2006
ESRI Developer Summit

Palm Springs • March 17–18, 2006
Dear Friends:

It is my pleasure to welcome you to the inaugural ESRI Developer Summit. This is an exciting time to be a developer of GIS applications. With advances in the GIS platform, geographic components are distributed, networked, interoperable, and service focused.

It is very important to ESRI that developers enjoy success with our technology. Last year we launched the ESRI Developer Network (EDN™) to make our products more available to developers, and since then, more and more custom solutions have been developed. Now we are establishing a conference that is just for developers. We look forward to taking you through the ESRI development platform and deployment framework. We want to support your efforts to build and deliver creative, practical, and effective GIS solutions that can solve challenging problems across organizations and in society.

Please feel welcome to engage with the ESRI development staff and other conference participants from around the world. Thank you for attending and for working with ESRI to further the role of GIS and geospatial capabilities to help manage our world.

Have a great conference.

Sincerely,

Jack Dangermond
President
Calendar of Activities

Friday, March 17, 2006

7:30 a.m.– 5:00 p.m.  Registration, Oasis 3
7:30 a.m.– 6:00 p.m.  Community Center, Oasis 3
8:30 a.m.– 10:00 a.m.  Keynote Address, Oasis 2
10:15 a.m.– 11:30 a.m.  Technical Sessions
11:30 a.m.– 1:00 p.m.  Lunch Break, Wyndham Poolside
                     Birds-of-a-Feather, see pg. 5
                     Special Interest Group (SIG) Meetings, see pg. 4
1:00 p.m.– 5:15 p.m.  Technical Sessions
6:00 p.m.– 8:00 p.m.  St. Patrick’s Day Dinner, Wyndham Poolside

Saturday, March 18, 2006

7:30 a.m.– 8:00 p.m.  Registration, Oasis 3
7:30 a.m.– 8:00 p.m.  Community Center, Oasis 3
8:00 a.m.– 10:00 a.m.  Keynote Addresses, Oasis 2
10:15 a.m.– 11:30 a.m.  Technical Sessions
11:30 a.m.– 1:00 p.m.  Lunch Break, Wyndham Poolside
                     Special Interest Group Meetings
                     see pg. 5
                     Birds-of-a-Feather, see pg. 5
1:00 p.m.– 5:15 p.m.  Technical Sessions
5:30 p.m.– 6:00 p.m.  Closing, Oasis 2
6:00 p.m.– 8:00 p.m.  Industry Solutions and Development Social, Mesquite D-H, Oasis 3, and Foyer

Table of Contents

4  Conference Highlights
4  Special Interest Group Meetings
6  Community Center
6  Tech Talks
8  Session Matrix
10  Session Categories and Codes
10  Session Descriptions (Friday)
14  Session Descriptions (Saturday)
18  Sessions by Track
25  Postconference Evaluation
27  Mark Your Calendar

Back Cover  Palm Springs Convention Center (PSCC) and Wyndham Hotel Maps

Visit the conference Web site at www.esri.com/devsummit for the online agenda/planner and daily updates.

All conference information and materials are confidential and should not be distributed outside of your organization.
Scott Morehouse, ESRI Director of Research and Development, is chief software architect and visionary for ESRI, responsible for software development strategy and implementation. In his keynote presentation, Morehouse will discuss the ArcGIS® platform, covering software architecture; product vision; deployment frameworks; and developer options for building desktop, server, and mobile GIS applications.

More than 30 different technical sessions will be offered to meet the needs of new or advanced developers who want to increase their knowledge of the ArcGIS system. These sessions will help developers understand best practices, patterns, and tips and tricks for building, deploying, and maintaining solutions on ESRI’s platform.

See pages 10-17 for a complete listing.

After a busy opening day, conference attendees may enjoy a Friday night dinner. The dinner, included as part of conference registration, provides a relaxed setting for meeting other software developers and chatting with ESRI staff. And remember that everyone is Irish on St. Patrick’s Day, so wear something green or you might get pinched!
## Conference Highlights—Saturday

### Saturday, March 18

<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
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<tbody>
<tr>
<td>7:30 a.m.</td>
<td>Registration opens at 7:30 a.m.</td>
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<tr>
<td>8:00 a.m. – 10:00 a.m.</td>
<td>Keynotes</td>
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<tr>
<td>7:30 a.m. – 8:00 p.m.</td>
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<td>Closing</td>
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<tr>
<td>6:00 p.m. – 8:00 p.m.</td>
<td>Industry Solutions and Development Social</td>
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### Special Interest Group Meetings

<table>
<thead>
<tr>
<th>SIG</th>
<th>Time</th>
<th>Location</th>
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</thead>
<tbody>
<tr>
<td>Electric and Gas SIG</td>
<td>Saturday, 11:45 a.m. – 12:45 p.m.</td>
<td>Smoketree D/E (PSCC)</td>
</tr>
<tr>
<td>Java SIG</td>
<td>Saturday, 12:00 noon – 12:45 p.m.</td>
<td>Sierra/Ventura Rooms, Wyndham Hotel</td>
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</tbody>
</table>

### Keynotes

**Saturday, 8:00 a.m. – 10:00 a.m.**

Oasis 2, PSCC

IBM/Microsoft

Join IBM and Microsoft as they explore the Web as a platform for building next-generation applications today. In the keynote presentation, both Microsoft and IBM will present a vision and an architectural road map that will help you navigate the key concepts and technology for implementing your next great solutions.

See page 14 for a full description.

### Technical Sessions

See pages 10-17 for a complete listing.

### Birds-of-a-Feather

These informal gatherings offer an opportunity to meet and network with other attendees and ESRI staff with similar areas of interest. The discussions will be led by ESRI staff. Topics may include technology, software, industries, and more. Stop by the Community Center in Oasis 3 for a listing of sessions.

### Closing

**Saturday, 5:30 p.m. – 6:00 p.m.**

Oasis 2, PSCC

The closing session will recap the major themes of the conference and provide a forum for dialog and discussion. A panel of ESRI staff will be ready to address your observations and solicit your ideas for program improvement, product development, and more.

### Industry Solutions and Development Social

**Saturday, 6:00 p.m. – 8:00 p.m.**

Mesquite D-H, and Oasis Foyer, PSCC

Join us for an evening of fun, learning, sharing, and networking. This relaxed setting will include an opportunity to connect with ESRI industry managers to discuss development ideas, projects, and opportunities in different industries and markets. It will also include the chance to meet with ESRI business partners who will be arriving for the Annual Worldwide Business Partner Conference. ESRI regional office and Business Partner Program staff will also be on hand to answer questions.
Community Center

Oasis 3, PSCC

| Conference Registration Hours |  
|-----------------------------|---|
| **Friday, March 17**        | 7:30 a.m.–6:00 p.m. |
| **Saturday, March 18**      | 7:30 a.m.–8:00 p.m. |

**Message Center**

Once you receive your password (registration number), you can send and receive messages using the designated computers. Instructions for sending messages are listed on the login screen.

Since there are a limited number of computers available, we ask that you be considerate of your fellow attendees and limit your use of the system to 15 minutes at any one time. Please be professional and responsible in choosing the Web sites you visit.

Messages remaining in the system will be available at the Developer Summit Web site for two weeks after the conference. www.esri.com/devsummit

**Spatial Outlet**

Whether you are looking for some newly published books or fun conference gear to take back home, you will find a variety of choices in the ESRI Spatial Outlet and Bookstore. All ESRI Press* books are 50 percent off their regular price. The store offers ample shopping opportunities throughout the conference.

*Discount applies only to books published by ESRI Press.

**Purchase EDN® Subscriptions**

Attendees can purchase an EDN subscription. The subscription provides a library of software for developing and testing applications.

Payment is by credit card or check in U.S. currency only. A signed license agreement is required.

**Sponsor Booths**

Our conference sponsors, IBM and Microsoft, will be available for questions at their respective booths.

