

Topographic Times



Topographic, Inc. and Its Companies

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RFID in Topographic's Future

Contributed by Bill Norman

My wife and I recently celebrated our 34th anniversary. By "celebrated" I mean we dined at an establishment with considerably more class than Freddy's Frozen Custard. But an anniversary always provides an opportunity to reflect upon how things have changed since our early days. Not just the alarmingly rapid advancement of age and the onset of dementia, but of culture, society, and technology.

The year 1973, for example, was before VCRs and DVDs, and the only CD was a financial instrument; and the prevailing format for playing recorded music was the now-derided eight-track tape. My two grown kids have never known a time without a microwave oven or a video game (remember Pong?)

I was so proud of our first video cassette recorder, which was a Sony Betamax that played no more than an hour and cost \$1300, for which we happily went into debt. In the economy of the late 70s, that was no small chunk. And when one thought of computers, one would recall the complicated fantastic designs shown in 50s-era science fiction movies, and never imagined a time when they would be compact and prevalent in just about every home, all interconnected by what we now call the Internet.

The point of this nostalgic litany is not to bore you with my personal memories, nor to brag about my longevity. Rather, it is to consider how much technology has advanced in the past

30 years. Cell phone technology, for example, has created a world wherein a man can be standing alone on any street corner in the world and still be nagged by his wife. Not that that happens to me, of course.

At any rate, new technologies are emerging on a daily basis. Locarta, as you know, was one of the early-comers to the technology of GPS vehicle tracking. But we have changed our direction a little, and have embraced the recently emerging technology of RFID. Under the Topographic name, we have been working on an extension of the vehicle tracking line to include RFID asset tracking.

You know what RFID is, even if you don't know it by that name. RFID stands for Radio Frequency Identification, and it's the basis of the equipment used by retailers such as Walmart for preventing shoplifting, which we visited about here in a previous article. Probably most of us have suffered the embarrassment of having the alarm sound when we leave with something that the cashier has not properly demagnetized. (This is especially unnerving when it happens in a country where you don't speak the language, as it did with me a few years ago. All I saw at the moment was the prospect of spending the night in jail in a foreign country. Thankfully, the clerks just waved me on.)

For Topographic, however, the use of RFID means keeping track of expensive equipment, such as the kind used by our surveyors. Tags will be attached to

the equipment, and each vehicle will be equipped with an RFID reader that will keep track of the equipment and provide a means of notification if one is not accounted for. This is combined with GPS vehicle tracking which will also show where the vehicle was last located before the equipment went AWOL.

The new, compact 2020 design has been augmented with the addition of an RFID receiver and processor, tied into the existing GPS component. The RFID data will be transmitted along with the GPS data to a computer at the office. This computer will be running a program specially created by Gary Armstrong, our IT guru, that will provide constant inventory and location information for tracking the equipment. Sitting in front of the computer will be Beverley Townsend, who tells me that. The tracking will not be limited to vehicle equipment either. We are also working on a Wi-Fi version that will track equipment within a building. Equipment such as computers, printers, calculators and stuff like that will be trackable.

It's exciting – and at times frustrating – to participate in the development of this technology, especially knowing that it will, in the long term, provide a means for saving the company a lot of money and hassle. It is also a pleasure to work with Gary, who has done some impressive work on the software side, and who very patiently deals with my eccentricities. This whole project has been quite an education, and I look forward to seeing it in practical application.

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RFID Technology in Development

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The Perfect Exercise from Evergreen Consulting Company

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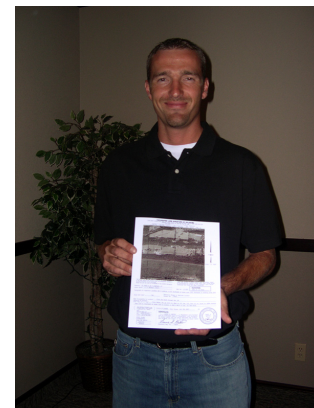
Topo Notes

★ A BIG welcome back and glad you are okay goes out to Rick Lunday, Party Chief with Topographic Land Surveyors of Oklahoma. Rick was in a car accident in July and had to have numerous surgeries on his arm and reconstructive surgery on his ear. He came back to work even with his broken arm and is doing great now!

