

## 1997 Annual Meeting Reviews Challenges and Accomplishments of EROS Staff

Government and Contractor Award Recipients Recognized

The 1997 EROS Data Center Annual Meeting, January 29 at the Howard Johnson Convention Center in Sioux Falls, again served as a forum to recognize the achievements and contributions of all EROS employees during 1996. The meeting was the second occasion that staff of all employers at the Center met off-site to recognize people, their contributions, special accomplishments, and look to the future.

### Rewinding 1996 Via Video

As in the past, the meeting began with a brief video recap of significant EROS events that occurred during 1996, a musical video collage featuring new employees, retirees, and a special message from the Director of the U.S. Geological Survey, **Dr. Gordon Eaton** (guest speaker at last year's meeting). "Each time I've been there (EROS)," said Eaton, "I've been impressed with your customer orientation, entrepreneurial spirit, the dedication to your work, and your enthusiasm."

The brief video ended by remembering long-time EROS Photo Lab repair and maintenance specialist **Ivan Seubert**, who died April 21, 1996 from cancer.

### Degrees, Anniversaries, and Incentive Award Winners

After **Dr. Don Lauer**, Chief, EROS Data Center, welcomed employees and guests such as USGS NMD officials **Hedy Rossmessl** and **Jim Jancaitis** to the afternoon program, Hughes STX Project Manager, **Dr. Ken Klenk**, who emceed the meeting, introduced **John Dwyer**, **Bruce Quirk**, **Tim Smith**, and **Bill Draeger**, who cited EROS employees who achieved significant personal achievements during the past year. Dwyer introduced employees who completed academic degrees during 1996. Quirk recognized all employees who published results of research, systems development, or operations work in support of the USGS, EROS, and its cooperators (89 EROS employees authored or co-authored 99 publications, which represents 43% of the

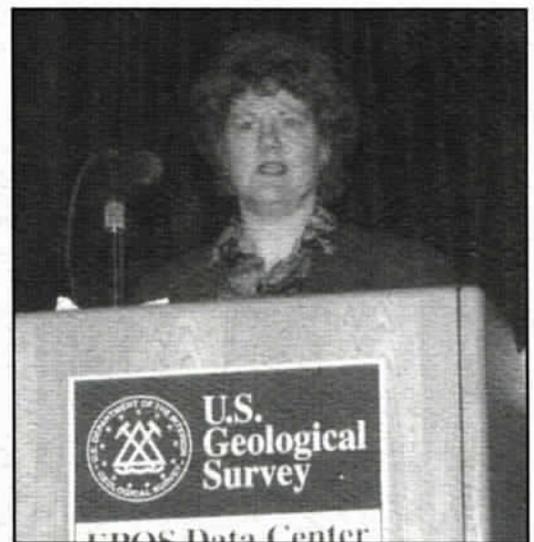
publications produced by the NMD in 1996). Smith cited HSTX Incentive Award recipients and Draeger extended congratulations to people who celebrated 10 or 20 year anniversaries at EROS during 1996.

### EDCAA Volunteer of the Year

**Tom Holm**, Special Assistant to the Office of the Chief, awarded Char Johnson with the EDCAA Volunteer of the Year Award. This award recognizes exceptional effort, continued dedication, and commitment to voluntarily promoting the general welfare of EROS employees through volunteer activities. While many people at EROS try to promote a better work environment at EROS, Char Johnson was recognized for her work on the EDCAA Merchandise Committee, the Corporate Cup, the Friedship Tree, and the Sioux Falls Golf League.

### Guest Speaker

**Donna Scholz**, Program Manager for Data Management and Distribution, served as the guest speaker for the 1997 EROS Annual



**Donna Scholz**

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## UP FRONT

Most of the time I approach life with a strong positive attitude and look for ways to enjoy the seasons of the year. However, this winter has been lousy. It was too cold, too windy, and too long. The Center was closed for 3 full days and a part of another 5 days—a record! And, we could get it again before spring really gets here.

How many times did we consider putting the winter closing procedures in place? Too many! When a storm hits at night, that procedure starts with an effort by the night shift guards. Throughout the night the guards check road conditions around the Center. At 3:00 a.m., Gary Dinkel, our Facilities Manager, discusses those conditions with the guards, the State Highway Department and the National Weather Service. By 4:00 a.m., Gary confers with Jim Sturdevant, at which time a decision is made. If we decide to close for the day or have a delayed start, the contractor representatives and the media are contacted and the guards put a message

on the EDC code-a-phone. I also get to hear Jim's lovely voice at 4:00 a.m., since I must keep our Reston Office apprised of the situation. Every potential storm brings another early morning conference. In each case, the decision is based on ensuring the safety of all employees.

Despite my distaste for this winter, our winter party was a seasonal highlight for me. Employees, and their spouses or friends, totalling nearly 300, arrived at the Sports Page in Brandon for a superbly organized party. Hats off to the EDCAA team for a welcome event.

Now with the warmer weather coming sometime soon (I hope), we'll see an onslaught of visitors and meetings. For example, during the third week of April, the USGS Director, Dr. Gordie Eaton, will host a USGS Policy Council and Central Region Council meeting here. At the same time, a Land Processes-DAAC Science Advisory Panel will meet. Also during that week, Take Your Child to Work will be held coincidentally with South Dakota Space Day. Space Day will bring between 1200 and 3000 young people to the Center. A few weeks later, several USGS Data Management and Information Distribution groups (roughly 200 participants), the ASTER Joint Science Team (100), and a DOI/NASA Hyperspectral

Workshop (60) will be at our door. And it continues this way all through the summer and fall.

Additionally, we will continue to prepare for the challenges of what I call the "decade of imagery." The launches of Landsat 7 and the EOS AM-1 in 1998 will have significant impacts on our future. We also are planning for possible roles in the Shuttle Radar Topographic Mission, archiving of SPOT data, and LightSAR system. There are possibilities of cooperative work with a new generation of high resolution commercial satellite systems. These programs are exciting and far-reaching and provide new opportunities for all of us at the Center.

Finally, I want to comment on my progress of getting around the Center to meet with each of you and see what you are doing. So far, I have visited about a half dozen technical areas and spoken with about 60 of you. I am enjoying these visits, and I hope you are too. I'm learning first-hand what really goes on at the EROS Data Center!

