

UPCOMING MJ HARDEN CONFERENCES AND EVENTS

- Intl LiDAR Mapping Forum**
New Orleans, LA 2/7-2/9
- Indiana GIS Conference**
Muncie, IN 3/1-3/2
- TEAM (Transportation Eng Assoc of MO) Conference**
Branson, MO 3/16-3/18
- GITA's Geospatial Infrastructure Solutions Conference**
Grapevine, TX 4/10-4/14
- ESRI PUG Conference**
Houston, TX 4/18-4/21
- Association of State Floodplain Managers Conference**
Louisville, KY 5/15-5/20
- Mid America APWA Conference**
Overland Park, KS 5/18-5/20

MJ HARDEN CONTACTS

MJ Harden Associates, Inc.
5700 Broadmoor Street
Suite 800
Mission, Kansas 66202-2402 USA
Phone: 913.981.9600
Fax: 913.981.9602

Joseph Osborne
Senior Director of Sales
osborne.joe@geoeye.com
Phone: 913.981.1515

Sheldon Piepenburg
Director of Business Development
piepenburg.sheldon@geoeye.com
Phone: 703.480.6312

Danny Ross
Senior Account Manager, Pipeline
ross.daniel@geoeye.com
Phone: 719.481.5793

Jay Smith
Senior Account Manager, EyeQ
smith.jay@geoeye.com
Phone: 913.981.9565

Mike Kallas, GISP
Account Manager, Commercial
kallas.michael@geoeye.com
Phone: 913.981.9525

Jayson Troughton, GISP
Senior GIS Consultant
troughton.jayson@geoeye.com
Phone: 636.357.3140

Jennifer Whitacre, GISP
National Account Manager,
LiDAR Solutions
whitacre.jennifer@geoeye.com
Phone: 812.418.4462

Dan Bellisemo
Senior Account Manager,
Government
bellisemo.dan@geoeye.com
Phone: 913.827.2425

David Riordan
Account Manager, Utilities
riordan.david@geoeye.com
Phone: 860.951.8828

DOWNLOADABLE INFORMATION



[Download the PDF on MJ Harden's LiDAR Data Services](#)



[Download the PDF on MJ Harden's Digital Aerial Imaging](#)



[Download the PDF on MJ Harden's Geospatial Services](#)

MJ Harden at the International LiDAR Mapping Forum



MJ Harden is pleased to announce its presence at the International LiDAR Mapping Forum from February 7-9, 2011 in New Orleans, LA. MJ Harden has many years of experience in providing LiDAR services, from acquisition through processing.

During the *Basics to LiDAR Workshop Series*, Jennifer Whitacre, MJ Harden's National Account Manager for LiDAR Solutions, will be presenting "How to Plan for a LiDAR Project" on Monday, February 7th from 4:15 PM to 5:15 PM in the St. Charles Room. This presentation discusses what requirements and specifications are needed for LiDAR collection depending on the intended application. Ms. Whitacre has over ten years of LiDAR experience and will discuss various project scenarios to help provide end users with a better understanding of how to effectively plan for LiDAR.

MJ Harden staff will be available in Booth #30 to discuss our LiDAR solutions. In addition, GeoEye Analytics staff will be in the booth, exhibiting their LiDAR services and providing demos EarthWhere, which is a web-based spatial data management solution used to catalog, process, and disseminate a wide variety of geospatial data including imagery, maps, and terrain.

GeoEye Announces Acquisition of SPADAC Inc.

On December 8, 2010, GeoEye, Inc. announced that it had agreed to purchase 100 percent of the stock of *SPADAC, Inc.*, a geospatial predictive analytics company. Upon completion of the acquisition, SPADAC will become a wholly owned subsidiary named *GeoEye Analytics*. This acquisition will enhance the breadth of GeoEye's information service offerings and expand its customer base into new markets.



SPADAC provides geospatial predictive analytic solutions in key markets of defense, intelligence, homeland security and engineering. Since SPADAC's formation in 2002, its industry-leading predictive analytics technology, combined with its world-class team of geospatial analysts and intelligence professionals, has enabled SPADAC to help customers gain the insight they need to support their mission-critical operations around the world.