★ Welcome to all the new employees in the four offices! Pampa: Michael Kilpatrick, Craig Newmark, and Wade Wood; Oklahoma City: Laurie Hess, Robert Stokes, Scot Lear, Jason Harper, Brad Niswander, and Michael Hathaway; Midland: Billy Taylor and William Kiefer; Granbury: Kim Edmiston, Curt Raley, and Jeff Turner. We are glad to have you all here!

★ Congratulations to Codi Downs in Topographic's Pampa Office, and her husband, Craig Downs on the birth of their baby boy, Jaxon Ryan Downs. He was

born on July 23, 2007 at 4:51pm. He weighed 7 lbs, 14 oz. and was 19.25 inches long. Mom and Jaxon are doing great. Best wishes to your growing family!



★ In June, Lance Mathis, Party Chief with Topographic Land Surveyors of Oklahoma, became an Oklahoma Registered Land Surveyor. A party was held in his honor on July 13th at Ted's Escondido in Oklahoma City. Lance signed his first

plat with his wife, Jamie, his supervisor, Susan Blueher, Topographic's Founder, John Keating and about 30 Topographic employees cheering him on. Lance has worked for the company for seven years out of McAlester, OK. During that time he has watched and worked and learned from some of the best Topographic land surveyors including Tom Howell and Bill Wilson. Both consider him to be a quick learner and hard worker and knew it from the first time they met him. Congratulations, Lance, on your great accomplishment and welcome to the elite at Topographic!

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Land Surveying



Steve Adams goes the distance for his survey.



David Disheroon contemplates his location.

Consider what the Roman statesman Cassiodorus (490-585 A.D.) wrote with respect to our predecessors:

"The Professors of this Science [of land surveying] are honoured with a more earnest attention than falls to the lot of any other philosophers. Theoretical Astronomy, are dispensed upon to empty audiences, to empty benches. But the land



surveyor is like a judge; the deserted fields become his forum, crowded with eager spectators. You would fancy him a madman when you see him walking along the most devious paths. But in truth he is seeking for the traces of lost facts in rough woods and thickets. He walks not as other men walk. His path is the book from which he reads; he shows what he is saying; he proves what he hath learned; by his steps he divides the rights of hostile claimants; and like a mighty river he takes away the fields of one side to bestow them on the other."

Birthdays

<i>August:</i>	<i>August Continued:</i>	<i>October:</i>	
Carl Shattuck 2	Jennifer Krafft 25	Brandon Johnston 5	
Jack Fick 7	Cindy Bunker 29	Curt Carlson 12	
Sharon Keating 13	Kevin Pitts 29	Phillip Mosher 12	
Michael Hathaway 14	Steven Adams 31	Eligio Ochoa 12	
Ted Brown 16	Bradley Tucker 31	Jason Harper 15	
William Kiefer 18	<i>September:</i>	Annie McCullough 16	
Lance Mathis 19	Sergio Colula 8	Pat Fox 23	
Robert Stokes 20	Dustin Stanton 17	Robert Dale Dyson 25	
Jarrold Molloy 21	Kelly Barton 19	Virgil Rogers 27	
Becky Bogle 25	Wade Wood 21	Rick Lunday 28	
Michele Dyson 25	Ivan Gutierrez 27	Rocky Arnold 29	

Plans for a Celebration

As we near the 50th Anniversary of Topographic in 2008, many plans have been made to make the year memorable. A biography, calendar, recipe book, billboards, office decor updating, and open houses fill out the extensive list of activities for the big year!

Last January, an employee survey told us they wanted open houses, a big celebration that involves family, various promotional items, and a 50th Anniversary centered on our founder, John F. Keating. Many of the 125 Topographic employees do not know John well. It was decided that a portrait picture of John will be hung in the front of each office. A biography of John's life will be coauthored by Bob Burke and Kate Burch through the Trackmaster Series at the Oklahoma Heritage Association as well. The book signing will be at the new Oklahoma Heritage Association building as part of the 50th Anniversary celebration weekend.

