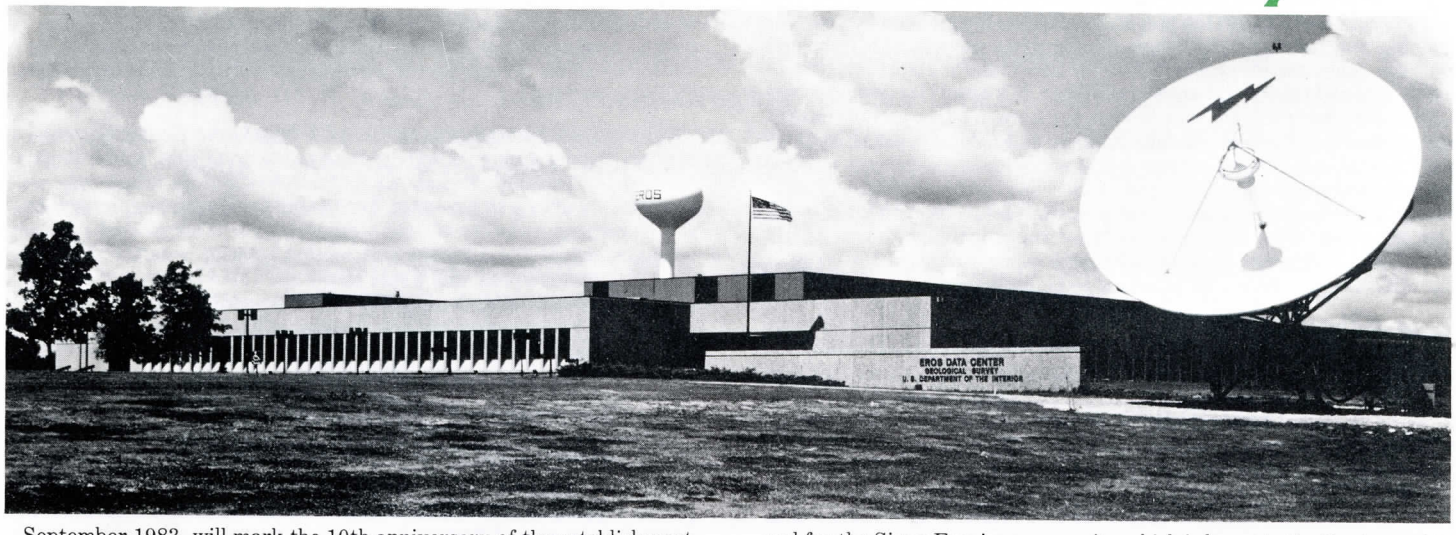
DIRECTIONS
SIOUX FALLS DEVELOPMENT FOUNDATION
Volume 7, Number 2, September, 1983

EROS Data Center Celebrates 10th Anniversary



September 1983, will mark the 10th anniversary of the establishment of the EROS Data Center on its 318 acre pastoral location 16 miles northeast of Sioux Falls, South Dakota. And what an amazing 10-year period it has been since construction was completed on the attractively functional structure that is now recognized across the globe as "home" to an earth information program that nations throughout the world are increasingly seeking to utilize as a part of their earth resources management efforts.

Beginning as a 13-employee operation in temporary offices in Sioux Falls in 1971, the EROS Data Center today operates out of a 100,000-square-foot building that currently houses a staff of 350, 50 of whom are Federal employees with the remainder divided among government contractors. Interestingly, if the site selection process for this facility were to be reopened today it is highly unlikely that the Sioux Falls area would even be a contender in the race. Whereas in 1970, the original site selection team was looking for a location that would provide minimal interference for a high-powered antenna system in a centralized spot among the lower 48 states, such selection criteria are no longer valid due to advancing technology and changing programmatic requirements. As a result, even the outstanding promotional campaign spearheaded by the Sioux Falls Development Foundation, in conjunction with local civic and political leaders, might not be able to secure the facility a second time for the greater Sioux Empire, given the growing national appeal of the Center's program and the political power wielded by the many larger Congressional delegations. Fortunately, in 1970, the Sioux Falls area was the right place at the right time and the Data Center campaign mounted by the Foundation utilizing business, professional and political leaders from across the state has achieved a multifaceted return far beyond the comprehension of the most farsighted leaders of a decade ago.

