., Twitter, Instagram, Facebook, YouTube, LinkedIn), so thank you for your patience.

We hope you appreciate our new look and value the time our NYS GIS Association members have given to further geospatial collaboration across New York. Again, many thanks to Cattyann, Carol, and Kelly!

**\*Note:** The original logo is not going away. Given that the original logo works well on stationery and there was a significant amount of time and money spent to trademark it in 2015, it will be retained. Kelly is working on some ideas to incorporate the original logo in the footer and add it to the About Us page.