

[Subscribe](#)[Past Issues](#)[Translate ▼](#)

December 2022 | January 2023

[View this email in your browser](#)

December 2022 | January 2023 Newsletter

Dear NYS GIS Association Member,

Here are a few items of news:

- Save the Date for NYGeoCon 2023
- Meet Heather Ferrero, Member of the Board of Directors
- Board of Directors Highlights
- Upcoming Opportunities & Events



Sincerely,

The NYS GIS Association Communications Committee

Image Credit: Centerway Square, Corning, NY | Brian Maloney | CC BY 4.0

Save the Date for NYGeoCon 2023!

Back and ready for action, the reconstituted [NYS GIS Association Conference Committee](#) is pleased to announce we'll be bringing you the first in-person NYGeoCon since 2019! So kick off those projection blues and set that coordinate point for [The Desmond Hotel – Crowne Plaza Albany](#) (42.728 -73.799), **September 25th through 27th** (Monday through Wednesday).

The Committee is working hard to put together a stellar event; so get excited, get involved, and be spatial! If you have something awesome you've worked on in the last year, or even over the last few years, start thinking about being a presenter at this year's NYGeoCon 2023.

Please refrain from reserving your hotel rooms until we can confirm the block of

[Subscribe](#)[Past Issues](#)[Translate ▼](#)

Stay tuned for more information as it becomes available!



Meet Heather Ferrero, Member of the Board of Directors

- **What made you interested in taking up GIS/geospatial technology as a career and how did you end up in the field of GIS? What is your educational background?**

I have always enjoyed thumbing through atlases and gas station maps, but it was in college that my love for maps flourished. I received a B.A. in Geography from SUNY Geneseo and my M.A. in Geography from Miami University. Before college, I did not even know that majoring in Geography was even possible!



During an internship with the Livingston County Planning Department, I dabbled in addressing maps, zoning maps, and project maps in Atlas for DOS, and I realized that making maps using GIS could be a career option.

- **Can you explain your job and what you do there?**

I am the Deputy Planning Director for Livingston County, and my job runs the gamut from overseeing the operations of the County Planning Board, County Agricultural & Farmland Protection Board, Conesus Lake Watershed Council, and County Environmental Management Council to supporting the County's ArcGIS Enterprise and Planning Department desktop mapping.

I have been with Livingston County for 24 years as an intern, a Planning Assistant, a Planner, and a Deputy Planning Director. My career has grown from making maps for county departments to a complex orchestra of program management, grant administration, technical assistance in all its varieties, and managing our mapping program.

[Subscribe](#)[Past Issues](#)[Translate ▼](#)

The NYS GIS Association provides a nurturing space where GIS professionals and GIS students form a community of creative, talented, inquisitive, and dedicated digital mapping aficionados. Members come from the private sector, the public sector, the education sector, and more – all approaching mapping from different perspectives. We learn together and from each other, and being active in the Association strengthens the connections we have as a group while creating new connections across the State. Being active is a great way to give back to our profession. There are many opportunities to participate that can fit into busy schedules.

- **How else have you shared your expertise in GIS with others in NYS either formally or informally? (other committees, mentoring, school/university presentations, etc.)**

It is important to me to support students and help them grow both in mapping and in their career paths. My internship with Livingston County back in the day was instrumental in helping decide the path of my career in public service, and I have been paying it forward since then. The Planning Department has a strong partnership with the SUNY Geneseo Geography Department, and we have been hosting GIS and research internships for over two decades. My goal is to give students practical mapping/research experience and to help prepare them for interviews with future employers. The learning goes both ways - inevitably, I end up learning new GIS tips and tricks with every GIS intern who comes through the door, and they learn some shortcuts and best practices that are won through experience.

Every once in a while, I get a chance to pop into a Beginner GIS class at SUNY Geneseo or an Environmental Science class at Livonia High School as a guest lecturer on real-world GIS mapping applications in the workforce.

I am also Secretary for GIS/SIG, an educational user's group in the Genesee/Finger Lakes region whose primary mission is to foster the understanding of GIS technology.

- **What is the most interesting project that you have worked on and why?**

The most interesting project I worked on was for the Sheriff's Office, but I cannot divulge that one. However, my passion project is the Livingston County online map. While online mapping is now commonplace, when we created the Livingston County online map, it was the first time the public could interact with the County's GIS data from the comfort of their home or out in the world on their cell phone. Based on the range of people who call the office in the infrequent event of a map or server outage, it has become a valuable resource

Subscribe

Past Issues

for our land use boards, Code Enforcement Officers, Assessors, real estate professionals, students, and our county residents.

Translate ▼

- **What do you like most about mapping?**

What I like most is the intersection of science and art in GIS mapping. The beauty and utility of maps can communicate messages to a reader much faster than reading a 100-page report, and the mapmaker can craft that message with design decisions and cartographic choices. Maps have power, and we as GIS professionals have an obligation to use that power with care.

- **If you could visit any one place in the world, where would it be and why?**

Venice is on my bucket list because I am a sucker for history, canals, and Italian food. I have specified to my husband that the place is Venice, Italy – not cities named Venice in Florida, California, Illinois, etc., not Venice in Epcot, and not the Venetian in Las Vegas.

- **Do you have any specific advice or philosophies from working in the GIS world?**

Mapping software and technical capabilities are constantly changing and improving in the world of GIS, and it is important to stay on top of new developments and be aware of what direction the industry is heading.

Forgive the analogy, but with mapping software, I tend to work inside the box: work to become fluent in the software I am using at the time – I even decorate the interior walls of the box – but I have learned over the years to carve windows in the box in order to see change coming.

Board of Directors Highlights

Below are a few highlights from the recent Board of Directors meetings:

- The NYS GIS Association had a booth and presented a panel and a class at the **NYSAPLS' 64th Annual Surveyors Conference and Exhibition** at Turning Stone Resort and Casino from 18 to 20 January 2023.
- NYGeoCon 2023 will be held in-person at the Crowne Plaza Albany - The Desmond



[Subscribe](#)[Past Issues](#)

Hotel from Monday, September 25th through Wednesday, September 27th

[Translate ▼](#)

- The Board is seeking chairs for the NY GeoCon and Communications Committees.
- The Association continues its membership in the New York Council of Nonprofits (NYCON): <https://www.nycon.org/>

For more on the work the Board and the Committees do on your behalf, go to the Board of Directors page at <https://www.nysgis.net/about/board-of-directors/> for the minutes of each month's meetings.

Upcoming Opportunities & Events

- **ISI - Esri Spatial Thinking Student Competition Application**
Deadline | 1 March 2023 | [More Information](#): <https://www.esri.com/en-us/industries/government/departments/isi-student-contest/overview>
- **GIS-SIG 2023 Conference** | 11 April 2023 | RIT Inn & Conference Center | [More Information](#): <https://gis-sig.org/>
- **Spring NEARC 2023** | 16 May 2023 | University of Rhode Island | [More Information](#): <https://www.northeastarc.org/spring-nearc.html>
- **NYGeoCon 2023** | 25 - 27 September | Crowne Plaza Albany - The Desmond Hotel | Stay tuned for more information.



Subscribe	Past Issues	This email was sent to akdeakin@gmail.com	Translate ▼
-----------	-------------	---	-------------

[why did I get this?](#) [unsubscribe from this list](#) [update subscription preferences](#)
NYS GIS Association · PO Box 64326 · Rochester, NY 14624 · USA