Matt O'Connell, GeoEye's president and chief executive officer, said, "GeoEye is pleased to welcome SPADAC's highly skilled employees to our team. We have worked together since 2007, when GeoEye acquired a minority ownership interest in the company. We believe that, by combining our imagery collection capabilities with SPADAC's location-based analytic solutions, we can help our customers gain unprecedented insight about the areas around the world in which they operate. We believe we will be the only company in the industry to provide this end-to-end capability."

To learn more about GeoEye Analytics, visit www.geoeye.com.

David Riordan Joins MJ Harden as Account Manager

MJ Harden is pleased to announce the addition of David Riordan as Account Manager. David brings over 25 years of experience in aerial mapping, remote sensing, GPS applications and GIS technology to MJ Harden. His project experience includes site-specific, high accuracy base map development of utility corridor mapping for electric and gas right-of-way projects, county-wide mapping and orthophoto development, coastal and flood-plain mapping, and GIS land base and tax-mapping.



As a Licensed Land Surveyor, he has directed a wide variety of survey projects, from individual lot surveys to the establishment of horizontal and vertical control for large-area mapping and digital-orthophoto projects. David has conducted training seminars on aerial image technology and GPS applications for private surveyors, state and local entities, the U.S. Navy, and U.S. Fish and Wildlife personnel. He has also presented seminars on GPS techniques and various photogrammetry-related subjects at several state professional land surveyor conferences. David is based in Willington, CT.

Project Snapshot - USACE

MJ Harden was contracted by the U.S. Army Corps of Engineers (USACE) Omaha District to collect and process data for a 2,400 foot corridor along the centerline of Brush Creek through the Country Club Plaza area in Kansas City, MO. LiDAR data was collected at .6 meter point spacing utilizing the *Optech Gemini ALTM* sensor and digital color 6" imagery was captured using the *Z/I Digital Mapping Camera (DMC)*.

MJ Harden provided a 1 meter bare earth digital terrain model (DTM) for floodplain modeling, which was to be performed by the Omaha District. Building footprints of all commercial and residential structures were generated from the digital imagery and LiDAR. *Arc-Scene* software was used to generate 3D building footprints, which were delivered in two phases. Phase 1 included 3D buildings with true surface heights generated from the LiDAR point data. Facades were placed on sides of buildings to represent more natural looking structures. The Omaha District created 100- and 500-year flood models for analysis with the DTM data set to determine the probable location and severity of flooding. During Phase 2, MJ Harden modified the foundations of the 3D buildings based on the particular mitigation action required such as elevating the building, adding a berm, or removing the building altogether.

The Omaha District used the data to generate hydrologic and hydraulic assessments to provide a damage analysis of the structure locations in the floodplain. Utilizing the 3D buildings and data from the hydrologic analysis, various structures such as condominiums, duplexes, apartments, schools, commercial office buildings, warehouses and light industrial buildings were reviewed to create a comprehensive nonstructural implementation plan. This plan was created by reviewing many variables, such as structure value, content value, nonstructural technique (what would need to be done to building), nonstructural costs, estimated damages, total benefits, and a benefit to cost ratio. All findings of this study area were presented at the *Association of State Floodplain Managers (ASFPM)* conference in Oklahoma City in May 2010.

The Omaha District used the data to generate hydrologic and hydraulic assessments to provide a damage analysis of the structure locations in the floodplain. Utilizing the 3D buildings and data from the hydrologic analysis, various structures such as condominiums, duplexes, apartments, schools, commercial office buildings, warehouses and light industrial buildings were reviewed to create a comprehensive nonstructural implementation plan. This plan was created by reviewing many variables, such as structure value, content value, nonstructural technique (what would need to be done to building), nonstructural costs, estimated damages, total benefits, and a benefit to cost ratio. All findings of this study area were presented at the *Association of State Floodplain Managers (ASFPM)* conference in Oklahoma City in May 2010.

GET MORE INFORMATION ON PRODUCTS, SERVICES AND SOLUTIONS FROM MJ HARDEN AND GEOEYE

Email: mjinfo@geoeye.com Call: 913.981.9600 Visit: mjharden.com

About GeoEye

Headquartered in Dulles, Virginia, GeoEye (NASDAQ: GEOY) is a leading producer of satellite, aerial and geospatial information. Clients include the national security community, strategic partners, resellers and commercial customers to help them better map, measure and monitor the world. GeoEye operates Earth imaging satellites and possesses an international network of ground stations, a robust image archive, and advanced geospatial imagery processing capabilities. For more information, visit www.geoeye.com.