



Connecting the Business of Maps Worldwide

Regional Development Plan

2010 - 2012

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EXECUTIVE SUMMARY

1.1 Introduction

The International Map Trade Association (IMTA) is the foremost worldwide organisation of the mapping, geospatial and geographic information industry. IMTA is a voice and resource for individuals, companies, firms and institutions who are engaged—directly or indirectly—in the production and sale of maps, globes, travel guides, spatial information and related products and materials.

The purpose of this IMTA (EAME) Regional Development Plan is to set direction and provide documented evidence of initiatives and success for this region.

1.2 Our Vision

To provide business connections and resources to all members involved in the business of maps and related businesses

1.3 Our Mission

Our Mission is to *CONNECT THE BUSINESS OF MAPS WORLDWIDE.*

IMTA (EAME) will do this by focussing effort on:

- Growing and promoting map related businesses regionally
- Developing business connections and business opportunities between partners, colleagues and competitors within our region
- Providing a conference environment conducive to connecting the business of maps within the region
- Increasing the profile of IMTA (EAME) outside of the industry

1.4 Our Strategic Initiatives for 2010 to 2012

IMTA (EAME) has 5 key strategic initiatives:

1. Retaining and growing EAME Membership
2. Improving Member Benefits
3. Increasing the profile of IMTA (EAME)
4. Review of Tradeshow and Conference format
5. Creation of documented Regional Development plan to monitor progress

1.5 Our Programs/Projects for 2010

FIRMLY ESTABLISH E-NEWSLETTER WITH MEMBERS
ESTABLISH REGIONAL WORKING RELATIONSHIP WITH ICA
DEVELOP MEMBER SPECIAL OFFERS PACKAGE
UNDERTAKE NEW MEMBERSHIP DRIVE
ESTABLISH AND CONDUCT REGULAR REGIONAL DEVELOPMENT PLAN MEETINGS
CREATE REGIONAL DEVELOPMENT PLAN DOCUMENT

2. OUR ASSOCIATION - IMTA

The International Map Trade Association (IMTA) is the foremost worldwide organisation of the mapping, geospatial and geographic information industry.

IMTA is a voice and resource for individuals, companies, firms and institutions who are engaged—directly or indirectly—in the production and sale of maps, globes, travel guides, spatial information and related products and materials.

2.1 The Importance of IMTA (EAME)

Mapping, spatial information and the businesses associated with mapping and spatial information are an important and integral part of the world economy. Mapping and spatial information provide intelligent answers to questions relating to “where”.

In the simplest terms, spatial information provides firms, industry, governments and communities with better answers to “where?” questions such as:

- *Where are my assets?*
- *Where are my most profitable customers?*
- *Where should we plant, build, drill, or fish?*

For example, modern spatial information is enabling fishing as an industry to obtain benefits such as:

- *Time savings (e.g. less time wasted trying to find the best fishing grounds)*
- *Input cost savings (e.g. fuel saved getting to the fishing grounds and back)*
- *More output (e.g. knowing where the best fishing grounds are by using accurate tracks of where fish were found previously).*

Ultimately, these benefits translate into productivity improvements – basically, more output per unit of input (Spatially Enabling Australia – A vision for the future of the Spatial Information Industry, ASIBA, October 2007).

Simple examples like that given above highlight the economic benefits of good spatial information, maps and systems. They underscore the importance to the economy of the work performed by those involved in the business of maps. The IMTA (EAME) represents and connects such organisations both within nations and worldwide, both private and government, and its importance to the mapping and spatial information industry and consequently to the world economy should not be underestimated.

2.2 Our Vision and Mission

The definition and acceptance of the IMTA (EAME) mission and the underlying business strategies that support that mission is fundamental in establishing its overall purpose, and in ensuring the alignment of strategic initiatives and actions.

Our Vision

To be highly successful worldwide and regionally in providing connections and resources for organisations and individuals who are involved in the business of maps and its related businesses.

