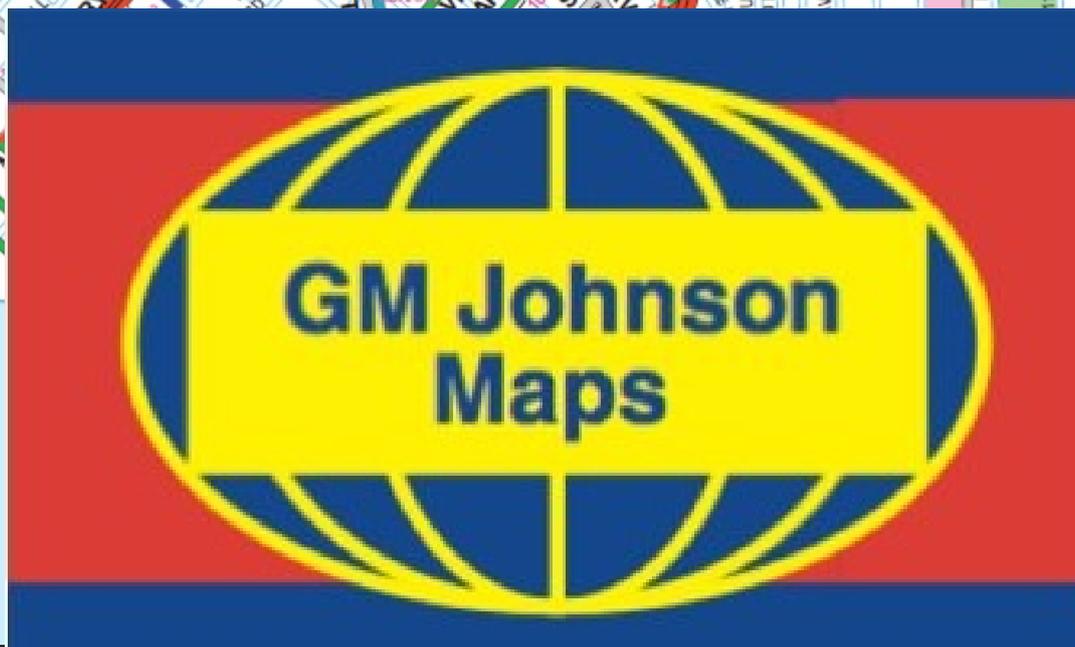


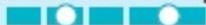
# Collaboration for the Mapping Industry

Guy Johnson, President

GM Johnson & Associates Ltd.



Streetcar - South Lake Union Line & Stops



Monorail and Terminals



Central Link Light Rail and Stations



Tunnel



Above Ground

Streetcar - Union Line



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# Collaboration

- col·lab·o·ra·tion
- kəˌlabəˈrāSH(ə)n
- noun
- The action of working with someone to produce or create something.
- Traitorous cooperation with an enemy



