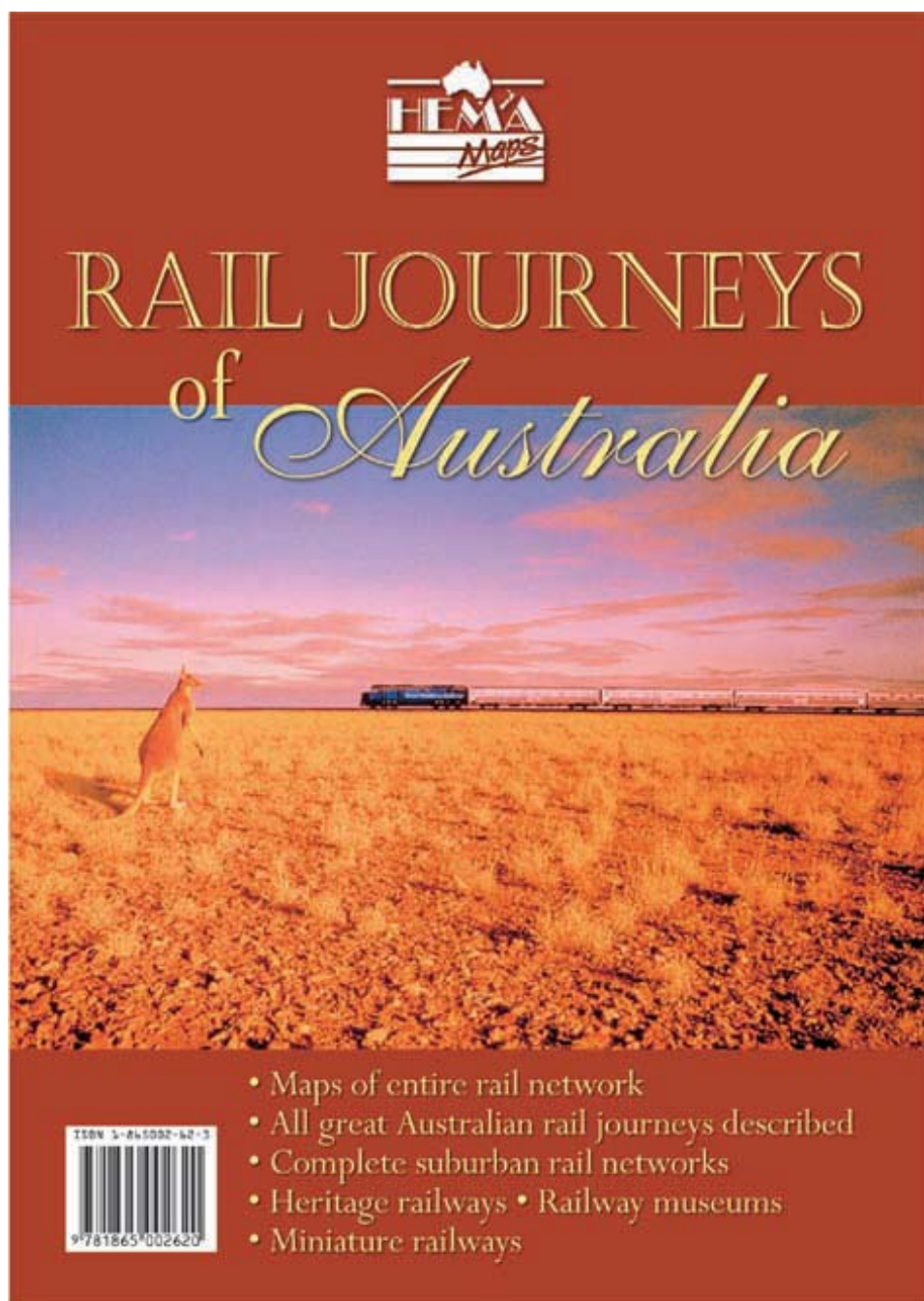




**IMTA (EAME) Best Map Competition
Winner of the Gold Medal in the
International Competition:**

To coincide with the opening of the long awaited Alice Springs to Darwin Railway, Hema Maps has produced a comprehensive map covering Railways and Railway Journeys in Australia. The map is a comprehensive road map of Australia over which is shown all the railway lines in various gauges, all the "famous" rail journeys, with photos of the trains and descriptions of the journeys, a complete referenced list of miniature railways, historic railways and railway museums. The reverse side features maps depicting the complete suburban railway network for every capital city in Australia. This complete, authoritative map is aimed at being totally useful, whether the user is a railway buff or a traveller who uses rail.

The Best Map Competition is sponsored by Cook, Hammond and Kell, Ltd.



Courtesy of Hema Maps

2004

19–22 September

Americas 2004 Annual Conference & Trade Show

Disney's Coronado Springs Resort
Lake Buena Vista, Florida

29–30 October

Asia Pacific Map Fair & Conference

Perth, Australia

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International Gold Medal winners Margaret and Henry Boegheim from Hema Maps with Vanessa Rouger-Levy. (photo by Mike Cranidge)

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IMTA International

President: Peter Jolly, ESRI Inc.
5 Bishop Kirk Place, Oxford, OX2 7HJ UK
Phone: 44-1865-516190; Fax: 44-1865-514883
Email: pjolly@esriuk.com
Publications Committee Chair: Kevin Allen
National Geographic Maps, 1145 17th St. NW
Washington, DC 20036
Phone: 202/775-7830; Fax: 202/429-5704
Email: kallen@ngs.org

IMTA Headquarters: 2629 Manhattan Avenue
PMB 281, Hermosa Beach, CA 90254-2447 USA
Phone: 310/376-7731; Fax: 310/376-7287
Email: imta@maptrade.org
Sandy Hill, Executive Director; Linda Hill,
Program Director; Nancy McKeithen, Editor
Email: mckeithen@citlink.net
Mark Knowler, IMTA Webmaster

IMTA (Americas)

President: Chris Knoebel, Universal Map
7820 Kimlough Drive, Indianapolis, IN 46240
Phone: 317/251-3531; Fax: 317/251-3004
Email: cknoebel@umapinc.com
Office: IMTA Headquarters (see above)

IMTA (Asia Pacific)

President: John Payne, Earthinsite.com Pty Ltd
PO Box 3972, Weston ACT 2611 AUSTRALIA
Street Address: Suite D211, Canberra Tecnology
Park, Phillip Avenue, Watson ACT 2602,
AUSTRALIA
Phone: 61 2 6162 0005; Fax: 61 2 6162 0006
Email: john.payne@earthinsite.com
Office: Noleen Zander, Executive Director
PO Box 1112, 147 Unley Rd, Unley, SA 5061
AUSTRALIA
Phone: 61 8 8357 1777; Fax: 61 8 8357 3001
Email: imtaaspac@chariot.net.au

IMTA (Europe, Africa & Middle East)

President: Karen McGrath, Ordnance Survey
Romsey Road, Maybush, Southampton
Hampshire, SO16 4GU Great Britain
Phone: 44 23 80792305; Fax: 44 23 80792168
Email: karen.mcgrath@ordnance.survey.co.uk
Office: Mike Cranidge, Executive Director
Sue Cranidge, Office Manager, 5 Spinacre
Barton on Sea, Hants BH25 7DF UK
Phone/Fax: 44 1425 620532
Email: mike.cranidge@btinternet.com

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IMTA International—The President Reports

BY PETER JOLLY

From the feedback we have had to date, the Global Conference and Trade Show held in Tours, France, from 26–28 February was a great success. This is due in no small way to the tremendous effort put in by the Levy family, Mike and Sue Cranidge, and the Global Day organising committee of Bill Spicer, Karen McGrath, Dan Ortiz and Graham Stanton. Also, I must give my thanks to our sponsors, speakers, trainers and prize givers, too, and all who attended the event. Like most things in life, a good result is almost always a result of good teamwork, and this really was a team effort.