Our Mission

TO CONNECT THE BUSINESS OF MAPS WORLDWIDE.

IMTA (EAME) will do this by focussing on:

- Growing and promoting map related businesses regionally
- Developing business connections and business opportunities between partners, colleagues and competitors within our region

- Providing a conference environment conducive to connecting the business of maps within the region
- Increasing the profile of IMTA (EAME) outside of the industry

2.3 Our Members

IMTA (EAME) is an association of members who encompass a wide range of the mapping, geospatial and spatial information industry, such as:

- Businesses with related commercial interest in the global and regional mapping and spatial information industry
- Mapping and Spatial Information Retailers, Wholesalers, and Distributors
- Spatial data developers and suppliers
- Map Publishers and Manufacturers
- Spatial Information Generators, Value-adders, Custodians and Producers
- Travel Product Manufacturers
- Map and Travel Stores, General Bookstores
- Travel Book Publishers
- Printers
- Government Mapping and Geospatial Agencies
- Globe Manufacturers
- Educators and Students
- Cartographers
- Collectors
- Librarians
- Geographic Information System (GIS) software companies
- GIS users
- Spatial information software companies

Our regional conference and trade show is held each year, at present in February

Members receive regular updates via the Association's website, e-newsletters and targeted email or postal mail on forthcoming association events and interests.

The Region's bi-monthly e-newsletter, provides detailed information on items of interest such as future events, news of the map business, descriptions of trade shows, dates and times of events staged by other Associations, product news and reviews and a "Focus On" section highlighting one particular member's company.

2.4 Our Board

IMTA (EAME) structure consists of a Board of Directors, which provides representation to the International Board of IMTA via:

- Regional President IMTA (EAME);
- President Elect or Vice President IMTA (EAME).

2.5 Our Resources

IMTA (EAME)'s resources include:

- DIRECTORS EXPERIENCE
- DIRECTORS CONTACTS
- IMTA BRAND
- IMTA MAP AWARDS
- ARCHIVES
- MEMBERSHIP DATABASE
- FINANCIAL RESOURCES

2.6 Our Affiliations

IMTA (EAME) will endeavour to maintain and grow linkages with affiliated organisations with the objective of connecting the business of maps worldwide.

The following organisations have affiliations with IMTA:

- ASSOCIATION FOR GEOGRAPHIC INFORMATION
- GEOGRAPHICAL ASSOCIATION—'Furthering the Learning and Teaching of Geography'
- GEOPLACE.COM
- INTERNATIONAL CARTOGRAPHIC ASSOCIATION
- SPATIAL SCIENCES INSTITUTE
- THE BRITISH CARTOGRAPHIC SOCIETY—'Promoting the Art & Science of Mapmaking'
- THE JOINT BOARD OF GEOSPATIAL INFORMATION SOCIETIES (JB GIS)
- THE REMOTE SENSING AND PHOTOGRAMMETRY SOCIETY
- THE ROYAL GEOGRAPHIC SOCIETY
- THE ROYAL INSTITUTE OF NAVIGATION
- THE ROYAL INSTITUTION OF CHARTERED SURVEYORS (RICS)
- UKGEOforum
- U.S. GEOLOGICAL SURVEY
- FIG - Fédération Internationale des Géomètres

See Appendix D for further information.

2.7 Our Planning Cycle

The purpose of this IMTA (EAME) Regional Development Plan is to set direction and provide coordination for the IMTA (EAME) Regional Board.

The ongoing management and administration of the IMTA (EAME) Regional Development Plan will follow the planning cycle outlined below:

Development Plan Establishment and Review

At the July 2010 Board Meeting of the IMTA (EAME) Regional Board, the entire Development Plan will be launched, Strategic Initiatives will be assessed, and new Strategic Initiatives will be considered for adoption.

Strategic Initiatives Progress Reports

The IMTA (EAME) Regional Board at all subsequent Board Meetings will monitor the progress of the Strategic Initiatives in this Development Plan. Generally, there will be 3 Board meetings per annum at which the progress of the Strategic Initiatives will be reported on by Board members or IMTA (EAME) members as appropriate.