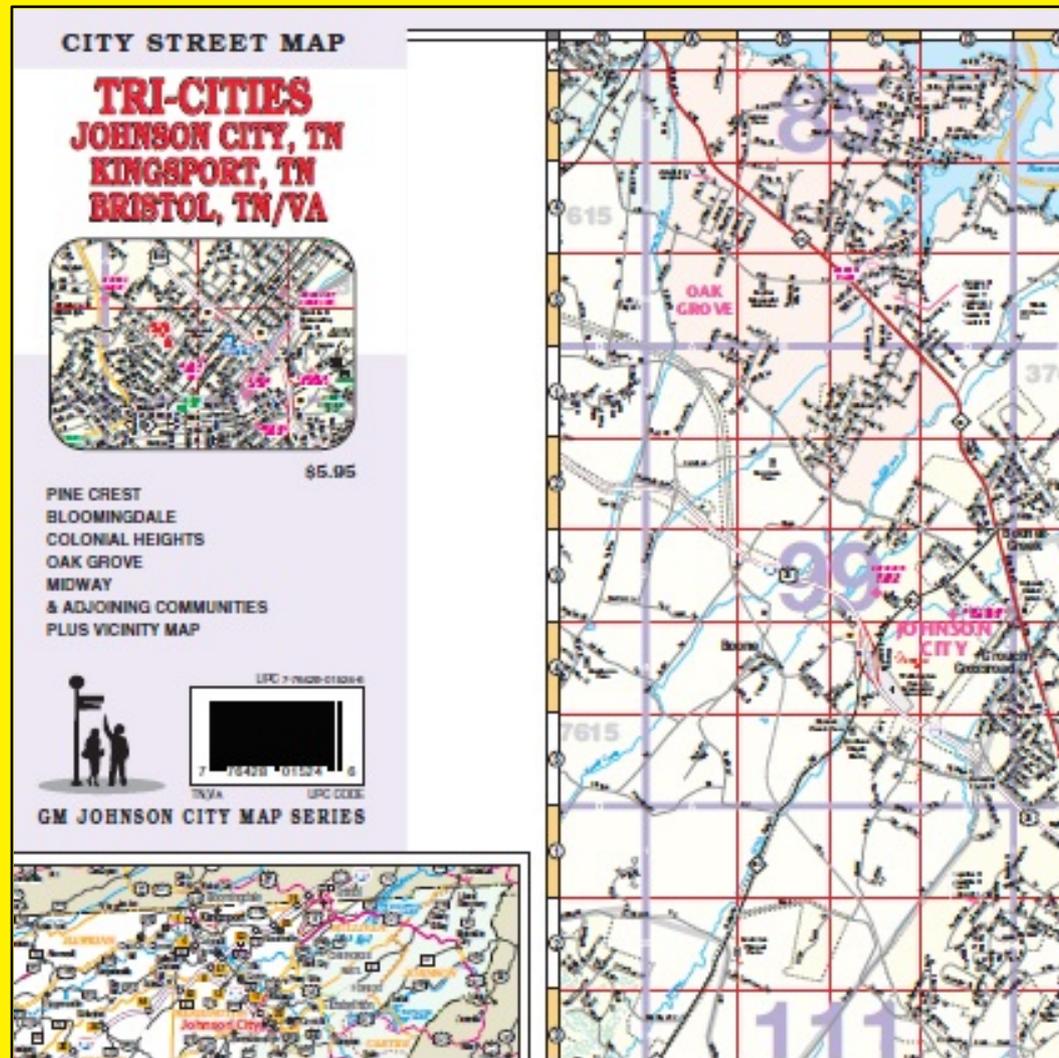
# Paper Map Industry Trends

- 1997 – 2013:  
Industry has shrunk  
over 10% per year
- Overall paper map  
sales are down
- Trends expected to  
continue



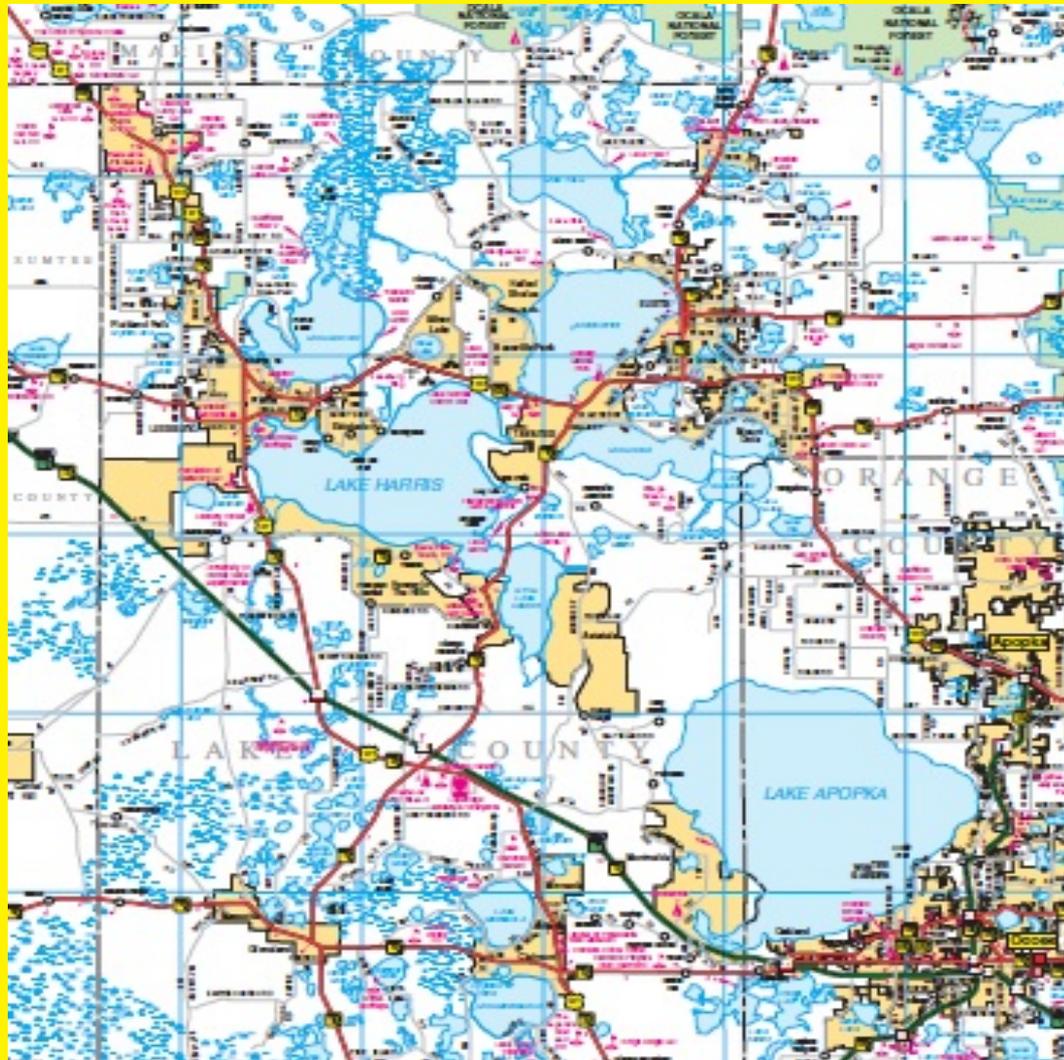
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## License maps from other publishers