Donald T. Lauer

## Outreach: Everyone's Responsibility

In December of 1994, Dr. Gordon Eaton, Director of the USGS, appointed a Benchmark Outreach Committee to organize the Survey's information and outreach efforts. This effort, in part, resulted from an attempt to abolish the USGS. Traditionally, the USGS has done a great job of communicating its scientific programs and activities to earth scientists. The USGS has done a mediocre job of aggressively and effectively communicating with audiences other than scientists. Part of the reason the Survey's outreach efforts over the years have suffered has been because of a lack of a priority from the Bureau, a lack of resources

(people and money), and no clear focus or plan.

The following paragraphs will bring you up to date on what's happening in outreach at EROS. This story will tell you what's planned and what you can do to help. Before we get to all that, let's start with a definition of the term outreach. According to the August 1995 Report of the USGS Benchmark Outreach Committee, "Outreach means actively communicating effectively with many audiences, including users of our technical information, the general public, educators, news media, business and

civic leaders, public officials at all levels, including Congress, and providing services and products for these services."

Because of the bureau-wide effort to reach out to all people, the USGS and field offices such as EROS are participating in innovative outreach projects. For instance, outreach efforts such as South Dakota Space Day, the GLOBE Project, and the USGS Visual Identity Team serve as examples of how the USGS and its field centers are trying to communicate their missions and receive feedback from a variety of new audiences.

### Space Day

The Third Annual South Dakota Space Day will be held April 24, 1997 at

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## EROS Supports South Dakota GIS Users

South Dakotans are just like other Americans when it comes to geospatial information. They seek access to the best information that is available to them. In today's ever-changing society, people, no matter where they live, need good, reliable, information to cope with emergencies and disasters, support education, enhance agriculture, protect their environment and natural resources, plan urban and rural development, and update transportation. South Dakotans are among the leaders in making use of geographic information systems (GIS) to promote the free flow of information — particularly geospatial information.

About 10 years ago, an informal group of people representing Federal, State, County, and local agencies, as well as institutions of higher education who use geographic information systems throughout South Dakota began meeting to share data and expertise and build working relationships to solve multidisciplinary problems. Geographic information systems are computer hardware and software used to produce maps or perform geographic modeling; such systems may be two or three dimensional. According to **Dave Greenlee**, an EROS applications scientist, the South Dakota GIS Users Forum recently received a \$35,000 grant from the Federal Geographic Data Committee (FGDC).

The Office of Management and Budget established the FGDC to coordinate various surveying, mapping, and spatial data activities of Federal agencies to meet the needs of the Nation. The FGDC leads in the evolution of the National Spatial Data Infrastructure (NSDI) in cooperation with state and local governments, higher educators, and the private sector.

The South Dakota GIS Users Forum is one of 33 nationwide proposals to receive a grant from the FGDC's National Spatial Data Infrastructure (NSDI) Competitive Cooperative Agreements Program. The NSDI Competitive Cooperative Agreements Program encourages resource-sharing projects, between and among the public and private sector through the use of technology,

networking, and enhanced interagency coordination efforts. **Ron Woodburn**, Chairperson, South Dakota GIS Advisory Committee and the South Dakota Bureau of Information and Telecommunications, Pierre, SD, authored a proposal to establish a server on the Internet to support a national geospatial data clearinghouse and administer workshops on data set documentation.

"An NSDI (National Spatial Data Infrastructure) clearinghouse," explains Woodburn, "is designed to simplify the process of locating spatial data that has been developed by a number of sources. It's a window into the warehouse where the data is developed and stored. In our case, we have people working in that warehouse who have data, but haven't given much thought to how to make it available. This will provide us the means to organize the data in the warehouse and see that other people can get it."

The EROS Data Center's role in supporting the South Dakota GIS Users Forum is providing USGS expertise and data in geographic information systems and remote sensing. To demonstrate its continued support of the Forum, the Data Center hosted the South Dakota GIS Users Conference, July 22-23, 1996. "We're really a silent, but strong partner to the group," explains Greenlee, "because we provide much of the data that people use. It's in our best interest to have people use our well-documented data bases and have people make good use of them. This group also helps us a lot by suggesting new ideas and formats to make our data more useful."



*Illustration of major roads and county line data EROS supplies to South Dakota GIS users.*

The South Dakota GIS Users Forum hopes its coordination will help put the best information in the hands of decision makers at Federal, State, County, and local agencies in South Dakota as well as the State's higher education system. This GIS dream would mean better data for the U.S. Forest Service to manage the Black Hills National Forests, enhanced information for South Dakota's Game Fish and Parks Department, improved maps for the Pennington County Equalization Office, and state-of-the-art parcel level base maps for the City of Sioux Falls.

According to Ron Woodburn, another example of how the GIS Users Forum will help put the best information in the hands of decision makers in South Dakota is the North Central Resource Conservation and Development Association. "This group entered into a contract with the Engineering and Environmental Research Center at SDSU to do an inventory of some environmental, biological, cultural, and historic resource data for its project area (the Missouri River corridor between the North Dakota border and Lyman County). They knew that the contract would provide the information they wanted, but they were interested in making that information available via the World Wide Web. They were unsure how to do that, though. Their involvement in the project will not only allow them to do that, but we will be able to use some of the funds to augment the data being developed for their original project. So, they win and we win."

By supporting the South Dakota GIS Users Forum, EROS pools expertise and data that avoid duplication and effort. EROS support translates into time and money savings — good for taxpayers in South Dakota and people across the entire United States. "After all, says Greenlee, "EROS is a Federal agency but we are also South Dakotans. Therefore, we have a vested interest in making things work well here. We believe the State of South Dakota can make use of the EROS Data Center in many ways."

The South Dakota GIS Users Forum encourages anyone with an interest to share spatial data to work with them. The first step is to contact Ron Woodburn at (605) 773-4750 or at [ronw@denr.state.sd.us](mailto:ronw@denr.state.sd.us).

## His Other Car is a Canoe

Visit Dave Greenlee's office in the new addition and you'll see a topographic map of the Boundary Waters bordering Minnesota and Canada and a bumper sticker with the following text, "I'd Rather Be Canoeing." Greenlee's long-time canoeing passion paddled him onto an advisory committee for the Big Sioux River Trail System organized by fellow Washington High School classmate (Class of '68) and Sioux Falls Mayor Gary Hanson.

