

November 28, 2018

Dear Member,

On behalf of the association Board, I am pleased to take this opportunity to share the immediate rebranding of the Urban and Regional Information System Association of Ontario (URISA Ontario) as 'BeSpatial, The Geospatial and Information Community'. This rebranding does not change the existing membership or sponsorship options.

For over 31 years, URISA Ontario has been a powerful organization comprising individuals, businesses and government agencies working together to discuss, develop, and provide solutions in the field of spatial information technologies. The strength of the association continues to be the ability to share information within our membership. The association provides opportunities for collaboration and networking with a focus on education for GIS professionals, primarily in the conservation, local, regional, provincial and federal sectors. With strong support from business partners, URISA Ontario has been the non-profit association for GIS professionals in Ontario.

As the geospatial and GIS profession has evolved, our association has recognized the broad use of geospatial approaches and technology across diverse industries and sectors. In addition, we recognize that geospatial approaches are embedded in handling the many information challenges facing organizations today. In August 2018, the URISA Ontario Board consulted with industry specialists, members, and past and present Board members to assess the relevance of the vision, mission and goals of the association. The objective of this strategic session was to identify opportunities to refresh our vision and remain relevant and sustainable as an association that supports you, our members.

The term 'BeSpatial' has been used for many years to represent the Annual General Meeting and major annual conference of the

association. 'BeSpatial, The Geospatial and Information Community' represents our future as an association for collaboration and information sharing across all industries and sectors, with an analysis and information management approach that starts with geospatial.

BeSpatial builds on the over 31 years of experience as a non-profit association, supporting the growth and development of the geospatial community and championing opportunities for collaboration and sharing information. We recognize BeSpatial is a community of individuals and organizations who share and innovate in geospatial and information knowledge and expertise to achieve evidence based decision-making. Our mission is to continue to provide networking opportunities, programs and services to enhance the professional development of our members and partners.

BeSpatial will actively work to implement and champion the following strategic objectives for the association:

- Proactively encourage individuals and organizations to participate in the geospatial and information community
- Recognize and reward excellence and innovation within the geospatial and information community
- Deliver networking opportunities, programs and services contributing to geospatial and information community growth, enhanced productivity and innovation
- Engage community participation in actively sharing their geospatial and information knowledge and leadership
- Advocate for standards that will influence the geospatial and information community
- Strengthen our community through the increased volunteer participation in leadership opportunities

The BeSpatial Board of Directors is excited about this evolution of the association. We believe this rebranding reflects membership across private, public and non-profit sectors as well as across rural, urban, national and global sectors. We appreciate any comments or feedback you have on this new name and new strategic objectives for your



The Geospatial
and Information
Community

association. Please e-mail president@bespatialontario.ca with your comments. I look forward to hearing from you.

Catherine Fitzgerald

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President, BeSpatial