During the past 10 years, the growing sophistication of the methodologies employed by the EROS Data Center has highlighted its overall operation, and such technological growth and transformation bodes well for both its future as an information systems research facility and for the Sioux Empire community which is home to the Center and to the many employees who staff it. It is not easy to simply describe either the processes involved in the activities that take place within the Data Center or to comprehensively enumerate the variety of functions regularly discharged by the Center's technical staff. And about the time that the interested lay person believes he or she finally understands a particular procedure, that procedure is revolutionized due to the inexorable march of technological development.

One long-standing element of the EROS Data Center's mission is to receive, process, store, distribute, and analyze the millions of images of the earth relayed by both satellites and high flying aircraft. The vast majority of the satellite images are relayed by telemetry from the National Oceanic and Atmospheric Administration's Landsat satellite. Riding 425 miles above the earth's surface, orbiting the earth every 100 minutes and repeating its path every 16 days, the Landsat 4 satellite is designed to send back a constant flow of images produced by a technique called remote sensing. Remote sensing, as carried out in the EROS project, involves image reproduction based on the measurement of light rays reflected off the earth's surface. Every substance on earth reflects light in its own unique way and with the proper equipment for reading these reflections, many of which are in the near infrared spectrum and unobservable to the naked eye, it is possible to develop a distinctive image of nearly any portion of the earth's surface.

Before reaching the Data Center near Sioux Falls, the imagery which has emanated from the Landsat satellite's multispectral scanner (the device that measures the reflectance of sunlight) flows by telemetry to ground stations for recording on magnetic tapes and then is relayed on to NASA's Goddard Space Flight Center in Greenbelt, Maryland for initial computer processing. During the early years of Data Center operation the film-processed materials from Goddard were mailed to Sioux Falls, but in 1979, the Center began utilizing the new breed of communication satellites orbiting the earth. This greatly expedited both the flow of material from Goddard and the subsequent conversion of digital

(Continued next page)

EROS DATA CENTER (continued)

signals to the film and electronic data that is the first step in the Data Center materials development process. From this film and electronic data, photographic products are developed and computers are provided with the basic data that they require -- the latter of which is retrievable in electronic fashion for future analysis and educational purposes.

The basic Landsat data processing work of the EROS Data Center has not changed greatly since its inception in the early 1970's even though the manner in which it does Landsat work and the sophistication surrounding the end products reveals a fast-changing technology that has had considerable impact. However, the mission of the Center has expanded to the logical consequence of developing advanced, computerized earth information systems which can include Landsat data as one subject among several other forms of earth data, such as topographic, mineral resource, and water quality data.

The Center remains, as it always has been, an administrative part of the Department of Interior's United States Geological Survey which has the mandate to inventory, map, monitor, and study the Nation's natural resources.

The Center works on a daily basis to interpret and assimilate the data and improve and expand the uses to which it can be put. It also provides training programs to assist others to effectively use available data, and provides consultative services across the nation and the world relative to earth data and the story that they tell. Thus, it is often this portion of the Center's overall program that catches the layman's fancy. Here images are studied to determine wildlife numbers and habitat erosion; streams can be analyzed for the nature and level of their pollutants; mineral deposits and arable land strips can be measured and a multitude of additional investigative and analytical procedures can be undertaken. All this is limited, it would appear, only by man's inability to expand his creativity to match the surging technology which challenges him. And at the EROS Data Center, there seems to be little problem with that.

Just as the Center staff are working with an increasing number of foreign and domestic data users in an ever widening range of projects and where even a brief glance at the roster of international participants in attendance at the training courses prompts one to believe that Sioux Falls must indeed be an international gathering point, so too has the Center vastly expanded its expertise and outreach during the past few years. Among the most significant developments in these areas are the stepped-up information integration efforts presently underway which blend a variety of newly available earth resources information with remote sensing data to provide a more comprehensive picture of detailed portions of planet Earth than has been previously available. As a matter of fact, the processing of the various types of data through an upgraded and far more comprehensively integrated in-house computer system now makes available a composite picture of a county or even a township unit so detailed that it would seem to confirm one's worst fears of government's informational hold on us as portrayed by George Orwell in his famous novel pointing toward 1984.

