



Welcome to the May 2010 issue of the North Point Geographic Solutions newsletter!

[All of our news letters can also be viewed on our website.](#)

Changes, changes, and more changes!

JSA GIServices has recently had a number of exciting new changes to our business. First and foremost we are now North Point Geographic Solutions (NPGS)! JSA was renamed to better serve our clients and position our business for growth into the future. The name change does not change our commitment to our clients in providing top notch GIS services and development. We have also made the move to a new office space in downtown Duluth! Our new office space will allow for more collaboration between staff members and better service for our clients. In addition to the new office space our phone numbers, website, and email addresses have changed as well. Please be sure to update your address books with our new contact information below.

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North Point Teams Up with North Star Geographics

North Point Geographic Solutions has teamed up with Northstar Geographics to develop a state-wide application for water quality monitoring. Based on a unique framework that leverages both open source and ESRI's ArcGIS Server technology, the resulting web application will help dozens of local and state agencies make better decisions about improving the quality of Minnesota's water.

This ongoing partnership with Northstar Geographics creates greater opportunities for our clients when creating web mapping applications. Northstar's expertise in open source MapServer, OpenLayers and the PostGIS database combined with North Point's foundation in ArcGIS Server allows us to create "best of breed" solutions built on ESRI technology, open source or a combination of both! Check out the application, still in the development stages: [GeoMesh Water Resources Web Mapping Application](#). For more information on North Star Geographics check out their website at: <http://www.northstargeographics.com/>

Integrating ArcGIS Desktop with Oracle Database Functionality

So you have a business application you would like to spatially enable using ArcGIS, but aren't sure where to begin? There's hope! Using Visual Studio as a development platform allows for seamless integration between Oracle tables and spatial features stored in SDE. Using the Oracle Data Access components in conjunction with ArcObjects gives us the capability to integrate Oracle table information into data entry forms, populate drop down lists dynamically based on an Oracle look-up tables, and harness the rich database functionality available in Oracle, bringing it into a spatial context. From there we can integrate the data tables with our windows forms and ArcMap, giving your applications a new level of operation and performance!

NPGS is using this data integration method to help Blandin Paper Company connect their enterprise GIS database with business information. The integration will allow Blandin to visualize all of their data through ArcMap rather than using multiple disconnected applications. The finished product will be an ArcGIS Extension allowing Blandin to using and analyze all of their business critical spatial and non-spatial information through ArcGIS Desktop.

North Point Redesigns the St. Louis County Plat Book

In an effort to update their plat book and integrate new cadastral data, St. Louis County has hired NPGS to create more user-friendly and easy to read maps available to the public. The new plat map creation process we developed will reduce the amount of time required to develop maps and aid St. Louis county in streamlining their plat book project. The [new maps](#) will be available as both hard copies as well as online versions starting in early 2011.

The Duluth News Tribune (DNT) contacted NPGS to help them redefine their sales territories. NPGS geocoded a potential customer address database and current customer database. Using this information NPGS in a GIS allowed NPGS to analyze the distribution of potential customer versus current customers. DNT will use this information to drive marketing decisions and help redefine their sales territories to drive more revenue. NPGS also provided DNT with a manual overlays that will be using during meetings and presentations to drive marketing discussions. [Examples](#)

NPGS Events

North Point Geographic Solutions staff are involved in business and community organizations throughout Duluth and the Midwest. Below is a list of recently attended as well as upcoming events for NPGS. Please feel free to stop by any upcoming events to chat with our knowledgeable staff or to discuss how NPGS can customize money and time-saving projects and applications for your organization!

June 3-4th – Wisconsin Land Information Association 2010 Spring Conference – Wisconsin Dells, WI

June 17th – [FUSE Duluth lunch panel meeting \(Getting involved in your community\)](#), Edgewater Resort and Water Park

Every Thursday, 6:45-8:30am - Business Networking International (link to BNI MN) – Valentini's Restaurant – Duluth (by invitation only, [contact us](#) if you would like to attend)

List subject to change without notice. Check back often for updated events schedule. North Point Geographic Solutions is always looking for opportunities to speak at community events organizations. [Contact us](#) if you would like to schedule a speaking engagement for free!

A special "thank you" to everyone who attended our recent open house at the new NPGS office location on April 22nd! It was a great success and a perfect excuse to have ribs, chicken wings and beer at work!

Announcements

We are pleased to announce that we have added a new member to the NPGS team! Holly Parsons will be joining us beginning June 1st and will be working on data management projects and aerial photo interpretation. Holly brings with her a background in biology and GIS. We are looking forward to welcoming her to the team!



Don't forget! As the camping season approaches, NPGS also makes customized Boundary Waters maps printed on waterproof paper!

As always, your first map order is 10% off!

Need to reduce your GIS or operating costs? [Consider giving NPGS a try!](#) NPGS offers reasonably priced GIS consulting services that will reduce your cost and still give you a top notch solution. NPGS is always looking for GIS projects and greatly appreciates your referrals. Please click the "forward" link at the bottom of this email to forward this news letter to others who may be interested in GIS or would like to learn more about what NPGS has to offer.

Sincerely,

Jesse Adams, M.S.
Principal GIS Analyst
North Point Geographic Solutions