

# ESRI International User Conference

July 12-16, 2010 | San Diego, CA

Technical  
Workshops

## Analysis and Geoprocessing (Part A)

- 
- 422 3D Analyst—An Introduction**  
Deepinder Deol, Michael Contreras
  - 468 Geostatistical Analyst—An Introduction**  
Konstantin Krivoruchko, Steve Lynch
  - 488 Network Analyst—Creating Network Datasets**  
Alan Hatakeyama, Colin Childs
  - 533 Regression Analysis for Spatial Data with ArcGIS**  
Lauren Scott, Lauren Rosenshein, Mark Janikas
  - 535 3D Analyst—Working with Terrain Datasets**  
Kevin Armstrong, Lindsay Weitz
  - 544 ArcGIS Spatial Analyst—An Introduction**  
Steve Kopp, Elizabeth Graham
  - 545 Hydrologic Modeling with ArcGIS**  
Dean Djokic, Nawajish Noman, Steve Kopp
  - 546 ArcGIS Spatial Analyst—Statistical Modeling**  
Xuguang Wang, Kevin Johnston
  - 547 ArcGIS Spatial Analyst—Suitability Modeling**  
Ryan De Bruyn, Kevin Johnston
  - 552 Designing and Implementing Geoprocessing Script Tools**  
Bill Moreland, Dale Honeycutt, Jason Scheirer
  - 557 Data Interoperability—An Introduction**  
Bruce Harold, Don Murray, Dale Lutz
  - 565 Geocoding—Advanced Techniques**  
Agatha Wong, Sergey Ivanenko, Brad Niemand
  - 566 Geocoding—An Introduction**  
Agatha Wong, Miriam Schmidts
  - 568 Geoprocessing with ArcGIS Server**  
Scott Murray
  - 573 Linear Referencing—An Introduction**  
Mark Stewart, Ben Ramseth
  - 577 ModelBuilder—Advanced Techniques**  
Scott Murray
  - 578 Network Analyst—An Introduction**  
Robert Garrity, Patrick Stevens
  - 579 Network Analyst—Automating Workflows with Geoprocessing**  
Deelesh Mandloi, Jay Sandhu
  - 585 Python Essentials in ArcGIS II—Fundamentals**  
David Wynne, Drew Flater
  - 591 Spatial Pattern Analysis**  
Lauren Scott, Lauren Rosenshein, Mark Janikas

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## Analysis and Geoprocessing (Part B)

- 593 Working with Temporal Data in ArcGIS**  
Hardeep Bajwa, David Kaiser
- 604 Lidar Solutions in ArcGIS**  
Clayton Crawford
- 614 Fundamentals of GIS Analysis—Overlay**  
Dale Honeycutt, Ghislain Prince, Scott Murray
- 630 Dynamic Simulation Modeling—An Introduction**  
Kevin Johnston, Shitij Mehta
- 664 Extending ArcGIS with R**  
Mark Janikas
- 705 ModelBuilder—An Introduction**  
Crystal Dorn
- 706 Python Essentials in ArcGIS I—An Introduction**  
Drew Flater, David Wynne
- 954 Network Analyst—Performing Network Analysis**  
Deelesh Mandloi, Jay Sandhu
- 1037 Fundamentals of GIS Analysis—Proximity**  
Dale Honeycutt, Ghislain Prince, Scott Murray
- 1038 Raster Analysis with Python**  
Nawajish Noman, Ryan De Bruyn, Kevin Johnston
- 1043 3D Analyst—Surface Analysis**  
Clayton Crawford, Raghav Vemula
- 1044 3D Analyst—Feature and Volumetric Analysis**  
Jinwu Ma, Gert Van Maren
- 1433 Python Scripting for Map Automation in ArcGIS 10**  
Jeff Barrette, Michael Grossman

## ArcGIS User Community Templates

- 609 Emergency Management Applications Using ArcGIS**  
Jeff Baranyi, Lindsay Thomas, Scott Oppmann, Russ Johnson
- 610 Land Record Applications Using ArcGIS**  
Arthur Robinson Jr, Christopher Buscaglia, Scott Oppmann
- 1070 GIS Design Methods**  
Scott Oppmann, Steve Grise
- 1071 The Local Government Template at ArcGIS 10**  
Lindsay Thomas, Mamata Akella, Scott Oppmann
- 1072 Public Utility Applications Using ArcGIS**  
Michael Miller, Howard Crothers, Scott Oppmann
- 1073 Parcel Management at ArcGIS 10**  
Christopher Buscaglia, Larry Young, Scott Oppmann
- 1184 Arc Hydro Templates and Resource Center**  
Dean Djokic, Caitlin Scopel