Open houses will be at each office in the Spring with the main celebration on June 6-7, here in Oklahoma City. Midland's office will start the open houses with their reception on Friday, March 7th from 3-5pm. Pampa's is scheduled for Friday, April 4th from 11-2pm. Friday, May 2nd is the date for Granbury's open house from 11-2pm. Then Friday, June 6th, the corporate office will host their open house inviting employees, customers, vendors and friends. Friday evening is an event in Bricktown. Saturday's festivities will include an employee day at Frontier City, the book signing from 3-5pm, and the awards banquet that evening at Will Rogers Theatre. The dinner that evening will feature David Thomas, world-renowned magician and owner of Silvertree Productions, the company that produces all the entertainment for the Six Flags amusement parks.

Another activity planned for the anniversary year is a 2008 CD calendar that will be the company's Christmas

card. It displays scenic oil and gas-related pictures that were taken by Topographic employees. On the back of each page of the calendar, each office had a field crew employee picture, an office staff picture, and a "scenic" office picture.

Other promotional items planned include custom water bottles, t-shirts, and a recipe book. Employees will submit their favorite recipe for the book so we will have a compilation of over 100 great recipes from around Oklahoma and Texas. Each recipe will list the contribut-



ing employee's name, position and office location.

Each office has been busy updating the look of their office including paint, new carpet, tile, and each location is even getting a new logo rug for the front of their office. Billboards are also planned to be up in each office's city the month before the open house in that location. These will focus on thanking the community and employees for making us successful in Granbury, Midland, Oklahoma City, and Pampa.

2008 will prove to be an exciting and busy year for Topographic and especially for the steering committee. Thanks again to Donna Bjordahl, Alison Hauser, John Skinner, Beverley Townsend, and Joy Brown with AAA Advertising Specialities for all their hard work on the committee. We are all in for a great time in 2008 with Topographic's 50th Anniversary!

Holidays & Safety Meetings

Safety Training - Oklahoma City	August 28
Labor Day	September 3
Offices Closed	
Safety Training - Granbury	September 24
Columbus Day	October 8
National Boss Day	October 16
Safety Training - Woodward	October 22
Safety Training - Oklahoma City	October 23
Safety Training - McAlester	October 24
Safety Training - Pampa	October 26
Safety Training - Midland	October 29
Halloween	October 31

TOPOGRAPHIC

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We welcome your comments and questions. Send all correspondence Attn: Kate Burch, Marketing and PR Coordinator, inbox@topographic.com.

Safety First

Contributed by Charles Smith
Evergreen Consulting Company

EARTH'S EASIEST EXERCISE

Walking can add years to your life and life to your years. It's easy, and you don't even have to join a health club.

THE CONDITIONER: Walking conditions your heart and lungs and improves your body's ability to use oxygen more efficiently. In one study, women who walked briskly (3-4 mph) at least 3 hours a week cut their risk of heart attack and stroke by more than half.

THE PROTECTOR: Walking helps beat other health problems too. It reduces your risk of some forms of cancer and osteoporosis. It fights the battle of the bulge, reducing body fat and building muscles.

THE JOINT-SAVER: Walking can burn about as many calories per mile as jogging does. But it delivers less of the jolt, so it's much easier on your joints and muscles.

THE DE-STRESSOR: Walking is easy on your mind also, since it lessens stress and lightens depression. Beginning walkers usually report that they feel and sleep better, and their mental outlook improves.

THE WINNER: Best of all, walking has the lowest dropout rate of any form of exercise. So you are more likely to stick with it and get all these benefits and more.

As with starting any exercise program, you should consult with your Doctor before you start...but start.

Company Anniversaries

Jed Adams	1 Year	Eric Seitsinger	4 Years
David Disheroon	2 Years	Bill Allen	17 Years
Julio Silva	14 Years	Dale Dyson	4 Years
Andrew Watts	2 Years	Darren Gee	18 Years
Luis Salgado	1 Year	Ivan Gutierrez	1 Year
Chris Christian	1 Year	Chris Harkins	2 Years
Ralph Heatly	28 Years	Kevin Whinery	16 Years
Tom Howell	22 Years	Sheri Worthington	3 Years
Bill Norman	3 Years		