



**United States Geospatial Intelligence Foundation**

**Build the Community | Advance the Tradecraft | Accelerate Innovation**

**2012 Annual Report**

**July 2011 - June 2012**

# USGIF STRATEGY

*Build the Community*

*Advance the Tradecraft*

*Accelerate Innovation*

*Manage the Business of the Foundation*

Be a good steward of the Foundation's resources and generate the financial capacity to accomplish the Foundation's vision

*A Best-in-Class  
Member Focused  
Organization Leading  
the GEOINT Community  
in Support of  
National Security*

## WAY FORWARD

- Focus on GEOINT (from all sources); selective expansion into Multi-INT
- Focus on USA; selective expansion overseas
- Focus on IC, DoD, and DHS; selective additional federal and civil engagement
- Develop an individual professional GEOINT certification program
- Focus on college and university level; expand accreditation; selective support to K-12
- Provide superb member service; increase retention and growth
- Develop beneficial partnerships; increase volunteer support
- Maintain USGIF and event branding
- Mature business processes
- Sustain event operations excellence
- Emphasize staff development

## A MESSAGE FROM THE CHAIRMAN & CEO



**In 2004, a number of dedicated volunteers teamed with eight founding Strategic Partner members to form the United States Geospatial Intelligence Foundation.**

We had an ambitious goal – to create an educational nonprofit organization devoted to the emerging intelligence discipline of GEOINT. Why was this ambitious? At the time, the concept of GEOINT was nascent, lacking broad understanding or even recognition. The term was new to the lexicon of the Defense, Intelligence, and Homeland Security Communities. We have accomplished some remarkable things in the past eight years through the Foundation and our membership.

In this, our first annual report, you'll get an idea about just how far we've come. You'll see some snapshots that spotlight our programs, our membership, and our strategy for the future. Most importantly, you'll see that we've been responsible stewards of our members' resources. While we are perhaps most widely recognized for the annual GEOINT Symposium — of which we are justifiably proud — we are eager to share the broad range of activities supported by the Foundation. Please take a few minutes to read about our 2012 accomplishments, and take pride in what we are accomplishing together.

– K. Stuart Shea

## A MESSAGE FROM THE PRESIDENT



**Members and volunteers are the lifeblood of any nonprofit organization, and USGIF is no different.**

Upon my arrival at the Foundation almost five years ago, I was immediately impressed by the remarkable efforts of our volunteers. I'm immensely proud of USGIF's accomplishments, because they are truly our accomplishments, in the broadest sense of the GEOINT Community. Our members and volunteers enable our small, high-performing staff to pursue the Foundation's mission successfully.

On the facing page, you'll see a graphic that depicts the Foundation's strategy and its three pillars: **Build the Community | Advance the Tradecraft | Accelerate Innovation**. We have organized the following pages by aligning the Foundation's 2011-2012 fiscal year accomplishments to these strategic pillars. As you read this, our first formal annual report, I think you'll agree that we had quite a year.

We are pleased to present this glimpse into the results of our work, and we are cognizant that there remains much more to do. We look forward to continuing the Foundation's growth, to increasingly providing thought leadership in the GEOINT domain, and to embarking on the exciting journey to establish individual professional certification. Presuming we are truly as strong as our members' commitment, then we are limited only by our imagination as to how we can meaningfully contribute to our national – and international – security.

– Keith J. Masback

# Build the Community

*We believe that building a community is the best way for industry, academia, government, professional organizations, and individuals to work together to advance the geospatial intelligence tradecraft. While most USGIF constituents are familiar with the annual GEOINT Symposium, we'd like to share other powerful activities, too, that are fueled by you, our GEOINT Intelligence Community.*

# 20

This year, the Foundation approved a total of \$94,000 in scholarships to be awarded to **20 STUDENTS** studying the geospatial sciences. We provide these scholarships — \$480,000 in total since 2004— to reinforce the students' choice to invest their futures in GEOINT; 5 Ph.D. candidates, 8 master's students, and 5 undergraduates each received \$5,000, and 2 high school students each received \$2,000. We anticipate awarding an equal or greater amount in fiscal year 2013.