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## Commercial Solutions

- 949 International Geocoding in ArcGIS 10—Putting Your Customers and Constituents on the Map**  
Lucy Guerra, Jeff Rogers, Christophe Charpentier, Bruce Harold
- 950 Deploying the New ArcLogistics for Your Fleet Operation**  
Richard Pearlman, Greg Wietholter
- 951 ArcLogistics Delivered with ArcGIS Online Services**  
Karl Terrey, Jeff Rogers
- 959 Introduction to ArcGIS Mapping for SharePoint**  
Richard Zwaap, Art Haddad
- 981 ESRI Business Analyst Suite: Overview and Update**  
James Killick
- 982 Optimizing Site Selection Using the ESRI Business Analyst Suite**  
Brenda Wolfe, Harry Moore IV
- 983 Optimizing Target Marketing Using the ESRI Business Analyst Suite**  
Lucy Guerra, Brenda Wolfe, Mehak Sujan
- 984 Optimizing Territories and Districts Using the ESRI Business Analyst Suite**  
Kyle Watson, Jeff Hincy
- 985 Economic Gardening and Economic Development Using the ESRI Business Analyst Suite**  
Brenda Wolfe, Tony Howser, James Killick
- 987 A Technical Deep Dive into the ESRI Business Analyst APIs—Part 1**  
Garry Burgess, Tony Howser, Mehak Sujan, Bob Hazelton
- 988 A Technical Deep Dive into the ESRI Business Analyst APIs—Part 2**  
Garry Burgess, Tony Howser, Mehak Sujan, Bob Hazelton
- 989 Census 2010 and the Data User**  
Lynn Wombold
- 990 ESRI Data—Adding Value Beyond Census for Government and Business**  
Lucy Guerra, Jeff Hincy

## Developer

- 553 Building and Deploying Add-ins and Extensions for ArcGIS Desktop Using Java**  
Steven Rozic
- 594 Writing and Deploying Your First Applications for ArcGIS Engine**  
Ralf Gottschalk, Mary Harvey
- 601 Migrating ArcGIS Desktop and ArcGIS Engine Customizations from 9.3 to 10**  
Don Kemlage, Mary Harvey
- 642 Extending ArcGIS Explorer Using ArcGIS Explorer SDK**  
Edan Cain, Mike Rudden
- 1077 ArcGIS for Developers—An Introduction**  
Jim Barry, Andy Gup
- 1078 Building and Deploying Add-ins for ArcGIS Desktop in .NET**  
Steve Van Esch, Russell Louks

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## Enterprise GIS

- 477 Installing and Administering ArcGIS Software**  
Chris Whitmore, Natalie Hansen
- 532 ArcGIS Desktop Virtualization**  
Jeff DeWeese, Andrew Sakowicz, Aaron Lopez, Sridhar Karra
- 539 Deploying ArcGIS—Advanced Topics [Technical Briefing]**  
Natalie Hansen, Chris Whitmore
- 550 Enterprise Geodatabase Configuration, Upgrade, and Direct Connect Strategies**  
Alejandro Toth, Eugene Yang, Ron Lazar
- 558 Systems Architectural Design, Configuration, and Deployment**  
Andrew Sakowicz, Danny Krouk
- 570 Installing and Configuring ArcGIS Server**  
Andrew Stauffer, Gregory Ponto
- 599 Capacity Planning and System Performance Validation**  
Andrew Sakowicz, Dave Peters
- 603 ArcGIS Server Performance and Scalability—Applying Best Practices (Case Study)**  
Andrew Sakowicz, James Livingston, Frank Pizzi
- 605 ArcGIS Server Performance and Scalability—Testing Methodologies**  
Andrew Sakowicz, Frank Pizzi, Aaron Lopez
- 606 ArcGIS Server Performance and Scalability—Performance Factors and Optimization**  
Andrew Sakowicz, Eric Miller, Evan Mosby
- 607 Best Practices for Deploying ArcGIS Server: The Manager's View**  
Jeff DeWeese, Ismael Chivite, Andrew Hendrickson
- 640 Designing an Enterprise GIS Security Strategy**  
Michael Young
- 1085 A Business Perspective on Deploying ArcGIS Server in the Cloud**  
Marwa Mabrouk, Andrew Hendrickson
- 1123 Understanding ArcGIS 10 Licensing and Copy Protection [Technical Briefing]**  
Badri Lakkur, Michael Tims, Peter D Adams
- 1143 Planning Enterprise Geodatabase Solutions**  
Charlie Wells, John Alsup Jr
- 1144 10 Things to Know about Managing GIS Projects**  
Glenn Berger, Gerry Clancy
- 1146 Creating an Effective GIS Technology Strategy**  
Andrew Sakowicz, Andrew Hendrickson
- 1148 COTS-Based Approach to Implementing Enterprise GIS**  
Greg Pleiss, Brian Cross, Glenn Berger
- 1149 ESRI's Enterprise Strategy**  
Bruce Harrison, Andrew Hendrickson

