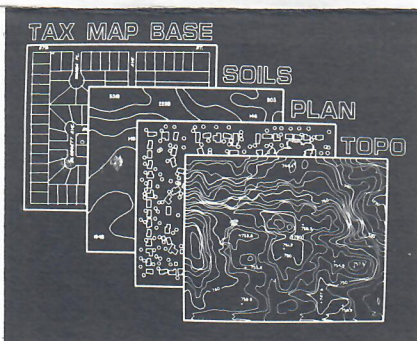


# Map News

 THE SIDWELL COMPANY

Winter Quarter • Number 124

## The Problem and the SIGNET™ Solution



*SIGNET™ separates information into levels, similar to overlays. Levels can be combined for customized viewing and plotting.*

### PROBLEM:

A common problem exists in many state, county, and local governments. Maps from various departments within a jurisdiction are not compatible with each other, because independent mapping systems have grown in response to the specific needs of individual departments.

For example, The Public Works Department often has its own set of maps containing utility information at a convenient scale, while the assessment office has its own set of maps containing tax related information drawn at a different scale. Since map scales are decided upon before the project is begun, the selection of a fixed scale often results in a compromise in the representation of information.

For assessment purposes, a suburban area is often drawn at a scale of 1" = 100'. A less detailed portion on the map might be drawn more appropriately at a scale of 1" = 400', and a more detailed area at a scale of 1" = 50'. Choosing a fixed scale of 1" = 100' is economical and practical, but does not always yield the optimum representation of all information.

If a larger scale is needed, or if maps containing various scales and types of information, must be used together, the compatibility problem surfaces. A new map can be drawn at a larger scale containing only necessary information, or created through photographic reproduction methods. Either method is costly, labor inten-

*(cont'd on page 3)*

## New Look For Map News

As you can see, *MAP NEWS* has an all new format. We've changed our colors, our heading, and we've extended the length to four pages.

But that is not all that is changing. In the future, look for more feature articles, more articles dealing with the issues, problems, and solutions encountered in the rapidly expanding field of mapping and information management.

The Sidwell Company wants *Map News* to become a forum for those people interested in keeping abreast of what is going on in the industry, and those who wish to contribute their insight and knowledge.

We want your participation. Notice the new Q&A column: it's your opportunity to ask questions about subjects of interest to yourself and others in the field.

We look forward to hearing from you in the future. If you have any questions, suggestions, or comments concerning *Map News*, please contact our Promotional Coordinator, Kim Penton.

## Robert Meiborg Retires

After 22 years of dedicated service to The Sidwell Company, Robert "Bob" Meiborg retired on October 1, 1983.

Mr. Meiborg served as Vice President of The Aerial Services Department and was responsible for the management of all photogrammetric mapping operations. As a Certified Photogrammetrist, he has over 40 years experience in the field.

What did dedication mean to Bob? On several occasions, it meant while the rest of us were enjoying a Thanksgiving or Easter dinner, Bob was up in a cold, bumpy airplane helping to fly some job. Twelve-hour flying days, often without so much as a lunch break, were not uncommon. Dedication meant being on stand-by at all times during spring and fall,

with no vacations during those peak flying months. It also meant flying under all types of weather conditions. Dedication to Bob was anything it took to get the job done.

On Friday, September 23, a dinner was held in Mr. Meiborg's honor. All Sidwell employees were invited to attend. Also in attendance were Mr. R. Louis Rex, Chairman of the Board and Chief Executive Officer, and Mrs. R. Louis Rex. David Squires, Senior Customer Engineer, served as Toastmaster for a nostalgic evening filled with fond memories. Bob was presented with many gifts, including a plaque commemorating his years of dedicated service, opera and season symphony tickets, a check for the vacation of his choice, and various esoteric mementoes.

We wish Bob a happy and fulfilling retirement. He will be greatly missed by us all, on both a professional and personal level, but Bob will serve as a future consultant to The Sidwell Company.



*R. Louis Rex, Sidwell's Chairman of the Board and Chief Executive Officer, recalls an event from retiring Bob Meiborg's 22 year history with the company.*

## Macon County Illinois Marks Sidwell's 81st Project

Chairman of the Macon County Board Charles Riley signed a tax mapping contract with The Sidwell Company on November 8, 1983. Macon County contains the city of Decatur, adding yet another major metropolitan area mapped by Sidwell in central Illinois.