# Ways to Collaborate

## Product development for other publishers



# Ways to Collaborate

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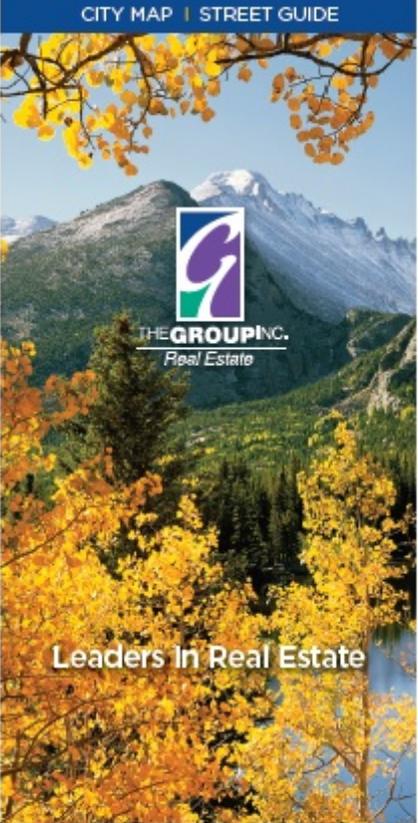
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# Ways to Collaborate

## Joint Ventures - Partnering



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# Ways to Collaborate

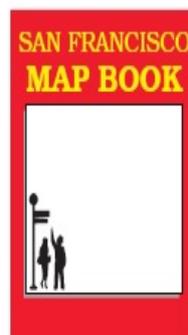
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ABBHEY ST Sfo..... 10 C1

Turn to page 10 locate the square C1. Scan the square to find ABBHEY ST.