3. ACTION PLAN

IMTA (EAME) STRATEGIC INITIATIVES	PROGRAMS/ PROJECTS	ACTIONS	STATUS	WHO	BY WHEN	MEASURE OF SUCCESS
1. Retaining and growing membership	1.1. REVIEW CURRENT MEMBERSHIP LEVELS IN ALL COUNTRIES IN OUR REGION	1.1.1 Create list of all countries in our region, low or lacking in members and create shortlist of target companies and associations in each. 1.1.2 Create promo material aimed at these potential members.				Agreed targets of members within each country
	1.2. PROMOTION OF CURRENT MEMBER BENEFITS	1.2.1 Promote ESRI and other current offers to non-members outside usual mapping circles. Creation of shortlist of potential targets using the Americas & AP successes.				X new members joining to benefit from ESRI offer
	1.3. FEEDBACK MECHANISM FROM DEPARTING MEMBERS	1.3.1 Create feedback form to learn why members are departing. 1.3.2 Input feedback into RDP initiatives				Completed form ready to use
	1.4. RECRUIT IMTA EAME FULL BOARD PERSONNEL	1.4.1 Create shortlist of ideal candidate skills and qualities & discuss with individuals. 1.4.2 Full implementation of Skype for certain Board meetings.	Completed	JDW	June 2010	Full Board quota by February 2011
	1.5. LOYALTY DISCOUNT SCHEME	1.5.1 Create loyalty discount scheme for existing members 1.5.2 Assess any financial implications 1.5.3 Create promotional material to publicise the Loyalty Discount Scheme 1.5.4 Co-ordinated launch of scheme				Established plan with X members agreed to join.

	1.6 PUBLICITY CAMPAIGN PROMOTING MEMBERS BENEFIT PACKAGE	1.6.1 Create relevant advertising materials for the new members benefit promotion. 1.6.2 Target key members to join Members Benefit package scheme once initial launch completed. CAN ONLY BE LAUNCHED ONCE STRATEGY 2 IN PLACE. 1.6.3 Campaign to target potential new members				Completed plan. X existing members join plan & Y members join IMTA (EAME) to benefit.
	1.7 DEVELOP NEW EAME INCOME OPPORTUNITIES	1.7.1 Brainstorm new revenue sources including retail opportunities.				Income generated from new sources
2. Improving member benefits	2.1 CREATION OF MEMBERS BENEFIT PACKAGE	2. 1.1 Establish group of members for the initial launch (This links to an International initiative)				Completed benefit package ready for members
	2.2 MUTUAL MEMBERSHIP OF OTHER TRADE ASSOCIATIONS	2.2.1 Approach other Associations / companies who, through mutual membership, allow us to offer their member benefits to our members				X mutual agreements in place
	2.3 CREATION OF HARD COPY MEMBERS DIRECTORY	2.3.1 Create free, handy downloadable directory that members can use as quick reference guide via mobile phone				Completed file with updating policy
	2.4 USE OF VIDEO	2.4.1 Investigate using video as member benefit, income and also as promo tool for IMTA (EAME)				????
3. Increasing the profile of IMTA (EAME)	3.1 BUILD CONNECTIONS WITH FELLOW TRADE ASSOCIATIONS	3.1.1 Creation of list of fellow Trade Associations with relevance to IMTA 3.1.2 Approach & offer mutual membership opportunity				X new connections with associations
	3.2 CREATE PRO-QUO ADVERTISING DEALS	3.2.1 Shortlist opportunities 3.2.2 Create necessary artwork				X advert deals
	3.3 FIND FREE ADVERTISING OPPORTUNITIES	3.3.1 Shortlist opportunities 3.3.2 Create necessary artwork				X advert opportunities
	3.4 INCREASE USE OF IMTA LOGO ON ALL MEMBERS PRODUCTS	3.4.1 Request to all members to help raise IMTA (EAME) profile by including "Member of" logos on their products				
	3.5 USE OF ON-LINE VIDEO	3.5.1 Use of You Tube	Completed by JWA			
4. Review of Trade Show & Conference Format	4.1 ADDRESS DECLINING ATTENDANCE LEVELS	4.1.1 Report highlighting reasons for declining attendance levels 4.1.2 Plan of action to directly address report's finding				Completed report

