

CARTOUCHE

Newsletter of the Canadian Cartographic Association
Bulletin de l'Association canadienne de cartographie

Number 70 ▲ Summer 2008

Quebec City Celebrates 400 Years of History



The Algonquin called it Québec, or "where the river narrows." On a rocky point high above the St. Lawrence, French explorer Samuel Champlain founded the first permanent French settlement in North America on July 3, 1608.

Samuel de Champlain was a gifted man, and was many things in his life: explorer, map-maker, writer and governor of New France. From 1603 until 1635, he made twelve voyages to New France. He is credited with starting the first permanent colony at Quebec City. He is still one of the most important people in Canada's history.

Canadian Cartographic Association

Department of Geography ▲ University of Victoria ▲ P O Box 3050, Stn CSC ▲ Victoria, BC, V8W3P5



FROM THE Editors

The post-conference period is always a time of rejuvenation and reflection for me. I feel rejuvenated from the time spent with colleagues that I usually see only once a year. Reflection is mostly the result of the annual meeting and executive meetings.

Those who attended the annual meeting may have sensed the urgency in the discussion around the future of the CCA. Unfortunately, at the annual meeting, time did not permit us to get to the nitty-gritty. As a result, the Executive was tasked with the responsibility of considering our options and for good measure were made accountable to the membership by giving updates through *Cartouche*.

In order to decide on a solution, I think we need to accurately define the problem. On the one hand, we have long time (and/or founding) members. They fondly remember the early days; the camaraderie of gathering annually. The CCA has a strong history in academia which should not be discounted. On the other hand are the "practicing" cartographers as we like to call them. These are the people who make maps every day. They don't necessarily teach, but they do desire a similar type of camaraderie. They too look forward to gathering annually. If I had a third hand there would be the students. These young people are mentored by their teachers and they are encouraged to carry the torch of the CCA so to speak into the future.

So, what exactly is the problem? Why is membership declining? Why is conference attendance declining? Why is it so dang hard to find people to sit on the executive? I guess if I had the answer to those questions I'd be a millionaire!

The CCA over the years can be compared to the evolution of the GIS. For a long time cartographers cried that GIS was killing the art and science of cartography. Who needs cartographers when anyone with access to a GIS can make a map? We've all read the articles about cartography and cartographers becoming "extinct". Recently, though, there has been a shift in the other direction. Now, the importance of trained cartographers is being acknowledged. GIS doesn't make the map – cartographers do. People adapted. They accepted that GIS was here to stay and cartography regained its prestige and importance. The CCA, in my opinion, is at the perceived "becoming extinct" stage and I think it is totally unnecessary. The days of the academic fraternity are over. We have to lose the designation of academic, practicing or student and become an organization of people who share an interest in cartography. Everyone has an important role in nurturing this organization.

Teachers are the cornerstone of the organization. They directly impact the future of those they teach. They also have a direct impact on the careers that their students choose. Their students may become professionals in the field of

cartography, they may be involved peripherally or cartography may receive a "hobby" designation. The ideas and attitudes about cartography that teachers promote and live by are mirrored in their students. We need to remember that students are students only as long as they are students. Students are important to the future of the CCA, but they are not the future of the CCA. Students become teachers, researchers, private sector or government employees. We can certainly "catch" future members as students and entice them to stay. They, in turn, will invite their colleagues to join the organization if it is a relevant institution. They will not make or break the CCA as students and I think it is wrong for anyone to imply that.

Now, what about those people in the private sector or government departments or agencies. I think of someone who learned about the CCA as a professional, not a student. Is that person's membership not as important? Do we make the distinction that unless you actually took a cartography course in a university you are not a bona fide member? Of course we don't, but saying that students are the future of the CCA implies that.

What are the next steps? An ad hoc committee is being formed under the instruction of the Executive. If you have been asked to join this committee, seriously consider doing so. If you haven't been asked to sit on the ad hoc committee and feel you have the "solution" don't just sit on it and grumble about not being asked – contact someone. Addresses for all members of the executive are on the back of *Cartouche*. Send an email, make a phone call. Even snail-mail still works. Just do something!

Lori Martin
Co-editor

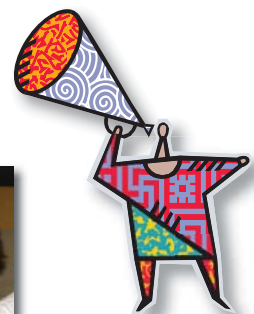
New Editorial Team



Karen



Trish



Congratulations to Trish Connor and Karen Vankercoe for stepping-up to become the new *Cartouche* Editorial Team. It is time for us to pass the torch to keep the newsletter alive with new ideas and a fresh look. We look forward to the new spin they will put on *Cartouche* starting in January 2009.

Barb & Lori

Canadian Cartographic Association Members of the Executive Committee, 2008-2009

President.....Clifford H. Wood

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Cartographic Education I.G. Chair.....Dawn Mooney

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Analytical Cartography/GIS I.G. ChairVacant

Map Use and Design I.G. Chair.....Gerald Stark

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Map Production Technology I.G. Chair.....Lori Martin

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History of Cartography I.G. Chair.....Will C. van den Hoonaard

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Cool Sites & NEAT Stuff

Have you found a cool site or come across something neat?
Please send it in to the editors (address is on the back) and
share it with everyone!

<http://thestar.blogs.com/maps/>

<http://www.gisuser.com/>

<http://gislounge.com/category/cartography/>

<http://earthasart.gsfc.nasa.gov/index.htm>

<http://www.geotoystore.com/>

WELCOME New MEMBERS !!

Yvan Desy	Ottawa, ON	Canada
Ken Favrholt	Kamloops, BC	Canada
Theresa Fingler	Victoria, BC	Canada
Herff Jones Ltd.	Indianapolis, IN	USA
Sylvain Lemay	Ottawa, ON	Canada
Sara Mayo	Hamilton, ON	Canada
Dale Moulton	Carleton Place, ON	Canada
Mathieu Noble	Lawrencetown, NS	Canada



Cartouche #71

Deadline for submissions for *Cartouche* #71 will be **August 29, 2008**. Send in items you feel the membership will be interested in seeing.

The Editors

12th Nearly-Annual CCA (and sometimes ACMLA) Orienteering Event



It was a tough sell at the Ice Breaker the night before, as we shook out our umbrellas and raincoats. But, just as in Saskatoon last year, the sun broke through in perfect time for our event among the giant trees and glorious rhododendrons the following evening. We are most grateful to the local GVOC club for their help. It was exciting to see their top athletes flying around our course as we carefully navigated between controls. You

may have already found our results on their webpage at www.orienteeingbc.ca/gvoc.