Work on the approximately 56,000 parcel project will begin immediately based on aerial photography acquired through Sidwell in April. The implementation of the project culminates months of research by The Budget and Finance Committee, chaired by Dennis Ballinger. The committee was responsible for investigating and evaluating potential mapping firms.

S. Mark Hill, Supervisor of Assessments, will be a primary user of the new mapping system. He will be working closely with Sidwell Customer Engineer David Will to gather data for the project and assist in training the staff members on how to best use the system.

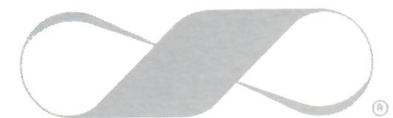
## Ted Nunley Promoted to Vice President Operations

Effective November 1, 1983 with the retirement of Robert Meiborg, Ted Nunley now heads the Aerial Services Department, in addition to the Mapping Services Department. His responsibilities are to manage, direct, and control the research and preparation of aerial, tax, and commercial maps, computer graphics, soil maps, and aerial land topographic services. Ted has been employed at The Sidwell Company for twenty-six years.

## Sidwell Reaches 5,000,000 Parcel Mark

With the signing of Lake County, IL, The Sidwell Company is proud to announce that it will surpass the 5,000,000 parcel mark: that is an area equivalent to more than all of New England.

We wish to take this opportunity to thank our many clients for their confidence in us over the past fifty-six years. We look forward to continued success and an exciting future.



## The Problem. . .

(cont'd from page 1)

sive, and time consuming.

For instance, The Public Works Department may need up-to-date parcel boundary information, but the maps obtained from the assessment office are not at a large enough scale to accommodate drawing in pipes and valves. The assessment map might also contain information not needed by Public Works, or it may be necessary to add information contained on a series of registered overlays.

Photo reproduction provides the least expensive solution, but affords a less desirable finished product compared to a redrafted map. The enlargement process inherently amplifies line and text thickness, often detracting from readability. Information appearing on the original will ultimately appear on the enlargement (unwanted information can be removed, but is a labor intensive remedy).

## SOLUTION:

SIGNET™ eliminates the problem of map incompatibility.

Let us consider the problem of various departments requiring different mapping information. SIGNET™ provides a common geographic base map for all

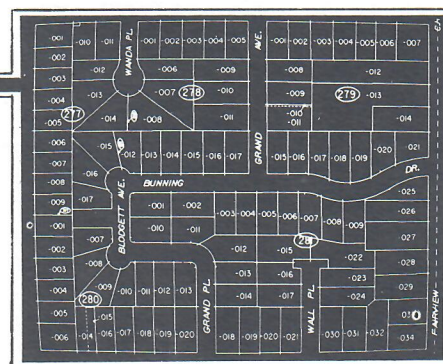
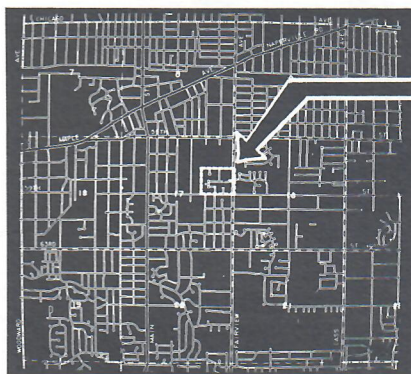
departments. The base map is stored in digital form and can be accessed simultaneously by many users.

On the SIGNET™ system, different types of information can be separated and stored in the computer on independent levels, or layers similar to overlays. Lot lines can be stored on one level, street lines on another, topographic contours on another, and so on. Over 250 levels are available for the separation of graphic information. A department accesses only those layers of pertinent information, creating a drawing specific to the application. This drawing may be viewed on the system or plotted. The problem of removing information or adding it by use of overlays no longer exists.

The problem of scale incompatibility is resolved by the SIGNET™ system. Since an entire project can be stored as one large map, dimensions are stored in real ground terms. 100 feet on the ground is stored as 100 feet on the system. Any area can be viewed and plotted at any scale, be it township, subdivision, or parcel, and all the information will be compatible and at the same scale.

The problem of map incompatibility is eliminated by SIGNET's™ ability to separate information into levels, and to view and plot at any scale.

**This is the first in a series of articles depicting common problems solved by the SIGNET™ system.**



With SIGNET™, any area can be viewed and plotted at any scale. The problem of scale incompatibility between mapping projects is eliminated.