The International Board (team) met in Tours on Sunday 29 February, and in light of the success of the Global event in Tours, has provisionally agreed that there should be another in 2006. The Asia Pacific Region will submit a bid at the next International Board meeting in Lake Buena Vista to hold the event either in Australia or Singapore. Sounds exciting, doesn't it?

Other items discussed by the Board include the Corporate Identity of the IMTA which will result in a set of guidelines so that all our publications, Web site, stands, business cards, etc. are immediately recognisable as being those of the IMTA. As far as the *MapReport* is concerned, we have laid down a tighter production schedule in an attempt to get the *MapReport* out to you in hard copy on time. The new *Resource Guide* has been distributed, and we need to know from members how valuable this is in hard copy so that we can plan the next edition, if required. A new sponsorship package has been proposed, but this needs to be market-tested before implementation. The IMTA bylaws are being updated and amended, and there will now be a Past President's position on the International Board to provide continuity and help the Board with its work as required. John Hammer is reviewing the bylaws for us.

The Web Site Committee met during the Conference, and I am sure that you will have noticed improvements made recently to the site. Further development of the Web site and testing will continue to bring about the improvements necessary to ensure the Web site remains a valuable asset to the IMTA membership.

On a broader front, you will recall from my previous report in the April edition that we, the IMTA, are now members of the Joint Board of Geospatial Information Services. The chairman plans to hold the first full meeting on 15 July 2004 in Istanbul, and I will represent the Association. It may be that others are better qualified to attend subsequent meetings—we'll see.

Prof. Dr. Philippe De Maeyer came to visit us in Tours. Philippe is Chairman of the ICA Commission on Map Production and Economics. His Commission has just started its work and is seeking funding to help educate people and organisations with a view to improving their map production processes. He envisages this happening at three levels: the first being the basics of cartography; the second, advice on how to improve traditional cartographic production processes; and the third, workshops about modern computer-based production systems. Little is expected to happen before 2005, but IMTA will be invited to take part in the workshops planned in conjunction with the ICA Conference in La Coruna in Spain in 2005. This is just the type of project we should get involved with.



Return of the CHK Cup at Tours: Last year's winner, Cinzia Seccamani, returns the CHK Cup and Peter Jolly presents her with a replica to keep.

Photo by Mike Cranidge



Mike Cranidge's Notebook

Looking Back... Part 4

The metamorphosis of the future IMTA (EAME) Region took place in Bournemouth on the 18–19 February 1994. It was here, amongst the pine trees and sandy beaches of this out-of-season holiday resort (selected because it was the nearest big town to Barton-on-Sea and my home town), that the UK Steering Committee set up and ran the first ever IMDA conference and trade show outside North America. At that time, this was an enormous act of faith by the IMDA Board of Directors, who fully supported this unilateral action by the inexperienced UK Steering Committee and their administrative staff. And inexperienced we were, for although our amassed knowledge of the map industry was premier-ship class, our understanding of managing a trade association, let alone planning and running a conference, was nil.

At that time I was fully employed by Ordnance Survey and my position within IMDA as Director at Large for Europe was more a question of vision than vigil. The UK Steering Committee of Keith Ferries, Nick Bullmore, Robin Birn and Robin Bown were, with the exception of market researcher Robin Birn, all busy retailers, which left just Sue as the sole professional (£3.50 per hour and a complementary name-badge) to put our thoughts, ideas and dreams into administrative reality. All the preparation for that first conference, including forms, badges, tickets, etc., were devised and produced in the utility room of 5 Spinacre with just a fridge, washing machine and dog for company. Eleven years and not much has changed apart from the utility room being reclaimed by Dylan (the next generation dog) and the administrative action taking place in a 'built for purpose' extension at the side of the house.

Came the day, and IMTA Bournemouth 1994 exceeded our hopes and aspirations, with 130 delegates from eight countries cramming into the rabbit-run informality of the Tralee Hotel (a lavish crossbreed of late Victorian redbrick and early sixties box and build). Rooms varied from sea-view penthouse to broom-cupboard quaint but conference facilities, service and food were five-star class.

Looking back, I am amazed at the quality and importance of the people who attended and, even more so, the calibre of speakers prepared to risk linking their reputation to an untried event. For instance, our guest speaker was no other than Professor David Rhind, then Director-General of Ord-

nance Survey and leading European expert on GIS matters. In those days, we followed the IMDA tradition by inviting our guest speaker to entertain as well as inform by performing after the completion of the gala dinner—not a task for the slow-witted. This format would still be followed now if future speakers had shown the same warmth, humour and timekeeping as the admirable David Rhind. Conference speakers on the first day included the MD of a major bookstore chain, the MD of a business systems company, a director of the Booksellers Association and, for his first appearance on the IMDA/IMTA stage, Douglas Schatz of Stanfords. The internationalism of the IMDA was shown at its best on Saturday with speakers from the USA (Bill Hunt) and The Netherlands (Peter Bleekrode) whilst Tony Atkinson and Robin Birn kept the home flag flying. Bill, Peter, Robin and Tony were all to play important roles (and still do) in the development of the EAME Region.

The quest to have something historic or civic (hopefully both) as a venue for a Friday reception started in Bournemouth with a Civic Reception hosted by the Mayor of Bournemouth. Although Bournemouth cannot be classed as 'historic' in European terms, it was still a thrill to enter the civic chambers and be entertained as guests of the Borough. (Although my father as a local taxpayer thought otherwise!) IMDA President Eric Riback was presented with a framed photograph and in return thanked the Mayor with the gift of a globe donated by Spherical Concepts. This, in itself, was an historic moment, as until IMDA Bournemouth, Spherical Concepts President John Szal and CEO Karen Davis had never ventured outside of North America in search of business. The landing of a small consignment of new world globes upon the sandy shore of Bournemouth represented one small step for mankind and one large step for Spherical. Their entire show stock was sold to map distributors Nicholson Maps, and less than one week later the same jet-lagged globes were adorning the display window of a major map shop in Edinburgh. Since then Spherical Concepts' business interests have expanded throughout Europe and their support of the EAME Region has been unfailing. They have exhibited at every European Conference and, along with their European business partner, Columbus Globes, donated globes for presentation to every guest speaker and retiring EAME president—a prime example of mutual IMTA back-scratching.

To survive, the embryonic EAME Region needed funds. If Bournemouth lost money, then that was that: dream over. Therefore, sponsorship was of prime importance. Once again support came from the mother ship with Delorme Mapping and Interarts sponsoring the pre-gala dinner reception and Replogle Globes the speaker's gift. However, a direct cash flow was needed, and this was achieved by the famous 'Great British Raffle.' Member companies were in-

vited to donate products that would then be raffled during the Gala Dinner. Barbara Petersen, then of Interarts, did wonders by sweet-talking US publishers into contributing to the raffle, and an impressive array of prizes was the result. The UK Steering Group then sold tickets by monitoring drink consumption and swooping at optimum times. It is surprising how generous people can be after a few drinks! The GBR was fun and the money raised helped see us through those early days. Once we were on our financial feet, the raffle was dropped as being inappropriate for a professional organisation as well as taking up too much 'après gala dinner' time. Gone, but never forgotten: The Great British Raffle earned its place in the annals of EAME.