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**Developer Island**

Have questions about ESRI’s Technology? Visit the Developer Island in the Community Center where ESRI staff will answer your questions.

| **Developer Island** |  
|---------------------|---|
| **Friday, March 17** | 10:00 a.m.–4:00 p.m. |
| **Saturday, March 18** | 10:00 a.m.–4:00 p.m. |

**Tech Talks**

Tech Talks are small, informal gatherings structured like Q&A sessions where attendees can spend focused time asking questions of the technical session presenters and ESRI development teams.

**Tech Talk Room 1**

**Friday, March 17**

11:30 a.m.–12:00 noon
Overview of ArcGIS Solutions in Service-Oriented Architectures

2:30 p.m.–3:00 p.m.
Hitchhiker’s Guide to the Geodatabase

4:00 p.m.–4:30 p.m.
Delivering Secure ArcGIS Solutions

5:15 p.m.–5:45 p.m.
Hitchhiker’s Guide to Geoprocessing

**Saturday, March 18**

11:30 a.m.–12:00 noon
Hitchhiker’s Guide to Cartography

2:30 p.m.–3:00 p.m.
Hitchhiker’s Guide to Leveraging GPS

4:00 p.m.–4:30 p.m.
Hitchhiker’s Guide to Projections and Spatial References

**Tech Talk Room 2**

**Friday, March 17**

11:30 a.m.–12:00 noon
Developing Cross-Product Solutions with ArcGIS Desktop, ArcGIS Engine, and ArcGIS Server

2:30 p.m.–3:00 p.m.
Building Desktop Applications with Java

4:00 p.m.–4:30 p.m.
GIS Service-Oriented Architecture: A Case Study of ArcWeb Services
5:15 p.m.–5:45 p.m.  
Performance and Scalability

Saturday, March 18  
11:30 a.m.–12:00 noon  
Building Web Applications with ArcGIS Server and .NET

2:30 p.m.–3:00 p.m.  
Building Web Services with ArcGIS Server and .NET

4:00 p.m.–4:30 p.m.  
Deploying and Tuning ArcGIS Server

**Tech Talk Room 3**

Friday, March 17  
11:30 a.m.–12:00 noon  
Extreme Makeover: Moving from MapObjects to ArcGIS Engine

2:30 p.m.–3:00 p.m.  
Building Windows Applications with .NET

4:00 p.m.–4:30 p.m.  
Implementing Enterprise Applications with the Geodatabase and ArcSDE

Saturday, March 18  
11:30 a.m.–12:00 noon  
Building Web Applications with ArcGIS Server and Java

2:30 p.m.–3:00 p.m.  
Strategies for Implementing a Common Operating Picture

4:00 p.m.–4:30 p.m.  
Building Web Services with ArcGIS Server and Java

**Tech Talk Room 4**

Friday, March 17  
11:30 a.m.–12:00 noon  
Developing with the ArcGIS Raster APIs

2:30 p.m.–3:00 p.m.  
Finding Your Way with ArcGIS Network Analyst

4:00 p.m.–4:30 p.m.  
Programming Patterns for Application Development Using ArcGIS Server Mobile ADF

Saturday, March 18  
11:30 a.m.–12:00 noon  
Best Practices for Developing with ArcGlobe

4:00 p.m.–4:30 p.m.  
Strategies for Packaging and Deploying Your ArcGIS Solutions
## Friday, March 17, Session Matrix

<table>
<thead>
<tr>
<th>Times</th>
<th>Smoketree A/B/C</th>
<th>Smoketree D/E</th>
<th>Pasadena Room</th>
<th>Sierra/Ventura Rooms</th>
<th>Mojave Learning Center</th>
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</thead>
<tbody>
<tr>
<td>8:30 a.m.–10:00 a.m.</td>
<td>Keynote: Oasis 2, PSCC</td>
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<tr>
<td>10:15 a.m.–11:30 a.m.</td>
<td>Developing with the ArcGIS Raster APIs</td>
<td>An Overview of the ESRI Developer Network</td>
<td>Developing Cross-Product Solutions with ArcGIS Desktop, ArcGIS Engine, and ArcGIS Server</td>
<td>Extreme Makeover: Moving from MapObjects to ArcGIS Engine</td>
<td>Overview of ArcGIS Solutions in Service-Oriented Architectures</td>
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<tr>
<td>11:30 a.m.–1:00 p.m.</td>
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<td>Lunch Break: Wyndham Poolside</td>
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<tr>
<td>12:00 noon–12:45 p.m.</td>
<td>.NET Special Interest Group Meeting</td>
<td>UML and Agile Methods Special Interest Group Meeting</td>
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<tr>
<td>1:00 p.m.–2:15 p.m.</td>
<td>Developing Applications with ArcWeb Services</td>
<td>Hitchhiker's Guide to the Geodatabase</td>
<td>Building Desktop Applications with Java</td>
<td>Building Windows Applications with .NET</td>
<td>Finding Your Way with ArcGIS Network Analyst</td>
</tr>
<tr>
<td>2:30 p.m.–3:45 p.m.</td>
<td>Implementing Enterprise Applications with the Geodatabase and ArcSDE</td>
<td>Leveraging ESRI Data Models in Your Custom Solution</td>
<td>Delivering Secure ArcGIS Solutions</td>
<td>Programming Patterns for Application Development Using ArcGIS Server Mobile ADF</td>
<td>GIS Service-Oriented Architecture: A Case Study of ArcWeb Services</td>
</tr>
<tr>
<td>4:00 p.m.–5:15 p.m.</td>
<td>Performance and Scalability</td>
<td>Hitchhiker's Guide to Geoprocessing</td>
<td>Effective ArcPad customization</td>
<td>Dynamic GIS—Managing an Animated Display</td>
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<tr>
<td>6:00 p.m.–8:00 p.m.</td>
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<td>St. Patrick’s Day Dinner: Wyndham Poolside</td>
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<td>Times</td>
<td>Smoketree A/B/C</td>
<td>Smoketree D/E</td>
<td>Pasadena Room</td>
<td>Sierra/Ventura Rooms</td>
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<td>8:00 a.m.–10:00 a.m.</td>
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<td><strong>Keynotes: IBM/Microsoft, Oasis 2, PSCC</strong></td>
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<tr>
<td>11:30 a.m.–1:00 p.m.</td>
<td>Lunch Break: Wyndham Poolside</td>
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<tr>
<td>11:45 a.m.–12:45 p.m.</td>
<td>Electric and Gas Special Interest Group Meeting</td>
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<td>Java Special Interest Group Meeting</td>
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<tr>
<td>1:00 p.m.–2:15 p.m.</td>
<td>Building Web Services with ArcGIS Server and .NET</td>
<td>Hitchhiker's Guide to Leveraging GPS</td>
<td>Strategies for Implementing a Common Operating Picture</td>
<td>IBM Rational Software Developer Platform</td>
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<tr>
<td>2:30 p.m.–3:45 p.m.</td>
<td>Deploying and Tuning ArcGIS Server</td>
<td>Hitchhiker's Guide to Projections and Spatial References</td>
<td>Building Web Services with ArcGlobe Server and Java</td>
<td>Strategies for Packaging and Deploying Your ArcGIS Solutions</td>
<td>Next Generation Browsing Experience</td>
</tr>
<tr>
<td>4:00 p.m.–5:15 p.m.</td>
<td>Developing with the ArcGIS Cartographic APIs</td>
<td>Enterprise Integration for Developers Options, Considerations, and Experiences</td>
<td>Best Practices and Design Patterns for Defense Developers</td>
<td>Easy Ways to Turbocharge Your ArcObjects Solution</td>
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<tr>
<td>5:30 p.m.–6:00 p.m.</td>
<td>Closing Session: Oasis 2, PSCC</td>
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<td>6:00 p.m.–8:00 p.m.</td>
<td>Industry Solutions and Development Social: Mesquite D-H and Oasis Foyer, PSCC</td>
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Session Descriptions by Day
Friday, March 17

**Session Track Codes**

(Data Mgt.) Data Management  
(Desk) Desktop Development  
(ENT) Enterprise Architecture  
(Concp.) GIS Concepts  
(Java) Java Development  
(Mobile) Mobile Development  
(.NET) .NET Development  
(Web) Web Development

8:30 a.m.–10:00 a.m.

