How to Effectively Write and Tell Your GIS Story
Micah Babinski, GISP, PMP, GIS Project Manager, ELYON International Inc (working on-site for Bureau of Land Management), Portland, OR
Kevin Volz, GISP, Operations Lead, Evari GIS Consulting, San Diego, CA

ABSTRACT TEXT: For young, entry-level, or emerging pros, it’s often difficult to articulate what our career in GIS means. Sure, you know (or are learning) how to make maps, collect and manage data, perform spatial analysis, and contribute to useful applications. But what sets you apart? How are your values expressed through your work, and what about that work excites not only you, but your colleagues and customers as well? In this presentation we’ll argue that these questions are seriously worth considering in the early stages of your GIS career. On the practical side, we’ll talk about how to gain early experience (and serve your community at the same time), prove your skills through certifications, establish your presence in the professional community, and land your next great job with an excellent resume and cover letter. On the personal side, we’ll make the case that your career is a story that needs to be told with passion and meaning on every page.

How to Build Yourself as a GIS Unicorn?
Christina Brunsvold, GIS Specialist, California Energy Commission, Sacramento, CA
Rachel Rodriguez, GISP, Senior GIS Analyst/ CAMS Coordinator, Los Angeles County

ABSTRACT TEXT: Especially in GIS, more and more jobs want you to know every aspect of GIS, leading to scrambling outside of traditional schooling to gain more technical skills, practical skills and certifications to actually land a job.

This panel discussion will talk about the Geospatial Technology Competency Model Answering questions such as:

- What type of position would ACTUALLY REQUIRE that broad range of skills to do the job?
- How to make yourself more marketable? with what skill sets? web, coding, design, analysis, project management?
- Should you become an inventor, who has the skill and talent to take something and turn it into an even more valuable product?
- What type of degree is enough? A specialized degree in GIS or only a few courses?
- Do you need special certifications and trainings or is general knowledge acceptable?
- How to not be scared at a job posting that asks you to have 3 degrees, 7 skills, GISP, and 10+ years of experience - do you need it ALL and need to be that unicorn, or are they building a wishlist?
- What can you add to your bag of tools to become a GIS unicorn?

Suggest asking for panelist such as:

Education Related:
- David DiBiase, Director of Education, Esri
- Jennifer Swift, University Consortium for GIS; Associate Professor of Spatial Sciences, USC

Career Related:
- State government hiring person
- A local county/city hiring person

Certifications:
- ESRI Certification/Rep

GISP Certification Rep (maybe Bill Hodges)
Others?