The Challenge between CCA and ACMLA was easily won by the CCA with 38% of delegates taking part, vs 13% of ACMLA delegates. All ACMLA participants were awarded certificates to recognise their willingness to give it a try.

Special recognition also went to:

Andrew Nicholson - for honesty (his card was mislabelled. He refused to accept the 3 extra points, saying he wouldn't have got to those controls anyway)

Dawn Mooney - for chivalry (losing valuable time handing a punch to the next competitor)

Alun Hughes - for longevity (someone has to be the oldest)

1st and second women (Dawn and Sally), and 2nd man (Andrew Millward) were also rewarded.

But the main prize was finally claimed (after how many attempts?) by Roger Wheate who missed it by a mere 12 seconds last year. It is great to see you back in form, Roger!

Diana Hocking

RESULTS

Roger Wheate	25	47.57
Andrew Millward and Dawn Mooney	25	53.37
Byron Moldowsky and Sally Hermansen	24	59.29
Anne Zald and Becky Lowery	20	59.10
and Gail Curry		
Andrew Nicholson	20	60.11
Lori Martin and Alberta Wood	19	59.50
Francesca Marini and Rick Schmidlin	18	59.37
and Alun Hughes		
Karen Van Kerkoerle and Patricia Connor	17	56.58
Andy Murray and Elise Pietroniro	16	60.10
and Andrea Buffam		



Map Production Technology

Technologie de production cartographique

Lori Martin

Ontario Ministry of Natural Resources

CARTO 2008 from a Map Production Technology Viewpoint...

First, I have to say that the organizers of CARTO 2008 did a fabulous job. I really enjoyed my time in Vancouver.

I spent some of that time at the conference thinking about this interest group and its relevance, in its present form, to today. Map production technology; we know for the majority of (if not most) people the technology is the computer. What differs is the software. I wonder if the map production technology interest group needs either a different name; or at least a slightly shifted focus.

The map production technology session at the conference included the Ontario Road Map GIS project, importing ArcMap files into Adobe Illustrator and the Map Generator project from the Centre for Topographic Information in Ottawa. While all three of these presentations dealt with the "production" of a map, two of them focused on software and the third focused on a process. Technically they all deal with the technology of producing the map. For us old-timers, map production brings up images of manual cartography. Blood (sometimes), sweat (certainly) and tears (possibly).

My ramblings here are tied in to conversations regarding the future of the CCA. Organizations such as the CCA survive when they morph and change with the times. It may sound cliché but it's true. We are always striving to provide the membership of the CCA with the most interesting up-to-date information possible. Every now and then we need to step back and really ask ourselves "how successful are we?" In the very near future (possibly before you read this) I will be contacting all members who checked the box beside the Map Production Technology Interest Group on the membership form. My intent is to begin a dialogue on how to best serve those who share the same interest. Maybe everything is fine. Maybe we need a shift of focus. Maybe it's just a name change.

I am quite excited at the possibilities and hope, when you get my email, you are too. It is time we put the "check boxes" to good use.





Map Use and Design

Conception et utilisation des cartes:

Gerald Stark
Government of Alberta
(Agriculture & Rural Development)

Greetings fellow CCA members!

As the new chair of the Map Design & Use Interest Group, I would like to take this opportunity to introduce myself to members, and also to pass along a few thoughts on the recently held CCA conference (CARTO 2008), which took place at UBC in Vancouver.

I am what is referred to as a 'practicing cartographer'. My current position is as a cartographer with the Government of Alberta, specifically with Alberta Agriculture and Rural Development (AARD) based in Edmonton. I have held this position for nearly 19 years.

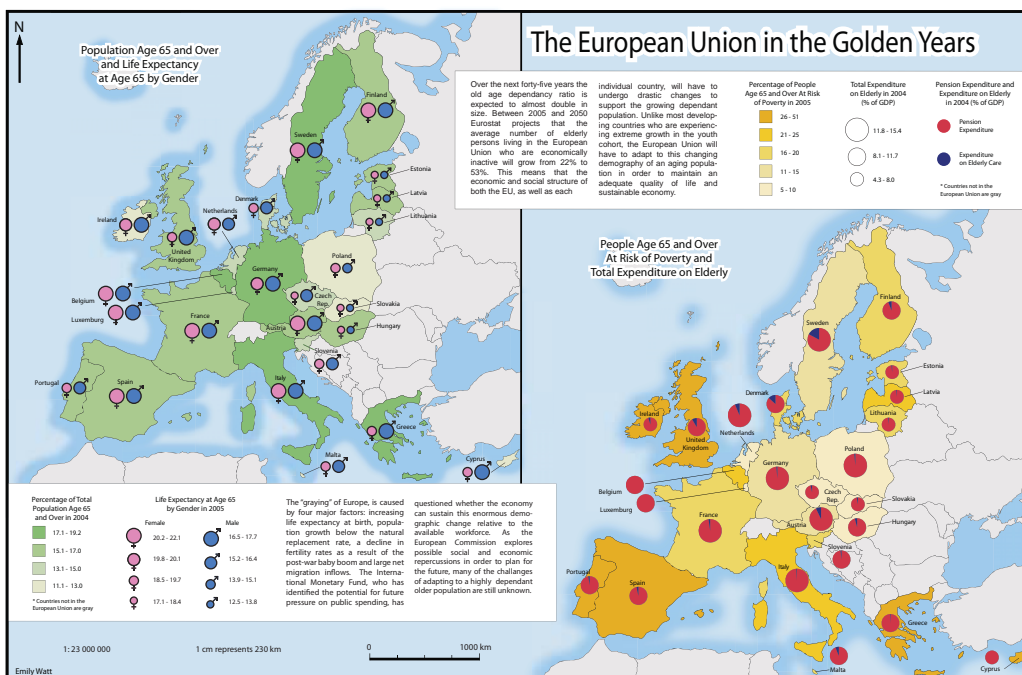
Previous to my stint with AARD, I worked as a freelance graphic designer, but my interest in maps is something I've had as far back as I can remember. My passion for those things 'cartographic' led to my obtaining a degree in geography (specializing in cartography) from the University of Regina in 1975. I then pursued a Masters degree at the University of Alberta in the late seventies.

During my tenure with AARD, I have witnessed some dramatic changes in mapping technology and how maps are presented for clients. As one who was initially trained in what might be described as the more traditional techniques of cartographic design and production, I feel I have an unique perspective to offer my fellow CCA members issues related to map design and use. I shall be dealing with this topic in greater detail in upcoming issues of Cartouche.