*Without the USGIF scholarship, I wouldn't have had the financial means to achieve my goals*

*Manual Antonio Cuba, scholarship winner*



# 300+

**USGIF'S YOUNG PROFESSIONAL GROUP (YPG)** hosted myriad activities during the year, including monthly networking events with community luminaries and service projects that give back to the community. The YPG affected more than 300 people during the fiscal year. About 75 grade-school-aged children participated in GeoHunt service projects in Washington, D.C., and San Antonio, Texas. YPG volunteers taught the kids fundamental GEOINT skills through a scavenger-hunt-meets-geocaching activity. YPG representatives also served as judges for a local science fair, selecting six projects to present during GEOINT Community Week. Additionally, the group selected 15 young professionals to receive free registration to GEOINT 2011. It plans to expand its offerings in the next fiscal year.



Six universities have earned the right to accredit their geospatial intelligence certificate programs through USGIF's **ACCREDITATION CERTIFICATION PROGRAM**. USGIF's Academic Advisory Board maintains the accreditation guidelines and evaluates the universities' programs. The Program is the first of its kind and will benefit the GEOINT Community by ensuring a robust, well-trained workforce.

# 32

Small businesses are the backbone of the American economy but often are overlooked in large membership organizations. In July 2011, we established the **SMALL BUSINESS ADVISORY WORKING GROUP (SBAWG)** to provide our small-business members with opportunities to meet with government agencies and network with large businesses. SBAWG organized 7 events in its first year, benefiting 32 small businesses.



The USGIF has a **COMMITTEE AND WORKING GROUP STRUCTURE** that brings together members to focus on specific topics of interest to the GEOINT Community. During the 2012 fiscal year, the Foundation brought the total number of working groups to 6 with the creation of 3 new groups:

- Administrative Professionals WG
- Modeling and Simulation WG
- U.S. Commercial Electro Optical Imagery WG

# 6

# 4

The **GEOINT 2011 SYMPOSIUM** was the biggest, best, and most successful to date. More than 4,550 attendees packed the plenary sessions and breakout panels, to include 1,000 government and military participants. On the floor of the 100,000 square foot exhibit hall, 250 companies displayed the latest in geospatial intelligence technology, products, and services. Speakers included the Director of National Intelligence, the Director of the National Geospatial-Intelligence Agency, the Director of the National Security Agency, and the Director of the National Reconnaissance Office, among others. The GEOINT Symposium is now recognized as the United States' largest intelligence event of the year.

# 5

# 5

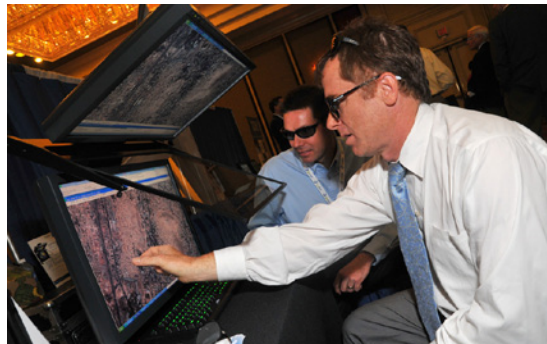
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*THE GREAT THING about [the GEOINT Symposium] is that it gives small companies like Object Raku very targeted access to high-quality prospects. The average attendee is knowledgeable and immediately understands our mission rehearsal products and services. The same cannot be said for most other conferences.*

*Mike Parlow  
Director, Sales & Training,  
Object Raku Technology*

# Advance the Tradecraft

*GEOINT is only as good as the tradecraft behind it. At USGIF, we are dedicated to working with our industry, university, and government partners to push the envelope on tradecraft. And just when we think we've hit the edge, we push just a bit more. From activity-based intelligence to commercial sensors, from SAR to full-motion video, we're committed to creating opportunities that will advance the tradecraft. Our nation depends on it.*



## **GEOINT Community Week**

For 5 days in June, more than 3,000 participants from the Defense, Intelligence, and Homeland Security Communities attended 12 separate events across Northern Virginia. Participants engaged in classified briefings and workshops, toured technology exhibits, and networked with government and industry colleagues. For example, one workshop packed the room with 100+ participants eager to hear about the future of commercial remote sensing, while Technology Day showcased 60 USGIF member organizations displaying the latest innovations in GEOINT technology and solution services. One hundred twenty-four golfers swung mightily during the USGIF Invitational to raise money for the USGIF Scholarship Fund. The week ended on a high note, as 630 invitees attended the GEOGala black-tie dinner event.