## Facilities Management

- 1441 3D GIS for Facilities**  
Eric Wittner

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## Geodatabase Management and Editing (Part A)

**563 Getting Started with Editing in ArcMap**

Ken Smith, John Thieling

**574 Managing Metadata with ArcGIS 10**

Aleta Vienneau

**646 Geodatabase Essentials Part 1—An Introduction to the Geodatabase**

Colin Zwicker, Jonathan Murphy



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## Geodatabase Management and Editing (Part B)

- 
- 647 Geodatabase Essentials Part 2—  
An Introduction to ArcSDE Geodatabases**  
Gary MacDougall, Brent Pierce
  - 648 Geometric Networks in the Geodatabase**  
Erik Hoel, Craig Gillgrass
  - 649 Managing Distributed Data with Geodatabase Replication**  
Gary MacDougall, Premjit Singh
  - 650 Using SQL and Spatial Data Types with the Geodatabase**  
Shannon Shields, Travis Val
  - 651 Topology in the Geodatabase**  
Doug Morgenthaler, Erik Hoel
  - 652 Working with ESRI's Spatial Data Type for Oracle [Technical Briefing]**  
Tom Brown
  - 653 Administration for Oracle—An Introduction**  
Amit Kesarwani, Forrest Jones
  - 654 Administration for Oracle—Advanced**  
Jim McAbee III, Travis Val
  - 655 Administration for SQL Server—An Introduction**  
Thomas Dunn, Wendy Wallace
  - 656 Administration for SQL Server—Advanced**  
Thomas Dunn, Shannon Shields
  - 658 Enterprise Geodatabase—Tips and Tricks**  
Jim McAbee III, Tony Wakim
  - 659 Geodatabase Editing Workflows**  
Shawn Thorne, Tony Wakim, Jack Horton
  - 660 Editing Parcels with ArcGIS**  
Christine Leslie, Jason Camerano
  - 662 Using the ArcGIS for AutoCAD Plug-in Application**  
Don Kuehne, Karen Hodge
  - 663 Administration for PostgreSQL—An Introduction**  
Brijesh Shrivastav, Alexia Lau
  - 667 Understanding the Concepts of the Parcel Fabric**  
Tim Hodson, Christopher Buscaglia
  - 708 Working with CAD Data in ArcGIS**  
Phil Sanchez, Jeff Reinhart
  - 719 Editing with ArcGIS—Tips and Tricks**  
Colin Childs, Rhonda Glennon
  - 900 ArcGIS Data Reviewer—An Introduction**  
Wendy Kallio, Jay Cary
  - 1052 What's New in the Geodatabase at ArcGIS 10**  
Erik Hoel, Craig Gillgrass, Brent Pierce

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## GIS Concepts

- 710 Basic Principles of Cartographic Design**  
Makram Murad-Al-Shaikh, Jorge Ruiz-Valdepena
- 711 Using Map Projections and Coordinate Systems**  
Melita Kennedy, Rob Juergens
- 721 Learning Essential GIS Workflows**  
Geri Pepe, Robert LeClair
- 724 Relational Database Management and Geodatabase Concepts**  
John Thieling, Jack Horton
- 726 What Is Server GIS?**  
Ben Ramseth, Andrew Stauffer
- 733 ESRI Training in Support of Your GIS Plan**  
Martha Osborne, Stacia Canaday
- 734 What Is GIS and How Can It Help Me**  
Chris Thomas, Bill Davenhall
- 739 Applying ArcGIS in the Real World**  
Mark Ho, Carl Byers
- 741 The One-Minute Cartographer**  
Aileen Buckley, Mamata Akella
- 1187 The History of GIS: Part 2—The Academic Era (1965–1980)**  
Erik Hoel, Craig Gillgrass, Matt McGrath

