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Who Uses Aerial Photography?

Land Developers

- Land Use Efficiency
- Development Layout
- Progress Photography

Land Investors

- Proximity Visualization
- Site Selection
- Sales Applications

Commercial Realtors

- Investment Packages
- Effective Sales Presentations
- Visualize the Area

Attorneys/Investigators

- Accident Scene Reconstruction
- Courtroom Displays
- Current and Historical

Planners

- Zoning Considerations
- Environmental Impact
- Development Layout

Retailers/Franchisers

- Site Acquisition
- Market Analysis
- Parking Engineering

Architects

- Project/Area Visualization
- Design Layout
- View Existing Structures

Traffic Engineers

- Traffic Flow Analysis
- Parking Utilization
- Land Availability

Natural Resource Explorers and Geologists

- Erosion Studies
- Environmental Impact
- Fault Detection
- Gas and Oil Exploration

Agriculture

- Crop Studies
- Soil Analysis
- Disease and Pest Control

Aerial Photo Express

The Newsletter for I.K. Curtis Services, Inc.

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News in general!

What's New? A Lot!

Welcome to Rick Harter

As a matter of introducing a new owner, Richard (Rick) Harter, Rick wrote the paragraph below:

Since childhood I have loved maps and photographs from an aerial perspective. Although I majored in sociology in college, I was close to a double major in geography. I went on to earn a graduate degree in urban and regional planning, where aerial photos are fundamental to analysis and decision-making. I've been using I.K. Curtis materials ever since my first professional job as a transportation planner at the Southern California Association of Governments. This familiarity continued through my most recent job as Executive Director of the Los Angeles-San Gabriel Rivers Watershed Council, where I established their GIS capabilities and acquired AirPhotoUSA imagery for vegetation mapping. Many times, over the past 20 years, I have surreptitiously driven by Hanger 1A at the Burbank Airport (quite unbeknownst to Ivan or Joan) and dreamed of seeking a job there. Now through a stroke of fate (where my wife and I learned that we have been residential neighbors of the Curtis's the entire time) I am in the position of carrying on their legacy. It's an honor and a privilege to continue to serve Joan and Ivan's long-standing clients. As we carry on their legacy, we also seek to develop new relationships and new, innovative, and useful products and services.

Rick is a man of good character and ethics. We welcome him and have the utmost confidence that he will be an asset to the company. He holds the same values and ethics that have allowed the company to build its good reputation and relationships for 37 years. It will be our pleasure to work with Rick these next few years.

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Promotion

George Halley has been promoted to Vice President of Operations. The purpose of his new title was to more clearly define his function and allow him to focus on this important aspect of the business.

(continued on back)

What's New *(continued from front)*

UltraCam Purchase / expansion:

I. K. Curtis is excited to announce the purchase of a Vexcel UltraCam digital mapping system. The UltraCam allows a purely digital aerial photographic data acquisition of mapping quality. While we continue to keep our three film cameras busy, we find the need to expand our capacity and recognize that digital is the future and this is the cutting edge of our industry.

With this addition to our arsenal, we hope to substantially increase sales through several new avenues. It will be Rick's priority to aggressively search for companies interested in digital acquisition and entities interested in purchasing blocks of raw data to incorporate into their products and markets. Rick is strong in marketing and has many innovative new ideas to bring to the company.

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On a personal note:

It seems that in every newsletter we are requesting prayers for Ivan. At this time we would like to share the fact that he has been diagnosed with Multiple Myeloma. This is a cancer of the blood plasma cells. The good news is that while there is no cure, it can be arrested for periods of time once a treatment, that he can tolerate, is established. It is tough getting through that process and he gets very tired quite easily. Those who know Ivan know that being too tired to do what he wants to do is difficult for him. He will fight this and, God willing, he will prevail. Your prayers will help him to accomplish the goal and /or have the courage to accept God's will.

For Sale:

Versamat parts call Ivan at 818-631-1600
Leica camera skirts call Joan at 818-631-1500

Perspective!

Because the MAPPS conference is in Cabo San Lucas this winter, this story seemed appropriate. (author unknown)

A boat docked in a tiny Mexican village. An American tourist complimented the Mexican fisherman on the quality of his fish and asked how long it took him to catch them.

"Not very long," answered the Mexican.

"But then, why didn't you stay out longer and catch more?" asked the American.

The Mexican explained that his small catch was sufficient to meet his needs and those of his family.

The American asked, "But what do you do with the rest of your time?"

"I sleep late, fish a little, play with my children, and take a siesta with my wife. In the evenings, I go into the village to see my friends, have a few drinks, play the guitar, and sing a few songs . . . I have a full life."

The American interrupted, "I have an MBA from Harvard and I can help you! You should start by fishing longer every day. You can then sell the extra fish you catch. With the extra revenue, you can buy a bigger boat. With the extra money the larger boat will bring, you can buy a second one and a third one and so on until you have an entire fleet of trawlers. Instead of selling your fish to a middleman, you can negotiate directly with the processing plants and maybe even open your own plant. You can then leave this little village and move to Mexico City, Los Angeles, or even New York City! From there you can direct your huge enterprise."

"How long would that take?" asked the Mexican.

"Twenty, perhaps twenty-five years," replied the American.

"And after that?"

"Afterwards? That's when it gets really interesting," answered the American, laughing. "When your business gets really big, you can start selling stocks and make millions!"

"Millions? Really? And after that?"

"After that you'll be able to retire, live in a tiny village near the coast, sleep late, play with your children, catch a few fish, take a siesta, and spend your evenings drinking and enjoying your friends."

What do you think the moral of the story is?