

*A BIRD'S EYE VIEW OF THE RISE AND DECLINE OF
THE SIDWELL STUDIO/COMPANY*

This is a recap of Louie and my visit to Sidwell to collect our Lobdell for Thanksgiving.

A CURSORY VIEW OF THE LAST FEW YEARS

The (Sidwell) Company sold their building to Clark Mosquito Spraying Company, their last Cessna 206, a Zeiss aerial camera and a stereo plotter. The darkroom equipment was scrapped. They retained their film library which is used for EPA research. The computer, programs, digital scanners, printers and work stations have been saved.

I haven't any knowledge of the rise of The Sidwell Company because I didn't start working/join them until 1960.

We had a meeting with the Neal, the president and I asked what the future looked like. They have \$ 1,000,000 in the bank but much of their physical assets are gone. They're working to getting a mapping job in California. They have 46 employees, which more then half are O/H.

Looks like they're trying to find their niche in the mapping business.

The beginning of the decline began with a law suit against a mapping company in Miami -a friend of Lou's. Results unknown. Then Jerry Johnson left and formed JE Mapping Company and Barg filed a law against them to try to put them out of business. Results unknown. The Company became employee owned but this isn't always good for obtaining mapping work.

Lou retired and became Chairman and made Barg president.

I retired and they began to dismantled the aerial and photographic, photogrammetric (including orthophoto) departments. Barg retired and in their wisdom, they hired an outsider for president, who wasn't interested in learning the business and acquired a financial albatross.

R. Louis Rex died.

Tim was made president and was probably the best to understand what was beginning to happen in the mapping industry. He began by selling the mapping Taj Mahal and removing the Rex family from management.

The Country was going through good times - high employment, reasonable inflation and everybody was making lots of money! Time to clean up the county's environment. This required many different scientific and social disciplines and maps. The computer was just the thing needed to put this project together - the Geographic Information System* - GIS- was born.

How does a company that got rid of its flying capability, photo lab, topographic and orthographic plotting meet the new GIS mapping standards.

Tim left the Company.

Somehow the management and sales (pardon me. the marketing department) didn't understand the new game or thought they could cope with it.

Hopefully, there is still enough legal descriptive/tax mapping. which they are good at, that doesn't come under the GIS umbrella.

R. W. Meiborg - 2013

****What is GIS?***

A geographic information system (GIS) integrates hardware, software, and data for capturing, managing, analyzing, and displaying all forms of geographically referenced information.

GIS allows us to view, understand, question, interpret, and visualize data in many ways that reveal relationships, patterns, and trends in the form of maps, globes, reports, and charts.

A GIS helps you answer questions and solve problems by looking at your data in a way that is quickly understood and easily shared.

GIS technology can be integrated into any enterprise information system framework.