	4.2 IMPROVE BUSINESS BENEFITS OF ATTENDANCE	4.2.1 Introduce Business – Speed-Dating event to 2011 conference 4.2.2 Introduce Discussion Forums to 2011 conference 4.2.3 New innovations list for 2012				Successful implementation of actions in Feb 2011
	4.3 LOCAL PUBLICITY CAMPAIGN	4.3.1 Create action plan to promote conferences at local level through targeted marketing of particular sectors e.g. retailers, educational, local media and newspapers.				Completed action plan
5. Creation of documented Regional Development Plan	5.1 CREATION OF DOCUMENTATION					
	5.2 REVIEW OF GENERAL HOUSEKEEPING					
	5.3					

APPENDIX A – Overview of our Finances - 2010

Membership Numbers:

Budget categories by year

Annual Profits/ Deficits per year

Expenses by year

Member Levels:

	End 2007	End 2008	End 2009	Current 2010
	169	140	128	102

Expenses:

	2007	2008	2009	2010
Trade Shows			11675	1300

Administrative Expenses:

	2007 Budget	2008 Budget	2009 Budget	2010 Budget
Service charges				13500
Travel, accommodation, expenses				4500
Telephone				650
Printing postage & stationery				800
Computer expenses				500
Fees to IMTA International (net)				12000
Accountancy				700
Bank charges				1800
Total Adm Expenses				

Total Expenditures				47500
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Net Operating (Deficits)				9000
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APPENDIX B - Our By-Laws

The Bylaws of IMTA –Europe, Africa & the Middle East Region (EAME)

Article 1 Location

IMTA – Europe, Africa & the Middle East Region (EAME) is a geographical region of the International Map Trade Association (IMTA) as defined in Article IV of the Bylaws of IMTA.

Article 2 Objectives & Membership

Section 1 The objectives of EAME

- a) To bring together in one organisation, for their mutual benefit, persons and companies engaged in all aspects of the mapping industry.
- b) To provide services, conduct studies, disseminate information, hold meetings and conferences and provide educational programs for the enlightenment and improvement of the membership.
- c) To stimulate the capture, integration, distribution and sale of spatial information, related products and services.
- d) To promote high standards of professional competence, conduct and ethics.
- e) To foster communication and co-operation among publishers, manufacturers, wholesalers and retailers.

Section 2 Status

EAME is a non profit making association, any profit accrued during a fiscal year will be reserved for the future development of the association and for the benefit of its members.

Section 3 Membership qualifications

Members of IMTA who reside in Europe, Africa & the Middle East shall be ipso facto members of EAME.

Section 4 Membership Categories

- a) Any retailer and/or wholesaler, and/or publisher, and/or manufacturer, and/or government agency primarily involved in the development and capture, integration, distribution and sale of spatial information and related products and services qualifies for **Full Membership** status of IMTA, EAME.
- b) **Associate Membership** status shall be all others who have an interest in cartographic and cartographic related products. Individuals, companies and associates, (i.e. map librarians, cartographers, map collectors etc.) but who are not currently actively involved in the cartographic industry.
- c) **Honorary Membership** shall be one, who because of distinguished service rendered to the Association or the interests represented in it has been elected by the Board of Directors to Honorary Membership.

Section 5 Voting

- a) All member organisations who qualify for full membership status must appoint and certify to the Executive Director of EAME one individual to be its representative in the Association. He/She shall represent that organisation and vote either in person or by proxy in all affairs of the Association.
- b) Associate and Honorary Members do not warrant a vote, but are entitled to have the privilege of the floor at open meetings and at the Annual General meeting of the Association.