Next month: Part 5, Bournemouth revisited and Dublin.

A Personal Thank You

Sue and I were overwhelmed by the presentation made to us at the Annual General Meeting of the IMTA (EAME) Region in Tours. IMTA Tours 2004 was our eleventh and last IMTA conference as organisers and, although we will continue to man-

age the affairs of the Region and the IMTA (EAME) Office until the 30 June, it was a very emotional moment for us both. A very big thank you to all who contributed to the fabulous silver and glass engraved decanter and glasses (and garden furniture for Sue) presented to us on your behalf by IMTA (EAME)'s first President, Peter Bleekrode, and for all your private messages and gifts. We were also moved to discover that money left over from the collection (£142) was sent to Oakhaven Hospice in memory of our daughter Lucy. We shall never forget your generosity or the warmth of the applause during the ceremony. If for nothing else, we will go down in IMTA history as the first people to fill the room at an Annual General Meeting!



Photos by John Whitby



On the occasion of organizing their 11th and last conference, Mike and Sue Cranidge are presented gifts from EAME. Left, Mike receives an engraved silver and cut glass decanter and six glasses. From left: former EAME President Laurence Barnett, First EAME President Peter Bleekrode, Mike and Sue, and IMTA President Peter Jolly. • Above, Peter Bleekrode gives Sue a glimpse of the garden furniture she will be receiving.



Americas Report by Dan Olasin

IMTA (Americas) President-Elect

IMTA—A Community of Successful Companies in the Business of Maps

Participating in IMTA/IMDA for 15 years has been among my greatest professional experiences. My travels have given me the opportunity to visit with nearly 200 of our members. I appreciate the time so many of you have spent sharing

your thoughts during these visits, as well as at our Annual Conferences. Let me congratulate each of you for your active membership in IMTA, your leadership in your companies and your role in the growth of our Map Industry.

The first quarter of 2004 is behind us. I am very happy to report that my conversations with our members suggest that business has been good. I hear comments like "the map industry has turned around," "map sales bottomed out in 2003," and "2004 has started with a strong first quarter." Many of us are optimistic, though we remain appropriately cautious.

Some of the ideas shared by many of the optimistic members include:

- The expanding role of the Internet:
 - The ability to extend markets and better serve customers
 - Development of new Web-based products and services
- The growth of the marketing function, giving organizations:
 - More sales
 - A greater connectivity with the marketplace
- A broader application of new mapping technologies, including:
 - More powerful and easier-to-use software
 - Field collection tools, such as GPS
- Greater availability of geographies, in terms of quality and cost:
 - More cost effective, higher quality options from the public sector
 - An increasingly competitive private sector environment
 - Ease of access through Web-based distribution networks
- Partnering, sometimes with competitors. These strategic alliances so simply leverage our strengths, increase our revenues and reduce our costs.

I am especially happy to add that “good business” is being experienced across the broadest spectrum of our members! Many retailers, publishers, distributors, data providers and software developers are among the optimistic.

IMTA is unique among organizations. We are about the Business of Maps. Each of us is responsible in some way for the business success of our company. We come together at IMTA to help fulfill this responsibility. IMTA is a community of members who share common causes, visions and basic needs.

Recently, Chris Knoebel, president of IMTA (Americas), wrote of the Planning Session many of us attended in Orlando. At its core, our task was to discuss the ways in which our community, its members and the companies we represent can be successful and thrive. The importance of our Annual Conference and Trade Show was acknowledged at this gathering. The unqualified success and contribution made by the Educational Sessions were recognized, with a commitment to expand this program. The group also acknowledged the growth of the membership and the type of com-

panies that are actively supporting IMTA. A membership campaign will add many more members, including companies like ESRI and GDT.

Our success is built upon the traditional membership—those among us who are map retailers, distributors and publishers. There is a commitment to all members that IMTA continues to be a forum for addressing the needs of each of the companies we represent. Commitments were established to support other programs, including an Industry Speakers Bureau, the *MapReport*, a Leadership/CEO Forum, a Membership Committee and the IMTA Web site.

One of the programs it is easy for all of us to support is the Student Program. The need to connect with an ongoing flow of young people is an essential part of our successful, thriving community. The story of Owen Stroud and his experience at Mapsco (*MapReport*, March 2004) highlights the opportunity we have to inspire the next generation of people in this business and in this organization.

It is an honor to serve on the Board of Directors of IMTA (Americas). You are represented by a very dedicated group of industry leaders. They represent you vigorously! Let me encourage each of you to reach out to these board members and let your ideas and needs be known. Let me also encourage you to become active on one of the IMTA committees and to run for election to your Board. These are great experiences!

It continues to be a privilege to work with our current President, Chris Knoebel, as well as our Past President, Bill Spicer. I will add former President Will Tefft to the group, so that I can say that their leadership over the course of the last three years has been remarkable. They have more than navigated IMTA through tough transitional times. The organization is successful and thrives! Finally, let me recognize Sandy Hill, our executive director, who masterfully lets us think that we run the organization. We are grateful to him, Linda Hill and his staff for the quality of our success.

These are exciting times for this community, this organization of map businesses, the IMTA. Join in, vigorously! Join in the success of IMTA!



Asia Pacific Report by Simon Spivak

Simon Spivak is a former IMTA AP Board Member

IMTA Asia Pacific Region Conference and Trade Show 28–29 October 2004

Plans are well in hand for the IMTA Asia Pacific Region Conference and Trade Show to be held at the Western Australia Maritime Museum at Fremantle. The President of National Geographic Maps will be attending the conference and has kindly offered to make the keynote address as well as

present a paper on the development and application of their Maps On Line booth. One of the many other exciting presentations will be by Rapid Map Global on their work with mapping bush fires in Australia.

Fremantle is situated at the mouth of the Swan River close to Perth, the Capital of Western Australia. It is a busy Port City, host to a big fishing fleet as well as international container ships. It maintains a vibrant commercial life closely related to its new image as a desirable tourist destination. It is well known for its cosmopolitan nature and its outdoor café atmosphere. The new Maritime Museum is an international landmark showcasing Western Australia's rich maritime heritage and will provide an excellent venue for the conference. More about Fremantle can be found at www.westernaustralia.net/discover/perth/fremantle.shtml.

Conference registration details can be found on the IMTA Web site (www.maptrade.org).

Melbourne Maps Shops Club Together

In an historic agreement, the three major map shops of Melbourne have agreed to work together for the common good. Starting at the Melbourne Caravan and Camping Show in March 2004, the three shops will have a joint stand at all major events. To be known as The Mapshops, the joint venture between Map Land, Mapworks and Melbourne Map Centre aims to provide a one-stop shop for show-goers. The three shops have gotten together in part due to the ever-increasing costs of exhibiting at the large shows, such as the Caravan & Camping Show and the 4X4\Fishing Show. The joint venture has come after a number of years of discussion, and the agreement means that all the shops will benefit from this arrangement. So look out for the large map shop at the next outdoor show you attend in Melbourne. It will surprise you. Stay tuned for further updates on this historic venture.