This is not, of course, what either the Federal Government or the employees at the Data Center have in mind as an informational end product of the jillions of images that they maintain of the surface features of the Earth. In reality, these images and the photographic reproductions made from them are available at a reasonable price to governments, programs and individuals throughout the world under an "open skies" and public domain policy that the United States Government strongly supports. Not only are earth resource photos and related imagery products available for purchase but so also is interpretive training and data utilization programming available to other government agencies to insure a maximum return from materials purchased. In addition to many training courses put on at the Center, it has played host to the first seven William T. Pecora Symposiums, named for the late director of the United States Geological Survey who played such an instrumental role in locating the EROS project in the Sioux Falls area. This year's session will be held October 4-7 and will be jointly sponsored by the National Aeronautics and Space Administration, the National Oceanic and Atmospheric Administration and the U.S. Geological Survey. In what promises to be an extremely interesting program, "Satellite Land Remote Sensing Advancements for the Eighties," participants will be involved in examining new and future methodologies for collecting, processing and analyzing remote sensing data.

In the 10 years of its life that the EROS project has been housed in its present facility it has come a long, long way. It has achieved national status as a center exclusively designated to handle earth-information systems and it is internationally recognized for both the multiplicity of the earth-data analysis tools that it has developed and for the professional quality of the work that its staff discharges whether it be at home or in the far recesses of the developing nations of the world. Federal interdepartmental agreements during the latter 1970's stipulated that the EROS Data Center would be the sole United States supplier of Landsat data. In addition, a Program Review Working Group was established to clarify relationships and responsibilities among various governmental agencies relative to the matter of earth resources imagery data, and the EROS program was provided a seat on that working body for its chief executive officer. This has provided an excellent opportunity for EROS to make its voice heard in the highest councils of the government's resources information and data gathering sectors.

But just as the technology upon which the Data Center is so dependent refuses to stand still, so there is little that remains constant in the world of politics and governmental administration. Thus the question, "What does tomorrow hold for the EROS program and where do we go from here?" For those among both Data Center staff and the Center's wide-ranging network of Sioux Falls area supporters who have recently learned of the Reagan Administration's desire to explore the private sector assumption of remote sensing activities, the voice of Center director Allen Watkins seems clearly confident and reassuring. Not only is he prepared to deal with the many difficulties that he foresees in establishing the guidelines and controls under which private industry would operate in taking over the data-sensitive activities inherent in remote sensing, but he points out that such a transfer of activities from the public to the private sector would affect only a quarter of the Data Center's activities.

Watkins believes that during the past decade the Center has done a fine job of diversifying its activity base to the point that, as the Department of the Interior's largest computer operation, its future may well rest with its ability to become a focal point for assembling, integrating and dispensing a variety of data components for international resource management. If the Landsat and related orbiting satellite programs were to go commercial, this would affect but a small portion of the Data Center's activities and, though such a development would have some impact on staffing requirements, it is apparent that Watkins feels there will continue to be a place for creative professionals who are presently on the payroll.

When Watkins speaks on his vision of the future of the Data Center he speaks with the authority of one who understands the governmental process that will vitally affect that future. This is not surprising when you realize that in addition to his many years of government service and experience he also holds a seat on the Source Evaluation Board for the Commercialization of Remote Sensing -- a federal working group charged with developing guidelines for the possible transfer of remote sensing activities to the private sector. The decisions of this group will be evaluated by a Cabinet level council and ultimately the Secretary of Commerce will make a final decision that must find concurrence in Congress if a significant change is indeed to take place in the federal remote sensing program.

Irrespective of the decision which Watkins expects to see rendered in 1984, he firmly believes that the Sioux Falls-based EROS Data Center is well position to deal with any verdict that is handed down. He confidently expects to see the Center grow in its already established role as a data resource services facility and it is apparent that his mandate to staff is to continue to explore all possible avenues relative to information management and data delivery services. If the record of achievement over the past ten years is at all indicative of what the future will hold, the EROS Data Center may indeed be on the threshold of accomplishments that its founders could never have been expected to envision.