As a member of the CCA for nearly 10 years, I have been able to attend a few cartographic conferences across the country. These would include the ICA conference in Ottawa ('99) and annual CCA gatherings in Edmonton, Victoria, Saskatoon and most recently CARTO 2008 in Vancouver. The latter was, in my opinion, a successful event beginning with a fascinating presentation by David Rumsey of his efforts to preserve his immense map collection digitally for all to enjoy. The Annual General Meeting also generated some intense discussion about the CCA's future along with what role a cartographer can play in today's digital age. This year's conference also allowed me to cut my teeth as a session moderator, which is a role I'll carry on with at the next two CCA gatherings in Nova Scotia ('09) and Regina ('10).

As I embark upon my new role if interest group chair, I hopefully will be able to carry on the good service provided to members by my predecessors.

Please feel free to contact me (email: gerald.stark@gov.ab.ca) with any comments or suggestions you may have.

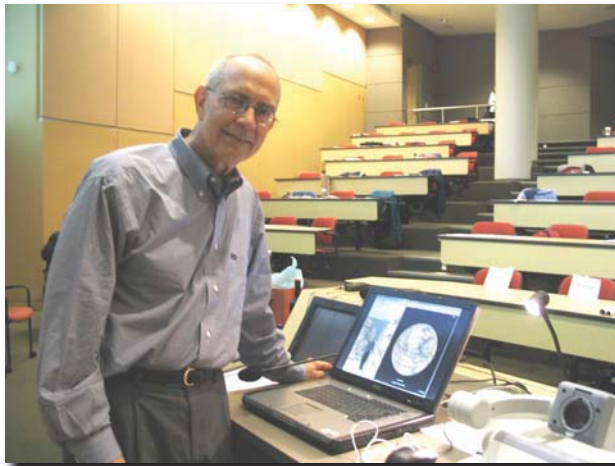


CONGRATULATIONS

The 2008 President's Prize winner for the best quantitative thematic map goes to

Emily Watt

from Brock University. The winning map is titled "The European Union in The Golden Years."



There are two things I have noticed over the past year which summarize my role as President. First of all, and to borrow from what Rick Gray said in his 2006 report, the job is mainly to watch other people do the work and give them credit while being able to take the blame. The second is that I, along with many others, have developed an even greater concern for and about the membership. That needs a few more words of explanation below.

My concern for the membership comes from both my personal experience and from what I have heard many others say to me in person, on the phone or via emails. How does one put it? People are wonderful, they devote lives to careers which are more vocations than jobs, they give to their association both in dollars and in sweat and they always seem to find little ways to help colleagues and other ways to help us all through monumental tasks such as hosting conferences or editing papers and newsletters. And let's face it, the profession and association isn't getting any younger – we are a microcosm of our society.

It used to be that people would turn over the reins to a new group of youngsters full of energy and ideas and enthusiasm. We now find it necessary to keep a hold of those reins a little longer. This is not a criticism of anyone or any group – it is reality plain and simple. I speak from my experience in that my life has changed, and those changes have taken a toll on my ability to do what I want. We are all human in our association, and we have to remember that and support each other. Sorry to make that part of the report sound like Dr. Phil or Oprah; it is calling a spade a spade.

The second issue has to do with attracting and retaining members and finding new members willing to help in greater capacities. This is more problematic as we face the demographic issue above. We have to start serious conversations where we are willing to openly broach the taboo topics. A question I ask myself is if an association should live or die. Many groups have faded into the past, some have found new life in new forms, and some are yet to be born. Is it that the CCA should exist, or is it that the work and influence of the CCA through the promotion and defence and teaching of cartography should find a way to merge into the conscience of a wider audience? Please, leave the flames and effigies aside for a second and think about what it is we really want to do with the CCA. We want to make a difference with cartography, we want society to know wonderful cartography, we want to teach and do cartography in all forms and media. If we have no venue to do this, within conferences or publicity or some financial resources, then our voices become scattered and not only do we age as a profession, we die as a collegial force.

Membership is the number one issue of the CCA right now. One other thing I have been able to do as President this year is to meet with and talk to others in similar positions in other associations – spatially oriented, geographical, cartographically inclined or simply good old fashioned public

interest groups.

Everyone is facing the exact same challenge. Those who seem to be thriving are the groups focused on special or temporary issues revolving around town planning and access to services like health care as people reach a point where certain joints need to be fine tuned (some of us did the hip thing at 40 just to avoid the rush).

With all that being said, there are other things I need to make mention of as a record of my time in this chair. I was lucky enough to meet with NRCan to talk to them about changes with the topographic maps, of which they are also at the Carto 2008 event to give news to all members. I have also been able to call upon friends in my region to help bring CCA and ACMLA together again in Nova Scotia in conjunction with a few other associations who want to meet with us and get to know us and see what we do. I was also able to have one conference call with the Executive Committee and enjoyed watching all the work being done by the interest groups and chairs and editors of our publications.

I should make note of every single name, and for now let me just extend to all members carrying out these duties and to the conference local arrangements and program committees my deepest appreciation for their hard work and continued support. If I have to note of a person or two, it must be Alberta and Cliff Wood. Alberta has kept me on the straight and narrow and been, well, a secretary for the Association and for me. Alberta and I have sat on other executives, and I hope that happens again – I owe her the greatest debt. Cliff has been an inspiration and wealth of knowledge and wisdom. Who doesn't he know? His dignity and quiet calm and never-to-be-doubted influence have been an example to me.

As I said before, a President looks at things and if they are working, they stay out of the way. If they don't work, you stand up and take the blame. I think I did one well and the other I haven't needed to do yet, but I am more than willing.

Winston Churchill said that "if you are going through hell, keep going". We are not that bad off, but we need to be careful and see that we don't meet anyone along Dante's path. Then again, I like what Buddha had to say on the matter – "Three things remain not long hidden – the sun, the moon and the truth". I'm not sure if my favourite quotes fit the CCA right now, and yet I have a sense that we need to face a hard path ahead where we need to be open and respectful of our views and what we each see as essential to the association, and maybe more importantly to the field of cartography. We also have to see that whatever we think is true or the truth, well, it may not be what we think and it will only be seen in hindsight.

It has been a joy and I remain in whatever role of service CCA requires.

James.