Spatial Data Review in Victoria

The Victorian Department of Sustainability and Environment's Land Victoria unit has started a Review of Spatial Information Access and Distribution in Victoria. Coming out of the Review of Survey and Spatial Information held in 2003, the 2003 Review recommended "...in view of the range of access, prices and licensing issues covered in other recommendations and in view of technological advances in data delivery capabilities, that the existing Data Services Provider and Value Added Reseller arrangements be reviewed."

The primary objectives of this new review are to:

- Examine both existing and proposed access and distribution arrangements.

- Establish the most efficient access and distribution model.
- Recommend this model to Government, including implementation time lines and processes.

The review will look at existing interstate and overseas models for data access as part of its evaluation for Victoria. The data is topographic, cadastral and administrative. The review is expected to be complete by June and recommendations out during the second half of 2004.

The Victorian State Government also established GIRG, the Geospatial Information Reference Group. The group comprises representatives from the GI industry and will act in an advisory role on issues relating to the development and implementation of stakeholder-agreed GI policies, strategies and incentives. One of its important acts was to hold a forum on Hard Copy Mapping in July 2003. The outcome was that the government finally heard a unified voice (from both inside and outside government) in regard to the need to update its hard-copy topographic mapping, which had become seriously out of date. Further actions in regard to updating the 1:25 000 and 1:50 000 topographic map series should be heard of during 2004. For further information, see www.land.vic.gov.au/spatial.

Australia—Bottom to Top and Back Again by Train

Darwin in the Northern Territory has been awaiting the arrival of the first transcontinental passenger service for many years. Promised over a hundred years ago by Federal Government of Australia, the line has finally been completed and the first passenger train, known as The Ghan, arrived in Darwin on February 5th 2004. The finishing touches on the \$2.4 million train station where The Ghan passengers first set foot in Darwin were completed just days before its arrival.

The first passenger train service on the 3,000 km, \$1.3 billion line from Adelaide to Darwin pulled into the Darwin Passenger Terminal at East Arm about half an hour from Darwin, at 4.30 pm (CST). It was the world's longest continuous south-north train journey, and stretching more than one kilometre, the first Ghan train is the longest passenger train in Australian history.

As part of the whole experience, the Northern Territory Government announced that it would provide tourism information booths at the stations in Darwin and Katherine for passenger information. All passengers will be greeted by tourism representatives at the station, to meet the huge influx of passengers on The Ghan. The arrival of the first passenger train follows the completion of the first freight train's historic journey on the Adelaide-Darwin track on January 17. For more information, see www.gsr.com.au/ghan.

New President for IMTA (EAME)

Karen McGrath of Ordnance Survey, Southampton, became the fifth IMTA (EAME) President at a formal ceremony during the Region AGM in Tours. After presenting retiring president Peter Jolly with a clock and framed certificate to mark his two years in office, Karen said that her aim for the EAME Region over the next two years was to develop a better understanding of member needs and to ensure that the Region continues to have relevance to its members and prospective members in this evolving industry. We will need to be agile if we are to achieve this, she commented. We need to build on the work started last year in strengthening the Association's corporate image within the industry—the more visibility we have the more effective we will become. We need to improve communications—work closer together with the other Regions to utilise all of the tools and skills available within the Association.



Continuing: Karen said that she was looking forward to the challenge—as challenge it certainly was—but, she knew that aims could only be achieved through team work. We have developed a very strong Board, she added, each member has different but complimentary skills and experience that will be used to good effect to provide significant support over the coming years. Addressing the members present, she said: “We all have a role to play and we should not forget that the Association is yours and it's down to all of you to have a greater input into how it develops. Through teamwork and combined effort we can foster the type of improvements that will make our Region even better. So, when I hand over in 2006 I can stand up and say: ‘The team made it happen.’”

Below: Karen presents retiring EAME President Peter Jolly with an engraved clock and framed certificate at Tours..



Photo by Mike Cranidge

IMTA (EAME) Best Map Competition 2003 (IMTA Tours 2004)

International Medal Competition (Open Competition)

GOLD—HEMA MAPS
Rail Journeys of Australia
(Australia)

SILVER—EXPLORE AUSTRALIA PUBLISHING
Explore Australia by Caravan
(Australia)

BRONZE—AGT GEOCENTER
Wall Map of St Petersburg
(Russia)

IMTA (EAME) Best Map Competition

FOLDED MAPS

1st—COSMOGRAPHICS/VISIT LONDON (UK)
London Map

2nd—SZARVAS CARTOGRAPHIC AGENCY (Hungary)
Balaton/Balaton Uplands

FLAT MAPS

1st—AGT GEOCENTER (Russia)
Wall Map of St. Petersburg

2nd—AGT GEOCENTER (Russia)
Auto Map of Moscow

ATLASES

1st—LOVELL JOHNS/MAPS INTERNATIONAL (UK)
Millennium Atlas

2nd—INSTITUTE OF ADVANCE TECHNOLOGIES (Ukraine)
Atlases of Crimea

CHK Cup and Best Map Winner 2003

1st—LOVELL JOHNS/MAPS INTERNATIONAL (UK)
Millennium Atlas

2nd—AGT GEOCENTER (Russia)
Wall Map of St. Petersburg

Sponsored by Cook, Hammond and Kell, Ltd.

UK Trade and Investment

by Richard Parry

They say there are three great lies in life:

- The cheque is in the post.
- Of course I'll still love you in the morning.
- I'm from the Government, I'm here to help you.

But, in the case of UK Trade and Investment, the last of these is actually true. We are a government department, staffed by DTI and FCO personnel, whose aim is to help British companies succeed overseas. We have a London HQ, offices in the nine English regions, and an unparalleled network of overseas colleagues based in British Embassies, Consulates-General and High Commissions around the world.

We offer a range of export support services, from the provision of basic information on overseas markets and the business opportunities therein, to tailored, product-specific reports. We run an immensely successful programme called "Passport to Export" which, each year, takes hundreds of small and medium-sized companies through the process of becoming effective exporters. And for companies already engaging with overseas markets, we offer financial support both for participation in official trade missions and for taking part in key trade shows around the world.

UKTI's support for business had, traditionally, been market-driven, with an HQ organised on geographical lines. This produced a series of experts in their patch—be it the Gulf, Latin America, India—all encouraging companies to pursue business opportunities in those territories. This led to confusion. How was the commercial world able to make comparative judgments? But times have changed. Today we have sector focus, with thirty or so teams dedicated to understanding, engaging with and supporting key sectors of British business. My sector is leisure and tourism.

And it's a wide brief. My team covers everything from mega theme parks to garden gnomes, castle restoration to saddlery. In that mix lies your industry.

IMTA is becoming an accredited UKTI partner organisation, which will enable it to—amongst other things—gain access to financial support for overseas exhibitions. IMTA will join the dozen or so other trade associations in my Sector Panel, which meets annually to agree to a programme of trade show support.

Important as this is, I believe the fact that IMTA is joining the UKTI family will lead to many benefits for its UK members, as we can offer help with such vital areas as market research. And though access to our basic services is open to all British companies, having an umbrella organisation which is close to UKTI will help IMTA members be aware of the support we offer and be better placed to take advantage thereof. A visit to our website at www.uktradeinvest.gov.uk is a good place to start, or please feel free to email me direct at Richard.parry@uktradeinvest.gov.uk.

I am sure that, over the next few years, we will be able to offer practical help to many IMTA members—help that leads to business overseas. Hopefully, when IMTA comes to review its association with UKTI, it will look back at those three great lies of life and conclude that, as far as we're concerned, two out of three isn't bad!