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EROS Week Activities

September 18-24, 1983

Scheduled events and programs sponsored by the Sioux Falls Development Foundation, the Chamber of Commerce, and the EROS Data Center, in honor of the Earth Resources Observation Systems (EROS) Data Center's Tenth Anniversary.

Events on Saturday, September 24:

Tenth Anniversary Lift-off, 8:00 a.m. Hot Air balloons launch from Tuthill Park, Sioux Falls, to lead off the day's festivities.

Air Show, 10:00-1:00 p.m. at the Data Center. Acrobatic stunt flying, ultralight squadron landing, A-7 flyover, parachute team drop, and more.

Tenth Anniversary Ceremony, 11:00 a.m. at the Data Center, commemorating the Center's first-decade performance of its national mission and its ten-year contribution to the region's cultural and economic vitality.

"Come and See Your World" Open House, 1:00 to 3:00 p.m. at the Data Center. Unveiling of the new large-diameter geophysical globe, focal point of the Center's educational lobby displays, followed by public open house of the Center's extensive computer, photographic laboratory, research and training facilities.

EDC employees' family open house and barbeque, 3:30-7:00 p.m. on Center grounds.

Programs During EROS Anniversary Week:

Classroom Exercise provided by EDC, designed for hands-on interpretation of remotely sensed Earth data, will be available to junior-high-school science teachers. Includes color satellite- and aircraft-acquired images of Sioux Falls and surrounding area. Contact Ron Beck at 594-6114.

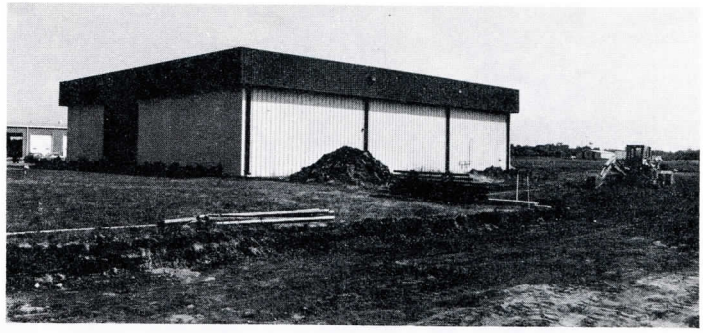
Group Presentations offered by EDC staff members, consisting of sound/slide show on the Center's mission and activities followed by open discussion. Available to educational institutions and civic groups. Contact Phyllis Wiepking at 594-2281.

Exhibits Through EROS Anniversary Week:

Major 20' x 20' walk-through exhibit, featuring memorabilia from founding of EDC and items on current technology. Center staff on hand at the Empire Mall.

Stand-alone exhibits featuring highlights of Center's work and week's activities. Lobbies of main bank buildings and Western Mall.

Cummins Expands



A major expansion of Cummins Great Plains Diesel is underway at the company's location in the Sioux Empire Industrial Park in Sioux Falls. An 80' by 120' adjunct structure is under construction and when completed in October it will more than double Cummins' local service area.

Included in the present building project will be room for nine additional service bays designed to handle large agricultural and commercial vehicles, plus a steam room for pressurized cleaning and maintenance. The new addition will also include one bay to be used for computerized diagnostic vehicle testing which company officials say will greatly enhance the service potential that they can offer within their dealer network.

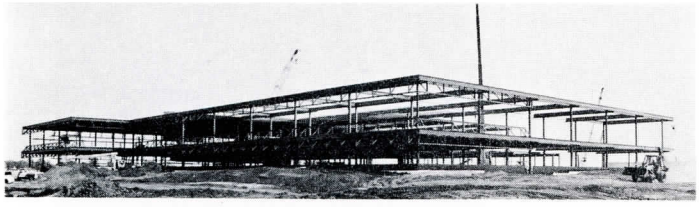
Cummins initially located in the Industrial Park in November of 1978. Its Sioux Falls facility is one of six in the three states of Iowa, Nebraska and South Dakota, with the company's home office situated in Omaha. The company employs 14 at its Sioux Falls site and plant manager Sam Nastase expects that number to noticeably increase with the completion of construction this fall.

