

## **Breakout Session Notes – Business Perspective**

Facilitator: Will Craig (University of MN); Paul Wiese (USGS); Charley Hickman (USGS Liaison for Ohio); Barbara Poore (USGS); Mark DeMulder (USGS); Major Schouviller (USMC); Jeremy Irish (Geocaching.com); Nama Budhathoki; Joel Cline (NOAA)

Notes from Major Schouviller – re: active duty USMC that note changes on the landscape and do not currently have a mechanism to report back.

Jeremy Irish – business model – started by selling t-shirts; users that pay can have extra features (subscriptions, \$30 per year); also sell a geocache app for the iphone; also use openstreetmap on the app.

Joel Cline – interested in understanding statistics about volunteers (e.g., demographics, motivations for volunteers, etc...); he is interested in keeping people longer; would like to know what are the trends.

### Annual Operating Costs – estimates, etc...

NOAA - \$1.87M is for parts, equipments, etc...; labor is split among a number of various people; would like to look at automated equipment. Have 122 people around the country that are doing multiple things, but, do actually support the program.

Geocaching.com – Jeremy suggests approximately \$700K per year; including perhaps the following

Manager - \$150K

3 developers - \$100K per year

Web site, etc.. - \$80K

Social Media (communications) – keeping up with volunteers, etc... - \$80K?

Cartographer - \$85K

Two people taking in the data and incorporating it - \$200K; these are reviewers

Other equipment start-up costs.

\$685K per year.

### Data Distribution

Discussion about

Data dump idea.

Discussed making more data available; to attract people to create data. Need a transparent infrastructure so that USGS staff do not have access to the information.

WhereCamp – discussion re: how to get people together to come up with ideas; make data available. Where 2.0 March 30-April 1. WhereCamp at the Googleplex (immediately following the Where 2.0); would like to have a competition or project that uses *The National Map* data.