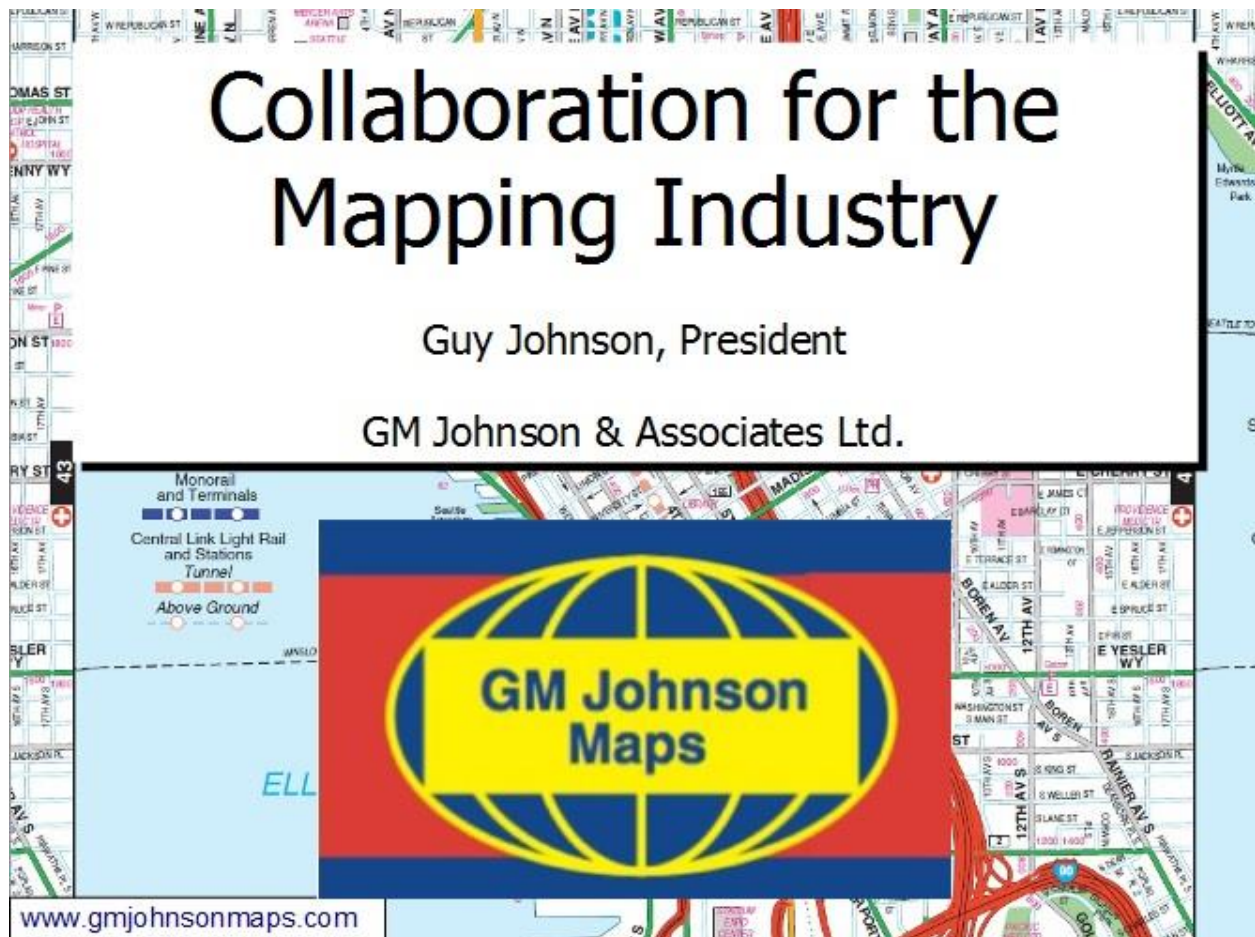


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COLLABORATION

"col·lab·o·ra·tion

kəˌlæbəˈrāSH(ə)n/

noun

1.

the action of working with someone to produce or create something.

"he wrote on art and architecture **in collaboration with** John Betjeman"

2.

traitorous cooperation with an enemy.

"he faces charges of collaboration"

The above citation was the first thing that came up on my search on the word collaboration.

In this time of the changing model of map publishing, collaboration is a way to be more efficient. Why do we need to re make a map that is already available? Whether you are a publisher, data provider, printer or cartographer we should try to work together to accomplish the goals of our respective companies.