CANADIAN CARTOGRAPHIC ASSOCIATION

33rd Annual General Meeting

May 15, 2008

Minutes

Present: Jacqueline Anderson, James Boxall, Glenn Brauen, Aileen Buckley, Ada Cheung, Patricia Connor, Danial Duda, Theresa Fingler, Sally Hermansen, Diana Hocking, Alun Hughes, David Jones, Peter Kasianchuk, Lori Martin, Jan Mersey, Andrew Millward, Dawn Mooney, Andrew Murray, Ian O'Connell, Peter Paul, Elise Pietroniro, Edie Punt, Hansgeorg Schlichtmann, Julia Siemer, Gerald Stark, Will van den Hoonaard, Karen Van Kerkoerle, Roger Wheate, Alberta Wood, Clifford Wood

Observers: Wesley Jones

1. Approval of the Agenda - Approved as circulated at the meeting.

2. Approval of the minutes from the 31st Annual General Meeting, June 21, 2006 - Approved as published in Cartouche.

3. Approval of the minutes from the 32nd Annual General Meeting, June 1, 2007 - Approved as circulated.

4. Matters arising from the 31st and 32nd AGMs - None

5. Reports from the Executive and Appointees - all were circulated.

- a. President
- b. Vice-President
- c. Past-President
- d. Secretary
- e. Treasurer
- f. Interest Group Chairs
 - 1) Analytical Cartography/GIS
 - 2) Education
 - 3) Map Use and Design
 - 4) Map Production Technology
 - 5) History of Cartography
- g. Cartouche Editorial Team
- h. Membership Coordinator
- i. Canadian National Committee for ICA
- j. Cartographica Editor

6. Conference Reports

a. Vancouver 2008 - Sally reported on activities and that attendance was 102.

b. Halifax 2009 - This meeting will actually be in Wolfville between the 6th and 12th of June as reported by James. Additional information will be forthcoming.

c. Regina 2010 - Julia Siemer reported that it would be June 1 - 5th and includes 2 days of field trips. Also, it will be with the Canadian Association of Geographers and the Canadian Society for Remote Sensing.

7. Introduction of Incoming Executive; Appreciation of work by Outgoing ExCom members - James explained about the appointment of Cliff as VP. All positions on the Executive Committee had been filled.

Each was introduced:

Cliff Wood, President
Sally Hermansen, Vice President
James Boxall, Past President
Alberta Wood, Secretary
John Fowler, Treasurer (absent)
Dawn Mooney, Education
William Crumplin, Analytical Cart & GIS (absent)
Gerald Stark, Map Use and Design
Lori Martin, Map Production Technology
Will C. van den Hoonaard, History of Cartography
Penny Hutton, Membership Coordinator (absent).

Also noted were Jan Mersey, Chair, Canadian National Committee; Roger Wheate, CCA Representative to the Canadian National Committee (CNC) of the ICA (International Cartographic Association).

8. Election of Nominating Committee for 2009 - James announced that Roger and Jan have accepted nomination as members. Edie was also nominated from the floor and agreed to serve. Nominations closed upon a motion from Cliff Wood seconded by Ian O'Connell.

9. Future of the CCA - Sally spoke on her perceptions of the situation and made suggestions on areas where we could improve to attract those who were not already members. Dan Duda commented on terminology concerns, such as that for ACMLA trying to include the term GIS in their name and that the members could not agree on a way to include it. It was mentioned by someone that employers are still using the term "cartography" in job ads. Do the employers allow people to become involved in professional societies was a question raised. Aileen Buckley mentioned the change of American Cartographic Association (ACA) to Cartography and Geographic Information Science (CaGIS) which allows recognition of the interface. She suggested doing something cooperatively with other organizations. North American Cartographic Information Society (NACIS) is more social it was noted. Lori Martin noted the tool of Interest Groups which hasn't been made much use of lately. Could we make use of it in communication with people was another question that was raised. Gerald Stark suggested that we could market membership to staff in government agencies. Trish Connor stated that people should offer to do something, don't just ask for ideas! We need a plan of action was a common thread throughout the discussion. We need to indicate on badges who are CCA members, especially new ones. Andrew Millward noted especially the issue of Interest Groups. He encouraged CCA to think critically about these groups, especially about what call them. Peter Kasianchuk asked - what about URISA (Urban and Regional Information Services Association)? It has monthly meetings of practicing cartographers on a local basis. Aileen Buckley asked if CCA has a strategic plan. James Boxall noted that the Geomatics Association of Nova Scotia has gone through such a planning process and organized a plan for a whole new view, logo, brand, etc. Dan Duda opined that we are all being torn in different directions. He noted the use of the Education Institute which is looking for instructors to prepare sessions - teleconferencing, web conferencing. It is a terrific continuing education tool, he felt. Lori wondered if it would be a good exercise to do a strategic plan for CCA. It could be

presented at the next conference. Aileen noted the CAGIS strategic planning process. Edie indicated that it is about priorities, as people have to fit all their activities, personal, as well as professional, into a 24 hour day. The biggest thing that we as an association provide is the people was stated. The future rests entirely on students, and we have to bring them into the association. Students can use the mentoring, and it serves as a stepping stone for people in their career. The conference provides an opportunity for students to practice presenting. We should make it easier to them to participate. Each one of us can help to bring students into the association. James spoke on jobs versus vocations. Ian noted tags indicating function at the conference should be on the name badges. Instructors need to get students involved in the map competition, but only about 6 of 38 institutions offering cartography in Canada submitted maps. It was also noted that people do constantly change focus. The change in Cartouche representation is also significant, as our current editors will finish their terms as of the end of the year. Sally summarized the things that have to do - association name, IG names & what they do, volunteers to look into the whole student issue, deliverables, things to get done. Trish felt that we need to get a strategic plan, so need to do that first. Marketing is another issue. Ian and Andrew noted that we need to define both the product and the market. Lori moved that the Executive over the next year put into motion a plan on how to do this and report back to members through the CCA list and Cartouche so that we know something is being done. Penny should be sending a list for subscribers to the CCA list - check on that and make a note that no one should be cut off. Seconded by Edie. A friendly amendment was added that it should be done by next meeting with an interim report within six months. There was discussion on membership, as to who should be included. We should get input from the people involved. Motion Passed.

10. Any other business - none

11. Adjourned at 1:30 pm.

*Recorded by:
Alberta Auringer Wood*



2007-2008 EXECUTIVE MEMBER REPORTS

CCA Past President's Report **Cliff Wood**

Nominations Committee – C. H. Wood, Chair
Donna Williams, member
Weldon Hiebert, member
Rick Gray, member

Vice President – Sally Hermansen, UBC 2008-2009
Past President – James Boxall, Dalhousie 2008-2009
Secretary – Alberta Wood, Memorial University 2008-2010
Treasurer – John Fowler, UVic 2007-2009

Education – Dawn Mooney, UBC 2008-2010
Analytical Cart & GIS – William Crumplin, Laurentian University 2008-2010
Map Use and Design – Gerald Stark, Govt. of Alberta 2008-2010
Map Production Technology – Lori Martin, OMNR 2007-2009
History of Cartography – Will C. van den Hoonaard, UNB, 2008-2010
Membership Coordinator – Penny Hutton, AbitibiBowater (indef)
Chair, Canadian National Committee (CNC)/ICA – Jan Mersey, Guelph 2007-2011
CCA Representative to the CNC – Roger Wheate, UNBC, 2007-2011

GIS and Analytical Cartography IG Chair **Penny Hutton**

My second and final year as GIS and Analytical Cartography Chair was a bit disappointing for me as I was unable to attend the conference in Saskatoon due to having young children at home. And although I am again unable to attend in person in Vancouver, I have arranged to participate in the Executive Meetings via conference call. I thank Alberta Wood and Tim Ross for arranging this for me. Once the kids are older, I hope to more actively participate at the conferences.

