

**GITA Returns to Keystone with Thought Leader Symposium on Technology Integration**  
**By Bob Samborski, Executive Director**

It is with a great deal of excitement and anticipation that we announce today our first “Thought Leader Symposium on Achieving Business Excellence through Enterprise Technology Integration.” Symposium dates are May 16 to 18, 2012.

This special event has been designed to address the increasing desire of utilities, government agencies and other infrastructure-related organizations to leverage their geospatial investments to better integrate their other existing technology solutions.

If there is a single theme to the many discussions I have had with association members and stakeholders – users and vendors alike – since our last annual conference in Grapevine, Texas, it is that the assorted technology solutions they rely upon to fulfill their core missions do not work together as well as they should. As the GITA Board of Directors and staff confronted the challenges of a changing geospatial industry and evolving member needs over the past six months, it became apparent that a wholesale change in the association’s organization and educational mission was overdue. If GITA is to continue to be relevant to its members, a ‘rebirth’ of the association is required.

What better, more appropriate place for this to occur than the mountains of Keystone, Colorado.

Those familiar with the history of AM/FM International/GITA still maintain a special fondness for Keystone; the mountain resort hosted conferences beginning in 1978, precipitated the creation of the association in 1982, and hosted several Executive Management Symposia in the 1990s. Many of today’s geospatial leaders in utilities, government and the private sector cut their teeth on the Keystone Conferences, and based upon the education, experience and friendships forged in the Colorado mountains, propelled our industry to where it is today.

And where are we today?

Many utilities and government agencies have been using geospatial technology for many years to manage dispersed assets, provide for efficient delivery of services, and support a wide variety of other applications. Now a proven tool for supporting mission critical activities across all levels and sectors of organizations, large and small, geospatial technology has become a natural platform for location-based services and activities.

At the same time, many organizations have implemented various other technology solutions in support of their core missions and these systems often operate in siloed environments. In today's current economic climate, there is a premium on cost reduction through efficiency, improvements and better stewardship of shareholder and/or tax dollars.

*GITA's Thought Leader Symposium on Achieving Business Excellence through Enterprise Technology Integration* will provide a safe haven for geospatial practitioners from utilities and government agencies, and the leading geospatial industry solution providers and integrators, to openly explore and discuss the next frontier of geospatial information and technology. The focus will be how to leverage existing investments in geospatial technology to better integrate the capabilities – and thereby maximize the financial return - of their other technology investments.

This is not another GIS conference. The Symposium will stimulate and nurture a spirit of geospatial industry thought leadership with the goal of developing strategies that will leverage existing technology investments made by utilities, government entities and other organizations.

The program is being developed by leading geospatial industry practitioners and solution providers. More information will be distributed frequently on a regular basis. Your thoughts and comments are most welcome.

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May 16-18, 2012. Keystone, Colorado, USA.

Integration. Innovation. Inspiration.