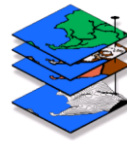


Joseph K. Berry

Principal, Berry & Associates // Spatial Information Systems
1701 Lindenwood Drive, Fort Collins, CO jberry@innovativegis.com
Keck Scholar in Geosciences, University of Denver
Adjunct Faculty in Natural Resources, Colorado State University



Berry & Associates
Spatial Information Systems
Consultants and Software Developers in
Geographic Information Systems (GIS) Technology

Education

Ph.D. emphasizing remote sensing, 1976, Colorado State University
Dissertation Topic, "*Extracting Intrinsic Scene Features Through Plant Canopy Reflectance Modeling*," using computer modeling to predict vegetative biomass, composition and structure from spectral response; sponsored by NASA and DOD
M.S. in Business emphasizing real estate and operations research, 1973, Colorado State University
B.S. in Forestry emphasizing forest management, 1969, University of California, Berkeley

Highlights and Qualifications (more information at www.innovativegis.com/basis/basis/cv_berry.htm)

Dr. Joseph K. Berry is the principal of BASIS, consultants and software developers in Geographic Information Systems (GIS) technology and serves as the Keck Scholar in Geosciences at the University of Denver and an Adjunct Faculty member at Colorado State University. He is a contributing editor for GeoWorld magazine, author of the "Beyond Mapping" column since 1989, written over two hundred papers on the analytic capabilities of GIS technology, and authored the popular books *Beyond Mapping* (1993 Wiley), *Spatial Reasoning and Map Analysis* (1995 Wiley), *Map Analysis* (2007 GeoTec Media) and the seminal online book *Beyond Mapping III* (www.innovativegis.com/basis/). Dr. Berry is a recognized expert in grid-based map analysis and spatial modeling and has served as a senior consultant to numerous academic, public and private organizations for implementing and advancing GIS technology. He has presented over 150 workshops on Geotechnology for professionals and advised on specific technical procedures to include optimal path/corridor analysis, risk modeling, competition analysis, spatial statistics, probability surface modeling and suitability analysis within numerous application settings. He has written extensively on the future directions of GIS and served on several panels assessing industry outlook.

Employment History

W. M. Keck Scholar in Geosciences <i>Department of Geography</i>	1999 – Present University of Denver, Denver, CO
Adjunct Faculty <i>Warner College of Natural Resources</i>	1988-Present Colorado State University, Fort Collins, CO
Owner and Principal <i>Consultants and software developers in Geotechnology</i>	1988-Present Berry & Associates, Fort Collins, CO
President and CEO <i>Software developers in Geotechnology</i>	1988-2000 Spatial Information Systems, Fort Collins, CO
President and CEO <i>Consultants in Geotechnology</i>	1986-1988 Spatial Information Analysis, New Haven, CT
Associate Professor and Associate Dean <i>Graduate School of Forestry and Environmental Studies</i>	1976-1988 Yale University, New Haven, CT
Research Associate <i>College of Natural Resources</i>	1970-1976 Colorado State University, Fort Collins, CO
1 st Lieutenant <i>Served in US and South Korea</i>	1969-1970 US Army Signal Corps

Activities (more detailed listing of activities is at www.innovativegis.com/basis/basis/cv_berry.htm)

Selected Keynote and Plenary Sessions:

Opening Panel at GeoTec on *Geospatial Industry outlook*, Opening Plenary Panel GeoTec 2009, 23rd Annual Conference on Geographic Information Systems, Vancouver, British Columbia, Canada, June 1-4, 2009. Plenary session.

So Where Is Precision Ag, presented at the 9th International Conference on Precision Agriculture, Denver, Colorado, July 21-23 2008. Keynote Address.

Opening Panel at GeoTec 2008 on *Geospatial Technology Outlook* presented at the 22nd Annual Conference on Geographic Information Systems, Ottawa, Ontario, Canada, June 3-4, 2008. Plenary session.

GIS and Technical OZ: A Discussion of the History, Driving Forces and Future Directions Guiding the Evolution/Revolution of Geotechnology, presented at the 23rd New York State Geographic Information Systems Conference, Albany, New York, October 1-3, 2007. Keynote Address.

Opening Plenary Panel at GISR 2007 on *Service Oriented Architecture's Implications on GIS Technology*, presented at the GIS in the Rockies Conference, Denver, September 12-14, 2007. Plenary session.

Mapping Geotechnology: A brief History and Probable Future of Geotechnology, presented at the Association of American Geographers, regional conference, Denver, Colorado, September 28-29, 2007. Keynote Address.

Overview of Multimedia Mapping, Northern Alberta Institute of Technology, GIS Day Symposium, Edmonton, Alberta, Canada, November, 2006. Keynote Address.

Selected Book Chapters and Invited Publications/Presentations:

Beyond Mapping, a continuing series of monthly columns on Geotechnology in GeoWorld, a leading trade magazine (readership >200,000), Adams Business Media Publishers, Chicago, Illinois, 1989-present (236 columns as of June 2009). J.K. Berry. *Note:* search GeoWorld Archives (www.geoplance.com) on the key word "Beyond Mapping" for online columns back to 1996.

GIS Modeling and Analysis, book chapter in *Manual of Geographic Information Systems*, edited by Marguerite Madden, Section 5, Chapter 29, pages 527-585, published by American Society for Photogrammetry, Bethesda, Maryland, USA, ISBN 1-57083-086-X, 2009. J.K. Berry.

Advances in Precision Conservation, book chapter in *Advances in Agronomy* edited by Donald L. Sparks, volume 98, chapter 1, pages 1-44, Elsevier publishers, 2008. Jorge Delgado and J.K. Berry.

Beyond Location, Location, Location, invited feature article in GeoWorld magazine, Adams Business Media, Chicago, Illinois, Mar 2006, 19:3 22-25. J.K. Berry and K.L. Reed.

Quantifying Wildfire Risk, invited feature article in GeoWorld magazine, Adams Business Media, Chicago, Illinois, Dec 2005, 18:12 34-37. David Buckley, J.K. Berry, et. al.

A Consensus Method Finds Preferred Routing, invited feature article in GeoWorld magazine, Adams Business Media, Chicago, Illinois, April 2004, 17:4 24-27. J. Glasgow, J.K. Berry, et. al.

Wildfire Impact Modeling: Assessing Threat, Economic Exposure and Return on Investment for Mitigation Planning, GeoTec Conference on Geographic Information Systems, Vancouver, British Columbia, Canada, June 1-4, 2009. D. Buckley, J. Batchelor and J.K. Berry.

Incorporating Grid-based Terrain Modeling into Linear Infrastructure Analysis, invited paper for GITA Conference, Denver, Colorado, March 6-9, 2005. J.K. Berry and N. Mattie.

Selected Recent Workshops:

Map Analysis: Understanding Spatial Patterns and Relationships, an all day intermediate workshop presented at the GeoTec 23rd Annual Conference on Geographic Information Systems, Vancouver, B.C., Canada, June 1-4, 2009.

Grid-based Map Analysis and GIS Modeling, an intermediate workshop on grid-based map analysis principles, procedures, considerations and applications, Pecora 17 Conference, ASPRS, Denver, Colorado, November 16-20, 2008.

Grid-based Map Analysis Techniques and Modeling, an intensive 3-day hands-on special workshop for general faculty on infusing GIS technology into the classroom, Carleton College, Northfield, Minnesota, March 19-21, 2008.