I was able to participate in the Executive Conference call in the fall of 2007 and dealt with telephone and email exchanges pertaining to CCA issues on a regular basis. Although I struggled tremendously in trying to come up with ideas, I did manage to submit the required columns to *Cartouche*.

As mentioned, this is my final submission for *Cartouche* as my term as GIS and Analytical Cartography Chair is now complete. I wish my successor the best of luck! I will remain active in the CCA in my role as Membership Coordinator.

Map Use and Map Design IG Chair **Elise Pietroniro**

These past two years as IG Chair in map use and design have been enjoyable and educational. I was able to participate with the CCA at a level that was new and engaging, and that allowed me to interact with many people within my field that I have not had the good fortune to work with before. Being a part of an organization like the CCA and participating at the executive level has been a very positive

experience that has enhanced my interest in my field and has helped me in my career tremendously.

Map use and map design is always an appealing interest group; you are able to focus on some of the more creative aspects of the art and science of cartography. The conference in Vancouver this year proved to fill this need completely. David Rumsey's presentations were riveting, bringing Cartography to a whole new level. The recent popularity of on-screen interactive mapping, virtual worlds and digital and multi-media mapping really help make map use and map design challenging and exciting. I am anxious to learn what cartographers bring to map design in the coming years.

I would like to thank the CCA for inviting me to sit in this chair these past two years. I will continue to be a part of this organization and participate as often as I can in future conferences and other CCA events as a regular member.

Cartouche Report **Lori Martin & Barb Duffin**

We would like to take this opportunity to thank those who contributed to *Cartouche* over the past year. Without these contributions the newsletter would not exist.

There have been four issues of *Cartouche* over the past year, with an average mail out of 170 - 200 copies. The cost of producing *Cartouche* rose slightly this spring due to increased postage.

Postage in Canada:	\$1.15
Postage to US:	\$1.92
Postage International:	\$3.75

Over the past three years, costs associated with *Cartouche* have been relatively low due to the contribution of printing and paper by Abitibi-Bowater. The CCA has only had to cover postage and envelopes.

At the last annual general meeting, there was discussion about providing *Cartouche* digitally to members. We suggest that this avenue be explored and members be given the option of receiving *Cartouche* as a hard copy or digital copy.

Over the past year we have had issues of *Cartouche* returned by Canada Post. We would like to stress it is very important that members update the CCA on any address changes to ensure uninterrupted delivery of the newsletter. If the digital option were to be offered this would include email addresses as well.

Efforts to include the title page of *Cartouche* on the website have been mostly unsuccessful to date. It is our intention that this be resolved before the end of 2008.

As we have already informed the Executive of the CCA, Issue # 72 will be our last issue as co-editors. This is the issue that is sent out in December. We encourage anyone interested in taking over this post to step up to the challenge. We will provide all files and direction necessary to ease the transition to new editors. Anyone with questions can contact Barb Duffin or Lori Martin.

Map Production Technology IG Chair Lori King

Four articles have been contributed to Cartouche.

Two executive committee meetings and the CCA annual meeting were attended in Ottawa in June 2006.

A executive committee teleconference was held on November 17, 2006.

A map critique session is being organized for the 2007 Annual Conference.

I'm always looking for ideas for Cartouche articles and conference sessions. The plan from last year to do software reviews is still outstanding.

Cartographic Education Karen Vankercoe & Rick Gray

This past year Rick Gray and I co-chaired the Cartographic Education Interest Group. A permanent Education Chair had not been found prior to the 2007 annual meeting, so Rick and I agreed to make it a tag team effort and fill in for the year. This was my first year serving on the CCA executive and Rick has been on the executive for a number of years, including a term as CCA President.

The year began at the conference in Saskatoon, where we both presented papers and attended the executive meeting. Throughout the year four articles were submitted to Cartouche (two by Rick and two by me). I will also be submitting the post Vancouver article to Cartouche for the Education Interest Group.

After I wrote the article entitled "Ministry of Education's Thematic Map gets an 'F'" I contacted the Ministry of Education to volunteer my services as a cartographer. I offered to create cartographically sound maps to accompany the exemplars they give the teachers to use in their lessons. My thoughts were that if I'm going to critique their resources I should also offer a solution to the problem.

In October, Rick and I participated in an executive committee teleconference meeting. At the 2008 CCA conference in Vancouver I will be presenting a paper on the benefits and struggles of importing ArcGIS maps into Adobe Illustrator. I will also be judging the student papers and attending the executive meeting. My final task will occur after the torch has been passed on. I will be attending a career day at one of the local schools where I will discuss the Children's Map Competition.



CCA Membership Coordinator Penny Hutton

10-Year Membership Statistics

These are the membership levels for the last 10 years:

Year	Members	Loss/Gain	% Loss/Gain
1998	270	50	22.73%
1999	237	-33	-12.22%
2000	286	49	20.68%
2001	229	-57	-19.93%
2002	228	-1	-0.44%
2003	175	-53	-23.25%
2004	168	-7	-4.00%
2005	194	26	15.48%
2006	219	25	12.89%
2007	183	-36	-16.44%

2007 Membership Review

These are the 2007 membership statistics:

2006 Membership	219
Members from 2006 that did not renew for 2007	- 65
New members	19
New members from Conference	N/A
Reinstated Members	10
Online access to Cartographica	54
Total Membership 2007	183

2008 Membership Review (to date)

These are the 2008 membership statistics (as of April 29, 2008):

2007 Membership	183
Members from 2007 that did not renew for 2008	- 31
New members	4
New members from Conference	N/A
Reinstated Members	5
Online access to Cartographica	31
Total Membership 2008	161

Dual-Year Report

Membership Categories

R = Regular, A = Associate (prior to 2007 only), S = Student, I = Institution, C = Corporate, F = Family, T = Retired, H = Honorary, X = Complimentary