About the author: Richard Parry is Head of the Leisure and Tourism Unit within the UK Department of Trade and Industry. Richard came to our recent Conference and Trade in Tours specifically to see how we, the IMTA, operate. As a result, he has written this very encouraging article.—Peter Jolly

IMTA Corporate Sponsors

The International Map Trade Association gratefully acknowledges these companies as Corporate Sponsors. Their contributions fund the educational development of the mapping, geospatial and geographic information industry. The continued availability of good business education can ensure opportunities for companies to develop... and better competitors make for better business.

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Universal Map Inc.

Tours 2004 in Pictures



CLOCKWISE FROM TOP LEFT: Part of the lavish spread provided by Conference Hosts Cartothèque at their Friday evening reception.

• Lisa Boyd, Legal Advisor, Ordnance Survey, addressing the crowd. • Fredrik Davidsson, T-Kartor, Sweden, at the Saturday Seminar. • Asia Pacific stand: Noleen Zander and Alex McGregor meet Andrew Steed, Head Buyer of Stanfords (left). • Trade show floor. • Marc Levy of Cartothèque responds to a vote of thanks for the Friday Night Reception. NEXT PAGE, CLOCKWISE FROM TOP LEFT: "Mature" students John Hammer and Tom Hedberg on the ArcGIS course. • Business in session on the Geogramma stand. • Fanfare introduction at La Cave Paincte. • Waiting for the festivities to begin. • Chantal Kling of Columbus Globes presents a globe to Vanessa Rouger-Levy in recognition of her help in organising the conference. • Medallion Men: New Knights Eric Riback and Tom Hedberg show off their chains of office to Sandy Hill (left) and Chris Baker (right).



All photos by Mike Cranidge, except where noted.

Tours 2004 in Pictures



Photo by Bill Spicer

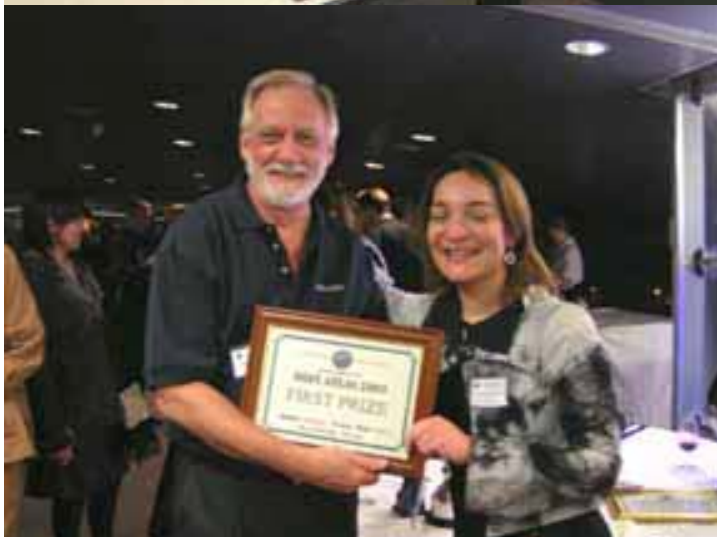
Photo by Eva Sanches

Photo by Eva Sanches

Global Day—Tours 2004



CLOCKWISE FROM LEFT: Best Map Stand, Tony Atkinson in charge of proceedings. • Some of the Best Map Competition winners. • Andras Szarvas (runner-up, Best Folded Map) and Vanessa Rouger-Levy. • Winner, Best Map Competition: Institute of Advanced Technologies, Ukraine. • International Silver Medal award winner Bruce McGurty, Explore Australia Publishing. • Richard Hewish of Lovell Johns, winners of the Best Atlas and CHK Cup, pictured with Vanessa.



All Photos by Mike Cranidge

Global Day—Tours 2004

ROW ONE: Take your seats, please, crowd gathering in the Auditorium Descartes for Global Day Seminars. ROW TWO, FROM LEFT: Peter Jolly, IMTA International President, delivers the Opening Address on Global Day. • Keynote Speaker Dr. Michael Wood. • Speaker Ray Wilkinson from MapIt, South Africa. ROW THREE, FROM LEFT: Speaker David Levy from Cartothèque stands in for his father, who was called away on business. • US/Australia contribution: Speaker Dan Ortiz, National Geographic, comparing notes with speakers Greg Baker and Lynnette Terrett from Rapid Map. • Speaker April Carlucci from the British Library.

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All Photos by Mike Cranidge

May 2004

IMTA Member Calls for Commitment to Education

In spring 2003, Spaceshots, Inc., introduced its Education Division and implemented a nationwide marketing campaign for its space/astronomy and satellite imagery product line. We realized that our posters and maps were greatly needed to aid in developing the mapping skills of students in all grade levels, with emphasis on Science and Social Studies. We were reminded many times that most teachers rely on outdated textbooks, pull-down maps and other items that are not replaced regularly. Our mission at Spaceshots is to continue producing visually stimulating yet educational posters/maps and charts that will encourage children of all ages to continue their studies in the sciences. This new division of Spaceshots realized over 40% growth in sales in less than one year. This increase was additional proof that our company had to further diversify its product line to grow and expand with the shifting paradigms of the map industry since we started in 1986.

On a business trip to Miami last year, I presented our *Hubble Chart Sets* and *Miami from Space* to several curricu-

lum specialists. I was invited by the Monroe County (Key West) school district principal's science seminar to introduce our imagery to their teachers for use in local classrooms. Our product was immediately placed in summer school classrooms as a test to see if it would fit into their curriculum. I was invited to sit in on a science class, where I remained as inconspicuous as possible to see the reaction of the students. I found they asked relevant questions about the content of the posters in relation to what they had seen on TV or in the movies. Several teachers devised teaching plans/tests for the posters and have used them as benchmarks for future classroom studies. The success of this trip was not only the positive response from the principals; purchase orders from additional schools since the seminar date confirm the market is there.

You may be asking what this has to do with IMTA—plenty! The Association has been addressing issues of customer budget restraints and product preferences, changes in technology, and reductions in profit due to buying trends and production of products in the U.S. vs overseas for many years now without true success. IMTA has addressed such issues on the basis of large companies with the cash flow available to take risks but hasn't looked into parallel markets that would help increase map sales for the small mom-and-pop stores, the ones that fomed the roots of IMTA. One such market is education, which lacks sufficient affordable supplemental materials. I propose that the mapping industry change with the changing times and pursue educational organizations in our marketing strategies. Get involved with your local school district; take risks by donating products in the hope of positive exposure. Visualize success—and stay visible. We can't wait for business to come to us; we have to make it happen by getting out and getting noticed. Accept the challenge: Let's grow our businesses by extending them into education.

Spaceshots believes in "building bridges," and we welcome your views and comments. Let's enrich our children's lives with exciting educational maps and give them the tools to make this world a better place.

Cynthia Campagnale
Promotional Director, Spaceshots, Inc.

DETROIT PUBLIC SCHOOLS

Detroit Public Schools
Office of Science Education
5057 Woodward Avenue, Room 932 SCB
Detroit, MI 48202

February 26, 2003

Cynthia Campagnale
Promotional Director
Spaceshots, Inc.
26943 Ruether Avenue, Suite R
Santa Clarita, CA 91351

Dear Cynthia Campagnale:

On behalf of the Detroit Public Schools, I wish to express our sincere gratitude to you and "Spaceshots" for the beautiful "Detroit from Space" satellite image posters. You indicated that these posters have a retail value of \$4,390. These posters were distributed equally among Science and Social Studies teachers.