**Keynote Address**
*Presenter: Scott Morehouse*

8:30 a.m.– 10:00 a.m., Oasis 2, PSCC

Scott Morehouse, ESRI director of research and development, is chief software architect and visionary for ESRI, responsible for software development strategy and implementation. In his keynote presentation, Morehouse will discuss the ArcGIS platform, covering software architecture; product vision; deployment frameworks; and developer options for building desktop, server, and mobile GIS applications.

10:15 a.m.–11:30 a.m.

**An Overview of the ESRI Developer Network (Concp.)**

10:15 a.m.– 11:30 a.m., Smoketree D/E, PSCC

This session will give an overview of the ESRI Developer Network (EDN), a developer-centric program providing developers with resources for building on the ArcGIS platform. Topics include key features of the program, tools, options, and licensing.

**Developing Cross-Product Solutions with ArcGIS Desktop, ArcGIS Engine, and ArcGIS Server (Web)**
*Presenter: Allan LaFramboise*

10:15 a.m.– 11:30 a.m., Pasadena Room, Wyndham Hotel

Desktop developers can easily leverage their ArcObjects™ skills with ArcGIS Engine and ArcGIS Desktop. Code can be written once and leveraged on desktop, engine, or server deployments. This session will discuss workflows and strategies for building code so that it can be easily leveraged across ArcGIS products.

**Developing with the ArcGIS Raster APIs (Data Mgt.)**
*Presenters: Hong Xu, Peng Gao, and Qian Liu*

10:15 a.m.– 11:30 a.m., Smoketree A/B/C, PSCC

ArcGIS provides rich raster APIs that can be used in extending raster capabilities in ArcGIS or building raster-centric stand-alone applications. This session will provide an overview of the raster data model (raster datasets and raster catalogs) as well as raster APIs for developers. The key elements that will be discussed include accessing and creating raster data from various sources (file system and geodatabases); raster operations, such as transformation and mosaicking; raster display using various raster renderers; and pixel-access techniques, which provide capabilities to build powerful custom applications. Best developer practices for loading ArcSDE® raster data will also be covered, and samples will be used throughout the session.

**Extreme Makeover: Moving from MapObjects to ArcGIS Engine (Desk)**
*Presenters: Jianxia Song and Jim Barry*

10:15 a.m.– 11:30 a.m., Sierra/Ventura Rooms, Wyndham Hotel

This session is for developers who are interested in migrating their existing MapObjects® Windows® applications to ArcGIS Engine applications. It is well known that developers have been successful in building applications with MapObjects, but for those developers looking to the future, ArcGIS Engine provides an all-around better solution. ArcGIS Engine provides a much richer functionality that extends from 3D display to geoprocessing and allows you to integrate much more closely with the entire suite of ArcGIS products including ArcGIS Desktop and ArcSDE. ArcGIS Engine also provides a number of software components that simplify the development and deployment process significantly. This session will look at the functionality and architecture of both products, then use a real-world development scenario to outline the items you need to consider to successfully migrate your MapObjects application to an ArcGIS Engine application.

**Overview of ArcGIS Solutions in Service-Oriented Architectures (ENT) (Web)**
*Presenter: David Wrazien*

10:15 a.m.– 11:30 a.m., Mojave Learning Center, Wyndham Hotel

This session will look at the ArcGIS framework as a versatile platform for deploying GIS functionality and business logic to desktops, servers (including the Web), and mobile devices. Various deployment strategies and architectures will be presented within the context of an enterprise solution. Discussions will cover client/server architecture, service-oriented architecture (SOA), federated and centralized solutions, the enterprise service bus (ESB), portals, and quality of service concepts. In addition, this session will include “snapshots” of various enterprise solutions that will help attendees with their ArcGIS deployment strategy.
Prerequisites: Some familiarity with ArcObjects, Java integration and geoprocessing.

features of the upcoming ArcGIS 9.2 release such as the IDE ArcGIS 3D Analyst such as ArcGIS Network Analyst, ArcGIS Spatial Analyst, and IDEs with focus on using various extensions in ArcGIS—Java with ArcGIS Engine using drag-and-drop features of various include developing stand-alone and embedded applications.

Attendees will be able to trace the design from use cases and requirements through class diagrams and sequence diagrams all the way to C# code and unit tests and can compare the original use cases to the finished GIS application. If you've ever been stumped by the complexities of UML and use cases, this talk will clear up a lot of the mystery.

Building Desktop Applications with Java (Desk) (Mobile) (Java)

Presenters: Eric Bader, Mark Zollinger, and Vishal Agarwal

1:00 p.m.– 2:15 p.m., Pasadena Room, Wyndham Hotel

ArcGIS provides a rich solution for building GIS applications using Java. Developers, system integrators, and application designers can leverage ESRI's rich cross-platform and standards-compliant Java solution for designing, developing, and deploying GIS-based desktop applications. This session will outline the ArcGIS platform for Java developers. Topics will include developing stand-alone and embedded applications with ArcGIS Engine using drag-and-drop features of various IDEs with focus on using various extensions in ArcGIS—Java such as ArcGIS Network Analyst, ArcGIS Spatial Analyst, and ArcGIS 3D Analyst™. This session will also cover the new features of the upcoming ArcGIS 9.2 release such as the IDE integration and geoprocessing.

Prerequisites: Some familiarity with ArcObjects, Java™, and the ArcGIS family of products is recommended.

Building Windows Applications with .NET (Desk) (Mobile) (.NET)

Presenters: Allan LaFramboise and Shelly Gill

1:00 p.m.– 2:15 p.m., Sierra/Ventura Rooms, Wyndham Hotel

ArcGIS contains a comprehensive library of GIS components that .NET developers can use to embed GIS in existing applica-
tions and build custom Windows applications. This session will provide an overview for developing with the ArcGIS platform using the Microsoft®.NET platform. The session will include such topics as extending the desktop application framework and building embedded ArcGIS Engine applications. The session will present design patterns, best practices, and other tips and tricks for getting the most out of the ArcGIS platform using .NET along with a look at some of the new features planned for ArcGIS 9.2.

Developing Applications with ArcWeb Services (Web) (Mobile)

Presenters: Andrea Rosso, Robert Caudill, and Mansour Raad

1:00 p.m.– 2:15 p.m., Smoketree A/B/C, PSCC

This session will discuss how to get the most out of ArcWeb™ Services as a developer, from getting started to more sophisticated techniques. Included in the discussion will be the SOAP API as well as the newly available REST API and J2ME™ Toolkit. There will also be a discussion of how to build applications that make use of the ArcWeb™ Services new Flash mapping and SVG mapping capabilities. The session will include demonstrations of simple mockups as well as more advanced applications.

Finding Your Way with ArcGIS Network Analyst (Web) (Desk)

Presenters: Frederic Schettini, Matt Crowder, and Michael Rice

1:00 p.m.– 2:15 p.m., Mojave Learning Center, Wyndham Hotel

The ArcGIS Network Analyst extension provides tools to determine shortest and best routes, generate service areas, identify closest facilities, and other network analyses. This session will provide an overview of Network Analyst and demonstrate how developers commonly use and customize it. There will be demonstrations illustrating the general workflow for building ArcGIS Engine and Web applications in C# that perform network analysis using the Network Analyst and geocoding components.

Hitchhiker’s Guide to the Geodatabase (Concp.) (Data Mgt.)

Presenters: Craig Gillgrass and Sud Menon

1:00 p.m.– 2:15 p.m., Smoketree D/E, PSCC

This session will describe the geodatabase and its role in providing data access to the ArcGIS system. Key concepts and an overview of the geodatabase architecture will be presented. Attendees will learn the key elements of the geodatabase API; how it can be used to access a variety of different formats; and best practices and patterns for accessing data, querying, editing, and data loading. Note that all samples will be presented using .NET.