### Convenient, Close Escape

Greenlee's interest in canoeing began as a Boy Scout and on family canoe trips. This boyhood interest has since taken him down current on the Big Sioux River many times over the years. In addition to the Big Sioux River, Greenlee has traveled throughout the Boundary Waters of Minnesota and Canada, the Niobrara River of North-central Nebraska, and on the Missouri River. In college, Greenlee served as a canoe guide in the Boundary Waters and even took a month off with three other guides to trek from Lake Winnipeg to Hudson Bay by canoe. These days, the Big Sioux River provides him with a convenient way to connect with those experiences. "I can get home from work, throw the canoe on the car,

and go down to the River at 26th street and paddle at my own relaxing pace. It also offers perfect quality time to talk and listen to my children. It's just great medicine for me," says Greenlee with a sigh in his voice and a distant look in his eye. A few years ago, while working at USGS headquarters in Reston, VA, Greenlee found his way to the Washington Canoe Club on the Potomac River. "Like any river running through a big city, you've got the hustle and bustle of the big city and you get down to the river and it's a different world."

### Group Goal

When Mayor Hanson organized a citizens group to provide input on use of the Big Sioux River to the Sioux Falls Parks and Recreation group, he thought of his long-time friend and canoeing enthusiast. The Mayor's Committee met for the first time in early August to discuss their agenda. "We want to create increased opportunities for the Big Sioux River Trail System and promote pride and stewardship of the River's resources," says Greenlee. "Generally speaking, developing the trails and blacktopping trails to the River is not what most canoeists need. We want many of the same things anglers seek - undeveloped

getaways and reasonable flow to create variety of pools and areas of current."

### River Oxbows or Oxbow Village

Mayor Hanson asked Greenlee to serve on this committee because of his canoeing interest. In addition to a canoeist's perspective, the committee also gets the view of a scientist. "The Big Sioux River can be viewed as a part of the Mississippi River study of the Scientific Assessment and Strategy Team (SAST) EROS hosted to study the Great Flood of 1993. The SAST study showed me how we are realizing that there are non-structural alternatives to channelizing rivers and making them into giant storm sewers. Maybe if we look for similar opportunities on the Big Sioux River, oxbows or natural wetland areas also could be reclaimed."

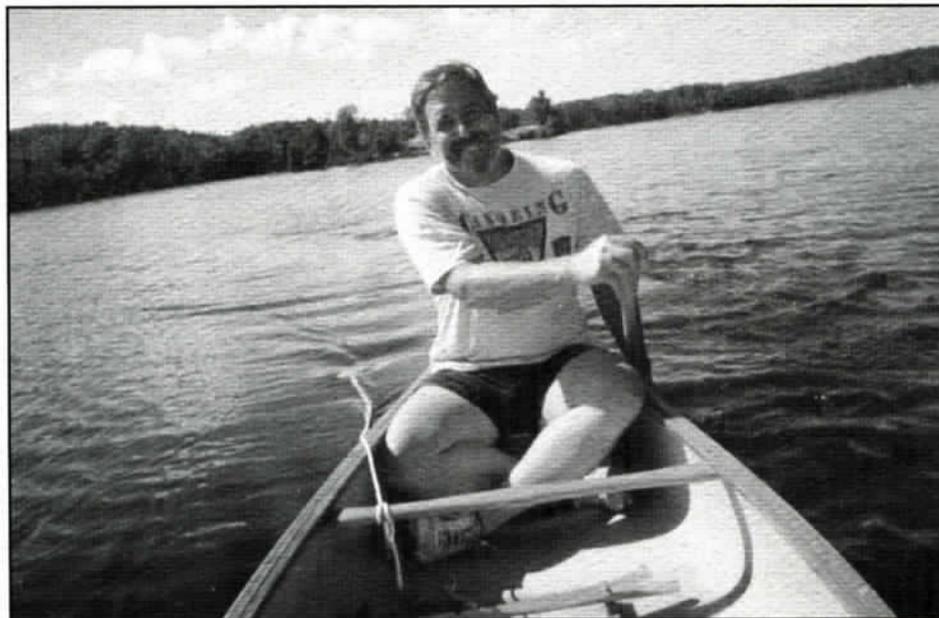
Greenlee's current role on the committee is to canoe the River and take notes to develop a map. Once he develops his map, he'll present it to the committee to help guide future meeting discussions.

### Flirting with the Flow

As a canoeist, Greenlee is interested in the flow regime and how the City's Engineering Department decides when and how to divert water around Sioux Falls. "When City engineers develop more of a feeling that the River around the City is a resource that needs to be cared for, they may be less likely to automatically divert more water than necessary to recharge the well field."

### Water Quality

One of the primary problems impacting the water quality of the Big Sioux River in and around Sioux Falls is siltation and pollution due to agricultural runoff. Instead of thinking of the River as a sewer, we need to care about the water quality of the River. Mayor Hanson has assembled some of the many people in our community who care. And based on their meetings, paddlefish and those who paddle canoes will benefit from their recommendations. ♣



Avid canoeist **Dave Greenlee** paddles for peace of mind and progress in water quality.

## New Faces & New Places

### A Job Well Done!

LookSmart, the next generation of web directories committed to quality and superior user web experience awarded the EROS Data Center The Editor's Choice Award for three sites on the world wide web:

edcwww.cr.usgs.gov/  
edcwww.cr.usgs.gov/dclass/dclass.html  
edcwww.cr.usgs.gov/landdaac/30asdewdem/30asdewdem.html

The award conveys the highest standard for providing a useful and high quality website.

### HSTX

**Chris Parsley** — Chris joins EROS as a Photo Lab technician developing black-and-white and color negatives and diapositives. Chris brings 3 years experience as a professional otographer to the Center. His outside interests include his family, wife Jill and daughter Lindsay, and operating his own photography business. Chris is a long-time native of Sioux Falls.

**Dolly Perea** — Dolly comes to the EROS Alaska Field Office as a digital data production analyst. Before joining the EROS Alaska Field Office Dolly performed GIS analysis for the NSB and worked as a drafting technician for the DNR. In her spare time Dolly enjoys spending as much time as possible with her children in family activities. The long-time Alaska native now makes her home in Anchorage.