Article 3 Membership Dues

- a) The fiscal year for the EAME Region will commence 1st July through to 30th June.
- b) The annual dues for all classes of EAME membership, registrants for EAME conferences and trade exhibitors will be reviewed regularly and determined by the EAME board of directors.
- c) Members, who fail to settle payment of their membership dues within 60 days of the due date will, automatically receive notice from the Executive Directors office of the EAME Region, advising that, unless payment is received within a further 30 days from that date, the board of directors, at their discretion, may terminate the membership without further redress.

Article 4 Responsibilities of the Board of Directors

- a) The Directors and Officials of the EAME region shall be charged with the obligations and duty of adopting and implementing the policies of IMTA as it affects the membership of the EAME Region.

- b) The Directors and Officials of the EAME Region shall be composed of eight elected members, each of whom will serve a period of four years. The Immediate Past President shall serve as a member of the board without a vote. The Executive Director shall be a non-voting member of the board of directors and serve as its recording secretary.
- c) EAME Directors will be nominated and elected by the EAME qualifying voting membership. A Director must be the representative of an organisation eligible to vote. Voting for the board of EAME shall be by email.
- d) Retiring directors are eligible for nomination and re-election. Nominations for board members will be sent out at least two months prior to the end of terms of office.
- e) The elected board members shall at their meeting prior to the EAME regional annual conference appoint the Elective Officers, a President-elect (for the Presidents final year of office) or a Vice President (during the Presidents first year of office). The President-elect shall automatically become President upon completion of his/her term as President-elect. Each Elective officer shall take up office at the end of the annual conference and serve for a term of two (2) years as President and one year as either Vice President or President-elect.
- f) The Executive Committee shall comprise of the President, Immediate Past President and either the Vice President or President-elect. The Executive Director shall be an ex-officio member.
- g) The Executive Committee shall, in general, control the business affairs of the region as directed by the main Board.
- h) The President is also the Treasurer and the responsible officer for the EAME accounts. He/She will monitor expenditure and check the accounts submitted by the Executive Director quarterly.
- a) Should a Director, during his/her term of office need to stand down from the Board, the remaining Board members may appoint a nominee to serve the remaining term of that persons term of office, subject to, and on the recommendation of the Board, must seek approval of the membership at the next election for new Board member(s), or alternatively approval at the AGM of the EAME Region.
- b) The Board of Directors shall meet at least twice a year at a place designated by the President at the previous meeting. Special meetings may be called at any time at the discretion of the President. The AGM for the EAME Region will be held during EAME Regions Annual Conference and Trade Show. If a Director fails to

attend three consecutive Board meetings he or she will automatically lose his/her membership of the Board of Directors.

- c) At meetings of the Board of Directors, Five (5) members shall constitute a quorum, provided that either the President or President Elect / Vice President are present.
- d) All votes by the Board will be decided by a simple majority. In the case of a hung vote, the President, with the Boards approval, will ask the Immediate Past President to cast a vote. Should the Board not approve of the Immediate Past President having the casting vote, then the President may either defer the vote till the next board meeting or instruct a referendum of the membership.
- e) The Board of Directors shall control and manage the affairs of the EAME Region in accordance with, and subordinate to, the Bylaws of IMTA.
- f) The President, with the approval of the Board of Directors may, at his discretion, appoint sub-committees to fulfil specific tasks. At the invitation of the President, committee members may be requested to report at board meetings on these tasks or submit reports prior to the meeting.
- g) The EAME office of the Association shall be the principle office and place of business for the EAME Region.
- h) Elected board members and committee members will serve without compensation, the Board of Directors may, by resolution authorise reimbursement for some expenses incurred in the performance of their duties subject to the financial limitations of the EAME Region budget.
- i) In the absence or disability of the President, the Vice President or President-elect shall perform the duties of the President.