Prerequisites: A good understanding of basic geodatabase terms and concepts
Sessions • Friday, continued

2:30 p.m.–3:45 p.m.

Delivering Secure ArcGIS Solutions (ENT) (Web)
Presenter: Rand Woolley Jr.
2:30 p.m.– 3:45 p.m., Pasadena Room, Wyndham Hotel
Effective enterprise security can be a real challenge today for developers, system architects, and security specialists who design, deploy, and support mission-critical solutions. While recent industry advancements (especially in the areas of Web service standards and service-oriented architectures) are helping developers and architects more effectively meet their security objectives, these new capabilities are also contributing to an already complex set of protocols, tools, and architectures. Participants can expect to be briefed on defense in-depth strategies commonly utilized in the design and implementation of ArcGIS enterprise applications and systems. Desktop, Web application, and Web service standards-based strategies will be included with sample security controls as time permits.

GIS Service-Oriented Architecture: A Case Study of ArcWeb Services (ENT) (Web)
Presenters: Andrea Rosso and Deane Kensok
2:30 p.m.– 3:45 p.m., Mojave Learning Center, Wyndham Hotel
This session will discuss the integration points of an SOA using ArcWeb Services as a reference. Built on the ArcGIS family of products, ArcWeb Services provide access to GIS functionality and a broad array of commercial off-the-shelf geographic data on demand. This session will provide details on the ArcGIS infrastructure that ESRI employs to provide ArcWeb Services. In addition, it will also illustrate several real-world examples of how ArcWeb Services have been used to provide solutions in an SOA.

Implementing Enterprise Applications with the Geodatabase and ArcSDE (Concp.) (Data Mgt.)
Presenters: Gudmundur Hafberg and Tom Brown
2:30 p.m.– 3:45 p.m., Smoketree A/B/C, PSCC
This session will discuss the key elements of the geodatabase API as it relates to building enterprise applications with ArcSDE. The session will discuss various workflows for developing highly scalable multi-user applications that leverage versioning, transactions, and various ways to efficiently query data and measure performance via code instrumentation and tracing. The session will also help you prepare for migrating to ArcGIS 9.2 by discussing high-precision geometries, how to manage spatial extents, and precision changes.

Leveraging ESRI Data Models in Your Custom Solution (Concp.) (Data Mgt.)
Presenters: Joe Breman and Steve Grise
2:30 p.m.– 3:45 p.m., Smoketree D/E, PSCC
This session will help developers get a “leg up” in developing custom solutions by leveraging the ArcGIS data models developed within various user communities. The session will describe data model goals, processes, and workflows. The current models will be discussed including a case study of the Arc Hydro data model. This presentation will share practical experience in documenting GIS data models, integration of tools, and related lessons learned. Developers will learn about the conceptual, logical, and physical phases of design and will see how the data models, together with related tools, can be used as a foundation in building custom applications.

Programming Patterns for Application Development Using ArcGIS Server Mobile ADF (Web) (Mobile) (.NET)
Presenters: Frederic Aubry and Mike Shaw
2:30 p.m.– 3:45 p.m., Sierra/Ventura Rooms, Wyndham Hotel
The Mobile Application Development Framework (ADF™) is a new framework for developing lightweight, easy-to-deploy, service-oriented applications that have a robust, responsive, and rich user experience on the client device. The Mobile ADF can be deployed to two families of clients: Windows 32-based clients such as laptops or Tablet PCs and Windows Mobile devices such as Pocket PC and Windows CE devices. The Mobile ADF allows the development of occasionally connected applications on both platforms. The session will introduce the architecture of the framework and cover its relationship with ArcGIS Server. Samples and coding guidelines will be used to introduce programming patterns and illustrate multithreading, ADO.NET, connectivity, and other programming considerations.

Target audience: Midlevel to advanced .NET programmers

4:00 p.m.–5:15 p.m.

Dynamic GIS—Managing an Animated Display (Desk)
Presenters: Hanoch Kalmanovich, Morakot Pilouk, and Yaron Fine
4:00 p.m.– 5:15 p.m., Sierra/Ventura Rooms, Wyndham Hotel
This session will present the Accelerated Display solution for high performance and near real-time 2D display for displaying rapidly moving graphic items (features) on a continuous panning and rotating background of standard ArcGIS 2D layers. The session will describe how the Accelerated Display attaches to the ArcGIS 2D Display Pipeline and takes over the display using an OpenGL rendering context that replaces the standard...
2D GDI display. The session will discuss efficient programming patterns with the Accelerated Display package: managing and displaying real-time feed (from sensors, GPS, or tracking servers), implementing an accelerated custom layer, and using accelerated sketches to implement accelerated tools.

Effective ArcPad Customization (Mobile)
*Presenters: Bryce Smith and Craig Greenwald*
4:00 p.m.–5:15 p.m., Pasadena Room, Wyndham Hotel
Learn how to move beyond simple forms and toolbars. This session will show you how to build complete mobile GIS applications using ArcPad® 7 and ArcPad Application Builder. Topics include:
- Customizing the user interface (toolbars, forms, status bar, preferences)
- Writing utility extensions to supplement scripting and the ArcPad Object Model
- Managing related tables and data-linked forms
- Interprocess communication techniques
- Integrating serial and Bluetooth devices
- Field deployment and data maintenance

Hitchhiker’s Guide to Geoprocessing (Concp.)
*Presenter: Corey Tucker*
4:00 p.m.–5:15 p.m., Smoketree D/E, PSCC
This session will provide developers with the must-know information to be successful with spatial analysis and modeling via the geoprocessing framework (examples in .NET and Java). Attendees will learn how to execute the hundreds of tools that come with ArcGIS and its extensions, including the custom tools they may build with ModelBuilder™ and scripts in ArcGIS Desktop, as well as how to develop new system tools with ArcObjects in order to add new functionality to ArcGIS. Additional topics, such as using environment settings and how to publish and execute tools with ArcGIS Server, will also be covered.

Performance and Scalability (ENT) (Web) (Data Mgt.)
*Presenters: Dave Peters, Jim Mason, and John Meza*
4:00 p.m.–5:15 p.m., Smoketree A/B/C, PSCC
This session will share a methodology for delivering functionality to multiple ArcGIS users in an enterprise system without sacrificing performance or scalability. Topics covered will be capacity planning, design for performance, performance and scalability testing, monitoring, and maintenance. These best practices have been effective in supporting deployment of successful enterprise GIS operations worldwide. The information will be provided in chronological order just as it would be applied to a real project.

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Session Descriptions by Day
Saturday, March 18

Session Track Codes

(Data Mgt.)  Data Management
(Desk)      Desktop Development
(ENT)       Enterprise Architecture
(Concp.)    GIS Concepts
(Java)      Java Development
(Mobile)    Mobile Development
(.NET)      .NET Development
(Web)       Web Development

8:00 a.m.–10:00 a.m.

Keynote Addresses

IBM/Microsoft
8:00 a.m.–10:00 a.m., Oasis 2, PSCC
Join IBM and Microsoft as they explore the Web as a platform for building next generation applications today. In the keynote presentation both Microsoft and IBM will present a vision and an architectural roadmap that will help you navigate the key concepts and technology for implementing your next great solutions.

IBM—Business Processes, Service-Oriented Architecture, and Governance for the Enterprise
Presenter: Martin Nally, IBM
8:00 a.m.– 9:00 a.m., Oasis 2, PSCC
Companies are under increasing pressure to implement software support for new products and business processes more rapidly. They also need to be able to integrate their systems with external systems either to integrate with larger supply chains or because they wish to outsource non-strategic function to external suppliers. Mergers and acquisitions also continue to create the need for integration of systems. The combination of these and other business pressures are fueling a strong interest in service-oriented architectures (SOA). SOA holds the promise of reducing the time to implement new business processes by recombining core functions in a flexible, loosely-coupled manner. Because SOA implementations can be based on open Internet standards, they also hold the promise of more easily supporting business processes that span locations and organizations. Companies are also bringing the business value for their IT investments under increasing scrutiny and at the same time must comply with increasing levels of regulatory requirements. This is creating a strong focus on the issues of governance of the processes of software development and resulting applications. This talk will explore these topics and describe the solutions that IBM offers customers for the building, deployment, and governance of SOA applications.

