

(letter from the editor continued)

ture issues of *CP* will be digitally served through NACIS' Web site. In addition, *CP* will become completely open source allowing free access to the journal. The decision to go in this new direction was made after serious consideration of the NACIS budget. The cost involved in printing a paper version of *CP* typically runs around \$7,500 while the electronic version of *CP* cost \$1,800. Obviously, three issues of print *CP* greatly consume a considerable amount of the annual NACIS budget. Three (or more) issues of digital *CP* per year offers a considerable cost savings.

What does this new direction mean to you? I feel there are several advantages to this new approach.

Digital publication means that new types of articles and interaction with the articles are now possible. Links to mapping applications, interactive opportunities, imbedded videos/animations, and color figures in-line with text are just a few of the possibilities that a digital publication offers over the print environment. For a field such as mapping that is so tied to technology, the decision to go digital seemed like a logical leap to make.

Digital open source means that authors wishing to publish have faster turn-around times from submission to "print."

Open source also means that a greater number of individuals will have instant access to your scholarly work.

Open source also satisfies the longstanding problem of *CP* readers not being able to get a copy of the journal from their local university or public library.

*CP* will still be available in print form through a "print on demand" service. NACIS members desiring a printed copy can still order one and have it shipped to your door for around \$15.00.

No other cartographic journal

offers completely digital and open source which should help draw contributors and thus increase exposure of *CP* and NACIS to a broader community.

*CP* will still offer the same peer-reviewed content as in issues past.

Obviously, this decision will cause concern among some of the readership. A *CP* Transition Committee has been established to detail the foreseeable issues that are involved with the move from print to digital format. But, I want to assure each of you that this new move was done to help ensure that *CP* continues to be healthy, cutting edge, and responds to its readership. More information on the move to all digital will be revealed in future *CP* issues and at the fall NACIS conference as the transition becomes more evident and we are able to work through some of the issues that will undoubtedly reveal themselves. In the meantime, I encourage you to send me your thoughts and concerns regarding the transition and how it may impact you.

On a personal note, I am entering into my final year as *CP* Editor. It has been a rewarding experience being at the helm of *CP*. In spite of the new experiences and challenges the position has offered, I formally announced my decision at the spring board meeting to not seek another three-year term as editor. Although I have enjoyed my time in the editorship, I believe that someone else should step up and carry *CP* into the future. After a brief search, Patrick Kennelly will begin his three-year term as *CP* Editor in January 2011. Patrick is an Associate Professor in the Department of Earth and Environmental Science at CW Post Campus / Long Island University. Patrick has accumulated many publications mostly focusing on terrain mapping and has a longstanding service record to the NACIS community. I have great confidence that Patrick will con-

tinue forging a solid future for *CP*. I hope you will help in welcoming him into the editorship.

I also wish to thank the following individuals who served as external reviewers during 2009 for their time and thoughtful comments.

James Akerman  
Nat Case  
Mathew Dooley  
Rob Edsall  
Ian Muehlenhaus  
Michael Peterson  
daan Strebe  
Lynn Usery

I encourage each of you to consider *CP* as the publication outlet for your peer-reviewed papers, opinion pieces, information on map libraries, mapping methods and techniques, and visual fields. I know there is much that is happening in the mapping world out there. *CP* and its readership would like to hear about it.

I offer this issue to you for your contemplation and reading pleasure. I welcome your questions, comments, and discrepancies.

Until next time,  
Fritz

## From the President

Greetings, NACIS!

Whew, what a year of change this has been. Some years, it seems we talk about the changes we want to make and the projects we want to pursue, but leave it at that. It's the bantering-about-projects phase that innocently transpires during the conference coffee breaks and in the din of the hospitality suite. In fact, if it was a polygon, I'd give it a gradient fill, with 15 percent

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cyan in the left doodad (I prefer the technical term, rather than the more informal “slider”), and 20 percent yellow in the right doodad: shallow waters illuminated by possibility.

Sometimes we begin to take one of these ideas more seriously and begin a little reconnaissance. Does it make sense to actually pursue this? How will it affect our budget? What do the members think? Who is going to do the work? And why would we put so much effort into this; for what purpose? This crucial phase is supposed to be transitory: either the project seems useful and goes forward, or there is a realization that it's not such a good idea after all. I'd change that right doodad to 40 percent cyan: we're headed into deeper waters, and we're serious. The hazard is that brilliant ideas enter this stage and never leave, and a kind of stasis of “questioning why” sets in. It's the safe, inert space of indefinite questioning and non-implementation. It's easy to let things languish here because board members come and go, and we can be recreationally forgetful. Lose the gradient: I'm giving it a flat 50 percent black, neither here nor there, and saving it as a lossy, low resolution 8-bit 72dpi jpeg. Brilliance flattened, downsampled, and shelved.

Whether a spark of action squeezes out of this space and into the world depends on the person, the committee, or the board. A willingness to do the work, a memory of what was dreamed, and a vision for what could be. A 64-bit FABTONE Zipachrome C vision. It's a rare board that can access this swatch, but this is one of those boards, and this has been one of those years.