Article 5 EAME Representation on the International Board

- a) The EAME Region will appoint two EAME members to serve on the International Board of IMTA for two years.
- b) The EAME Board will appoint a third representative to serve on the International Board for a period of two years when one of the two serving EAME representatives after regular election takes office as the International President.
- c) The first representative will be the EAME President. Should the President be unable to fulfil his/her main board duties, he/she will appoint a suitable deputy from the EAME Board. In most cases this will be the President-elect / Vice-president.

- d) The EAME Board will appoint the second representative. He/she will be either a current or past board member.

Article 6 Executive Director EAME

- a) The Executive Director, EAME is employed by the Board of Directors to administer the affairs of the EAME Region. He/She shall assist the President, officers and directors in conducting the business of the EAME Region and shall perform such other duties as prescribed by these Bylaws and according to a position description and contract which is revised as required.
- b) The Executive Director, EAME shall administer the Region under a contract, agreed by the Board of Directors and based upon the performance of the Region.
- c) The Executive Director, EAME shall provide and maintain suitable office accommodation to serve as the EAME Region office of IMTA. He/She shall employ secretarial support as and when necessary for the administration of the required services expected.
- d) An annual budget to fund the activities of the EAME Region shall be determined each year by the Board of Directors.
- e) The Executive Director, EAME shall be responsible for the administration of the EAME Region and its office, including providing banking services, maintaining records, providing secretarial services and attending to all the business matters pertaining to the affairs of the EAME Region. He/She shall receive funds in GBP Sterling or Euros paid to the Association and shall deposit them in such bank or banks as shall have been designated by the Board of Directors. He/She shall supervise the accounts; approve all bills except such bills that may be approved by the President and/or the Board of Directors.
- f) The Executive Director, EAME shall provide the President, EAME and the Executive Director, IMTA with a financial statement each quarter, and to present to the Board of Directors, both EAME and IMTA at their first meeting of the year a complete financial report and statement, having available supporting evidence of the previous year's transactions.
- g) The Executive Director, EAME shall provide the Board of Directors, IMTA with periodic reports on the activities of the EAME Region.
- h) The Executive Director, EAME shall provide the membership with regular reports on the activities of the EAME Region through the Map Report and when necessary information through other mediums.

Article 7 Amendments to the Bylaws

Upon a proposal having been approved by the Board of Directors, these Bylaws may be amended, repealed or altered, in whole or in part, provided that, a copy of any amendment(s) proposed for consideration shall have been mailed to all members for approval. Approval by the membership requires a two thirds majority of the votes cast.

Article 8 Determination

Should any issue arise, not covered by the above Bylaws of EAME, then the Bylaws of IMTA shall apply.

APPENDIX C - SWOT Analysis

The following is the result of a Strengths/Weaknesses/Opportunities and Threats (SWOT) Analysis undertaken as part of the RDPG Stage 2.

Strengths	Weaknesses
<p>Networking opportunities Member benefits (ESRI) Global presence Variety of members & related professions</p>	<p>Declining membership vs fixed overheads Lack of new Board members Limited & irregular income streams Limited Directors time Low public profile W European/ English dominated Membership most beneficial to SME's Few membership benefits Recognition of risks and opportunities</p>
Opportunities	Threats
<p>Raise profile of IMTA (EAME) within the region Improve members package of benefits Build links with other trade associations Build new income streams & mutual services New member countries Use of emerging technology creates new markets for maps</p>	<p>Multi language & cultural region Competition from free on-line services Shrinking map & travel publishing markets Economic conditions Rising costs Lack of business continuity plan Reduction of professional cartographers</p>

Out of this analysis any new strategic initiatives that emerge should be implemented accordingly.

APPENDIX D - Affiliated Organisations

The following organisations have affiliations with IMTA:

ASSOCIATION FOR GEOGRAPHIC INFORMATION

<http://www.agi.org.uk/>

The AGI represents the interests of the geographic information industry, including users in the public and private sectors, suppliers of software, hardware, data and services, consultants, academics and interested individuals. By providing this forum, AGI can give unparalleled opportunities to communicate with the GI community for significant business ends.