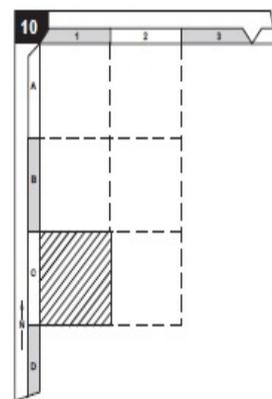


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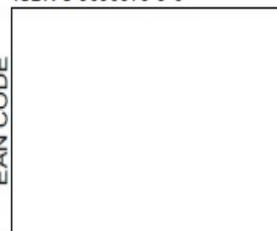
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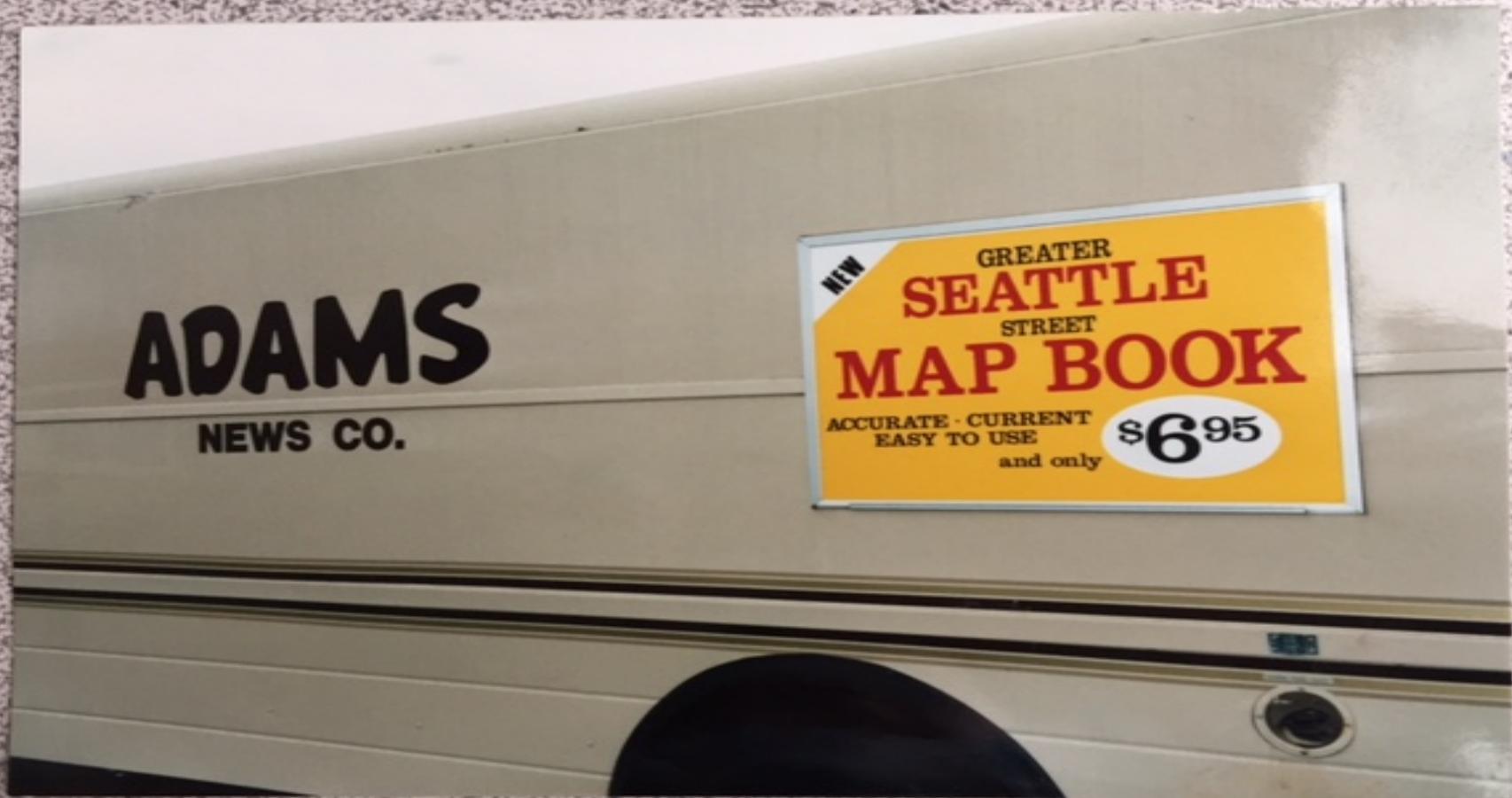