**Colleen Fiegen** — Colleen joins EROS as a computer and communications systems secretary in the Computer Services Branch. Colleen comes to EROS after working nearly 10 years with Midland National Life. In addition to Midland, her work experience includes reception duties at Central Plains Clinic and secretarial tasks at Dell Rapids Public High School. The Dell Rapids native likes to spend her free time golfing, running, snow skiing, and swimming.

**Jim Knox** — Jim comes aboard as a financial system analyst to integrate the EROS financial management systems to meet the needs of the Center's clients, managers, and other users. Jim's educational background includes a Master's degree in Business Management from Webster University, Saint Louis, Mo (1987), a B.S. in EE/Oceanography from the U.S. Naval Academy, Annapolis, Md (1967), and completion of the Production Manager Curriculum from the University of Houston, Houston, Tx (1994). Jim's previous work experience includes work as a Budget/Financial Engineer for Hughes Training Inc., Johnson Space Center, Houston, Tx

(1990-1996). Jim's wife is employed by the VA Medical Center in Sioux Falls. The Knox family includes 4 boys — the oldest is a U.S. Marine Officer, the second oldest is a U.S. Navy Petty Officer, the third oldest graduated from Boston College in May 1996, and the youngest is a junior in college at Southwest Texas. In his spare time, Jim raises Arabian horses near Humbolt and enjoys computers, dancing, SCUBA diving, and flying.

**Glenn Nordmeyer** — Glenn joins EROS as a full-time Customer Services Technician. Glenn received a B.S. degree in Geography from South Dakota State University (1995). During active duty with the U.S. Army, Glenn coordinated the delivery and shipment of supplies. The highlight of his military service was working with the National Science Foundation to coordinate the delivery of supplies to Antarctica. As a reservist, Glenn served in Saudi Arabia in support of Operations Desert Shield/Storm and served in Germany in support of Operation Joint Endeavor. He lives in Brookings, where he enjoys bowling, golfing, fishing, and hunting.

**Jon Nachtigal** — Jon also comes to EROS to work as a full-time Customer Services Technician. Jon is a recent graduate of the University of Nebraska-Lincoln, where he received a B.A. degree in English with a minor in Geography. Jon and his wife (Susan) and their two children (Alysha and Ryan) live in Madison. The Nachtigal family enjoys a variety of outdoor activities that include biking and camping.

**Treva Houska** — Treva joins EROS as a chemist in the Chemistry Lab, where she works with Chuck Luden to operate the Center's chemical management system. She comes to EROS from Illinois, where she worked at an oil refinery. Treva's educational background includes a B.S. in Chemistry from the South Dakota School of Mines and Technology, Rapid City, SD. Off duty, Treva enjoys aerobics, sewing, and crafts.

**Carrie Jucht** — Carrie is a new receptionist who performs basic reception duties and gives toursof the Center to the general public. Carries comes to the Data Center from the Sioux Falls Federal Credit Union, where she worked in member services. Her education includes attending a technical school for merchandising and management (1981-83). Carrie's hobbies include music, baking, cooking, and some gardening. She and her husband (Craig) and children (Claire, 5, and Connor, 3) live in Renner.

**Cheryl Liester** — The Production Services Department welcomes Cheryl as a Data Dissemination Specialist from the EROS Cafeteria. Cheryl's educational background includes attending Lake Area Vocational Technical School in Watertown, where she received a LPN degree. She later worked at Sioux Valley Hospital as an LPN and in day care. Cheryl lives in Garretson with her husband, Wayne, and their three children, Amy (17), Jodi (15), and Beth (13). Cheryl enjoys watching her children participate in athletic events and a good book every now and then.

**David Schneider** — The Alaska Field Office welcomes David to develop and improve techniques to detect, discriminate, measure, and track volcanic eruption clouds using satellite imagery and WSR-88D radar. David and his wife, Marie Lavigne, have a son, Matthew, who just turned 2. David enjoys outdoor activities such as cross country skiing, hiking, and bicycling. If stuck inside, he likes to read and play with Matthew.

**Laurie Ortega** — Laurie joins EROS as a receptionist, splitting her time between the front reception area and the Hughes STX Office. Laurie holds a B.A. in English from the University of North

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*New Faces  
Continued from page 5*

Dakota, Grand Forks, ND. She also earned a minor in journalism (December 1993). Laurie's hobbies include camping, canoeing, fishing, blues music, gardening, and remodeling the 80-year-old house she shares with her partner, Brad. Originally from Bismarck, ND, Laurie now lives in Trent, SD.

**Zhong Lu** — Zhong comes to the Data Center from the Alaska SAR Facility at the University of Alaska-Fairbanks. He will study geometric modeling requirements and develop mathematical solutions to support the Image Assessment System (IAS), Synthetic Aperture Radar (SAR) Image Processing, and Interferometry. Zhong earned a B.S. and M.S. in geophysics from Peking University, China (1989, 1992). He added a Ph.D. in geophysics from the University of Alaska-Fairbanks (1996). Zhong's wife, a biochemist and molecular biologist, is looking for a job in the Sioux Falls area.

**Darla Duval** — Darla joins EROS as an Earth Science Data Specialist supporting EDC DAAC User Services in Customer Services. Darla comes to EROS from Washington, D.C., where she worked as a graduate counselor for Capitol College. Darla's educational resume includes a bachelor's degree in Public Administration with an emphasis in marketing from the University of North Dakota (1989). She added a Master of Science degree in space studies in 1993. Originally from Lisbon, North Dakota, Darla enjoys needlework, traveling, and sports, particularly ice hockey.

**Terry Towns** — EROS employees welcome Terry to the staff of the Computer Services Branch. Terry serves as Ron Parsons' secretary and concentrates on supporting the Government staff within CSB. Terry retired from the U.S. Air Force after 20 years in recruiting, personnel, and office management. Since retiring from the Air Force, Terry worked as an Executive Sales Secretary and attended the University of Sioux Falls, where she completed a Bachelor of Arts degree in Management (December 1996). Terry lives in Sioux Falls with her husband, Rick. She has three step-daughters, one of which is EDC's own Julia Towns-

Marso. Terry enjoys reading, bowling, and playing with her four grandchildren in her spare time.