Again, thank you for your generosity.

Sincerely,

Karen Harrison

Karen Harrison
Director



Satellite maps and aerial photos help students see the "whole picture" of our world.



Global connections and interdependence can be analyzed using satellite images.

NEWS FROM IMTA MEMBERS

Hema Maps Wins "Best Map in the World" Award

For the first time ever, IMTA invited mapping companies throughout the world to put their best maps against each other to decide the best map. The judging was conducted by an independent, international panel at IMTA's Global Conference and Trade Show in Tours, France, in February, and the winner was Hema Maps' *Rail Journeys of Australia* map.

Hema Marketing Manager Peter Davis said, "We are all just delighted. The map was produced to be useful to anyone who is interested in rail travel."

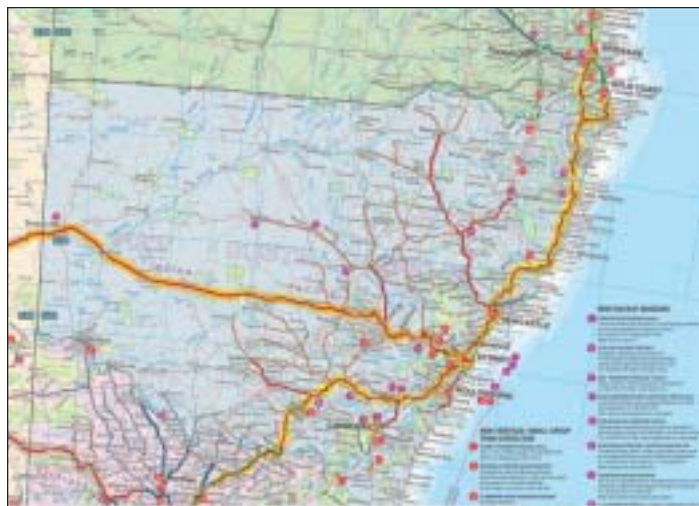
The release of the *Rail Journeys of Australia* map coincided with the opening of one of the world's most recent great rail journeys, the Darwin to Adelaide line, for the first time linking Northern and Southern Australia. The map was

carried on the first train by one of Australia's most famous train buffs, retired deputy Prime Minister Tim Fischer.

The award was accepted by the owners and founders of Hema Maps, Henry and Margaret Boegheim, at the award ceremony in Tours. Upon accepting it, Henry Boegheim said, "We do not make maps to win awards; we make maps to be useful for the user for which it was intended. But winning such a prestigious award as well as being the inaugural winner is a testimony to all the people who worked to make the map a reality."

Hema's *Rail Journeys of Australia* map sells for \$12.95.

Contact: www.hemamaps.com



Hollywood Stars Given Tool to Direct Peace, Love and Environmental Awareness Upon the World

Toy manufacturer Robert Forenza promoted peace, love and environmental awareness by giving the award-winning Hugg-A-Planet Earth to Hollywood celebrities and industry leaders at "The Night of 100 Stars Oscar Gala." The Beverly Hills Hotel was the venue for the hottest celebrity Oscar party in town where over 200 Hollywood stars gathered.

Hugg-A-Planet Founder and President Robert Forenza was on hand to meet many of this year's celebrities attending the Gala. Film industry trendsetters are known to use their celebrity status to make a positive influence on society. "By placing a huggable world in their arms, it will help promote peace, love and environmental awareness" said Forenza. "Our view of the world changed with the first image of the Earth seen from the moon. The Hugg-A-Planet takes that

feeling one step further by actually putting the world in your hands. This is a way to experience how we share one world and one destiny."

Hugg-A-Planet Earth is a cultural icon that has been seen in major Hollywood motion pictures. In "Baby Boom," Diane Keaton put one in a taxi to take home. In "Ghostbuster 2," Signourney Weaver had a Hugg-A-Planet Earth in the kids' bedroom. In "3 Men and a little Girl," the dads had one next to the crib. In "Stuart Little," the family had one in the bedroom. In "Deep Impact," the corporate daycare center had a Hugg-A-Planet. And in "KPAX," Hugg-A-Planet Earth was in the 4th of July scene right on the lawn. It has also appeared in television shows, including: "Gilmore Girls," "Everybody Loves Raymond," "According to Jim," "Malcolm In The Middle," "Six Feet Under," "ER," "20/20," "Spin City," "Murphy Brown," "Barney" and "Oprah."

In 1985 a reporter took a Hugg-A-Planet Earth to the SALT negotiations in Geneva. In 1988 USSR President Mikhail Gorbachev was given one by a grandmother on ABC News. In 1995 at the Vermont Governor's Conference, Howard Dean gave one to every State Governor.

Hugg-A-Planet is celebrating its 22nd year of manufacturing soft globes and environmentally responsible toys. It has won over 20 awards, including the Parents' Choice Foundation's "The Best 25 Toys of the Past 25 Years." Hugg-A-Planet® Earth comes in three sizes and is available in English, French and Spanish. A special edition of the toy has a secret pocket and is called the Pocket Planet. In addition, the company produces a geophysical globe, a Hugg America®, a Hugg-A-Star® and a line of organic cotton soft animals.

Contact: www.peacetoys.com

Ordnance Survey Announces Britain's Biggest Geography Giveaway

Ordnance Survey is offering a free Explorer map to every 11-year-old in Great Britain from the start of the 2004 autumn term. The move was announced by the national mapping agency's Director General and Chief Executive Vanessa Lawrence at a launch event with Schools Minister Stephen Twigg MP.

This will be the third year Ordnance Survey has made available a free Explorer map for every Year 7 pupil in the country. More than 1-1/2 million children have already benefited from the program.

"This year's initiative will help hundreds of thousands more children across Britain discover the fun and value of maps," said Mr. Twigg. "Because the maps will be theirs to keep, they

will be able to learn much more about their local environment both in the classroom and at home with their families."

The free maps initiative is supported by resources and activities on the Homework Help section of Ordnance Survey's free interactive web site for children, www.ordnancesurvey.co.uk/mapzone.

Web: www.ordnancesurvey.co.uk/education

Transcontinental Reorganizes, Continues to Invest in Its Nova Scotia Printing Operations

Transcontinental has announced a planned investment in its Nova Scotia printing facilities to better serve its clients in the long term. The plan includes the investment of \$3 million in new printing equipment in its installations throughout the province with the opening of more than 40 jobs at Transcontinental Halifax. The reorganization follows Transcontinental's acquisition in January 2004 of Optipress Inc.

"With today's announcement we further optimize our Atlantic operations, ensuring for our customers the long-term strength and stability of our printing services network," said François Olivier, Senior Vice President, Newspaper Group, Transcontinental Printing—Information Products. "As far as customers are concerned, the transition will be seamless."

Contact: Jake Brennan

Phone: 514/954-4000

Email: jake.brennan@transcontinental.ca

Web: www.transcontinental.com

ProEDGE Systems.com® Announces Two New International Distributors

ProEDGE Systems.com®, the leading national manufacturer of plastic edging systems for mounted images and signs, and the industry's first flexible edging product, "ProFLEX®," has established its first pair of distributors outside North America. According to Ric Brady, the company's founder/CEO, "We have now established inventorying distributors in Australia and in the United Kingdom to make our product more available to those emerging markets," Brady said. ProEDGE® has been manufacturing a special "rigid" plastic edging/framing product for almost seven years, and it's new "flexible" ProFLEX® plastic edging for about a month. ProEDGE now has 17 authorized distributors in the U.S., Canada, the United Kingdom and Australia, with plans to establish two more distributors in Mexico and Germany.