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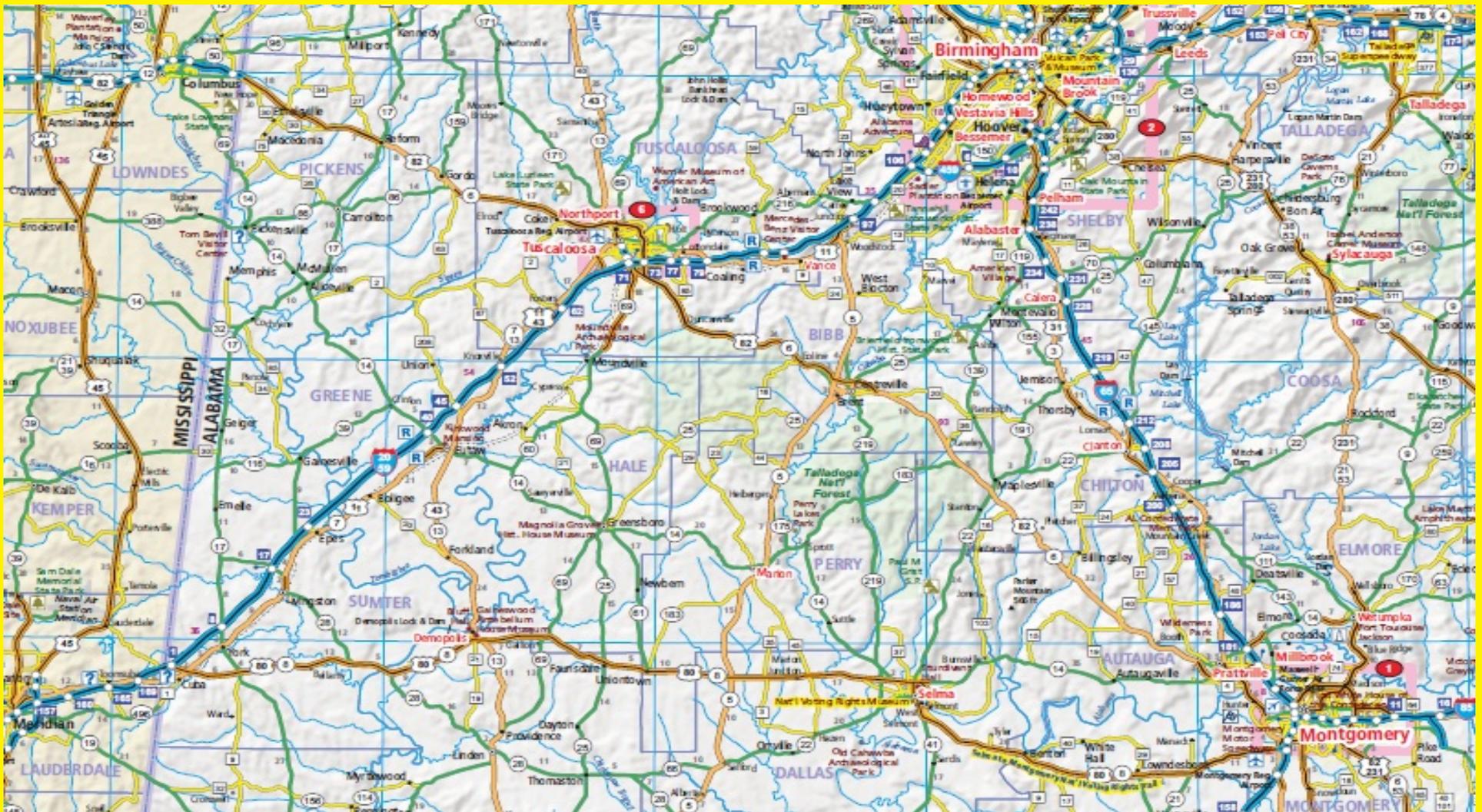
# Ways to Collaborate

## Build solid publisher / distributor relationships



# Ways to Collaborate

## Buy/sell cartography from/to others



# Ways to Collaborate

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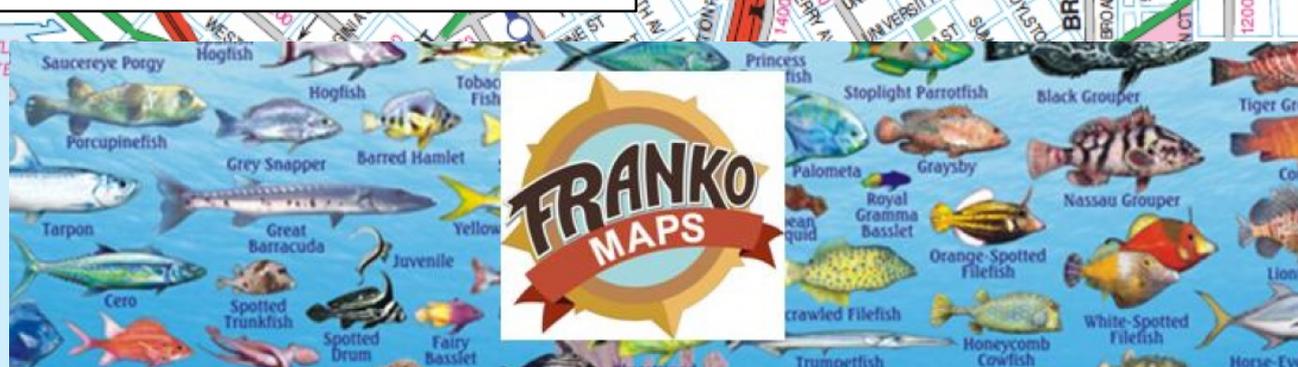
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# Ways to Collaborate

- Buy existing map companies
- Share in gross profits
- Share in fulfilment & warehousing



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Tunnel



Above Ground



Streetcar - Union Line



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Central Link Light Rail and Stations



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# Types of Agreements

- Joint venture agreement
- Partnership agreement
- Distribution agreement
- Commission sales agreement
- Engagement of services
- Independent contractor agreement



# Content of Contracts & Agreements

Why is a written contract or agreement is needed?