GEOGRAPHICAL ASSOCIATION—'Furthering the Learning and Teaching of Geography'

www.geography.org.uk

The GA is an independent subject association whose membership crosses academic divides in formal education and can truly claim to be a specialist community of practice. It produces an extensive range of support materials for geography teachers and students at all levels, including its three highly acclaimed journals. It is involved in a range of leading edge CPD initiatives and also organises a variety of other events aimed at raising the profile of geography and stimulating better teaching e.g. GA Awards, Worldwide and its Annual Conference & Exhibition.

GEOPLACE.COM

www.geoplace.com

GeoPlace.com has been developed into a vast GIS Industry resource center, with an archive of useful and constantly updated GeoWorld and GeoReport content. For example, all of the current GeoWorld articles are featured on the site as Feature Articles. While the most recent articles rotate randomly on the front page, they are also listed on our Feature Articles page for you to freely browse. Even when they are replaced by newer Feature Articles, the GeoWorld search function still allows you to search our entire archive of GeoWorld articles (which date as far back as 1995) by keywords.

INTERNATIONAL CARTOGRAPHIC ASSOCIATION

www.icaci.org

ICA is the world authoritative body for cartography, the discipline dealing with the conception, production, dissemination and study of maps. It exists to promote the use of cartography in decision-making processes; foster dissemination of environmental, economic, social and spatial information through mapping; provide a global forum for discussion of the role and status of cartography; facilitate the transfer of new cartographic knowledge; carry out cartographic research; enhance cartographic education; promote professional and technical standards. The Association works with national and international governmental and commercial bodies and with other international scientific societies to achieve these aims.

SPATIAL SCIENCES INSTITUTE

www.spatialsciences.org.au

The Spatial Sciences Institute is an Australian national body catering to the professional people who make up the spatial information industry. It gives a voice to the members of the spatial science community in both the national and international arena.

THE BRITISH CARTOGRAPHIC SOCIETY—'Promoting the Art & Science of Mapmaking'

www.cartography.org.uk

The British Cartographic Society (B.C.S.) is a dynamic association of individuals and organisations dedicated to exploring and developing the world of maps. Members include mapping companies, publishers, designers, academics, researchers, map curators, individual cartographers, GIS specialists and members of the public with an interest in maps. The B.C.S. is regarded as one of the world's leading cartographic societies and its main publication, The Cartographic Journal, is recognised internationally.

THE JOINT BOARD OF GEOSPATIAL INFORMATION SOCIETIES (JB GIS)

www.fig.net/jbgis

The Joint Board of Geospatial Information Societies (JB GIS) is a coalition of leading international geospatial societies, which can speak on behalf of the geospatial profession at the international level, especially to the United Nations and other global stakeholders. Its second goal is to coordinate activities within the geospatial society and organizations. The JB GIS is a co-operation network and there are no obligations to the membership neither does the JB GIS collect any membership fees. The current members of the society are IAG, ICA, FIG, IHO, IMTA, ISCGM and ISPRS.

THE REMOTE SENSING AND PHOTOGRAMMETRY SOCIETY

www.rpsoc.org

The Remote Sensing and Photogrammetry Society is a registered Charity and exists to promote educational activities in remote sensing and photogrammetry to the public. The Society also provides a forum for the exchange of ideas and information related to earth observation. It is managed by its Council and has its own office, based in Nottingham University in the United Kingdom. The Society is the UK's affiliating body to the International Society of Photogrammetry and Remote Sensing and it fosters links between international, commercial, industrial and academic organizations.

THE ROYAL GEOGRAPHIC SOCIETY

www.rgs.org

The Royal Geographic Society (with the Institute of British Geographers) is the Learned Society for Geography and Geographers. Founded in 1830 for the advancement of geographical science, it continues to be among the most active of the learned societies. The largest geographical society in Europe, and one of the world's largest, it operates at a regional, national and international scale. The Society supports research, education and training, together with the wider public understanding and enjoyment of geography.