# 3,000+

“

The next **tectonic shift** is far more likely to come from a commercial initiative than from the U.S. government. ”

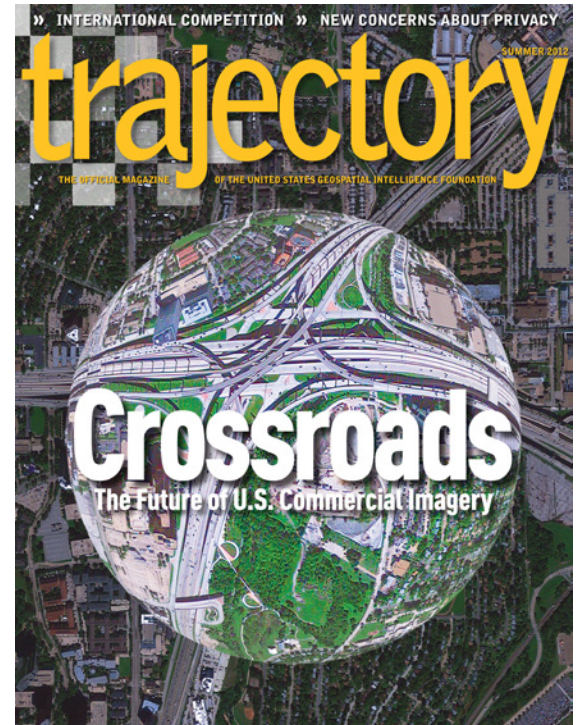
*Gil Klinger, Deputy Assistant Secretary of Defense for Space and Intelligence, Office of the Under Secretary of Defense for Acquisition, Technology, and Logistics, on commercial remote sensing at GEOINT Community Week*

# 5

As part of GEOINT Community Week, USGIF again teamed with the Army's Deputy Chief of Staff, G-2, and Office of the Chief of Engineers to cosponsor the **GROUND WARFIGHTER GEOSPATIAL INTELLIGENCE CONFERENCE (GGC)**. The 3-day GGC included the "Five Eyes" partners of Australia, Canada, New Zealand, the United Kingdom, and the United States. The Army Geospatial and Imagery Conference (AGIC) was renamed GGC to better reflect the widespread use of geospatial intelligence by Soldiers, Marines, and International Ground Forces.



USGIF launched its **NEW OFFICIAL MAGAZINE, *TRAJECTORY***, and corresponding website, tablet application, and e-newsletter in June 2012. The magazine provides relevant content through a compelling presentation and strives to foster knowledge sharing, jump-start discussions, and raise awareness. Like USGIF events, *trajectory* engages Foundation members and the overall Intelligence Community in thought leadership on current topics such as certification, activity-based intelligence, commercial imagery, and open-source data. *Trajectory* also covers USGIF events and industry news and profiles Community leaders.



When Congress and the Under Secretary of Defense for Intelligence mandated in FY12 that each intelligence discipline implement **A PROFESSIONAL CREDENTIALING PROGRAM**, USGIF stepped forward to assist the GEOINT Community. With our staff's unique expertise in performance-based certification and accreditation of academic programs, USGIF is working closely with NGA to develop four levels of certification ranging from entry to expert. At each level, candidates for USGIF's Certified GEOINT Professional designation will be judged through a rigorous mix of professional education, experience, examination, and ethics — consistently adding value through their work.

# Accelerate Innovation

*Innovation is at the heart of GEOINT, the youngest of the "INTs." New sensors, new ways of processing data, new types of "mash-ups" with other INTs, new methods of analysis and visualization: Innovation in the GEOINT Community is moving at the speed of light – literally. At USGIF, we're working hard to give our members the opportunity to share your innovations, speed up technology adoption, and accelerate innovation.*



# 350

USGIF expanded the GEOINT 2011 Symposium agenda with the Pre-Symposium Science & Technology Forum, an extra day added prior to the formal start of the annual conference. **THE PRE-SYMPOSIUM ATTRACTED ABOUT 350 PARTICIPANTS** with its three tracks on GEOINT-related science and technology issues; workshops within each track provided participants the opportunity to engage in a dialogue with the presenters. Forum topics included multi-INT fusion, socio-cultural dynamics, new sensing paradigms for geospatial data collection and integration, mobile GEOINT applications, space-time analytics, and big data. The feedback from Pre-Symposium participants was so positive that USGIF has made this pre-symposium a staple of the GEOINT Symposium.