**Brad Poelstra** — Brad returns to EROS as a Systems Analyst to work in DDPS on AVHRR greenness index activities. Brad worked at EROS during the summer of 1994 and most of 1995. His educational background includes a B.S. in Geography from SDSU (1993). He added an AAS in Network Administration from Southeast Votech (1996). Originally from Armour, SD, Brad now lives in Sioux Falls with his wife, Jodi. In his spare time Brad enjoys golfing, hunting, and fishing.

**(Jane) Zheng Zhang** — Jane joins EROS as a Data Production Analyst for DDPS. Because her assignment is temporary, she is registering satellite images and establishing a control point library until September 30, 1997. Jane's education includes a B.S. in Geography from Beijing Teachers College, Peoples Republic of China (1982) and anticipates earning a M.S. in Geography from SDSU in May. Jane is from the Peoples Republic of China but now lives in Sioux Falls with her husband, EROS Visiting Scientist Limin Yang, and their daughter, Linda (11).

**VESCO**

**Jeff Martens** — Jeff left VESCO and the Data Center in January to take a job as a firefighter in Sioux Falls. Good luck Jeff!

**Gale Larson** — Gale leaves ATM Security to join VESCO to provide lawn maintenance and snow removal.

**Dave Tuschen** — Dave leaves VESCO after completing his temporary electrical apprenticeship.

**Jason Zens** — Jason joins VESCO as a new temporary apprentice electrician. ☺

# Science on the Move

When the Earth moves, it's called an earthquake. When earth scientists move, it's called...a major project. Sixty people comprising the the EROS Data Center's Science and Application Branch (SAB) began to move to new offices in the new addition Monday, January 13. Any time staff relocate at the Center, the people making the move are impacted as well as the people who move the people. Thanks to the hard work of people in VESCO, the Computer Services Branch, and the Program, Budget and Administration office, the SAB move only took 3 weeks to complete. According to **Bruce Quirk**, SAB Deputy Chief, "Overall, the move went real well." ☺



*Nick Van Driel cleans out his desk....*



*while VESCO's Mary Johnson (r.) and Jason Zens become real "bit pushers".*

## USGS EROS Interstate Signs Offer Unique Visibility

Nearly 9-million vehicles will pass signs along Interstates 29 and 90 during 1997. That's 9-million vehicles and countless people who will see the new interstate exit signs marking exits to the "U.S. Geological Survey EROS Data Center." While the added visibility the new exit signs give EROS are noteworthy, according to the Director of the U.S. Geological Survey (USGS), Dr. Gordon Eaton, the signs erected by the South Dakota Department of Transportation on I-29's Exit 94 near Baltic and I-90's Exit 402 near Minnehaha County Road 121 are unique. They are unique because the Director could think of no other USGS facility nationwide marked by state transportation department signage.

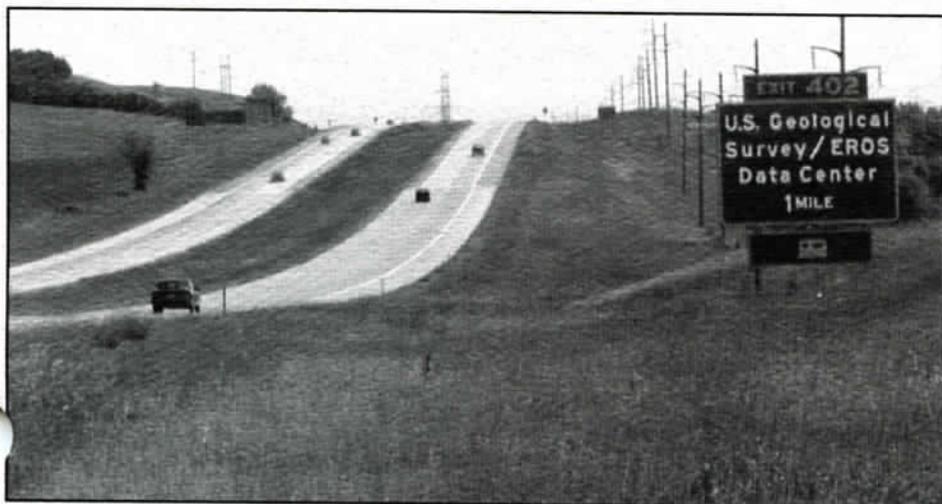
"The decision to change the signs on the Interstate Highways is a small part of an overall campaign to inform the general public about the USGS," says EROS chief, **Don Lauer**. "When the Survey's existence was seriously threatened, the Director learned that many people and organizations were shocked by the idea, especially those who are dependent on the Survey's data and information—yet a much larger segment of society was unaware of the Survey and the importance of its programs and activities. I, too, learned that most people in southeastern South Dakota knew about EROS, but they usually didn't know that we are part of the USGS. When the

Director saw the new signs, as he and I were driving out to EROS before the Dedication Ceremony (August 19, 1996), he was quick to note that maybe a few more people will now know about the USGS and that it is alive and healthy in South Dakota!"

According to the South Dakota Department of Transportation, Data Inventory Office, The 1996 daily average number of north and southbound vehicles which travel past I-29 at Exit 94 near Baltic is 12,020 (6,010 vehicles each direction). Based on this 1996 daily interstate highway traffic average, roughly 4.4 million vehicles pass Exit 94 each year.

The South Dakota Department of Transportation's Data Inventory Office also estimates that the 1996 daily average number of east and westbound vehicles traveling I-90 at Exit 402 is 12,260 (6,130 each direction). As a result, a total of 4.5 million vehicles pass Exit 402 each year.

If daily interstate highway traffic averages for Exits 94 and 402 are combined, the total equals 8.9 million vehicles. So, with 8.9 million vehicles passing USGS EROS signs, how many people actually take notice? No one knows for sure, but it's a number in the millions. ☺



East and West bound vehicles travel along Interstate 90 passing one of the new USGS EROS signs erected by the South Dakota Department of Transportation.

## A Bunch for Lunch



Government and contractor employees were invited to a buffet lunch Monday, January 27, 1997 in the EROS Atrium from 11 a.m. to 1 p.m. to celebrate the support service contract awarded to Hughes STX. Lunch-goers were treated to a variety of sandwiches, salads, chips, and beverages catered by **Dick Cole** and his EROS Cafeteria staff.