THE ROYAL INSTITUTE OF NAVIGATION

www.rin.org.uk

The Royal Institute Of Navigation (RIN) is a learned society with charitable status; it was formed in 1947. Its objects are to unite in one body those who are concerned with or who are interested in navigation and to further its development. In this context the term navigation covers motion of all kinds as well as command and control; it embraces subjects traditionally associated with navigation such as astronomy, mathematics, cartography, electronics and information technology.

THE ROYAL INSTITUTION OF CHARTERED SURVEYORS (RICS)

www.rics.org

The Royal Institution of Chartered Surveyors (RICS) founded in 1868) is regulated by its Royal Charter with the objective of promoting the public good. This allows RICS to comment independently on matters that it perceives to be relevant to its profession. RICS numbers are over 11,000 members who work in both the public and private sector, including areas of commercial and residential property, taxation, information technology, geomatics and geographic information and valuation advice on land, property and construction matters.

UKGEOforum

www.ukgeoforum.co.uk

The UKGEOforum was established in July 2004 to raise the profile of the member organisations through mutual cooperation and support. To date, this involves Web site links, a common calendar of events and shared stands at conferences, seminars and trade shows. The membership consists of representatives from: Association for Geographic Information, British Association of Remote Sensing Companies, British Cartographic Society, British Geological Survey, Geographical Association, Hydrographic Society, International Cartographic Association,

International Map Trade Association, Royal Geographic Society, Royal Institute of Chartered Surveyors, Royal Institute of Navigation and UK Cartographic Committee/Charles Close Society.

U.S. GEOLOGICAL SURVEY

www.usgs.gov

Created by an act of Congress in 1879, the USGS has evolved over the ensuing 120 years, matching its talent and knowledge to the progress of science and technology. Today, the USGS stands as the sole science agency for the Department of the Interior. It is sought out by thousands of partners and customers for its natural science expertise and its vast earth and biological data holdings. The USGS is the science provider of choice in accessing the information and understanding to help resolve complex natural resource problems across the Nation and around the world.

APPENDIX J – Use of Facebook & Similar Networking Web Sites by IMTA Directors

The purpose of using Facebook or similar Internet sites by IMTA is solely for improving communications between members and their boards of Directors. The purpose is not to exercise openly any personal feuds, business issues or promote negativity amongst the Association.

Official IMTA participation on Facebook or similar sites remains at the discretion of the International Board of Directors and may be withdrawn at any time.

Guidelines

- If an official response is required on behalf of IMTA at International level then it is the responsibility of the International President (or with their permission, a nominated representative e.g. International Executive Director) to post that response.
- The International President must set up a profile reflecting their position in the Association. Where possible, the log-in name should reflect their position within the Association.
- If an official response is required on behalf of IMTA at Regional level then it is the responsibility of the Regional President (or with their permission, a nominated representative e.g. Regional Executive Director) to post that response.
- The Regional Presidents must set up profiles reflecting their positions in the Association. Where possible, the log-in names should reflect their positions within the Association.
- No other representative may respond on behalf of IMTA
- No business confidential information may be posted onto or discussed by a director on any web site without permission of the International President and/or 3 Regional Presidents.
- Directors may post personal comments or start discussions but may not use their inside knowledge of the Association to enhance or personalise their comments. Directors must strive always to use these networking sites to positively promote the Association where possible.
- Directors wishing to make personal comments must first set up a separate profile from their presidential profile (if they qualify for a presidential profile) to avoid confusion.
- If a director wishes to make personal comments or share personal ideas, it would be appropriate for their entries to state the comments were “of a personal nature and do not necessarily reflect the opinions of IMTA”.
- The International Board of Directors reserve the right to take punitive measures as deemed appropriate against any director found using Twitter, Facebook or similar networking sites in an unprofessional manner or to bring the Association into disrepute.