## Imagery and Raster GIS

- 709 Using Imagery and Raster Data in ArcGIS**  
Simon Woo, Robert Berger
- 716 Managing Imagery and Raster Data in ArcGIS**  
Hong Xu, Sangeet Mathew, Mark Harris
- 1087 Working with Sensor Image Data in ArcGIS**  
Vinay Viswambharan, Prashant Mangtani
- 1088 What's New in Imagery and Raster at ArcGIS 10**  
Hong Xu, Peter Becker, Vinay Viswambharan

## Making Great Maps with ArcGIS

- 1061 Making Beautiful Maps—with GIS!**  
Jaynya Richards, Aileen Buckley, Mamata Akella
- 1062 Basemap Design: Lessons Learned from Building Online Multiscale Base Maps**  
Charlie Frye, Wesley Jones, Jim Herries
- 1063 Large-Scale Map Design**  
Aileen Buckley, Mamata Akella, Andrew Skinner
- 1064 Map Templates and Their Use (Geology, Hydrology, 3D)**  
Charlie Frye, Janel Day, Craig McCabe, Caitlin Scopel

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## Making Great Maps with ArcGIS *continued*

### 1065 Cartographic Design for Web Maps

Aileen Buckley, Kenny Ling, Andrew Skinner, Jim Herries, Mamata Akella

### 1066 Cartography Best Practices—Lightning Talks

Aileen Buckley, Wesley Jones, Craig McCabe, Caitlin Scopel, Jim Herries, Kenny Ling



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## Mapping and Visualization

### 482 Labeling, Annotation, Editing, and Text Placement with ArcGIS

Jonathan Brooks, John Haddad III

### 509 Working with ArcMap—Tips and Tricks

Mark Ho, Danielle Hopkins

### 510 Working with Tables and Reports

Kent Marten, Matthew Baker

### 534 3D Analyst—Visualization with ArcGlobe

Nathan Shephard, Karen Zwicker

### 537 Advanced Annotation Tips and Tricks

Natalie Vines, Robert LeClair

### 538 Advanced Cartography in ArcGIS

Edie Punt, Robert Jensen

### 540 Animations in ArcGIS

Colin Childs, Hardeep Bajwa

### 543 ArcGIS Publisher and ArcReader—An Introduction

Geri Pepe, Lisa Silva

### 555 3D Virtual Cities in ArcGIS

Eric Wittner, Craig McCabe

### 556 Creating Route/Transit Maps with ArcGIS

Will Chesser, Jonathan Brooks

### 575 Map Compilation and Page Layout with ArcGIS

Tom Bole, Samantha Keehan

### 576 Maplex for ArcGIS

Craig Williams, Natalie Vines

### 584 Printing and Exporting in ArcGIS

Michael Grossman, Jeremy Wright

### 626 Getting Started with ArcGIS Explorer

Mark Bockenbauer, Bernie Szukalski

### 717 Best Practices for Designing Effective Map Services

Craig Williams, Ivonne Seler

### 1041 Building Map Books in ArcGIS

Jeff Barrette, Tom Bole, Michael Grossman

### 1042 What's New in ArcGIS Desktop 10

Doug Morgenthaler, Rupert Essinger, Craig Williams

### 1132 Geoservices, Social Media, and GIS Applications

Allan Laframboise, Andy Gup, David Cardella

### 1134 Using ArcGIS Schematics to Visualize Data

Rick Anderson



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## Mobile GIS

- 531 ArcPad—Introduction to Customizing ArcPad Solutions**  
Kerry Somerville, Elvin Slavik, Gareth Walters
- 542 ArcGIS Mobile—An Introduction**  
Jay Chen, Jianwei Dou
- 549 ArcPad—An Introduction**  
Elvin Slavik, Gareth Walters
- 560 ArcGIS Mobile—Developing Applications Using the ArcGIS Mobile API**  
Glenn Meister, Jay Chen
- 567 ArcPad GeoCollector—A High-Accuracy Field Mapping Solution**  
Rui Ge, Julian Idle, Gareth Walters
- 713 ESRI Mobile Solutions Overview**  
Jian Lange, Martin Copping, David Cardella, Kerry Somerville
- 1359 ArcGIS for iPhone – An Introduction**  
David Cardella, Jeff Shaner
- 1360 ArcGIS for iPhone – Developing Applications Using the iPhone API**  
David Cardella, Divesh Goyal