## The EDC Toastmasters Club

In a recent survey conducted by communication professionals, respondents said they feared the thought of giving a public speech more than death! While public speaking and oral communication skills allow people to articulate messages and convey ideas through language, speaking out makes people nervous. Even though people who lack effective oral communication skills may experience serious problems carrying out their duties and responsibilities in today's global economy, because important messages are not transmitted to or understood by others, they hesitate to learn and polish their speaking skills. It makes people sweat. Effective oral communication skills are needed to get our jobs done, because these skills are needed to do our jobs. Most people recognize this fact, but still would rather take their chances with undertakers than with audiences.

Thanks to the dedication of **Pat Johnson**, DSB, and **Jon Merchant**, CSB, the EDC Toastmasters Club (E.T.C., Etc., Etc., ) was chartered nearly 3 years ago to help employees sharpen their oral communication skills in a positive learning environment. According to Merchant, Toastmasters is an international organization, which helps people use their voices effectively, employ gestures, structure their messages, eliminate random noise, and develop audience rapport. "It's an organization that helps people learn to speak in public, overcome the fear of speaking, and develop speaking and leadership skills. No matter what you do in life or at work, you have to be able to communicate. Toastmasters helps people get their ideas in order and communicate them clearly."

Eighteen EDC employees meet at Noon on the first and third Thursday of each month in the Briefing Room to enhance their public speaking skills with the help of the Toastmasters program. The bi-monthly sessions involve timed speeches and supportive evaluations. "When you join Toastmasters," Merchant explained, "you get a manual with the first 10 speeches in it. The first speech is an ice-breaker speech where you tell about yourself. From there, you build on that and go through organizing your speech,

using props, and gestures up through the 10th speech, where you incorporate it all together."

Once people complete the initial 10 speeches, they earn the designation of Competent Toastmaster (CTM). Most colleges and universities view the CTM achievement as equal to completing a college speech course. The Toastmasters program also offers advanced manuals for people to continue to advanced levels of speaking competency. So from CTM, members advance to Able Toastmasters (ATM) and Distinguished Toastmasters (DTM) — receiving pins and plaques to recognize their advancements.

In addition to different levels of designation with recognition through pins and plaques, Toastmasters also hosts various competitions for its members to walk the walk and talk the talk. "If you advance through the speech contests each year to the international level," says Merchant, "the monetary rewards you can receive as a professional speaker receive following the contest will set you up for the rest of your life."

After winning Sioux Falls Toastmasters speech competitions at the club and area levels, **K.C. Wehde**, DSB, represented the EDC Toastmasters Club at a district

contest held in Rapid City last November. "Being Fairly new to the Toastmasters experience, I felt exhilarated by the opportunity of being able to compete at the district level the first time I had entered a humorous speech contest. My speech was about a city woman who has been put on a farm. The speech was based on learning new words, in this case the nomenclature used on farms. I didn't win the contest, but I felt it was a very positive experience."

While college courses and other professional training on public speaking may cost hundreds of dollars, people can join Toastmasters for not much cash with the possibility of a large return on their money. "There's a one-time sign up fee of \$16 for the manuals," explained Merchant.

"International dues run \$18 every 6 months plus the EDC Toastmaster Club dues are \$4 every 6 months. So, it's \$38 for new members when they first sign up and \$22 every 6 months after that."

So, if you'd rather pick out a casket than select a topic to speak about in public, the EDC Toastmasters Club may be for you. If you'd like to learn more about how Toastmasters can help you organize your ideas and communicate them effectively through the spoken word, contact Jon Merchant at extension 6804 or attend one of the group's Thursday meetings. ☺



(l. to r.) **Lorie Bossman**, Toastmaster Area 7 Governor, poses with EROS Toastmasters Club members **K.C. Wehde** and **LuAnn Pfeifle** at a district contest last November in Rapid City.

# Warming the Winter Blahs

EROS employees gathered at the Sports Page Bar and Grill in Brandon February 8, 1997 to unwind after the holidays and escape from one of the worst winters in recent South Dakota history. Following a social hour and buffet dinner, Winter Party-goers took part in karaoke and foosball activities.



Carla Lynn indicates the height of the snow drift she scaled to get to EDC's Winter Party in Brandon.

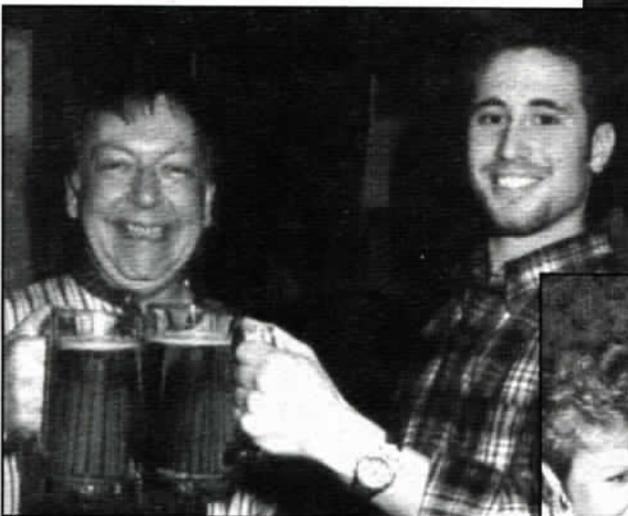


Gary Dinkel, EROS facilities manager (center) decides what to taste-test next.

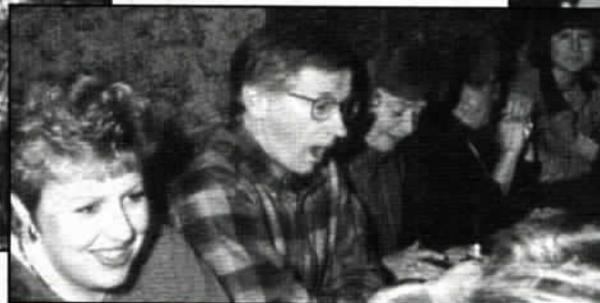
Karaoke King **Dave O.**, CSB, delights the crowd with an old Norwegian folk song.



Tom Bodoh (r.) and Terry & Joyce Pfannenstern pause before entering the buffet line.



Loyd Christian (l.) and Darin Kremppes put their heads together.



Ken Klenk, HSTX project manager, seated between Char Johnson (l.) and former EROS employee Jeanne Shriever, reacts to hearing the news of an Elvis sighting at the Sports Page in Brandon.