CCA MEMBERS – 2006

R	A	S	I	C	F	T	H	X	TOTAL
144	1	30	21	2	4	16	1	N/A	219
Members from Canada							161	(74% of Total Membership)	
Members from USA							42	(19% of Total Membership)	
Members from other countries							16	(7% of Total Membership)	

CCA MEMBERS – 2007

R	A	S	I	C	F	T	H	X	TOTAL
120	N/A	13	19	7	4	17	2	1	183
Members from Canada							137	(75% of Total Membership)	
Members from USA							31	(17% of Total Membership)	
Members from other countries							15	(8% of Total Membership)	

CANADIAN CARTOGRAPHIC ASSOCIATION
STATEMENT OF FINANCIAL POSITION
DECEMBER 31, 2007

	<u>2007</u>	<u>2006</u>
<u>ASSETS</u>		
<u>CURRENT</u>		
Term Deposit (Note 3)	\$45,579	\$44,255
Cash	\$7,602	\$9,338
Association Carto Quebec Fund (Note 4)	\$9,644	\$10,144
Nicholson Scholarship Fund (Note 5)	<u>\$8,492</u>	<u>\$8,245</u>
	\$71,317	\$71,982
 <u>EQUITY</u>		
Unrestricted Net Assets	\$53,181	\$53,593
Restricted Asset – Association Carto Quebec (Note 4)	\$9,644	\$10,144
Restricted Asset – Nicholson Scholarship (Note 5)	<u>\$8,492</u>	<u>\$8,245</u>
	\$71,317	\$71,982

ON BEHALF OF THE ASSOCIATION

John J. Fowler, Treasurer

The accompanying notes are an integral part of these financial statements.

CANADIAN CARTOGRAPHIC ASSOCIATION
NOTES TO FINANCIAL STATEMENTS
DECEMBER 31, 2007

1. Purpose of the Organization

The Canadian Cartographic Association is a private and non profit association whose purpose shall be the following:

- a) To promote interest in maps and related cartographic material.
- b) To further the understanding and knowledge of maps by encouraging research in the field of cartography, both historical and current.
- c) To provide for the exchange of ideas and information, and for the discussion of mutual concerns, through meetings and by publications.
- d) To advance education in cartography and in the use of maps.

2. Significant Accounting Policy

The organization follows the cash basis method for accounting transactions.

3. Term Investment

The term investment is redeemable partially or totally prior to the maturity date of August 7, 2008. The term investment is currently earning interest at 3.00%.

4. Restricted Asset – Association CartoQuebec

In 2002, Association CartoQuebec transferred the remaining funds in its organization of \$10,144 to the Canadian Cartographic Association. The money, as agreed, is to be used to fund an annual scholarship until depleted. As of December 31, 2007, \$9,644 remains in the fund.

5. Restricted Asset – Norman Nicholson Scholarship Fund

The Norman Nicholson Scholarship fund is a term investment that is redeemable partially or totally prior to the maturity date of August 7, 2008. It is currently earning interest at 3.00%. In 2007, the fund generated \$247 of interest.

CANADIAN CARTOGRAPHIC ASSOCIATION
STATEMENT OF REVENUE AND EXPENDITURES
DECEMBER 31, 2007

	<u>2007</u>	<u>2006</u>
<u>REVENUE</u>		
Membership fees	\$ 13,417	19,804
SSHRC grant	4,650	4,650
GeoTec conference profit	---	2,225
Saskatoon (2007) Conference profit	1,365	---
Interest on bank account and term deposit	1,334	727
Exchange gain	19	303
Nicholson scholarship fund deposit interest	247	133
Conference workshop	3,840	---
Conference donations	500	---
Orienteering map sales	---	20
T-Shirt/Golf shirt sales	105	714
	\$ 25,477	28,576
<u>EXPENDITURES</u>		
Cartographica	\$ 8,729	9,767
Cartouche	1,469	3,293
Seed money for AGM in Saskatoon	---	1,000
AGM travel	7,740	9,550
Conference expenses (catering & misc)	4,084	1,652
ICA travel grant	1,000	---
Norman Nicholson scholarship	500	---
CartoQuebec award	500	---
President's Prizes	100	500
Awards of Distinction	---	362
CCA Website (domain registration & design)	250	323
Bank charges and credit card merchant fees	688	632
Exchange loss	9	---
Office supplies, postage and photocopying	671	1,022
Telephone (including conference calls)	422	274
Golf Shirts	---	995
	\$ 26,162	29,370
<u>Excess of Revenue over Expenditures</u>	\$ -685	-794

The accompanying notes are an integral part of these financial statements.

CANADIAN CARTOGRAPHIC ASSOCIATION

Annual Treasurer's Report

May 2008

First and foremost, I would like to apologize for my absence.
I will be thinking of you all fondly while I sip wine in a piazza, somewhere in Tuscany.

As you will note from the Statement of Revenue and Expenditures, we had a deficit of revenue over expenditures of \$685 for the year ending December 31, 2007.
While not a big concern for the organization, we must be vigilant and ensure that this does not continue or grow.

Membership is the biggest loss from 2006 but we were fortunate to receive the SSHRC grant, increase the revenue from the term deposits, and decrease most of our expenditures.

One note of interest, and something new to the statement of revenue and expenditures, is the 'exchange loss'. This may be the first time the organization has ever lost money on an exchange from American to Canadian currency.

Overall, the organization is in a stable financial situation.



History of Cartography IG Report **Edith M. Punt**

2008 marks the end of my time serving as the History of Cartography Interest Group Chair. The second half of this tenure began with the inspiring, if small, gathering of the CCA in Saskatoon in June 2007. At this conference I served on the judging panel for the President's Prize student map competition, and introduced a new resource from ESRI for cartographers: the ESRI Mapping Centre (<http://mappingcenter.esri.com>).

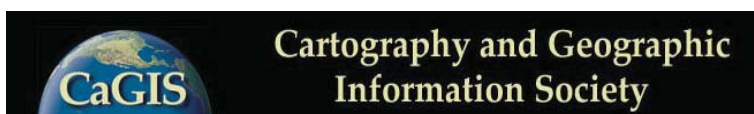
Since convening in Saskatoon, I have participated in executive committee remote meetings and written articles for the Association newsletter, *Cartouche*. As History of Cartography Interest Group Chair, my primary responsibility is to promote the study and understanding of historical mapping. I have chosen to take a modern approach to this effort, focusing my submissions on ways that historical map content is adding depth to a diversity of Web-based applications.

As I look forward to gathering with CCA members again at the 2008 conference in Vancouver—and welcoming incoming members of the executive—I also eagerly await what is sure to be an intriguing keynote address about seeing historical maps in a modern light.