Martin Nally is an IBM Distinguished Engineer who joined IBM in 1990 with 10 years’ prior industry experience. He was the lead architect and developer for IBM VisualAge/Smalltalk and lead architect and overall development manager for IBM WebSphere® Studio. His current title is chief technical officer, IBM Rational Software.

Microsoft Presents: Next Web Now
Eddie Amos, Microsoft Corp.
9:00 a.m.-10:00 a.m., Oasis 2, PSCC
Rising from the droplets of the bubble that burst in 2000, the next generation of the Web is coming. Often called Web 2.0, As Web-based content and services become increasingly indispensable, users are expecting to interact with your offerings in new ways and in new locations.

Come to learn Microsoft’s take on “the Web as a service,” “folksonomies,” “the Long Tail,” and other Web 2.0 concepts. You’ll hear about Microsoft’s road map for the Web, and learn the latest about Windows Presentation Foundation, Windows Vista, ASP.NET, Windows Live!, as well as “Atlas”, Microsoft’s new AJAX framework, but who knows just where the conversation will go? And of course, the ESRI attendees may have an opportunity to join in the discussion and get in a few questions of their own.

Eddie Amos is a sr. director in the Developer and Platform Evangelism Group at Microsoft Corp., focusing on the technical enablement of the global independent software vendor community. His team also develops strategy and manages technical relationships with key partners.

Amos joined Microsoft in June 2002 as a sr. director in the Platform Strategy and Partner Group, where he was responsible for strategy, technical oversight, evangelism, and market development for Microsoft's most strategic customers. He provided architectural guidance and insight to many Global 100 organizations on how to solve difficult integration issues using EAI and Web services technology.

Prior to joining Microsoft, Amos was the vice president of Business Technology and Industry Solutions at webMethods. His team focused on complex enterprise integration problems and supported the efforts of the independent software vendor community who embedded this technology in their product offerings. Prior to webMethods, Amos worked in the Product Management Group at Lotus Development.

Amos received a master of science degree from American University in Washington, D.C., and lives in the Seattle area with his wife and two children.
Best Practices for Developing with ArcGlobe (Desk)

Presenters: Morakot Pilouk and Yaron Fine
10:15 a.m.– 11:30 a.m., Pasadena Room, Wyndham Hotel

ArcGlobe™ is an excellent platform for displaying geographic data including 3D graphical objects, features, terrain, and images. Various applications can be developed to extend the functionality of ArcGlobe. The session will discuss efficient programming patterns and walk-through code samples that interactively manipulate 3D graphical objects on the globe display using input from the mouse or external real-time feeds such as GPS or tracking servers. Programming samples, including picking and dragging 3D objects on the globe surface, sizing, extruding, and rotating, will be given. Performance improvement using OpenGL with Custom Layer and how to avoid pitfalls in the threading model will also be discussed.

Building Web Applications with ArcGIS Server and Java (Web) (Java)

Presenter: Steven Citron-Pousty
10:15 a.m.– 11:30 a.m., Sierra/Ventura Rooms, Wyndham Hotel

You have written a simple mapping application and explored the templates, now what? In this session, you will learn how to add custom commands and tools to the Java Web ADF that utilize ArcObjects™. Then you will learn how to use the map interface to help render results for tabular output. Finally, for all you pooled server object fans, the use of server description objects will be discussed and demonstrated. Along the way, this session will show you some of the gems in the ADF that you might have missed.

Building Web Applications with ArcGIS Server and .NET (Web) (.NET)

Presenter: Art Haddad
10:15 a.m.– 11:30 a.m., Smoketree A/B/C, PSCC

This session will introduce the techniques for developing Web applications with the ArcGIS Web Application Developer Framework for the Microsoft .NET Framework. The Web ADF allows you to integrate feature-rich GIS functionality into your Web applications. The ADF is designed to support data from multiple sources, including ArcGIS Server and ArcIMS®, and integrate data from different sources at the same time in the same application. The ADF includes a set of custom Web controls and templates incorporated into Microsoft Visual Studio®.NET that you will use to build your Web applications. You can start building your Web application with the MapViewer template, which offers basic map navigation and display capabilities, or SiteBuilder, a comprehensive Web application designer. You can also use the Web controls directly to create your own specialized application in a style that conforms to your existing Web site. In addition, the ADF provides a common API to work with controls and develop with different data sources using common interfaces. More detailed, comprehensive functionality for each data source is provided by data-source-specific APIs such as the ArcObjects Server API and the ArcIMS API.

Hitchhiker’s Guide to Cartography (Concp.)

Presenters: Aileen Buckley and Charles Frye
10:15 a.m.– 11:30 a.m., Smoketree D/E, PSCC

This session will provide an introduction to the key concepts of how maps work in ArcGIS as well as basic map design for maps that are embedded in other applications. In ArcGIS™, understanding how a map is drawn is half the battle; awareness of processes such as how a layer gets symbols to use, what order layers draw in, or how ancillary processes, such as transparency, masking, and labeling, are part of a display framework. This session will cover the basics. The other half of the battle is actually designing a good map with purpose, and maps that are embedded in applications have unique design considerations. A clickable map that occupies a 3” x 4” window on a computer screen works differently than a map on a 24” x 36” sheet of paper; therefore, the basics of symbol selection, text, and data formatting for these maps will also be covered in this session.

Special Interest Group: Electric and Gas

11:45 a.m.– 12:45 p.m., Smoketree D/E, PSCC

All developers and business partners working for or supporting electric and gas utilities are invited to a special interest group meeting to exchange ideas about how utilities can better leverage ESRI’s developer tools.

Special Interest Group: Java

12:00 noon– 12:45 p.m., Sierra/Ventura Rooms, Wyndham Hotel

Come join us as we discuss what is coming for ArcGIS 9.2, what people are doing with 9.1, what you would like to see the Java team do to help you develop your applications, and anything else of interest. We would like to use this SIG to help grow our community of Java developers. So come and share your ideas.
and integrate data from different sources at the same time in the same application. The ADF provides a common API to work with different data sources using common interfaces and data source-specific APIs to access more detailed, comprehensive functionality for each data source such as the ArcObjects server API and the ArcIMS API.

Hitchhiker’s Guide to Leveraging GPS (Concp.) (Mobile)
Presenter: Myles Sutherland
1:00 p.m.– 2:15 p.m., Smoketree D/E, PSCC
The Hitchhiker’s Guide to Leveraging GPS session will include global positioning systems (GPS), best practices for capturing accurate GIS data, a product showcase (ArcMap®, ArcPad, ArcGIS Server, mobile ADF, GPS Analyst), and developer walk-throughs highlighting integration of GPS with mobile GIS applications.

IBM Rational Software Development Platform
Presenter: Martin Nally, IBM
1:00 p.m.– 2:15 p.m., Madera Room, Wyndham Hotel
The IBM® Rational® Software Development Platform (SDP) is a rich suite of tools for supporting software development for a range of computing platforms and implementation languages. SDP includes support for the full application development cycle including portfolio management, requirements modeling, architecture modeling, implementation, testing, deployment, and monitoring. SDP supports the collaboration of teams separated in location and time with support for the overall governance of the development process. SDP is implemented as a set of plug-ins extending the Eclipse open-source tools platform that IBM created. One such plug-in is the Rational Spatial Integration Adapter. The Eclipse platform has revolutionized the industry for software development tools by providing a platform on which tools from different vendors, as well as open-source organizations, can be integrated seamlessly in a single interactive development environment. This talk will explore the capabilities and directions of both the Rational SDP and the Eclipse open-source platform.