Twin City Concrete Opens Plant

St. Paul, Minnesota-based Twin City Concrete opened operations in Sioux Falls this spring when its first bag of ready to use, pre-mixed concrete rolled off the line on June 8. The family owned corporation belonging to Tom, Dave and Harvey Becken occupies a new 8,000 square foot building in which it bags a mixture of concrete components purchased in bulk and blended for distribution in its Sioux Falls facility.

Twin City Concrete has outlets in a three state area comprising North and South Dakota and Minnesota. The Sioux Falls plant with its five member work force joins those already in operation in Fargo and St. Paul and, according to local manager Wes Eidem, the company hopes shortly to expand the scope of its local operation. Eidem believes that Twin City Concrete is an expansive company whose goal is nothing less than leadership of the entire pre-mixed concrete industry.

Citibank Constructing Third Building



A third Citibank building is under construction in the Sioux Empire Industrial Park. Situated at a right angle to the two existing buildings, it will be slightly larger than the first two and will be connected to the second building by a second story skyway.

The new bank building is located on a 15 acre parcel of land and with 125,000 square feet it will be similar in design, construction and cost to the previously constructed Citibank structures. Those two buildings and their furnishings are estimated to have cost $16 million.

Fritzel, Kroeger, Griffin and Berg is the architectural firm for the building and Henry Carlson and Company is the contractor. Both are Sioux Falls firms and each has also worked on the two previous Citibank building projects.

With construction of the third Citibank building to employ 150 people during the building phase and with some 400 additional banking employees to be hired once it is completed, local and state officials are hailing the project as a further realization of Sioux Falls and South Dakota's potential as an upper middle western banking hub. Citibank already employs 900 people at its Industrial Park location and its further expansion is excellent news on the local employment scene. In addition, a third bank building on the northern end of the Industrial Park at Sioux Falls' city limits will further enhance the growing attractiveness of that business area.

Foundation Co-sponsors Procurement Conference

The Sioux Falls Development Foundation joined the Small Business Administration, several South Dakota state government departments and the offices of the State's Congressional delegation in hosting a government procurement conference at the Sioux Falls Ramada Inn on May 11.

The highly successful, day-long meeting attracted some 300 participants who listened to a series of presentations designed to help area business people become better acquainted with the procedures involved in negotiating contracts at all levels of government. A wide variety of procurement officers representing local and state government, plus such federal departments as Defense, Agriculture and Commerce, were available to discuss all aspects of government contract negotiation including information pertinent to the export trade.

Those in attendance at the May 11 conference received detailed information on selling to government units that would normally require a business person months of effort and thousands of dollars in research expenses. Hopefully, the seminar will lead to greater sales opportunities for local businesses that may have missed a chance to sell to state and federal government units during past years.

Ground Broken for Delbridge Museum

Watching Mrs. Henry Brockhouse turn the first shovelful of dirt for the Delbridge Museum are left to right: Bob Cook, Randy Renken, Pat Nordyke, John Hughes, Mayor Rick Knobe, C. J. Delbridge, Mrs. Henry Brockhouse, Dr. Dick Friess and Commissioner Dick Peterson.

May 23 marked the date of groundbreaking for the Delbridge Museum of Natural History which will hold the 150 stuffed animals constituting the big game collection of Sioux Falls' late Henry Brockhouse. The museum bears the name of C. J. Delbridge who with his familly purchased the animal collection from the Brockhouse heirs and subsequently donated it to the city. In June of 1982, city voters approved a $1.8 million bond issue to provide a home for the collection and a site on the northeast corner of the zoo grounds, near 12th Street and Kiwanis Avenue, was selected as a building site.

The building, scheduled for completion in the spring of 1984, will have 17,500 square feet of exhibit space and will include a small theatre, a gift shop, a concession area and office space. A striking feature of the prospected animal displays will be the environmental settings and detailed habitats in which they will reside. City and state officials believe that, upon completion, the museum will house one of the world's finest animal collections, and, as both an educational and general tourist attraction, it will add significantly to Sioux Falls' already outstanding cultural base.