USGIF launched the **THINKERS DINNER SERIES** during this fiscal year to provide government leaders an opportunity to discuss pressing challenges and innovative solutions with industry leaders. USGIF has hosted two dinners thus far in the series with representatives from 20 companies to help accelerate innovation through open, honest, and lively exchanges. Mr. Kshemendra Paul, Program Manager for the Information Sharing Environment, was the first government leader to participate. This non-attribution event enables government leaders to talk with multiple industry partners and get differing perspectives, sans company affiliation, on various topics. Discussions centered on interoperability, risk management, standards, and impending budget cuts; a summary of the events is posted at the USGIF website. USGIF plans to offer more such opportunities in the next fiscal year.





# 2

USGIF provides its members and the GEOINT Community with two unparalleled, classified events to see NGA's innovation up close and discuss with government leaders challenges and solutions.

## NGA Tech Showcase East

During the June GEOINT Community Week, NGA opened its doors and more than 1,000 attendees converged on NGA Campus East to participate in numerous activities. NGA demonstrated the agency's new apps and on-demand tools, while exhibits showed participants how NGA products, services, and personnel support the warfighter, assist in humanitarian relief efforts, provide homeland security, and respond to natural and man-made disasters.



## NGA Tech Showcase West

Almost 150 USGIF Members in April 2012 were introduced to the unique mission set and capabilities of NGA Campus West in St. Louis. Participants in Tech Showcase West attended 70 demonstrations, viewed a number of exhibits, attended training sessions, and toured NGA's Arnold and 2nd Street facilities. The two-day event was an exceptional opportunity for industry partners to interact directly with the NGA workforce and discuss technology needs and accomplishments.



# 3

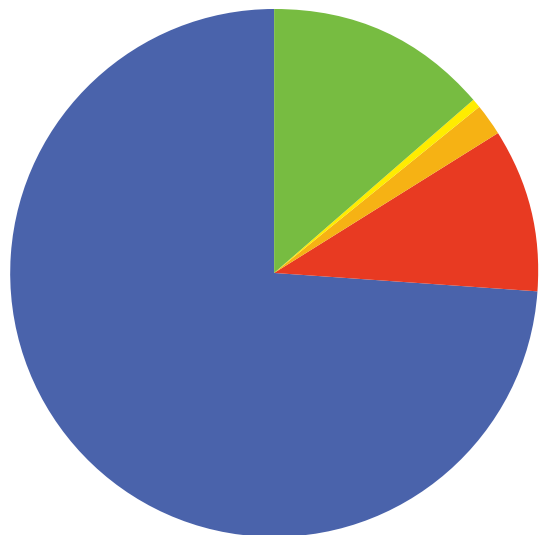
## USGIF'S TECHNICAL COMMITTEE

comprises three subcommittees whose activities are accelerating innovation throughout the Geospatial Community.

- The **EMERGING TECHNOLOGIES SUBCOMMITTEE** identifies and tracks new or emerging technologies which can potentially play a role in addressing needs for geospatial intelligence. In July, the subcommittee hosted Bert Beaulieu, Director of NGA InnoVision, and Keith Barber, Implementation Lead for Online On-Demand Services at NGA, as part of its Workshop Luncheon series.
- The **INTEROPERABILITY OUTREACH SUBCOMMITTEE** addresses the technical challenges of standards-based interoperability. The subcommittee hosted the Tech Talks Theater at the GEOINT Symposium, which was attended by 100-150 participants. The Tech Talks focused on lessons learned, best practices, and "tips and tricks" for standing up and operating an interoperable environment.
- The **TRADECRAFT SUBCOMMITTEE** devoted its attention during the fiscal year to developing an understanding of emerging issues associated with full-motion video (FMV) analytics. The subcommittee organized an FMV-related panel discussion at the GEOINT Symposium that featured representatives from seven commercial companies who discussed the tradecraft of video analysis in the Intelligence Community.

# USGIF Operations

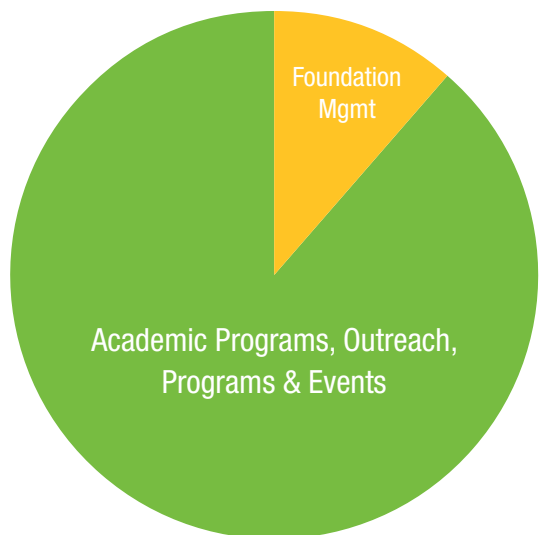
## MEMBERSHIP BREAKOUT



■ STRATEGIC PARTNER ■ PARTNER ■ PATRON ■ ASSOCIATE PATRON ■ SPONSOR

As of June 2012, the Foundation had 209 members who contributed \$1,192,500 to the Foundation's work. Membership has grown by 35% over the past 5 years.

