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## *ArcWatch: Your e-Magazine for GIS News, Views, and Insights*

March 2009

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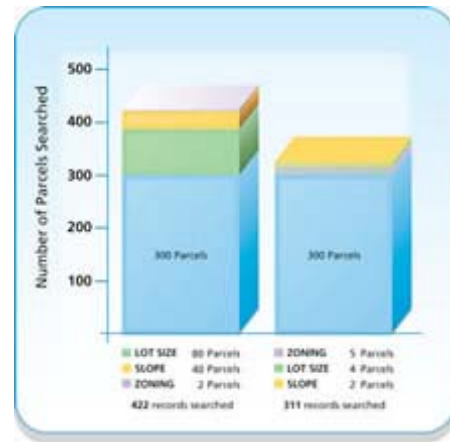
### [Mapping Moves into the Digital Age in Tasmania](#)

By Karen Richardson, ESRI Writer

Using GIS, Tasmanian government agency TASMAR can produce a topographic map in about two weeks. How? TASMAR can combine database-driven mapping with a geodatabase, a common data storage and management framework for ArcGIS. The 1:25,000-scale map series is the most popular of TASMAR's products and is used by government agencies, businesses, and consumers. [Read the article.](#)



This 1:25,000 topographic map of Hobart, Tasmania's capital, is just one of a series of maps used by both the government and the public.



### [Tip of the Month](#)

#### **Faster Answers**

Find the information you need more easily using these strategies when building queries. [Read this tip.](#)

### [Connect with ArcWatch](#)

*ArcWatch* is published monthly by ESRI and contains GIS news, practical advice, and updates about the company's software and events. To submit article ideas, e-mail editor Carla Wheeler at [arcwatch\\_editor@esri.com](mailto:arcwatch_editor@esri.com).

### [Coming to a City Near You: Creating Effective Web Maps Seminar](#)

ESRI will host [Creating Effective Web Maps](#), a series of complimentary seminars, in more than 40 cities starting April 30. If you want to create Web applications that meet today's high expectations for Web mapping, we

### [Create Your Own Picture Marker Symbols for ArcMap](#)

In this [tutorial](#), you will learn how to make custom marker symbols from photographs to use in the ArcMap application of your ArcGIS software. [Read the article.](#)

encourage you to attend. You will find out how to apply best practices to easily and quickly deploy modern Web maps and make the most of your investment in GIS data and infrastructure. [Learn more.](#)

### [Register for the 2009 ESRI Business GIS Summit](#)

Learn how GIS can help your organization thrive by attending the [2009 ESRI Business GIS Summit](#). The keynote speaker will be Henrik Dahlin of DHL Express Europe. [Read the article.](#) [Register today.](#) [Listen to a podcast](#) with Simon Thompson, commercial industry solutions manager for ESRI, on why GIS technology will be of great use during these volatile economic times.

[Complimentary Live Training Seminar: Authoring and Deploying Fast Web Maps](#) [Request a reminder](#) to attend the no-cost online live training seminar Authoring and Deploying Fast Web Maps on April 2. The one-hour online seminar will provide an overview of the map optimization and publishing tools available in ArcGIS 9.3.1.

### [There's Something for Everyone at the ESRI UC](#)

The 2009 ESRI International User Conference (ESRI UC), July 13–17 in San Diego, California, will offer:



- Demonstrations of new and improved GIS software and other geospatial technologies
  - Technical workshops about how to put GIS to work for your organization
  - Inspiring talks about how GIS is being used to improve our world
- [Read the article.](#) [Register today.](#)

### [ESRI DevSummit Starts Next Week](#)

You can still register on-site for the [2009 ESRI Developer Summit](#) (DevSummit),



### [GIS Makes Data User-Friendly for Boone County, Kentucky](#)

Boone County used the ESRI Data Interoperability extension to convert reams of data into a single data model that was published on the [county's Web site](#). [Read the article.](#)

### [Tips on How to Use and Maintain Map Caches for ArcGIS Server](#)

Bronwyn Agrios, an ESRI Education Services instructor, answers [seven common questions](#) about map caching with ArcGIS Server 9.3.