Groundbreaking for Children's Home Society

Mayor Knobe and Mark Swanson, President of the Children's Home Society Board of Directors, discuss the New Crossroads Residential Treatment Center prior to the groundbreaking ceremony.

Ground was broken on June 3 for a new residential treatment center that the Children's Home Society is constructing on 28 acres of land located on Highway 11 in north Sioux Falls. When completed, the new structure will replace the present Crossroads Center which the Society now operates for children at 100 West 28th Street in Sioux Falls.

The Children's Home Society is a private, non-profit human services organization that has been in existence in South Dakota for more than 90 years. Beginning with the provision of orphanage and foster care services to children, the organization expanded its programming in 1969 to include residential treatment, special education and home-based services.

Chairman's Report

The economic turnaround that we have been pointing to for many months seems to have arrived on the scene and the improved business climate at the heart of it looks extremely encouraging at this time. I can personally measure the changed economic climate by quickly glancing at the real estate figures that cross my desk on a regular basis, and I can also see it reflected in the level of activity at the Development Foundation office.

Symbolic of the expanding Sioux Falls business scene is the decision of Citibank to begin construction on a third building in the Sioux Empire Development Park. This 125,000 square foot building will enable Citibank to add roughly 400 more employees to its local payroll and the structure itself will be an attractive addition to an industrial park that I feel is one of the finest business locations in the country.

At the same time that I am saluting a relatively recent addition to our business community in the corporate person of Citibank, I don't want to forget an "old friend" whose contributions to the entire Sioux Falls trade area have truly been outstanding. I refer to the EROS facility, located 17 miles north and east of us, that will be celebrating its 10th anniversary this fall. Not only has EROS come to employ some 350 persons, many of whom are highly trained scientists and technicians who have individually contributed to many aspects of life in our community, but the international flavor of the work done in the facility has literally put Sioux Falls on the map of the world.

The Sioux Falls Development Foundation is one of several organizations involved in hosting an anniversary celebration for EROS on September 19-24 and I urge all of you to share in some aspect of the festivities being planned. The Development Foundation is pleased to have played the lead role in making EROS a reality in this community, and trusts that the next decade will continue to see a strong working relationship between that facility and the business and professional men and women of this area who have found it to be such a valuable addition.