## Server GIS (Part A)

- 451 Case Studies of Building and Deploying Enterprise ArcGIS Server Solutions**  
Wittaker Mathot, Carsten Piepel
- 517 ArcGIS API for JavaScript—An Introduction**  
Kelly Hutchins, Jeremy Bartley
- 554 ArcGIS API for Flex—An Introduction**  
Antony Jayaprakash, Bjorn Svensson
- 559 Designing and Using Cached Map Services**  
Tom Brenneman, Eric Rodenberg
- 572 Leveraging OGC Services in ArcGIS Server**  
Satish Sankaran, Jessica Parteno, Yingqi Tang
- 587 Securing Your ArcGIS Server for the Microsoft .NET Framework Site**  
Tom Brenneman, Lloyd Heberlie
- 600 ArcGIS API for Microsoft Silverlight/WPF—An Introduction**  
Art Haddad, Rex Hansen
- 702 ArcGIS Server—An Introduction**  
Dan Haag, Derek Law
- 1047 Working with Image Services and ArcGIS Server**  
Hong Xu, Melanie Harlow, Wenxue Ju
- 1048 Patterns and Best Practices for Building Applications with the .NET Web ADF**  
Rex Hansen, Jiaun Huang
- 1049 Patterns and Best Practices for Building Applications with the Java Web ADF**  
Divesh Goyal, Dan O'Neill

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## Server GIS (Part B)

- 1050 Using ArcGIS Server in the Amazon Cloud**  
Marwa Mabrouk, Ismael Chivite
- 1051 What's New in ArcGIS Server 10**  
Ismael Chivite
- 1090 Flex Therapy—The Perfect Cure for Geeky GIS Applications [Technical Briefing]**  
Sajit Thomas, Moxie Zhang
- 1188 ArcGIS API for JavaScript—Advanced Topics**  
Kelly Hutchins, Jeremy Bartley
- 1189 ArcGIS API for Flex—Advanced Topics**  
Mansour Raad, Antony Jayaprakash, Bjorn Svensson
- 1190 ArcGIS API for Microsoft Silverlight/WPF—Advanced Topics**  
Art Haddad, Rex Hansen, Morten Nielsen
- 1191 Creating Web Applications with ArcGIS**  
Bernie Szukalski, Derek Law, Jeremy Bartley
- 1377 Web Editing in ArcGIS Server 10**  
Ismael Chivite

## ArcGIS User Community Templates

- 895 ESRI Mapping and Charting Solutions (PLTS)—An Introduction**  
John Grammer, Shane Barrett, Shree dhevi Rajagopalan, Beata Van Esch
- 898 ESRI Production Mapping (PLTS)—An Introduction**  
Amber Bethell, Timothy Stiles
- 899 ESRI Production Mapping (PLTS)—Advanced Cartographic Production**  
Clint Loveman, Heather Eisan
- 901 ArcGIS Defense—An Introduction**  
Matt Funk, Ben Conklin
- 902 ArcGIS Tracking Analyst and Tracking Server—An Introduction**  
Nick Brezovar, Ryan Elliott
- 903 ArcGIS Workflow Manager—An Introduction to Workflow Solutions of ArcGIS**  
Tope Bello, Kevin Bedel
- 913 ArcGIS Workflow Manager—Advanced Configuration and Customization**  
Raghavendra Sunku, Kevin Bedel
- 914 The ArcGIS Server Geoportal Extension—An Introduction**  
Marten Hogeweg
- 915 ESRI Transportation Management Solution**  
Adrien Litton
- 916 ESRI Redistricting and Elections Management Solution**  
Larry Boden, Will Isley

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## Technology Keynote

### 704 **Fundamentals of ArcGIS: Maps, Geodatabases, Models, and How They Work Together**

Clint Brown

## Web GIS

### 669 **Working with ArcGIS Online**

Deane Kensok, Bernie Szukalski

### 1086 **Introducing Online Community Maps**

Deane Kensok, Christophe Charpentier