Strategies for Implementing a Common Operating Picture (ENT)
Presenters: David Kaiser, Derrick Burke, and John Calkins
1:00 p.m.– 2:15 p.m., Pasadena Room, Wyndham Hotel
Implementing a common operating picture application requires the fusing of traditional spatial datasets with real-time sensor feeds. Using Tracking Server and ArcGIS Server, ESRI has built an employee-locating application that combines multiple tracking server feeds with location-based services to enable a common operating picture of staff resources. In this session, a detailed presentation will discuss the data link integration, use of ArcWeb Services, and the implementation of server technologies to create a common operating picture application. While there are many technologies to implement common operating picture solutions, this session will focus on real-time data feeds and their integration.

Building Web Services with ArcGIS Server and Java (Web) (Mobile) (Java)
Presenters: Antony Jayaprakash, Eric Miller, Jay Theodore, and Steven Citron-Pousty
2:30 p.m.– 3:45 p.m., Pasadena Room, Wyndham Hotel
This session will focus on creating Web services using the ArcGIS Server and the Java Web ADF, consuming these services with desktop and Web applications, and providing best practices for developing service-oriented architectures with ArcGIS Server 9.1 and 9.2. Demos will include configuring and creating catalogs of Web services for MapServer, GeocodeServer, GeodataServer, and GlobeServer as well as associated server object extension objects using the developer kit templates (9.1) and the Java Web Administrator (9.2); creating and configuring application Web services that exchange only simple native types; and creating desktop and Web applications that consume these Web services.

Deploying and Tuning ArcGIS Server (ENT) (Web) (Data Mgt.) (Java)
Presenters: Eric Miller and Jim Mason
2:30 p.m.– 3:45 p.m., Smoketree A/B/C, PSCC
Are you trying to design performance into your next ArcGIS Server deployment? Come to this session to learn how to anticipate bottlenecks and avoid typical performance pitfalls. Practical techniques to monitor and tune your applications for maximum performance and scalability will be emphasized. A brief discussion of high-availability deployment options will be included. Finally, the session will highlight the new cached map server functionality, which dramatically improves the rendering performance of complex basemaps. This session is appropriate for both Java and .NET developers.

Hitchhiker’s Guide to Projections and Spatial References (Concp.)
Presenter: Melita Kennedy
2:30 p.m.– 3:45 p.m., Smoketree D/E, PSCC
For developers who do not correctly handle spatial references, performing analyses and geoprocessing can be in vain. This session will briefly cover the concepts behind geographic, projected, and vertical coordinate systems. Spatial references will also be discussed as well as how to utilize them in ArcGIS.
Next Generation Browsing Experience
Presenter: Microsoft Staff
2:30 p.m.– 3:45 p.m., Madera Room, Wyndham Hotel
A plain old HTML experience is no longer good enough for your most frequent (and most valuable) users? AJAX is setting new standards for responsiveness and usability, visitors are expecting increasingly-sophisticated customization and personalization options, and rich media integration is unlocking new revenue streams. But building these richer sites can be difficult and expensive. Microsoft hosts this exploration of how technologies such as “Atlas” (Microsoft’s new AJAX framework), Windows Live!, the Windows Presentation Foundation can take your browser-based content and commerce experiences to another level and increase earnings, while minimizing development and maintenance costs.

Strategies for Packaging and Deploying Your ArcGIS Solutions (Desk)
Presenters: Brian Goldin, Mita Shah, and Dara Hughes
2:30 p.m.– 3:45 p.m., Sierra/Ventura Rooms, Wyndham Hotel
Once you have built your solution, you need to deploy it. This session will walk you through the process of deploying a custom ArcGIS Engine solution. The session will focus on the process of creating your own setup program for distributing your custom solution and associated files. The ESRI install team will also provide tips and guidelines for redistributing ArcGIS Engine Runtime and checking for other system requirements.

Developing with the ArcGIS Cartographic APIs (Concp.)
Presenters: Craig Williams and Michael Grossman
4:00 p.m.– 5:15 p.m., Smoketree A/B/C, PSCC
This session will cover the cartographic portions of the ArcObjects API. Best practices for working with the display, map, page layout, and map components will be covered. A central focus of the session will be a discussion on the entry points into the cartographic system and the differences between the ArcGIS products in cases such as map production and map management. The session will also highlight some of the new cartographic functionality that will be included in the ArcGIS 9.2 release.

Easy Ways to Turbocharge Your ArcObjects Solution (Concp.)
Presenter: Brian Goldin
4:00 p.m.– 5:15 p.m., Sierra/Ventura Rooms, Wyndham Hotel
This session will introduce quick nonprogrammatic ways to jump start an ArcGIS development solution. Users familiar with ArcObjects already know that there are many ways to get the job done. Some paths lead to writing volumes of code, whereas others follow the simpler route of configuring an application. Whether attendees are “code monkeys” or find themselves impatient, this is a session not to be missed. Patterns will be presented via a top 10 format that will help developers improve their productivity and reuse high-level ArcObjects and techniques to reduce debugging time. Examples will be implemented in .NET and Java and cover ArcGIS Desktop, ArcGIS Engine, and ArcGIS Server.

Enterprise Integration for Developers—Options, Considerations, and Experiences (ENT)
Presenters: Carsten Piepel and Enrique Yaptenco
4:00 p.m.– 5:15 p.m., Smoketree D/E, PSCC
The deployment of GIS more broadly within the enterprise environment has resulted in an increased demand for integrating with other enterprise systems such as enterprise resource planning (ERP), customer relationship management (CRM), business intelligence (BI), and electronic document management systems (EDMS). This session will explore best practices and design patterns for implementing ESRI GIS technology with SAP and other enterprise systems.
## Sessions by Track

Each session description in the agenda includes a code to help you identify all the sessions in a particular track. Refer to these codes to find all the sessions in your areas of interest.

*For complete session descriptions, see page 10.*

### Session Track Codes

<table>
<thead>
<tr>
<th>Code</th>
<th>Track</th>
</tr>
</thead>
<tbody>
<tr>
<td>(Data Mgt.)</td>
<td>Data Management</td>
</tr>
<tr>
<td>(Desk)</td>
<td>Desktop Development</td>
</tr>
<tr>
<td>(ENT)</td>
<td>Enterprise Architecture</td>
</tr>
<tr>
<td>(Concp.)</td>
<td>GIS Concepts</td>
</tr>
<tr>
<td>(Java)</td>
<td>Java Development</td>
</tr>
<tr>
<td>(Mobile)</td>
<td>Mobile Development</td>
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<td>(.NET)</td>
<td>.NET Development</td>
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<tr>
<td>(Web)</td>
<td>Web Development</td>
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</tbody>
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Sessions may be listed under multiple tracks.

### Data Management (Data Mgt.)

**Deploying and Tuning ArcGIS Server**  
Saturday, 2:30 p.m.– 3:45 p.m.  
Smoketree A/B/C, PSCC

**Developing with the ArcGIS Raster APIs**  
Friday, 10:15 a.m.– 11:30 a.m.  
Smoketree A/B/C, PSCC

**Hitchhiker’s Guide to the Geodatabase**  
Friday, 1:00 p.m.– 2:15 p.m.  
Smoketree D/E, PSCC

**Implementing Enterprise Applications with the Geodatabase and ArcSDE**  
Friday, 2:30 p.m.– 3:45 p.m.  
Smoketree A/B/C, PSCC

**Leveraging ESRI Data Models in Your Custom Solution**  
Friday, 2:30 p.m.– 3:45 p.m.  
Smoketree D/E, PSCC

**Performance and Scalability**  
Friday, 4:00 p.m.– 5:15 p.m.  
Smoketree A/B/C, PSCC

### Desktop Development (Desk)

**Best Practices for Developing with ArcGlobe**  
Saturday, 10:15 a.m.–11:30 a.m.  
Pasadena Room, Wyndham Hotel

**Building Desktop Applications with Java**  
Friday, 1:00 p.m.– 2:15 p.m.  
Pasadena Room, Wyndham Hotel

**Building Windows Applications with .NET**  
Friday, 1:00 p.m.– 2:15 p.m.  
Sierra/Ventura Rooms, Wyndham Hotel

**Dynamic GIS—Managing an Animated Display**  
Friday, 4:00 p.m.– 5:15 p.m.  
Sierra/Ventura Rooms, Wyndham Hotel

**Extreme Makeover: Moving from MapObjects to ArcGIS Engine**  
Friday, 10:15 a.m.– 11:30 a.m.  
Sierra/Ventura Rooms, Wyndham Hotel