Dave Clausen, CSB concentrates on the lyrics of a song from his "Viva Las Vegas" tour.

*Annual Meeting  
Continued from page 1*

Meeting. Donna shared her insights on the future of information management techniques and its impacts on the USGS and EROS. During her speech, Scholz cited six facts to persuade audience members that the work they do is important, innovative, creative, and relevant to the public: "The Survey is looking again at its mission. Customers are expecting to get information in a self-service mode. Customers are expecting us to deal with and deliver products we've never dealt with before. Customers are seeing us deliver products and services in a different fashion. Our concepts of data maintenance and storage are changing. Customers expect to pay with something that's not plastic or green." Using these six facts as evidence, Scholz shared her belief that the USGS and EROS truly are experiencing a revolution in information management.

**1996 Group Achievement Awards**

Following Scholz's message, EROS Assistant Center Chief for Programs, **Wayne Rohde**, announced three Group Achievement Awards to Government and contract members of teams which achieved breakthroughs, completed outstanding projects, or made outstanding group efforts on behalf of the Data Center, EROS customers, the USGS or

its National Mapping Program in 1996. The 1996 Group Achievement Awards supported three significant EROS programs or activities:

**\* Declassified Intelligence Satellite Photography Project** — recognized the efforts of many people who worked together as a cross-functional team to develop archives, work flow, data bases, and query systems to make newly declassified satellite imagery available to the public.

**\* Topographic Studies Project - GTOPO30** — acknowledged the efforts of many employees who overcame significant technical and scientific challenges resulting in the successful completion of the first 30 arc-second digital elevation data set.

**\* North American Landscape Characterization (NALC) Product Development** — cited the efforts of members of the NALC product development team who developed a large area, moderate resolution remotely sensed data set that encompasses the life-cycle of Landsat MSS acquisitions.

**Continuous Measurable Improvement (cmi) Award**

Following the 1996 Group Achievement Awards, EROS Assistant Center Chief for Operations, **Jim Sturdevant**, announced three cmi Honorable

Mentions and the 1996 cmi Award. The cmi Award recognizes efforts to improve processes at EROS that embrace and use the principles and concepts of cmi.

**cmi Honorable Mention**

**DAAC Dataset Ingest Development** — seventeen EROS employees implemented cmi principles to streamline the effort needed in adding datasets into the IMS Version 0 Client.

**cmi Procurement Team** — six EROS employees used cmi principles to streamline the procurement process at the Center.

**HTFI/NASA DataBuy Workflow Process Team** — nine EROS staff members used cmi principles to document, study, and identify areas for improvement within the current workflow process for Landsat orders associated with the HTFI/NASA DataBuy Program.

**cmi Award**

**U.S. GeoData Sales Data Base** — eighteen EROS employees used cmi principles to modernize and improve efficiencies of the NMD National Digital Cartographic Data Base (NDCDB) product distribution process.

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1997 Peer Award Recipients: (front l. to r.) **Layth Grangaard, Mike Neiers, Rose Tyrrell, Laurel Lamb, Caroline Fenno, Colleen Jucht, Judy Goetz, Rod Beck, Lisa Johnson, Steve Faith, Mark Barber, and Ron Smith.** (back l. to r.) **Tammy Rockvam, Terry Baker, Larry Murtha, Steve Bonte, Pat Johnson, Mary Lou East, Gary Nelson, Kent Lethcoe, Dave Jackson, Steve Ballard.** (Not pictured: **Sue Bredlow and John Hunhoff.**)

*Annual Meeting  
Continued from page 10*

**1997 EDC Peer Awards**

The 1997 EROS Data Center Annual Meeting concluded with the EDC Peer Awards. These awards honor EDC employees who demonstrate teamwork and unselfish dedication. Twenty-four recipients were nominated by their peers and selected by a committee of non-supervisors. As in the past, Peer Award recipients received beautiful wood plaques and cash awards. The list of 1997 EDC Peer Award honorees include:

**Ron Smith** — for knowledge of the Arc/Info system and willingness to share that knowledge with others.

**Mike Neiers** — for extensive knowledge of the EROS Data Center computing and networking resources and ability to solve complex problems.

**Terry Baker** — for translating the existing DORRAN so it could be used as the roadmap to re-engineer DORRAN to DRACLE.

**Tammy Rockvam** — for developing prototype code and validating key Image Assessment System radiometric algorithms.

**Sue Bredlow** — for implementing the Automated Management System and meeting the budget deadlines for the Program Financial Review.

**Larry Murtha** — for knowledge, efficiency and unflagging enthusiasm to meet the EROS mission.

**Caroline Fenno** — for willingness and ability to share UNIX and web development knowledge.

**Layth Grangaard** — for technical excellence, project management capabilities, and customer focus in support of software development for the Famine Early Warning System.

**John Hunhoff** — for design and implementation of a new state-of-the-art version of the EROS Data Center homepage and professional and patient work with the Web Advisory Group.

**Lisa Johnson** — for willingness to help with a positive attitude on behalf of the System Engineering and Management team.

**Steve Ballard** — for abilities and attitude in solving problems in the computer operations area.

**Colleen Jucht** — for efficient and cheerful performance of everyday duties and willingness to help organize a rapidly growing department.

**Kent Lethcoe** — for determination and hard work in each project as well as dependability and planned approach.

**Steve Faith** — for improving the Center's silver recovery process to help EROS and the environment.

**Gary Nelson** — for knowledge and understanding of the EROS Data Center computing technology as well as ability to handle a large workload.

**Dave Jackson** — for patience in explaining concepts to others and being a valuable GLIS developer.

**Judy Goetz** — for patience, experience, and willingness to help with a friendly attitude.

**Pat Johnson** — for dedication in being a team player and willingness and patience to share expertise with others.

**Rose Tyrrell** — for excellent performance and professionalism in dealing with countless special customer orders.

**Mark Barber** — for abilities and talents that go beyond being efficient, thorough, helpful, cheerful, and dependable.

**Laurel Lamb** — for friendliness and diligence in making a clean environment for EROS employees.

**Rod Beck** — for dedication, efficiency, and willingness to help by sharing ideas and finding better ways to do jobs in a friendly and courteous manner.

