

2009 TASA/Syfr Field Trip

December 9 - 11, 2009 • California

AGENDA



The Mission Hotel

WEDNESDAY, December 9

After breakfast, Participants will depart from the Mission Hotel for ESRI

ESRI: Where Geography Matters

Geographic information systems (GIS), global positioning systems (GPS) and, remote sensing (RS) have become a part of daily life. These geospatial technologies are the foundation of smart maps that display, query, and analyze geographic databases, receivers that provide location and navigation, and global to local imagery tools that present context and visualization. You may not have used GIS, GPS, or RS today directly, but the morning news did while reporting traffic alerts and as a result, you thought spatially when planning your detoured route to work. Likewise, the CDC is using these tools and thinking processes to track and diminish the spread of H1N1. With them, climatologists monitor and model changes to atmosphere, ocean, land, and the impact on living things—including humanity. Public safety organizations make extensive use of GIS in tackling natural and human-spawned danger. And, the list goes on, including in schools and districts.

ESRI, founded in 1969, is the world leader in GIS. It builds GIS software and more importantly seeks to help answer the geographic questions of its hundreds of thousands of current users and the future ones with yet unimagined issues.

www.syfrcorp.com

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Through a combination of geographic visualization and analysis tools, information management, and internal and external collaboration, ESRI advances the field, and helps enable the spread of better planning, decision making, and ultimately sustainability—personal, community, global. Remote sensing and GPS, while discrete areas, are key aspects of the effective use of GIS and they are part of the geointegrative nature of ESRI and its work.

8:30 - 8:45 **Participants arrive at ESRI and settle in**



8:45 - 10:00 **ESRI, GIS, and Why Geography Matters**

Welcome and introductions

ESRI overview video

ESRI, the company: Vision, purpose

GIS: What is it, how is it used, GIS careers

More than a map: GIS in public agencies and education
Gov. Jim Geringer, ESRI Policy Director

Geographic thinking exercise: Decisions and impacts
With exercise debrief, Dr Diana Sinton, Director
of Spatial Curriculum and Research, University of
Redlands

10:00 - 10:15 **Break w/coffee, juice, water**

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- 10:15 - 11:30** **GIS instruction, Morning Q/A**
ESRI vision of education
ESRI Education Team: who we are, what we do
GIS in schools: an introduction
GIS in the classroom: why, where, what is happening
Open Discussion
- 11:30 - 12:45** **Box Lunch**
- 12:45 - 1:45** **GIS for Better District Decision Making**
GIS in school administration: intro and best practices
Geographic Thinking Exercise
With exercise debrief, Dr Diana Sinton, Director of Spatial Curriculum and Research, University of Redlands
- 1:45 - 1:50** **Stretch**
- 1:50 - 2:20** **Where Do You Go From Here?**
ESRI Education Resources: Tour of online sites
ESRI user-focused programs:
GEOMentor and GIS Day
ESRI Education User Conference
ESRI regional staff and business partners
- 2:20 - 2:50** **Synthesis Discussion: Your questions and what we learned from you:**
Governor Jim Geringer, ESRI Policy Dir.
- 2:50 - 3:00** **Gather items, Walk to ESRI Cafe**
- 3:00 - 3:10** **ESRI: Change, Innovation, Creation**
Clint Brown, Director of Software Development

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3:10 - 4:20

Reception with ESRI Discussion Tables, ESRI Press, GIS in Education

Pick up ESRI Totes with ESRI Press Books for Participants

4:20 - 4:30

Load bus, Depart for Ontario Airport (flights arranged by Syfr)

Arrive in Oakland...transportation to San Francisco Hotel, Fisherman's Wharf Hyatt will be provided



Window at Hyatt Fisherman's Wharf

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THURSDAY, December 10

9:45 - 10:00 **Arrival at PIXAR, gather in the Atrium**

10:00 - 10:45 **Process and Content: How we Make Movies**
Tony DeRose, Research Group Lead



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PIXAR ANIMATION STUDIOS

10:45 - 11:30 **Culture and Careers: Training, Evaluation and Hiring**
Lori McAdams, VP of Human Resources



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PIXAR ANIMATION STUDIOS

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11:30 - 12:15 **Tour, groups of 8 to 10**



PIXAR ANIMATION STUDIOS

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12:15 - 1:00 **Lunch at the Soho Fishbowl**



PIXAR ANIMATION STUDIOS

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1:00 - 2:20

Panel Discussion, Richard Erdmann, Syfr CEO as Moderator



PIXAR ANIMATION STUDIOS

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2:20 - 2:30

Break

2:30 - 3:30

Instigating and Managing Change,
Ed Catmull, President
Pixar and Walt Disney Animation Studios



PIXAR ANIMATION STUDIOS

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**Dr. Ed Catmull, President
Pixar and Disney Animation Studios**

Dr. Catmull is co-founder of Pixar Animation Studios and president of Pixar and Disney Animation Studios. Previously, he was vice president of the Computer Division of Lucasfilm Ltd., where he managed four development efforts in the areas of computer graphics, video editing, video games and digital audio.

Dr. Catmull has been honored with three Scientific and Technical Engineering Awards for his work, including an Oscar® from The Academy of Motion Picture Arts and Sciences. He also won the Coons Award, the highest achievement in the computer graphics field - for his lifetime contributions - and was awarded the animation industry's Ub Iwerks Award, given to individuals for technical advancements that make a significant impact on the art or industry of animation.

A member of the Academy of Motion Picture Arts and Sciences and the National Academy of Engineering, Dr. Catmull earned B.S. degrees in computer science and physics and a Ph.D. in computer science from the University of Utah.

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FRIDAY, December 11

AutoDesk

- 9:00** **Arrival/Continental Breakfast**
- 9:15 - 9:45** **Autodesk in Education Overview**
Alissa Perlstein, Director, WW Education Marketing
Who is Autodesk?
What do they do?
What they do to help secondary schools/Universities
What is Autodesk's point of view on Education?
- 9:45 - 10:45** **Autodesk Gallery and Labs Tour**
Amy Russom, Program Manager
- 10:45 - 11:45** **Managing & Driving Change**
Jeff Kowalski, Vice President & Chief Technology Officer
How has the world of design changed as a result of Autodesk?
How do they create change in the industry?
How do they internally manage change while fostering a culture of risk taking & innovation?
- 11:15 - 12:30** **Lunch**
- 12:30 - 1:30** **Future of Education**
Jon Pittman, Vice President, Market Development
What skills are required in the world of design?
What should a high school graduate look like in the 21st century?
What can schools do today to encourage this change/manage gap?
- 1:30 - 1:45** **Wrap up/Departure**