About the State Cartographer’s Office

Role of the office

The State Cartographer’s Office (SCO) is a unique resource for information about maps, cartography, geographic information systems (GIS), land information systems (LIS), and geospatial technology within the state of Wisconsin. We support the state’s geospatial community through presentations and educational workshops, coordination efforts, technical consulting, print and digital publications, Web-based catalogs and data services, and information about events, jobs and emerging trends.

The SCO helps connect geospatial professionals in government, education, non-profits and the private sector. We strive to expand the adoption and effective use of geospatial technology and procedures.

We maintain close ties to geospatial communities in other states and nationally to stay abreast of current trends and policies. We are a longstanding member of NSGIC (the National States Geographic Information Council) and support key NSGIC efforts such as statewide coordination, digital orthoimagery initiatives, and inventorying and cataloging of geospatial data layers.

We also collaborate on statewide initiatives with the Wisconsin Geographic Information Office, state agencies and statewide associations. The SCO is a longstanding member of WLIA (the Wisconsin Land Information Association) with staff serving as WLIA officers, board members and committee representatives.

The SCO was instrumental in helping establish WIGICC (the Wisconsin Geographic Information Coordination Council) in 2008, and the State Cartographer serves as an ex officio member of this council. We help coordinate geospatial activities on the UW-Madison campus through the Geospatial Alliance.

We provide services to a diverse array of mapping and geospatial data producers and consumers in Wisconsin. This includes helping the general public find and understand map resources through our free online and phone services.

The SCO Web site

The SCO Web site provides information and tools for geospatial professionals and the general public. It is home to the Wisconsin Mapping Bulletin, which offers the latest news and information on geospatial jobs, events, policies and trends.

Our Web site also features several online applications that provide access to metadata, geospatial datasets, and aerial imagery for Wisconsin. These online applications include:

- **ControlFinder** and **PLSSFinder**: Discovery and downloads of geodetic control and Public Land Survey System datasets.
- **APCatalog** and **WHAIFinder**: Metadata of downloads of current and historic aerial photographs.
- **WiscLinc** and **GIS Inventory**: Metadata about geospatial datasets developed by local and state agencies.

“The Wisconsin Idea”

As a unit within the Department of Geography at the University of Wisconsin-Madison, the SCO promotes engagement between Wisconsin citizens and University of Wisconsin faculty and staff.

Our mission and efforts embody the “Wisconsin Idea”—the principle that the university should enhance people’s lives beyond the boundaries of the classroom. This idea serves as the guiding philosophy of our outreach and educational efforts throughout the state.

Future plans

In 2010 the SCO developed a new strategic plan. The plan aligns with many of the SCO’s existing relationships and priorities, but at the same time reflects a need to evolve in ways that support emerging geospatial application areas.

The plan reflects our desire to help foster the efficient creation and exchange of geospatial data and services to support innovation and equitable delivery of services to the citizens of Wisconsin.

More information on the strategic plan is available in the “About the SCO” section of the SCO Web site.
Who We Are

Howard Veregin
State Cartographer
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Howard was appointed State Cartographer in September, 2009. His previous positions include Director of Geographic Information Services at Rand McNally, Associate Professor of Geography at the University of Minnesota - Twin Cities, and Assistant Professor of Geography at Kent State University. He received his Ph.D. from the University of California-Santa Barbara in 1991. Howard directs the activities of the SCO, is an ex officio member of WIGICC, serves on the WLIA Board of Directors, and coordinates activities of SIAC at UW-Madison. His interests include print and Web cartography, data development and GIS-based analysis and processing, and emerging applications of geospatial technology.

Jim Lacy
Associate State Cartographer
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Jim joined the SCO in 2004 as Associate State Cartographer. He provides technical and managerial leadership for a wide variety of projects, and answers public inquiries. He also coordinates many of the SCO’s print and electronic publications and serves as editor of the Wisconsin Mapping Bulletin. Jim has a B.S. in Geography from UW-Green Bay, and a M.S. in Cartography from UW-Madison. Prior to joining the SCO, he worked for the University of Nebraska, the Wisconsin Department of Natural Resources, and Ayres Associates. He currently serves on the Board of Directors for the Wisconsin Land Information Association.

Brenda Hemstead
IS Data Services Professional
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Brenda has been with the SCO since 1979 and manages a variety of technical and outreach projects for the office and has a long-standing role facilitating access to Wisconsin’s survey control networks and providing direct services to Wisconsin’s land surveying community. Currently, she leads the cooperative effort for data integration amongst federal, state, and local agencies delivering coordinated, central point of access, online applications for locating PLSS corners and geodetic control in the state. She also provides support for logistics and long-range planning.

AJ Wortley
Senior Outreach Specialist
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AJ joined the SCO in 1998. He provides technical leadership for an array of projects that comprise the SCO’s online data inventory, imagery catalogs and Web services. He also leads the software development teams for SCO online applications, including the recently-released WHAIFinder - providing direct access to over 38,000 historic aerial photos of Wisconsin. Through managed projects and outreach, AJ’s work focuses on emerging trends in open, authoritative data publishing and the technical architecture necessary to support integrated data stores and forward-looking Web-mapping applications. He holds a B.S. in Civil Engineering from UW-Madison and served as President of WLIA for 2011.

Codie See
Program Specialist
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Codie joined the SCO in September, 2013. His role in the office includes support for research, development and implementation of new geospatial technologies. Previously Codie worked for Mapping Specialists, a Madison cartography firm. Codie is an alumnus of UW-Madison, graduating with a double major in Cartography/GIS and Human Geography in 2007.

Students
The SCO regularly employs undergraduate, GIS certificate, and graduate students to work on projects. Through these opportunities students gain real-world experience with geospatial technology.

Committee on State Cartography
The Committee on State Cartography (CSC) is the SCO’s steering committee, providing advice and feedback on office initiatives. CSC membership is drawn from the SCO’s broad user community.

Web References
1. www.nsgic.org
2. www.wlia.org
3. www.wigicc.org
4. www.geoalliance.wisc.edu
5. www.sco.wisc.edu
6. www.geography.wisc.edu
7. www.wisconsinidea.wisc.edu

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