## PROGRAM EXPENDITURE vs. MGMT COSTS



### Bottom Line

About 89 cents of every donor dollar is used to support USGIF events, scholarships, and outreach programs. A 20% management or fund-raising cost for nonprofits is rated as highly effective; the USGIF rate of 11.4%\* demonstrates excellent stewardship.

\*11.4% rate provided to USGIF and verified by Ryan and Wetmore, PC independent third-party audit.

## STRATEGIC PARTNERS

Accenture  
Analytical Graphics Inc.  
AT&T Government Solutions  
BAE Systems  
Ball Aerospace & Technologies Corp.  
The Boeing Co.  
Booz Allen Hamilton  
CACI International Inc.  
Dell Inc.  
DigitalGlobe  
Esri  
General Dynamics  
GeoEye  
Geospatial Intelligence Coordination Committee (GICC)  
Google Inc.  
Harris Corp.  
IBM Corp.  
Intergraph Government Solutions Corp. (IGS)  
L-3  
Lockheed Martin  
Microsoft Corp.  
National Geospatial-Intelligence Agency  
NJVC  
Northrop Grumman Corp.  
Oracle America Inc.  
Raytheon  
Science Applications International Corp. (SAIC)  
TASC  
The SI Organization

## 2011 AWARDS PROGRAM

The Foundation annually honors individuals who demonstrate exceptional work, creativity, and dedication to the geospatial intelligence tradecraft. Although the USGIF Board nominates and approves the winner of the Arthur C. Lundahl Lifetime Achievement Award, anyone in the Community may nominate an individual or a team for the other achievement awards, which makes them all the more meaningful. Please join us in congratulating our 2011 winners.

### ARTHUR C. LUNDAHL LIFETIME ACHIEVEMENT AWARD

LTG Paul E. Menoher, U.S. Army (Ret.)

### ACADEMIC ACHIEVEMENT AWARD

COL Michael D. Hendricks, United States Military Academy

### RESEARCH ACHIEVEMENT AWARD

Dr. Albert Yu-Min Lin, University of California, San Diego

### GOVERNMENT ACHIEVEMENT AWARD

Kevin Slocum, NGA InnoVision LIDAR Team

### MILITARY ACHIEVEMENT AWARD

Justin Novak, U.S. Army Space & Missile Defense Command

### INDUSTRY ACHIEVEMENT AWARD

Gorgon Stare Industry Team, Sierra Nevada Corp.

## BOARD MEMBERS

### K. Stuart Shea

CEO & Chairman of the Board, USGIF  
Science Applications International Corp. (SAIC)

### Dr. Peggy Agouris

George Mason University

### William L. Ballhaus

SRA International Inc.

### Mike Campanelli

RadiantBlue Technologies Inc.

### Joan Avalyn Dempsey

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### Paul L. Graziani

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### The Honorable Jeffrey K. Harris

JKH Consulting LLC

### Joshua Hartman

Horizon Strategies Group LLC  
The Center for Strategic Space Studies  
Center for Strategic and International Studies

### Joanne Isham

Isham Associates LLC

### Jeff Jonas

IBM Software Group

### Brig. Gen. Michael G. Lee, U.S. Air Force (Ret.)

Blue Canopy

### Elizabeth Lyon

U.S. Army Corps of Engineers

### Keith J. Masback

President, USGIF

### Aimee McGranahan

Vice President, USGIF

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### Eric R. Zitz

Booz Allen Hamilton

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Esri

### Dr. Michael F. Goodchild

University of California, Santa Barbara

### Arthur V. Grant

Private Consultant

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Old Guy's Wisdom

### James A. Myer

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### Herbert F. Saterlee III

MDA Information Systems

### John T. Werle

Solar One Systems Inc.  
Open Geospatial Consortium Interoperability Institute



The only organization dedicated to promoting the geospatial intelligence tradecraft and building a stronger community of interest across industry, academia, government, professional organizations, and individuals.

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