Contact: Amy Brown

Phone: 800/346.1111 ext. 30

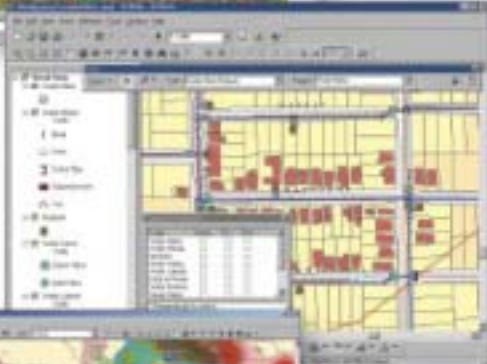
Email: mediacontact@proedgesystems.com

Web: <http://www.proedgesystems.com>

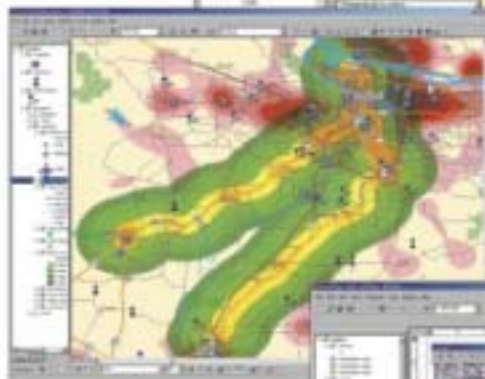
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PRODUCT SHOWCASE

Discover The Smoky Mountains and Southern Appalachia With Latest Release From MAD MAPS

MAD MAPS has released its much anticipated Smoky Mountains/Southern Appalachia Scenic Tours map, the latest regional title in its 15-part “Land of The Free” series. With over 20 road trips to choose from, this map guides you along the scenic back roads of a region known for its blue mist, striking vistas and lush forests.

Jennifer Lefferts, founder and president of MAD MAPS, did much of the fieldwork personally and enlisted several local backroads enthusiasts with intimate knowledge of the region. Thanks to Ms. Lefferts and her MAD scouts, this latest map uncovers the area’s best-kept secrets along with some of the better-known must-sees.

Acclaimed by *Road&Track* for “doing such a good job of mapping...great... roads” and by Thunder Press for “exacting detail” and “entertaining commentary,” MAD MAPS is designed for those who favor the road less traveled. “We’ve made sure to include tours to suit every interest,” says Ms. Lefferts, “whether you’re a Civil War history buff, a bluegrass fan, or a motorcyclist on a white knuckle mission.”

Contact: Maggie Beaumier
Phone: 415/252-1121
Email: maggie@madmaps.com
Web: www.madmaps.com

New Bike Maps Available for Phoenix East & West

Phoenix Mapping Service, in cooperation with the Coalition of Arizona Bicyclists and bicycle shops around the valley, has just released a newly updated set of biking maps for the Phoenix area. The two bike maps—one of Metro Phoenix East and the other of Metro Phoenix West—are all-new editions designed for bicyclists by bicyclists.

Unlike other bike maps that show only bike routes and major streets, the *BIKE MAP OF PHOENIX EAST* and the *BIKE MAP OF PHOENIX WEST* show greater street detail, along with parks, recreation areas, libraries, major shopping centers and other points of interest. The officially designated bicycle route network is shown, and color-coded lines on the street maps clearly identify Bike Routes, Bike Lanes, Multiuse Paths and Unpaved Paths, including trails in the mountain preserves. An especially helpful item on the map is the identification of bicycle-friendly crossings, such as tunnels and overpasses.

Both maps are printed on special synthetic paper that is weatherproof and almost indestructible. The maps sell for \$12.95 each throughout the Metro Phoenix area. A portion

of the proceeds from the sale of each map goes to the Coalition of Arizona Bicyclists to support their efforts to improve cycling in Arizona.

Contact: Phoenix Mapping Service
Phone: 602/279-2323
Web: www.maps4u.com

Discovered by Magellan, Mapped by UTP

United Tourist Promotions (UTP) is a proud, Philippine-based company and active member of IMTA. Although Magellan discovered the Philippines more than 400 years ago, UTP is mapping this archipelago of more than 7,000 islands.

The *EZ Philippines Travel Atlas, 2nd Edition* is the result of painstaking research and extensive travel by the UTP production team along the nation’s highways and waterways. Every region in the country is presented in 100 detailed and colorful maps. With a handy 10 x 8 (25cm x 20cm) size, it is easy to carry.

Ariel Jersey, UTP’s principal owner and art director, explains: “Our main aim is to encourage Filipinos and foreign visitors to explore the wonders of the Philippines. The atlas will provide them with all the necessary information and confidence to venture to places unseen via roads unknown.”

UTP publishes the EZ Map’ series, which now features 23 titles in all. UTP has also released *EZ Kids Travel Fun*, an ambitious travel activity book featuring the adventurous, island-hopping Ferdie the Frog.

Email: utp@mozcom.com
Web: www.ezmap.com.ph

New Maui Map for Southern California Island Travelers

The Automobile Club of Southern California and AAA Hawaii have produced a new laminated map of Maui, a top vacation destination. “Maui Hawaii,” available at Auto Club and AAA Hawaii offices, describes the best tourist sites, nightspots, AAA-approved hotels and restaurants, shopping and beaches. Veteran travel writers traversed Maui to focus on and write about the top attractions on the island. The map is the second Hawaii “GreatestHits” title in the AAA series.

“This particular map series is more than just a map. There’s a wealth of information provided that is more like a guidebook, but with an economical price,” said Auto Club Editorial Director John Austerman. “Its jacket-pocket size also makes it convenient to pack, carry and use.”

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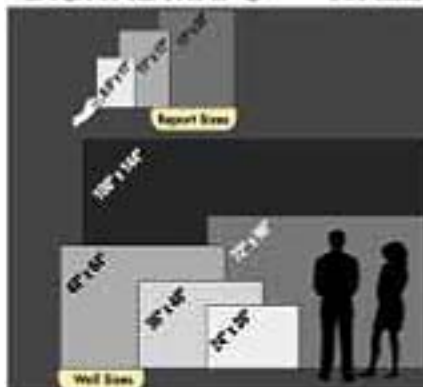


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The map also features two special trips for vacationers: 1) the popular drive to Hana, where aviator Charles Lindbergh is buried, and where black sand beaches and the seven sacred pools are located, and 2) a 90-minute ferry or 20-minute plane ride to the neighboring island of Molokai, which is perfect for relaxing since it has no traffic lights, high-rises or major development.

Each map in the GreatestHits' series is \$4.95 for Auto Club members and \$7.95 for the public.

Contact: www.aaa.com

ProEDGE Systems.com® Announces an Industry First

ProEDGE Systems.com®, the leading national provider of plastic edging systems for mounted images and signs, has developed the industry's first flexible edging product. "ProFLEX®" will allow the installation of a finished edge on non-rectangular mounted images, according to Ric Brady, the company's Founder/CEO. "We make every effort to be responsive to our customers' needs," Brady said. "We have been manufacturing our 'rigid' plastic edging/framing product for almost seven years now, but with many designers/photographers printing their images onto circular, oval or arch-shaped substrates, our standard edging product was not an option.