**Steve Bonte** — for a helpful, pleasant, and courteous attitude in accommodating the requirements of many customers.

**Mary Lou East** — for her professional and efficient manner and willingness to help other Branches and Offices to fill secretarial absences.

After recognizing and celebrating the many individual and group achievements of EROS employees during the past year, the EROS Data Center Annual Meeting closed what some people believe was one of the most successful years in the history of the Center. Despite shutdowns and budget uncertainty, EROS employees met or surpassed nearly all of the Center's goals for 1996. ☺

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**EROSDATA is published quarterly for EDC employees. The success of this publication depends on your input. EROSDATA coordinators welcome your comments and ideas for future issues.**

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*Outreach*  
Continued from page 2

Augustana College, the EROS Data Center, and STARBASE/South Dakota Air National Guard. The featured speaker, Astronaut **Mike Mullane**, will give three presentations, each geared to specific age groups, at the Elmen Center on the campus of Augustana College. Additional demonstrations and activities are planned for EROS and STARBASE. All kindergarten through 12th grade schools within South Dakota are invited to participate in this one-day event from 8:30 a.m. to 3 p.m. EROS is preparing to accommodate anywhere from 1,000 to 5,000 students. According to **Don Ohlen**, Space Day Coordinator and South Dakota Space Grant Consortium contact at EROS, three themes will dominate EROS exhibits: remotely sensed data, geography, and the function of maps.



The first South Dakota Space Day was held at the Discovery Center in Pierre with an estimated attendance of 2,000 students. The second Space Day was held in Rapid City and attended by roughly 2,500 students.

**The GLOBE Project**

Another educational outreach effort EROS staff are actively pursuing involves the Global Learning and Observations to Benefit the Environment (GLOBE) Program. GLOBE is a hands-on international environmental science and education program in which students and teachers from more than 3,000 schools in 40 countries work with research scientists to learn more about our planet. For the past 2 years, Data Services Branch staff at EROS have participated in the GLOBE Program by distributing satellite imagery to participating schools on floppy disk.



While the State of South Dakota has 25 schools participating in the GLOBE Program, the closest to EROS is in Madison. EROS plans to expand its participation in the GLOBE Program by hosting a series of GLOBE Teacher Training Workshops to serve schools in the Sioux Falls School

District. After starting with the Sioux Falls School District, EROS will branch out to include other schools in surrounding communities. The first GLOBE Teacher Training Workshop hosted by EROS is planned for late May or early June, 1997.

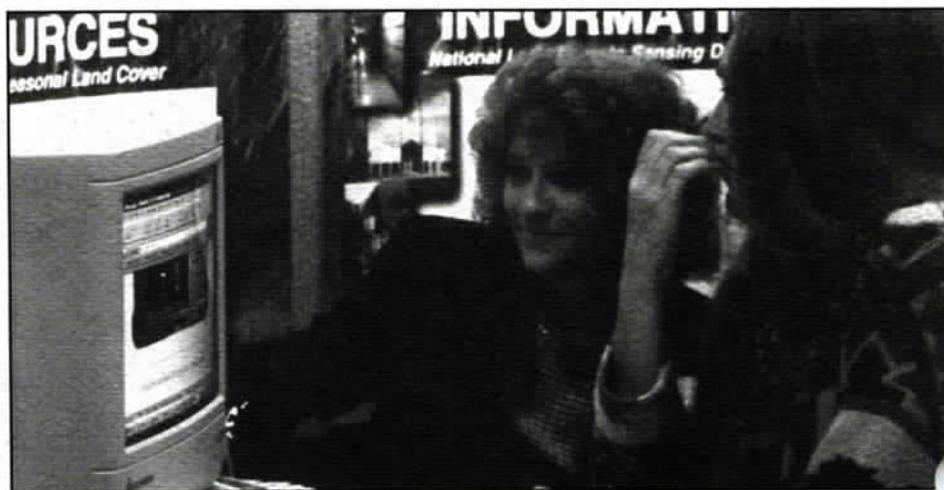
**USGS Visual Identity Team**

The USGS began work on a comprehensive corporate image program in the spring of 1996 to ensure that outreach will be implemented at several levels throughout the bureau with a consistent image projected. As a result, a Visual Identity Team was formed to provide guidelines on outreach execution starting with an updated visual identity based a mark, monogram, and motto. This special project, headed by **Nancy Faries** at USGS headquarters in Reston, features representation from across the USGS. The EROS Data Center is represented by **Jan Nelson**, Media Services. Nelson and the other 17 members of the team have met four times with a Washington, D.C. area design firm to develop an identifier consisting of a logo or "mark," a motto, and a monogram. The Visual Identity Team also is developing a manual covering publications, videos, maps, and other outreach products, which will be unveiled sometime this spring.

While PBA staff focus their energies on developing strategies and communicating our information to the science community and beyond, they can't do it

alone. Outreach at EROS is a Center wide process by which every employee of the Center responds to this challenge. To help foster and strengthen this effort, an Outreach Advisory Committee is meeting regularly to help PBA staff focus outreach activities and resources. Committee members represent each branch at EROS and include: **Randy Sunne**, CSB; **June Thormodsgard**, SAB; **John Dwyer**, SSB; **Ron Beck**, PBA; **Gene Napier**, PBA; **David Terrell**, DSB; **Mark Barber**, PBA; and **Rhonda Ribstein-Newman**, PBA. In addition to the Outreach Advisory Committee, an Outreach Team meets regularly to discuss the nuts and bolts of outreach planning and production. Members of the Outreach Team include: **Gene Napier**, **Ron Beck**, **Roger Van Noort**, **Lee McManus**, **Mark Barber**, **Rhonda Ribstein-Newman**, **Jan Nelson**, **Darla Larsen**, **Don Becker**, **Carrie Junct**, and **Laurie Ortega**.

In short, it is the responsibility of every EROS employee to help people in Sioux Falls and surrounding communities, people across South Dakota, people across the Nation, and people throughout the world understand how earth science issues related to land, water, and mineral resources, hazards, and environmental quality touch each of their lives, every day. Call it job security, call it outreach. Whatever you call it, the future of the USGS and EROS depend on how well all of us communicate who we are, why we exist, what we do, and what we offer taxpayers. ☺



**Rhonda Ribstein-Newman** demonstrates the EROS homepage to a Rapid City woman during the South Dakota Future Fair last November at the Rapid City Convention Center.