## New Video Tapes Explain Sidwell Services

Two new color video presentations have been developed to describe the many services offered by The Sidwell Company.

"The Sidwell Company Overview" begins with a brief history of the company, including its involvement in the development of the permanent parcel numbering system. The tape continues by describing the role that Sidwell has played in counties throughout the United States by providing aerial

and tax mapping services, topographic mapping, soils computation services, and other computer oriented programs.

"The Signet Overview" relates how a computer graphics system can be used to create a total information management network, using a geographic landbase as the foundation of the network. The tape also gives specific examples of how the system can be used to solve the problems of state and local governments.

The tapes will be of special interest to those considering standard or computer graphics mapping projects, or those interested in the various mapping services The Sidwell Company provides.

Showings of either or both of the tapes may be arranged by contacting Larry Smith, Sales Manager.

## Sidwell Sponsors Annual Dinners

Sidwell representatives Tom Collins, Robert Krempasky, Martha Nunley, and David Will were present at The Iowa County Official's Meeting October 11-13. An annual dinner was held at The Pier Restaurant in Des Moines.

The Sidwell Company sponsored its eighth annual dinner for The Iowa State Association of Assessor's School, also at the Pier Restaurant. Sidwell representatives attending were Martha Nunley, David Squires, and David Will.

Our representatives enjoyed this opportunity to get together with our Iowa clients and look forward to doing so again in the future.

## David Squires Speaks in Vancouver Receives Award

Dave Squires, Senior Customer Engineer for Sidwell, spoke at the October IAAO Convention held in Vancouver, British Columbia.

Dave's address to the assessment officers explained the uses and benefits of interactive graphics in assessment mapping. Mr. Squires also delivered a paper augmenting his speech.

Ian W. McClung, President of The IAAO, presented Dave with an IAAO Presidential Citation for 1982-83. The award is bestowed to those outstanding in the promotion of the organization's goals and activities.

Anyone wishing to receive copies of Dave's informative article entitled *Interactive Graphics In Assessment Mapping*, may write him c/o The Sidwell Company.



Sidwell's Senior Customer Engineer David Squires addresses IAAO convention on the subject of Interactive Graphics.

## Drawing Winners

Winners of printing calculators were:  
Marlene Schumann  
County Recorder  
Augtaize Co., OH  
At IACREOT

Gary Brown  
Assessor  
Chester Co., PA  
At NACO

Janet Guimond  
Assessor  
Benton Co., IN  
At The Indiana Assessors Association

Paula Johnson  
Registrar of Deeds  
Ingham Co., MI  
At IACREOT

Vicki Duffy  
Taylor Co., WI  
At The Wisconsin Association of Counties

Winners of home computers were:  
Donald Jordan  
County Manager  
McKinley Co., NM  
At NACO

Erwin Gorges  
Supervisor  
Waupaca Co., WI  
At The Wisconsin Association of Counties

Paul Thomson  
County Assessor  
Cedar Co., IA  
At The Iowa State Association of Counties

C.R. Johnson  
County Assessor  
Galveston Co., TX  
At IAAO

Winner of portable TVs were:  
Claudine Hixson  
Budget Director  
Linn Co., IA  
At The Iowa State Association of Counties

E.J. Gay  
Assessor  
Beaufort, SC  
At IAAO

## Questions & Answers

Direct questions to:  
**Kim Penton**  
Promotional Coordinator  
c/o The Sidwell Company

**Q.** What is orthophotography, and in what situations should it be used?

**A.** According to *The Manual of Photogrammetry*, Fourth Edition, an orthophotograph is an aerial photograph in which "image displacement caused by camera tilt and relief of terrain is removed." In other words, every portion of the photo has been rectified and is at the same scale, regardless of the elevation.

Sidwell Photogrammetrist Mike O'Rourke says that orthophotographs are essential in all situations requiring a high degree of accuracy. This includes engineering functions such as sewer line projects and highway design or relocation. Orthophotographs are also recommended for a computer graphics mapping project, because greater precision is achieved and maintained on a computer system.



THE SIDWELL COMPANY

Write to: The Sidwell Company, 28W240 North Avenue,  
P.O. Box M, West Chicago, IL 60185 or phone 312/231-0206

FOR FURTHER INFORMATION ON SIDWELL SERVICES, INCLUDING SIGNET™

*Best Wishes for the New Year!*