ProFLEX® is now available in black, gold and chrome. It can be placed on the raw outside edge of the substrate in order to protect the edge and provide a finished, professional look. ProFLEX® is available in 500-foot coils and can be ordered directly from the company, or any authorized ProEDGE® Distributor worldwide.



Phone: 800/346-1111

Web: www.proedgesystems.com

The Michelin Guide France 2004 Celebrates Its 30 Millionth Copy

To mark the publication of 30 million copies of the *MICHELIN Guide France*, the 2004 edition has a number of surprises for its readers. One of the many changes this year is on the cover: The *Guide* has gone back to its original name—The *MICHELIN Guide*. Also new for 2004 are the latest pictograms: the "Wellness" symbol represents spas and thalassotherapy and fitness centres, a bunch of grapes highlights restaurants with a particularly good wine list, and a hand and key denote valet service.

The *MICHELIN Guide France* offers a selection of over 9000 hotels and restaurants in every category. The *Guide* is famous for choosing the finest gastronomy and most luxurious hotels, but just as important are the other establishments across the categories that our inspectors pick out for their excellent value. They make up over 80% of the addresses in the *Guide*. The 2004 'Bib Gourmand' selection highlights 439 restaurants, including 45 new addresses, offering "good food at moderate prices." The 'Bib Hotel' offers the same great value in our selection of accommodation; 67 of the 229 hotels are new this year.

Over 100 000 items of information, telephone numbers and prices have been checked and updated for the 2004 *Guide*. The choice of establishments is made by our team of inspectors, who travel across the country year round, visiting new and existing establishments, looking for consistent quality for the customer. They are full-time professionals who work anonymously and independently.

The 2004 edition of *The MICHELIN Guide France* (1824 pages) is priced at €24 in France and £15.99 in the U.K.

Contact: Paul Cordle, Michelin Travel Publications

Phone: 01782 402 341, Fax: 01782 401 751

Email: paul-m.cordle@uk.michelin.com

Web: www.ViaMichelin.com

News From Mapsco

Driving around Louisville is much easier with the 8th edition *Mapsco Louisville Street Guide*, which includes over 2,000 updates and 916 new streets. With a complete updated index and an easy-to-follow grid system, this product is a must for Louisville residents, business travelers and salespeople to find their way around town without getting lost. In addition to street maps, the *Mapsco* guide also includes ZIP code and school district maps.

Contact: MAPSCO

Phone: 972/450-9300

Web: www.mapsco.com

It's On the Map...

If you are searching for a golf course, shopping center or unique recreation site in the metropolitan Phoenix area, chances are you'll find it on the new *Metropolitan Phoenix Recreation and Shopping Map*.

"We designed it for visitors and newcomers, but long-time residents will find new and interesting items, too," says Wide World of Maps' President Jim Willinger. "This handy fold-up map locates popular attractions plus shopping, recreation

Product Showcase

Continued from previous page

sports and cultural venues. Each of the map's 390 listings includes an address, phone number and brief description. The 28 x 22 inch map features 177 golf courses, 61 of the best shopping centers, 43 recreation sites, and 109 other points of interest. Numbered markers are color-coded to make finding what you want quick and easy.

The map is a great value at \$2.95, and is available at Wide World of Maps stores in Phoenix and Mesa, selected book stores, and Sky Harbor Airport information centers.

Contact: Jim Willinger, President
Wide World of Maps

Phone: 602/279-2323, 602/433-0616
800/279-7654

Web: www.maps4u.com

UBD Launches Routing System for Small Businesses

In business today, if you waste time you waste money. Universal Press's UBD DIRECT, the first Australian routing system, gives small businesses the edge.

Winner of the NSW 2003 Excellence in Survey and Mapping awards, UBD DIRECT is an easy-to-use computerised routing system that will help companies optimise delivery runs. It can easily and quickly identify the quickest and shortest delivery routes and will calculate travel time and associated costs. UBD DIRECT will map chosen routes, print directions, including map thumb-nails, and is referenced to UBD maps.

UBD DIRECT will retail through selected computer stores and by direct mail for \$899.00. In addition to the basic UBD DIRECT routing package, UBD will customise the system to suit individual businesses to include a range of functions from customised text placement on maps to overlay functions to highlight maps.

Contact: Karen Williams

Phone: (02) 9810 0659 or 04040 75924

Email: kjwilliams@intercoast.com.au

Go Mapping with Hema Maps Competition #2

The mapping never stops!!

*Kelly Bosatom, winner of the last Go Mapping
with Hema Maps competition*

Want to put yourself here?



What do you win?

You will become part of the Hema Mapping team for a week somewhere in Australia. This is not pretend, you will spend 2 days training and 5 days in the field, actually mapping an area of Australia that is part of the Hema Maps field checking program.

Your airfares, within Australia, to and from the start location will be included, your accommodation (motels, pubs, camping in the bush, whichever is appropriate), all food, a Hema Merchandise Pack and a Certificate of Participation. The timing of the winner's participation will be by mutual agreement and the location will be determined by the best fit to the Hema Maps Field Checking program.

Entry Form

Name

Address

Postcode

Age Phone No

See www.hemamaps.com for competition rules.

Special Benefit Program for IMTA (Americas) Retailer Members

Industry market conditions and business opportunities change over time, and affect the health of the Retailer segment, which is vital to the strength of IMTA and the mapping industry. In 2004, the Americas is continuing to provide a Special Retailer Benefit Program for its Retailer Members in good standing. The following companies are proud to present their products and services:

- Avenza Systems, Inc.
- ESRI Inc.
- MAPSCO
- National Geographic Maps
- Universal Map Inc.
- Bowring Cartographic
- Intelligent Direct and its MarketMAPS and GbBIS Divisions
- Spherical Concepts, Inc.

For details on this program, as well as IMTA Member Benefit Programs from Avenza Systems, Inc., ESRI Inc., and Mapscoc Inc., visit www.maptrade.org.

INTERNATIONAL MAP



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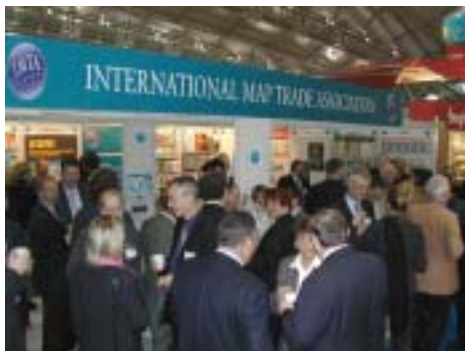
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*Please note that space on the IMTA Stand is limited and panels will be allocated strictly on a 'first come first served' basis. To make sure that you do not miss out, complete this form and **post/fax/email to the IMTA (EAME) Office immediately.***

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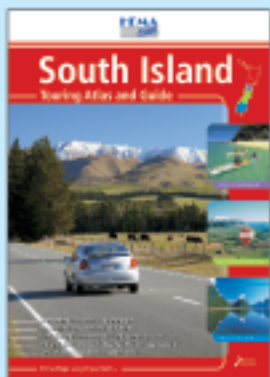
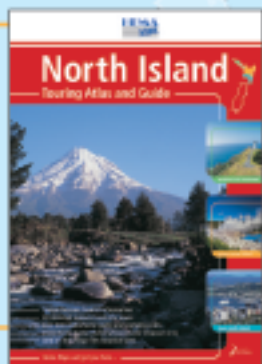


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