Mike Evans

L. E. Evans
Chairman

American Freight System
American Western Corporation
Architecture, Inc.
Fred Assam Real Estate
Augustana College
Balance Systems, Inc.
Beckman Land & Cattle Co.
Bel Aire Drug Co.
L. Beal, Inc./Pepsi Cola
Ben Hur Ford Sales, Inc.
Best Business Products, Inc.
Billions Olds Toyota & Billion Chrysler Plymouth Datsun
Boen-Boxdorfer, Inc.
Boyce, Murphy, McDowell & Greenfield
Great Plains Engineering Lab
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Charles J. Gustafson
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Harold's Photo
Hassenstein Steel Company
Gil Haugan Construction Co.
Haugo Investment Co.
Hegg Companies, Inc.
Ken Hirsch Travel
R. J. Hobson Agency
Holcomb Freightliner & White
Holiday Inn City Centre
Home Builders Association
Home Federal Savings & Loan
Obstetrics & Gynecology, Ltd.
O'Day Equipment, Inc.
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Ozark Airlines
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The Paper Company
Pediatrics & Allergies, Ltd.
Alice Penticoff Realtors, Inc.
Pheoll Mfg. Co. of South Dakota
Piper, Jaffray & Hopwood
Isadore Pitts
Quasar Express, Inc.
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Henry Carlson Company
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Coca-Cola Bottling Co.
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Colle & McVoy Advertising Agency
Component Manufacturing Co.
Consolidated Freightways
Credit Bureau of Sioux Falls
Culbert-Davis Company
Culligan Water Conditioning
Cummins Great Plains Diesel
Dain Bosworth, Inc.
Dakota Awning & Siding
Dakota By-Products, Inc.
Dakota Corrugated Box Co.
Dakota Savings & Loan Assn.
Dakota Welding Supply Co.
Danforth & Danforth
Data, Inc.
Davenport Law Offices
DeGeest Mfg. Co.
Design Concepts, Inc.
DeWild, Grant, Reckert & Assoc.
Don's Conoco
Dornberger and Co., Inc.
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Du-Al Manufacturing
Dan Dugan Transport Co.
Egger Steel
Vern Eide Buick
Eide Helmeke & Co.
Electric Construction Company
Elmen Rent All
Empire Mall - General Growth Management
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Fiegen Construction Company
First Bank of South Dakota, N.A.
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First Sioux Falls
Friessen Construction Co., Inc.
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Gage Bros. Concrete Products
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Golden Rule Construction
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J. W. Horner Lumber Company
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Howard Johnson's Motor Lodge
Howe Heating & Plumbing, Inc.
Howes Oil Co., Inc.
Howlin Vision Clinic
Hyman Freightways, Inc.
Industrial Constructors
Interstate Office Products, Inc.
Jack Rabbit Lines
Vernell Johnson Auctioneer & Land Broker
Johnson Nursery & Garden Center
Jordan Millwork Co.
Josten Concrete Products Co.
Kane Enterprises
Kearns Machinery
KELO-Land TV & Radio
Kirk's Restaurant & Lounge
K-Mart South
Koch Hazard Associates, Inc.
Kreiser Surgical, Inc.
KSFY TV
KSOO Radio, Inc.
Laboratory of Clinical Medicine
Lakeside Dairy Co., Inc.
Lampert Building Center
Land Title Guaranty Company
Lauer and Company, Inc.
Lawrence & Schiller, Inc.
Lenker Agency
Lewis Drug Stores
Pete Lien & Sons, Inc.
Litton Microwave
Lloyd Construction Co., Inc.
Locke Auto Electric Services
McGreevy Clinic
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Malloy Electric & Bearing Supply
May, Johnson, Doyle & Becker PC
Merrill Lynch Pierce Fenner & Smith
Michael's and Burke's
Michaels Fence Co.
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Midwest Coast Transport
Midwest Oil Co.
Midwest Title Guarantee Co.
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Raven Industries, Inc.
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Rich Brothers Co.
River Park of South Dakota
Ronning Enterprises
Rysavy Hartman Associates
Sanders Printing Co.
R. F. Sayre & Associates, Inc.
Schmitz, Kalda & Associates
Schoeneman Bros. Company
Henry Scholten & Co.
Schweigers, Inc.
Scott Lumber Co.
Sears Roebuck & Company
Sencore, Inc.
Service to the Visually Impaired
Shakstad Electric & Mach. Works
Shipley's Laundry & Cleaners
Jerry Simmons & Associates
Sioux Falls Argus Leader
Sioux Falls Monument Co., Inc.
Sioux Falls Public Schools - Dr. John Harris
Sioux Falls Rent-A-Car
Sioux Falls Shopping News, Inc.
Sioux Falls Stockyards
Sioux Falls Tribune
Sioux Falls Wholesale
Sioux Printing, Inc.
Sioux Valley Empire Electric
Sioux Valley Hospital
Sioux Vocational School for the Handicapped, Inc.
SoDak Distributing
South Dakota Auto Club, Inc.
South Dakota Blue Shield
Southeast Area Vocational Technical School
The Spitznagel Partners
Starmark, Inc.
Stewart Enterprises
Frank Stinson Chevrolet
SunBank of South Dakota
Sunshine Foods
Sweetman Construction
Swift Contractors, Inc.
Syverson Tile, Inc.
Technicolor Graphic Service (EROS)
Terrace Park Dairy
Teslow Brothers Co.
Town House, Inc.
Tri State Electric Co.
Twin City Testing & Eng. Lab
United Corporation
United National Bank
Valley National Bank in Sioux Falls
Viking Glass, Inc.
F. H. Weatherwax Co.
Welders Gas & Supply Co.
Western Bank
Western Surety Company
Western Surety Life Insurance Co.
Williams Building Co.
Woods, Fuller, Schultz & Smith
Zip Feed Mills, Inc.