Analytical Cartography & GIS **Penny Hutton**

Thank you to the CCA for providing me the opportunity to serve as Analytical Cartography and GIS IG Chair over the past two years. My experience was positive in all aspects, despite the fact that I was unable to attend all functions due to personal family commitments. Participating as a member of the Executive Committee was a new experience for me and one I found to be quite rewarding.

I will remain a member of the CCA and will continue on in my role as Membership Coordinator. In future, I hope to be able to attend and contribute to future conferences.



CaGIS is pleased to announce AutoCarto 2008, an international research symposium on computer-based cartography. The seventeenth in the AutoCarto series, the symposium will be held at the U.S. Fish and Wildlife Service National Conservation Training Center in Shepherdstown, West Virginia, USA.

Join us in September 2008 at this exciting conference to explore new research and innovation in cartography and geographic information science. Conference web site is: <http://www.cartogis.org/autocarto>

The conference will meet September 8-10. Workshops and trips will be given on September 10 and 11.

Three exciting keynotes are planned: by Mike Dobson, Mike Peterson and Jason Dykes. We are also planning field trips to NPS at Harpers Ferry, National Geographic Society, the Smithsonian and the Library of Congress. There will be a selection of half day workshops of interest to all on current themes in the mapping sciences.

Agribusiness Grows with Crop-Specific Maps

Data on U.S. Farmland Available for Download

Redlands, California - Crop-specific maps, created by combining survey data and satellite images, provide a literal lay of the land for farmers and agribusinesses such as seed and fertilizer companies.

Crops grown in the U.S. Corn Belt and Mississippi River Delta areas are mapped extensively in the [Cropland Data Layer](#) now available to the public for download or on disc. The Cropland Data Layer is created by the United States Department of Agriculture/National Agricultural Statistics Service (NASS). Geographic information system (GIS) software from ESRI is used to prepare the data and build the maps.

"We create resourceful maps to identify the spatial extent and associated acreage of the crops grown in these specific states," said Rick Mueller, a GIS expert with NASS. "GIS software from ESRI makes it possible."

The colorful, informative maps are used by crop farm growers associations, crop insurance companies, seed and fertilizer companies, farm chemical companies, libraries, universities, federal and state governments, and value-added remote-sensing/GIS companies. The digital data layers of land-cover information have proved helpful in watershed and [environmental monitoring](#), [agribusiness planning](#), crop modeling, [land-use](#)/land-cover studies, and change analysis.



Please note that the first Call for Papers for the 24th International Cartographic Conference in Santiago, Chile, is now available on the conference website:

<http://www.icc2009.cl>

The dates for the conference, November 15-21, 2009, will be a change from the usual August date, but I'm told the weather will be much better in Santiago in November than in August.

If you do intend to submit an abstract and/or attend the conference, I would appreciate it if you could let me know. I will start a mailing list for the Canadian delegation so we can share travel plans, etc.

Sincerely,
Jan Mersey
Chair, Canadian National Committee for Cartography to the ICA

Design: It's Place in Cartography

Clifford H. Wood
Professor (retired) Memorial University of Newfoundland

Cartographers frequently use the term "design" when referring to one of the processes involved in preparing and producing a map, whether in an automated environment or in the traditional sense. While most have some notion about the meaning of the term, many would have some difficulty in defining precisely what design is and what the design processes are. DeLucia (1974) called design "the most fundamental, challenging, and creative aspect of the cartographic process."

What is meant when we say we are going to design something? From many definitions of the verb "to design," one that appears rather comprehensive is that of Professor L. B. Archer of the Department of Design Research at the Royal College of Arts in London. He defines design as:

... to conceive the idea for and prepare a description of a proposed system, or aggregation of artifacts. No distinction is drawn between architectural design, engineering design, graphic design, and industrial design ... the design act is logically identical in all these fields. Professional designers understand that [the] essential element in the definition of the verb design is the notion of conceiving in the mind a plan or scheme of something to be done (Archer, 1969, 1.6, 1.4).

The one element that seems to be missing from Archer's definition relates to designing something for a purpose. One could argue that knowing what the purpose will be for what is being designed will exert a tremendous influence over the design process. One definition more directly related to cartography is that from Richard Taylor's book, *A Basic Course in Graphic Design*, in which he states: "Graphic Design, usually thought of as a derivative of painting, has emerged as a problem-solving design activity. The graphic designer, like any other designer, is a specialist who is concerned with solving other people's visual communication problems (Taylor, 1971). If one narrows the scope to cartography, perhaps design can be defined as the planning of a solution to a problem in graphic communication – the solution itself.

In reviewing these and other definitions, a number of common characteristics emerge. It is clear that mental activity, i.e., thinking, is a fundamental element of design. Other elements, according to DeLucia (1974) that taken together from the essence of design include: problem-solving, a systematic process, solutions, and product or discipline independence. DeLucia integrated these characteristics into the following definition of design: "Design is a systematic thought process which yields solutions to a wide range of human problems. The process is logically independent of the specific nature of the systems or products require to solve those problems" (DeLucia 1974).

Although there may be disagreements over the precise

definition of design in a cartographic context, there should be little doubt regarding its purpose. "The purpose of graphic design is to facilitate human thought and communication. Success in graphic design is achieved when diverse design principles are manipulated and adapted to produce an image with a high degree of readability" (Wood 1992).

If one accepts the notion that cartography is functional, then the design of a map must fit some previously selected concepts or ideas around which design decisions are made. These decisions must be made by a designer cognizant of the defined purpose for which the map is intended.

References

- Archer, L.B. 1969. *The Structure of Design Processes*. London: Department of Design Research, Royal College of Art.
- DeLucia, A.A. 1974. "Design: The Fundamental Cartographic Process." *Proceedings of the Association of American Geographers*, 6, 83-86.
- Taylor, R. 1971. *A Basic Course in Graphic Design*. London: Studio Vista.
- Wood, C.H. 1992. "The Influence of Figure and Ground on Visual Scanning Behavior in Cartographic Context." Unpublished Ph.D. dissertation. University of Wisconsin – Madison.

CONGRATULATIONS

2008 ACMLA Paper Award recipients:

Elise Pietroniro and
Darlene Fichter,

for their paper, "Map Mashups and thebrise of
Amateur Cartographers and Mapmakers",

published in ACMLA Bulletin no. 127

WHERE is this... what is this?



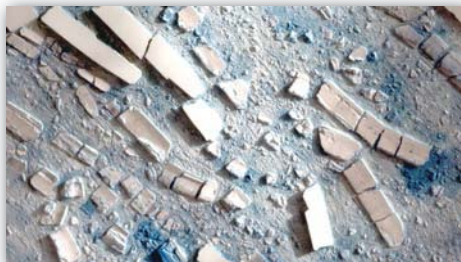
Where is this? What is this?