### [GIS Is Used to Help Manage Tree Maintenance](#)

The San Francisco Botanical Garden in California uses ArborVue, GIS software built with ArcPad and ArcGIS Engine and designed specifically for tree care and inventories, to manage its trees. [Read the article.](#)

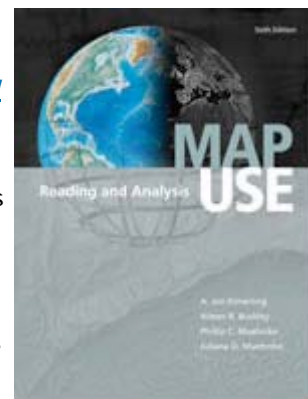


### [Download ArcGIS for AutoCAD](#)

The latest release of [ArcGIS for AutoCAD](#) provides users with access to enterprise GIS data published by ArcGIS Server as well as a means to prepare data with AutoCAD for use in ArcGIS. [Download the tool at no cost.](#)

### [Read Map Use to Sharpen Your Map Reading and Analysis Skills](#)

The new ESRI Press book [Map Use: Reading and Analysis](#), Sixth Edition, delivers high-quality maps and full-color illustrations to help readers understand topics such as map projections, qualitative thematic maps, and spatial pattern analysis. [Buy the book.](#)



which starts Tuesday at Wyndham Hotel and Palm Springs Convention Center in Palm Springs, California. [Join us](#). Read the [ESRI DevSummit blog](#) to keep up-to-date on what's happening, or communicate with your colleagues about GIS and the DevSummit by searching the Twitter site for the hash tag **#devsummit**.

### [Beta Version of ArcGIS API for Microsoft Silverlight Set for Release](#)

The ArcGIS API for Microsoft Silverlight will go into beta release at next week's [2009 ESRI DevSummit](#). With



ArcGIS API for Microsoft Silverlight, you leverage [ArcGIS Server](#) resources such as maps, address locators, GIS tasks, and spatial analysis in your Silverlight applications. [Get a sneak peek](#).

### [ArcGIS Business Analyst Server 9.3 Released](#)

Streamline your business intelligence with GIS analysis and publishing tools by using the new version of ArcGIS Business Analyst Server. Find out [what's new](#).

### [Explore Colorado's Ski Slopes with GIS](#)

You can study the spatial patterns of ski areas using GIS. [Read the article](#) and take an ArcLesson.



### [Who's Who in GIS for Utilities? Report Rates GIS Companies](#)

Read the report, MarketScope for Energy and Utility Geographic Information Systems from Gartner, Inc., the leading provider of research and analysis on the global IT industry. Find out which GIS companies are meeting the needs of the utility industry and learn why Gartner gave ESRI a Strong

### [Take the Web Training Seminar: GIS for Managers](#)

Incorporating a GIS into your existing IT infrastructure can increase your organization's performance metrics. During this 60-minute complimentary Web seminar, you will learn how companies and government agencies have successfully implemented GIS to meet business goals. [Download the complimentary seminar](#).

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### [Download the Geodatabase Podcast](#)

Get tips for administering and maintaining desktop and workgroup geodatabases in [this podcast](#). Follow along using [the transcript](#).

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[11:48 | 5.43 MB]

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[14:14 | 6.55 MB]

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Positive rating, the highest possible.

### [U.S. Forest Service Assesses Postfire Threats with GIS](#)

The U.S. Forest Service used ArcGIS Desktop and other technologies to create soil burn classification maps following wildfires in the Cleveland National Forest near Riverside, California. [Read the article.](#)

### [Learn about GIS in Second Life](#)

Michael N. DeMers, an associate professor of geography at New Mexico State University, teaches GIS to some of his students using the online virtual world of Second Life. He takes us [inside the metaverse.](#)



### [Address Coder 9.3: Segment, Target, and Manage Your Address Lists](#)

ESRI's new stand-alone geocoding software makes it easy for you to see the locations of your customers and group them by geographic location, demographic characteristics, or consumer type for more targeted marketing. [Find out what else](#) this software can accomplish.

### [Buy Online](#)

U.S. customers may order ArcGIS Data Appliance or ArcGIS Data Appliance Server Bundle from ESRI. ArcGIS



Data Appliance, based on the data collection package purchased, can provide terabytes of prerendered nationwide and worldwide data that includes street and transportation, place-name, administrative boundary, and raster imagery data. [Learn more](#) [PDF-620 KB]. ArcGIS Data Appliance Server Bundle is a complete turnkey geospatial intelligence and decision-making solution. [Learn more.](#) [PDF-712 KB].

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