- Projects professional image
- Avoid misunderstandings
- Preventing potential litigation
- Encourages contract acceptance

What is the structure of a formal contract or agreement?

- Term of contract
- Duties
- Payment of service
- Stop work clause
- Confidentiality
- Advertising
- Signatures

# My Favorite Deal

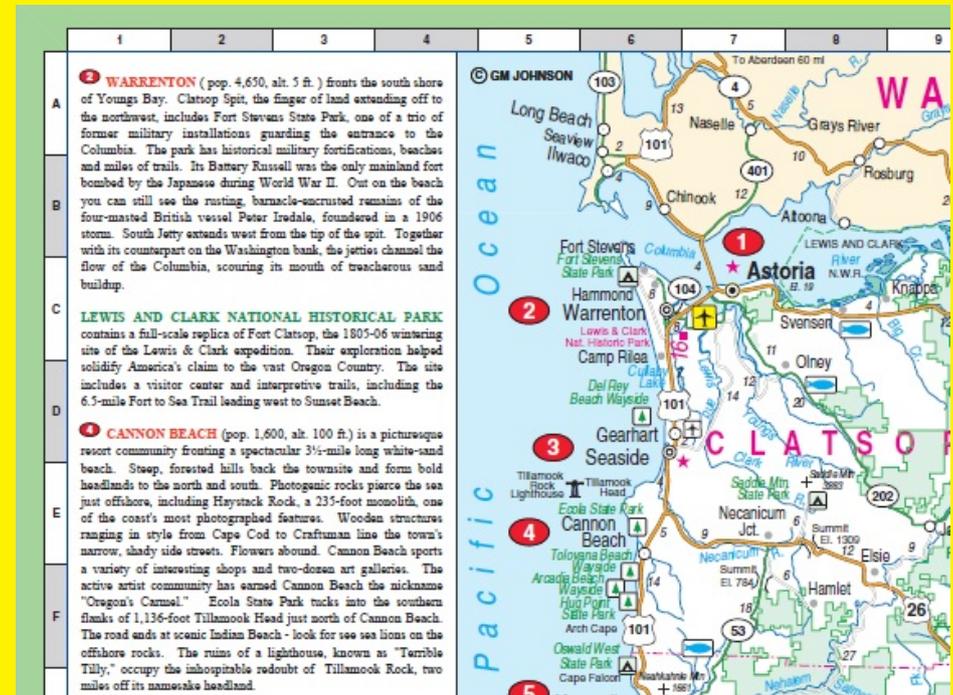
- GM Johnson publishes XXXX map of XXXX
- Print 2000 maps at \$0.81 each
- All 2000 maps are sold for \$1.63 each
- Gross Profit: \$0.82
- Gross profit is split between both parties
- XXXX receives \$0.41 for developing product
- GM Johnson keeps \$0.41 for publishing and selling map

# Map Co-op Idea

- A not for profit co-op which is owned by members (publishers)
- Stores inventory and acts as a fulfilment service for members
- Advantage: Easy and affordable to exchange product between each member
- Why join?
  - Ability to compete against national companies
  - Save \$\$\$\$

# Examples of Collaboration

- Washington/Oregon Coastal
- Map provider: GM Johnson
- Descriptive text provider: John Philip King, Travel Research Coordinator for AAA Washington / Inland



# Examples of Collaboration

- Product development agreement between:
  - American Map Corporation
  - GM Johnson & Associates Ltd.
- Areas: Florida & Illinois
- Timeline: 2000-2010



# Examples of Collaboration

- Job: Take manual maps and digitize on film
  - Company 1: Scanned
  - GM Johnson: Cleaned & edited
  - Company 3: Created film
  - Income split evenly
- Royalty Agreement
  - GM Johnson provided cartography of Pittsburgh, PA area
  - Universal Map (Kappa Map Group) printed and sold product
  - Agreement broken by Universal

# Future Collaboration

■ Potential collaboration between:

- GM Johnson & Associates Ltd.
- Clint Johnson
- Develop & sell recreational trail maps
- Area: Canadian Rockies





This presentation was given by Guy Johnson on November 30, 2016 at the IMIA Americas Conference, San Diego, CA

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The views expressed in this presentation are the speakers own.