Send your answers to the co-editors Barb or Lori (address is on the back page)

by **August 29th, 2008.**

A winner will be drawn at random from all the correct entries and will receive a CCA t-shirt.

Spring 2008 image:



Wilkins Ice Shelf Close-up

In late February 2008, an ice shelf on the Antarctic Peninsula disintegrated into a floating pile of massive ice bergs, smaller ice fragments, and slush that was trapped in place by freezing sea water over subsequent weeks. The dramatic event was first spotted in NASA satellite imagery by Ted Scambos, lead scientist at the National Snow and Ice Data Center. Over the following days, international collaborators used images from satellites and aircraft to track the event.

This highly detailed image from the Taiwanese Formosat-2 satellite shows the different sizes, shapes, and textures of the ice fragments on March 8, 2008. Several large icebergs float amid a mosaic of smaller pieces of ice. The level of detail in the image is so great that it can seem as though you are standing over a scale model made out of papier-mâché and foam blocks. The detail can make the bergs seem deceptively small. In reality, some of the large bergs are several hundred meters (yards) long.

Congratulations to Morgan Hite of Smithers, BC for correctly identifying this month's where/what. Morgan wins a CCA t-shirt.

Cartographia: Mapping Civilizations

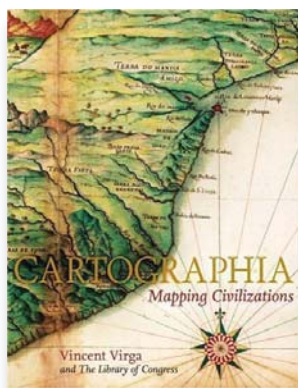
by Vincent Virga, Library of Congress

Media : Hardcover

Publisher : Little, Brown and Company (October 24, 2007)

Language : English

ISBN : 0316997668



"Cartographia," by Vincent Virga and the Library of Congress is an amazing volume that explores in depth the development of the art of cartography, map-making, from ancient times to the present. This handsome, over-sized, volume with full color photos of beautiful and rare maps throughout the ages, is a must-have for anyone interested in history, geography or maps.

The book is arranged in sections divided by region of the world (i.e. Mediterranean, Europe, the Americas, Asia, etc). The text is extremely informative, well-written and engaging, while also very concise and focused. The map photos are absolutely breath-taking! Apparently the U.S. Library of Congress map collection contains more than 4.8 million original maps, and more than 60,000 atlases from ancient times to the present- which is absolutely incredible in and of itself!

Some of the maps and sections I found most interesting were: the early maps of the "New World," with all their interesting speculations and inaccuracies; the maps of Egypt- both by the ancient Egyptians, as well as maps made by Napoleon's early 19th century expedition and others. This magnificent volume also includes some early road and transit maps made right around the time that the national highway system was beginning to take shape across America in the mid twentieth century.

I highly, highly recommend this excellent volume- not only for the amazing maps and excellent text, but also for a sense of perspective of how maps have been shaped by human cultural perceptions of those in power throughout the ages. It is also a great book for parents with school age children, or to display as a living room, coffee table conversation piece. Pick this one up, and enjoy!

For those interested in a comprehensive listing of world-wide, related events and meetings, go to:

John Docktor's list: <http://home.earthlink.net/~docktor/intro.html>
Map History list: <http://www.maphistory.info/confmnu.html>



The CCA was founded in 1975 to promote interest and education in maps and cartographic data and to provide for the exchange of ideas and information, at the regional, national and international levels, via meetings and publications. Membership in The Canadian Cartographic Association is open to all individuals, and public and private institutions which have an interest in maps and the aims and objectives of the Association. Membership is available in the following categories at the annual rates listed below (\$CND):

Regular	-----	\$ 90
Student	-----	\$ 45
Institutional	-----	\$ 120
Corporate	-----	\$ 200
Family	-----	\$ 110
Retired	-----	\$ 45

L'ACC a été créé en 1975 pour promouvoir les intérêts et l'enseignement des cartes et de la cartographie ainsi que pour permettre l'échange d'idées, d'informations tant sur les plans régionaux que nationaux et ce via des bulletins et des conférences. L'adhésion à l'Association est ouverte à tous les individus et institutions (privées et publiques) qui Associa-sont intéressés par les cartes et par les buts et objectifs de l'Association. Vous pouvez adhérer dans les catégories suivantes selon les taux indiqués (cdn\$) dans la liste ci-dessous: (\$CND):

Régulier	-----	\$ 90
Étudiant	-----	\$ 45
Institutionnel	-----	\$ 120
Société	-----	\$ 200
Famille	-----	\$ 110
Retraité	-----	\$ 45

To cover mailing costs, US and overseas residents please add \$10 CDN to the applicable membership category.

Members receive the quarterly journal *Cartographica*, published by the University of Toronto Press and endorsed as the journal of the CCA; four issues of *Cartouche*, the CCA newsletter and the International Cartographic Association Newsletter. The Association also provides an annual conference to promote discourse and access to a range of expertise through interest groups and regional contacts.

For further information about membership qualifications and benefits contact the Secretariat of the CCA or any executive member or visit www.cca-acc.org.

Un montant de 10\$ (cdn\$) est ajouté pour couvrir les frais postaux aux membres américains (ÉU) et de 10\$ (cdn\$) pour les membres outremer.

Les membres reçoivent la monographie trimestrielle *Cartographica*, publiée par le University Toronto Press; 4 numéros du bulletin *Cartouche* et le bulletin l'Association cartographique internationale (ACI). L'Association organise également une rencontre annuelle lors de conférences qui donnent accès à l'expertise issue des groupes d'intérêts et des diverses régions du pays.

Pour plus d'information concernant l'adhésion et les bénéfices de l'Association, contactez le Secrétariat de l'ACC ou, visitez notre site Internet www.cca-acc.org

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CARTOUCHE is published quarterly by the Canadian Cartographic Association. Members are welcome to submit articles for publication. Articles and notices submitted for publication are subject to editorial approval. Please address your submissions to the editor. All other articles will appear in the language of submission. While every effort is made to ensure accuracy of content, the editor cannot be responsible for errors in compilation, or loss of any item submitted. Opinions expressed in the editorials, submitted articles and letters are not necessarily those of the Canadian Cartographic Association. The Canadian Cartographic Association gratefully acknowledges the financial support given by the Social Sciences and Humanities Research Council of Canada and in-kind contributions from AbitibiBowater.

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