**Finding Your Way with ArcGIS Network Analyst**  
Friday, 1:00 p.m.– 2:15 p.m.  
Mojave Learning Center, Wyndham Hotel

**Strategies for Packaging and Deploying Your ArcGIS Solutions**  
Saturday, 2:30 p.m.– 3:45 p.m.  
Sierra/Ventura Rooms, Wyndham Hotel

### Enterprise Architecture (ENT)

**Delivering Secure ArcGIS Solutions**  
Friday, 2:30 p.m.– 3:45 p.m.  
Pasadena Room, Wyndham Hotel

**Deploying and Tuning ArcGIS Server**  
Saturday, 2:30 p.m.– 3:45 p.m.  
Smoketree A/B/C, PSCC

**Enterprise Integration for Developers—Options, Considerations, and Experiences**  
Saturday, 4:00 p.m.– 5:15 p.m.  
Smoketree D/E, PSCC

**GIS Service-Oriented Architecture: A Case Study of ArcWeb Services**  
Friday, 2:30 p.m.– 3:45 p.m.  
Mojave Learning Center, Wyndham Hotel
Overview of ArcGIS Solutions in Service-Oriented Architectures
Friday, 10:15 a.m.–11:30 a.m.
Mojave Learning Center, Wyndham Hotel

Performance and Scalability
Friday, 4:00 p.m.–5:15 p.m.
Smoketree A/B/C, PSCC

Strategies for Implementing a Common Operating Picture
Saturday, 1:00 p.m.–2:15 p.m.
Pasadena Room, Wyndham Hotel

GIS Concepts (Concp.)

An Overview of the ESRI Developer Network
Friday, 10:15 a.m.–11:30 a.m.
Smoketree D/E, PSCC

Best Practices and Design Patterns for Defense Developers
Saturday, 4:00 p.m.–5:15 p.m.
Pasadena Room, Wyndham Hotel

Developing with the ArcGIS Cartographic APIs
Saturday, 4:00 p.m.–5:15 p.m.
Smoketree A/B/C, PSCC

Easy Ways to Turbocharge Your ArcObjects Solution
Saturday, 4:00 p.m.–5:15 p.m.
Sierra/Ventura Rooms, Wyndham Hotel

Hitchhiker’s Guide to Cartography
Saturday, 10:15 a.m.–11:30 a.m.
Smoketree D/E, PSCC

Hitchhiker’s Guide to Geoprocessing
Friday, 4:00 p.m.–5:15 p.m.
Smoketree D/E, PSCC

Hitchhiker’s Guide to Leveraging GPS
Saturday, 1:00 p.m.–2:15 p.m.
Smoketree D/E, PSCC

Hitchhiker’s Guide to Projections and Spatial References
Saturday, 2:30 p.m.–3:45 p.m.
Smoketree D/E, PSCC

Hitchhiker’s Guide to the Geodatabase
Friday, 1:00 p.m.–2:15 p.m.
Smoketree D/E, PSCC

Implementing Enterprise Applications with the Geodatabase and ArcSDE
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Smoketree A/B/C, PSCC

Leveraging ESRI Data Models in Your Custom Solution
Friday, 2:30 p.m.–3:45 p.m.
Smoketree D/E, PSCC

Java (Java)

Best Practices and Design Patterns for Defense Developers
Saturday, 4:00 p.m.–5:15 p.m.
Pasadena Room, Wyndham Hotel

Building Desktop Applications with Java
Friday, 1:00 p.m.–2:15 p.m.
Pasadena Room, Wyndham Hotel

Building Web Applications with ArcGIS Server and Java
Saturday, 10:15 a.m.–11:30 a.m.
Sierra/Ventura Rooms, Wyndham Hotel

Building Web Services with ArcGIS Server and Java
Saturday, 2:30 p.m.–3:45 p.m.
Pasadena Room, Wyndham Hotel

Deploying and Tuning ArcGIS Server
Saturday, 2:30 p.m.–3:45 p.m.
Smoketree A/B/C, PSCC

Mobile Development (Mobile)

Building Desktop Applications with Java
Friday, 1:00 p.m.–2:15 p.m.
Pasadena Room, Wyndham Hotel

Building Web Services with ArcGIS Server and Java
Saturday, 2:30 p.m.–3:45 p.m.
Pasadena Room, Wyndham Hotel

Building Web Services with ArcGIS Server and .NET
Saturday, 1:00 p.m.–2:15 p.m.
Smoketree A/B/C, PSCC

Building Windows Applications with .NET
Friday, 1:00 p.m.–2:15 p.m.
Sierra/Ventura Rooms, Wyndham Hotel
Sessions by Track, continued

Developing Applications with ArcWeb Services
Friday, 1:00 p.m.– 2:15 p.m.
Smoketree A/B/C, PSCC

Effective ArcPad Customization
Friday, 4:00 p.m.– 5:15 p.m.
Pasadena Room, Wyndham Hotel

Hitchhiker’s Guide to Leveraging GPS
Saturday 1:00 p.m.– 2:15 p.m.
Smoketree D/E, PSCC

Programming Patterns for Application Development Using ArcGIS Server Mobile ADF
Friday, 2:30 p.m.– 3:45 p.m.
Sierra/Ventura Rooms, Wyndham Hotel

.NET (.NET)

Best Practices and Design Patterns for Defense Developers
Saturday, 4:00 p.m.– 5:15 p.m.
Pasadena Room, Wyndham Hotel

Building Web Applications with ArcGIS Server and .NET
Saturday 10:15 a.m.– 11:30 a.m.
Smoketree A/B/C, PSCC

Building Web Services with ArcGIS Server and .NET
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Building Windows Applications with .NET
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Programming Patterns for Application Development Using ArcGIS Server Mobile ADF
Friday, 2:30 p.m.– 3:45 p.m.
Sierra/Ventura Rooms, Wyndham Hotel

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The WennSoft cost-based work order solution completely integrates ESRI's ArcGIS with Microsoft's financial system (including purchasing, inventory, and fixed assets), which allows for better cost tracking, future budgeting, more informed repair or replace decisions and improved cost control. Visit the WennSoft and Microsoft booths to learn more.

For more information on WennSoft and their solutions, contact: Jim Barlow at 360-840-4588, E-mail: jbarlow@wennsoft.com or on the web at: www.wennsoft.com

For information about Microsoft financial solutions for government organizations, visit http://www.microsoft.com/dynamics/industry/government.mspx.

Visit Microsoft and WennSoft in booths 502/504
Web Development (Web)

Building Web Applications with ArcGIS Server and Java
Saturday, 10:15 a.m.–11:30 a.m.
Sierra/Ventura Rooms, Wyndham Hotel

Building Web Applications with ArcGIS Server and .NET
Saturday, 10:15 a.m.–11:30 a.m.
Smoketree A/B/C, PSCC

Building Web Services with ArcGIS Server and Java
Saturday 2:30 p.m.–3:45 p.m.
Pasadena Room, Wyndham Hotel

Building Web Services with ArcGIS Server and .NET
Saturday 1:00 p.m.–2:15 p.m.
Smoketree A/B/C, PSCC

Delivering Secure ArcGIS Solutions
Friday, 2:30 p.m.–3:45 p.m.
Pasadena Room, Wyndham Hotel

Deploying and Tuning ArcGIS Server
Saturday, 2:30 p.m.–3:45 p.m.
Smoketree A/B/C, PSCC

Developing Applications with ArcWeb Services
Friday, 1:00 p.m.–2:15 p.m.
Smoketree A/B/C, PSCC

Developing Cross-Product Solutions with ArcGIS Desktop, ArcGIS Engine, and ArcGIS Server
ESRI Would Like to Thank Our Conference Sponsors

IBM
By joining forces with business partners, IBM is transforming the way organizations operate. Our PartnerWorld program is designed to recognize your expertise, reward your impact in the marketplace, and deliver value to help your business succeed. PartnerWorld offers technical support, education, marketing campaigns, sales tools, and more to help you grow your business and drive profits.