#### *Changes at CP*

One of the major accomplishments of the Board is a transition and

new future for the journal you hold in your hands. I will leave it to CP Editor Fritz Kessler to tell you of this exciting work (see his letter in this issue). As Fritz's term as Editor is coming to a close in 2010, on behalf of the NACIS Board, I would like to thank him for his excellent work. Fritz left no stone unturned looking for innovative scholarship and technique of potential interest to the diverse population that is you, the membership, during a time when submissions to cartographic journals in general were at an all-time low. This he accomplished while coordinating peer reviews, copyedits, page proofs, and final layouts on-schedule for every issue. In his spare time, he led thoughtful discussions at the annual conference about the health and future of CP, engaging the feedback of his editorial board and the members. These same discussions readied us for a major transformation in 2010. Thanks, Fritz, for shepherding us through, and all the best in your next project.

Also on behalf of the board, I would like to welcome Dr. Patrick J. Kennelly, who will officially take the reins as our new Editor on January 1. Many of you already know him as the coordinator of the annual Student Poster Competition and map gallery, a role best served by someone with both a gentle soul and a firm grasp of the rules. We've also seen Patrick in action from his involvement in the conference sessions over the years, and we are both confident of his capabilities and accustomed to his smile.

#### *CartoTalk*

Another major accomplishment was that our organization was pleased to take over site management of CartoTalk, the Public Forum for Cartography and Design at cartotalk.com. As many of you know, this critical resource is

the brainchild of NACIS member Nick Springer, of Springer Cartographics. Last year, mulling over CartoTalk's growing web presence and popularity, Nick and the Board thought it would be exciting if NACIS began hosting the site. In this new role, NACIS is now responsible for running all aspects of the forum, including approving new members, managing the software, recruiting and working with advertisers, and generally contributing a welcoming and inclusive voice to the forum. This work is being shepherded by Anthony Robinson, Mark Harrower, and Matthew Hampton, with Nick's counsel, of course.

Also, as part of this transition, NACIS takes over publication of the *Cartography Design Annual*, an international selection of the year's “Best Of” in map design. You can read more about the CDA, as well as purchase a copy or submit your own work for consideration, at cartographyannual.com. CDA 3.0 will be released in fall of 2010, and the call for submissions is now open.

#### *Branding and nacis.org*

As this edition of CP goes to press, the other major project under way is a major overhaul of the NACIS Web site, in both content and design. Guided by our Branding Committee members Lou Cross, Erik Steiner, Jeremy White, Rob Roth, and Tanya Buckingham, with help from Gordon Kennedy and Brandon Plewe, you can expect to see changes at nacis.org during 2010 and 2011, as we work toward a more centralized access point for the annual conference, *Cartographic Perspectives*, CartoTalk, and the *Cartography Design Annual*.

Board members have also continued to expand NACIS connections and networking at other geographic and neogeographic events. In March, Veep Tanya Buckingham

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traveled to the 2010 O'Reilly Where 2.0 Conference in San Jose to share information about NACIS and forge connections with other mapheads. In April, Executive Director Lou Cross again represented NACIS at the annual meeting of the Association of American Geographers conference in Washington, D.C., presiding over our snappy new booth display in the Exhibit Hall and deploying his easy charisma to promote the conference and journal to unsuspecting geographers.

#### *Awards*

We have been equally busy making organizational changes for the Society this year. Amy Griffin, Jennifer Milyko, David Barnes, David Lambert, and Max Baber reorganized the way that we promote, collect, and rank applications for travel awards, to better serve the needs of both students and professionals as they make plans to attend the annual conference. The committee brought the same attention to how we promote and collect submissions to the student map and poster competitions, to bring these deadlines into alignment with the academic calendar.

#### *St. Petersburg 2010*

Meanwhile, there is much excitement about the October conference in St. Petersburg, Florida. Veep Tanya Buckingham is assembling a great new program including keynote speaker Eric Sanderson of the Mannahatta Project; Practical Map Librarians Day returns due to popular demand, this year with the leadership of Terri Robar; and Neil Allen and Sam Pepple are taking charge of Practical Cartography Day. (If you haven't seen the Call for Participation at [nacis.org](http://nacis.org), check your mailbox. Yes, you will need your swimsuit to participate.)

To implement so many changes, the Executive Board works overtime, year-round; it is the entity that keeps activities on schedule and manageable. Veep Tanya Buckingham seems to serve on every committee when not organizing and hosting our spring board meeting in Madison this year. Treasurer Gordon Kennedy carefully ensures we are spending within reason. Secretary Ginny Mason tracks and prioritizes every action, discussion, and commitment. Webmaster Erik Steiner keeps [nacis.org](http://nacis.org) active and flexible to the changing needs and requests of the society. Above and beyond, Business Operations manager Susan Peschel handles all membership transactions, conference registrations and correspondence, and Executive Director Lou Cross oversees all operations and committee work with longterm memory. Together, Lou and Susan are the WD-40 of the annual conference; this is the reason you don't see them attending conference sessions—they don't have the time!

So, here's to the Board, whose creative energy, goodwill, and optimism have moved us into the thick of things. To be president during this time is pretty exciting. Though I'll admit there are days when I open my email with apprehension. Now what? I think. But then I see the beauty of that Zipachrome C, and think, there are some very fun and talented people giving this organization beauty, and I want to be a part of it.

If there are wishes you have for NACIS, be they practical or dreamy, please feel free to contact me or any of our board members to talk about them.

Margaret