Microsoft
At Microsoft, we’re motivated and inspired every day by how our customers use our software to find creative solutions to business problems, develop breakthrough ideas, and stay connected to what’s most important to them. Microsoft’s philosophy is to help developers achieve success with a comprehensive, integrated platform. Whatever your dreams, passions, or profession, Microsoft creates software that helps you reach your potential.

Adobe
Adobe revolutionizes how the world engages with ideas and information. Adobe Flex is a complete application development solution for creating and delivering cross-platform rich Internet applications. Leveraging the cross-browser Flash® Player, Flex enables developers to deploy applications that have the richness of desktop software and reach of the Web.

Safe Software
Safe Software is the leading supplier of spatial data translation and transformation technologies. Our FME and SpatialDirect® products work directly with ArcGIS and ArcIMS and power the ArcGIS Data Interoperability and ArcIMS Data Delivery extensions. Our core technology provides access to over 150 GIS, CAD, and database formats. For more information, visit www.safe.com/esri.

and Our Additional Sponsors
Makers of FME and ArcGIS Data Interoperability
Quick Translation • Data Transformation • Data Inspection • Application Integration

SAFE SOFTWARE
The Spatial ETL Experts

Join us at our breakfast information session
Monday March 20, 2006 from 7:00 am – 8:00 am in the Pueblo A&B room at the Wyndham
to discuss your interoperability challenges.

www.safe.com/esri

Notes
2006 ESRI Developer Summit Post Conference Survey

Thank you for attending the 2006 ESRI Developer Summit. Help us plan future developer conferences by answering the questions below. Every survey is read and used to make improvements for future events.

Feedback on the Developer Summit

1. Rate the overall content of the technical sessions.
   - Very Valuable
   - Somewhat Valuable
   - Valuable
   - Of No Value
   - No Opinion

   Comments:

2. Which technical sessions did you find particularly worthwhile? What made them stand out?

3. Were there any technical sessions that you did not find valuable? If so, do you have any suggestions for improving them?

4. Rate the meetings/activities you attended.

<table>
<thead>
<tr>
<th>Meeting/Activity</th>
<th>Very Valuable</th>
<th>Somewhat Valuable</th>
<th>Valuable</th>
<th>Less Than Valuable</th>
<th>Of No Value</th>
<th>Did Not Attend</th>
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<tbody>
<tr>
<td>Friday Morning Keynote (ESRI)</td>
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<td>Friday Birds-of-a-Feather Meetings</td>
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<td>Friday Special Interest Group -.NET</td>
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<td>Friday Special Interest Group—UML and Agile Methods</td>
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<td>Friday St. Patrick’s Day Dinner</td>
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<td>Community Center (Both Days)</td>
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<td>Saturday Morning Keynotes (IBM and Microsoft)</td>
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<td>Saturday Birds-of-a-Feather Meetings</td>
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<td>Saturday Special Interest Group—Electric and Gas</td>
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<td>Saturday Special Interest Group—Java</td>
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<td>Closing Session</td>
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<td>Saturday Industry Solutions and Development Social</td>
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</tbody>
</table>

5. How would you suggest that any of the meetings or activities be improved?
6. Did you attend the Business Partner Conference in conjunction with the Developer Summit?
   - Yes  - No

7. Which statement best reflects your feeling about the length of the Developer Summit?
   - It was too long. Shorten it to one day
   - Two days was an appropriate amount of time.
   - It was too short. Add one more day.
   - Other

8. Do you have any comments or suggestions regarding ESRI software direction, architecture, platform support, or licensing?

9. Will you recommend future ESRI Developer Summits to colleagues?
   - Yes  - No  - Uncertain

10. Did the Developer Summit fulfill your reasons for attending?
    - Yes – Absolutely
    - Yes – But not to my full extent
    - No

11. Do you have any comments or suggestions regarding the 2006 Developer Summit?

12. May we include your comments as testimonials in future ESRI promotional materials? If so, we will contact you to obtain permission before publication.
    - Yes  - No

Thoughts on Future Developer Conferences

The following questions will help us plan future developer conferences that meet your needs and fit your schedule.

13. Do you currently plan on attending the ESRI International User Conference in San Diego later this year (August 7-11, 2006)?
    - Yes  - No  - Uncertain

14. If a developer-focused track with content similar to the Developer Summit were offered during the ESRI International User Conference, would you attend this track?
    - Yes  - No  - Uncertain

15. If future Developer Summits continued to be held in conjunction with the Business Partner Conference, would that increase your likelihood of attending?
    - Yes  - No  - Uncertain

16. Is Palm Springs a convenient location for the Developer Summit?
    - Yes  - No  - Uncertain

17. Which format do you prefer?
    - Summit held during the standard work week (Mon.-Fri.)
    - Summit held over a weekend (Fri.-Sun.)
    - No preference

18. If ESRI offered a series of conferences each year for developers, similar to this one, how often would you attend?
    - Would average less than one event per year
    - Would average one event per year
    - Would average two events per year
    - Would average more than two events per year
    - Other

19. Select any cities that appeal to you as a location for future developer conferences.
    - San Francisco/Bay Area
    - Los Angeles
    - San Diego
    - Palm Springs
    - Phoenix
    - Denver
    - Dallas
    - Austin
    - Chicago
    - Boston
    - New York
    - Atlanta
    - Other

20. Select the time of year that you would prefer for future developer conferences.
    - March/April
    - May/June
    - Sep./Oct./Nov.
    - No Preference

21. Do you have any comments or suggestions regarding future developer conferences?

Contact Information (Optional)
Name
Organization
E-mail

Thank you for your feedback.
Mark Your Calendar

ESRI Business GeoInfo Summit
May 1–2, 2006
Boston, MA
www.esri.com/geoinfo

26th Annual ESRI International User Conference
August 7–11, 2006
San Diego, California
www.esri.com/uc

Concurrent Events
6th Annual ESRI Education User Conference
August 5–8, 2006
San Diego, California
www.esri.com/educ

4th Annual Survey and GIS Summit
August 5–8, 2006
San Diego, California
www.esri.com/surveysummit

ESRI Homeland Security Summit
October 2006
Denver, Colorado

ESRI Health GIS Conference
October 2006
Denver, Colorado

Dates subject to change

GIS Day 2006
Wednesday November 15, 2006
www.gisday.com

GIS Day 2006—A Global Celebration of GIS—Held as part of the National Geographic Society’s Geography Awareness Week and Geography Action! initiative, GIS Day is an international grassroots event to promote geographic literacy in schools, communities, and organizations.

Why Should I Participate?—Do you sometimes find it difficult to explain the concepts of GIS to your colleagues and customers? Is GIS new in your organization or industry? GIS Day can help to tackle these challenges by providing you with the perfect opportunity and forum to showcase your work while educating others about the significant contribution GIS technology is making in their communities and lives each day.

How Can I Participate?—Participation is easy and can be as simple as making a presentation at a local school; hosting a software demonstration, Open House, facility tour, or user group meeting; or proclaiming GIS Day in your city, town, or county.

Whether you are a veteran participant, or new to GIS Day, we invite you to join in our eighth annual GIS Day celebration on Wednesday, November 15, 2006.

Don’t miss this chance to share your knowledge!

For more information or to register your GIS Day 2006 events, visit www.gisday.com or contact ESRI’s GIS Day coordinator, Maria Jordan, at mjordan@esri.com.