Based on the first definition an example of collaboration in the map industry is, I have a customer who needs a map of Kelowna BC and John the cartographer has a map of Kelowna. We then agree on terms of the deal and the responsibilities of each party.

Based on the second definition we have to be careful when working with competitors and customers. We want to try to make it a win win situation for both parties. You don't want to be seen as poaching on someone's territory. People can get quite defensive.

In conclusion, if it is profitable, sustainable and beneficial, both parties should be happy.

PRINTED PAPER MAP PUBLISHER TREND:

In the North American market from 1997 to 2008 the industry shrunk by 13.5% per year. Between 2009 and 2013 the industry again shrunk 12% per year.

Background:

The printed map publishing industry (particularly local travel) is in a consolidating mode. When GM Johnson first came into the map publishing industry around 1994, we went to the IMTA trade show in 1997 in Washington DC. There were at least 200 printed map publishers exhibiting.

In 2008, we went to the same trade show of the same group in Vancouver BC and there were 36 exhibits. In 2013 in Boston MA, there were 22 exhibits. From 1997 to 2008 the industry shrunk by 13.5% per year. Between 2009 and 2013 the industry again shrunk 12% per year based on the number of exhibits at these trade shows.

Rand McNally in 2000 printed 10 million North America Road Atlases. In 2015 they printed only 1 million of these atlases. This represents a 14% decline.

Prior analysis of the decline: Many major map companies have closed in the past number of years. From 1997 to 2001 most of the closing occurred through mergers and acquisitions. From 2002-2006 a number of companies closed through attrition and changes in technology. From 2006 to 2014 most of the companies leaving the industry were related to bankruptcy, shrinking market and age of owners.

Future: Not a lot of companies are going to be left in 5 years. I believe this group will need to realign themselves with others that can market, sell and promote their products.

What is the future? I am predicting that the paper map industry (local travel group) continues to consolidate and shrink.

WAYS TO COLLABORATE:

Hence, the need for collaboration. How can we work together? Why do we all need to re-invent the wheel (map)?

1. License maps from other publishers, paying royalties to copyright holder.
2. Product development for other publishers.
3. Re brand product for other publishers.
4. Joint ventures by working together on large contracts.
5. Partnering with other companies.
6. License data from content suppliers; there by cutting down on development time to bring a product to the market place.
7. Build solid publisher / distributor relationships.
8. Buy cartography from other publishers or cartographers.
9. Sell cartography to other publishers or cartographers.
10. Exclusive and non-exclusive distribution.
11. Sharing and trading product.
12. Buy existing map companies.
13. Share in gross profit.
14. Share in fulfilment and warehousing.

TYPES OF AGREEMENTS:

To make collaboration work between parties, a written agreement or contract is the basis to go forward.

Agreements and contract types:

1. Joint venture agreement
2. Partnership agreement
3. Distribution agreement
4. Commission sales agreement
5. Engagement of services
6. Independent contractor agreement

WRITTEN CONTRACT AND AGREEMENTS CONTENT:

Why a written contract or agreement is needed?

1. Projects professional image:
2. Avoid misunderstandings:
3. Avoid untruthful parties:
4. In case of death / bankruptcy of either party:

5. Terms of payment outlined:
6. Fee for service outlined:
7. Avoiding and limiting liability:
8. Preventing litigation:
9. Collateral for financing:
10. Potential for increase of revenue:
11. Independent contractor status confirmed:
12. Encourages contract acceptance:
13. Communication:

Structure of a formal contract or agreement

1. Parties involved:
2. Term of Contract:
3. Duties of the seller:
4. Duties of the buyer:
5. Payment of services:
6. Expenses:
7. Late Payment:
8. Stop work clause
9. Independence of both parties:
10. Work / product delegation:
11. Additional work:
12. Confidentiality:
13. Ownership:
14. Limited liability:
15. Contingencies:

16. Advertising:
17. Arbitration:
18. Governing laws:
19. Termination:
20. Agreement binding:
21. Signatures:

GUY'S CURRENT FAVORITE DEAL:

I ask xxxx Map Corporation to change their road symbolization to match something similar to GM Johnson's road symbolization. If I am to publish xxxx's map, I would like the map to be up to date (copyright needs to be within one year of current calendar year).

The following is some economics of the deal:

For example, if I am going to print 2,000 xxxx maps (28x40 sheet size).
I can get the maps printed for \$0.81 each
I am selling them for \$1.63 each

Therefore $(\$1.63 - \$0.81) = \$0.82$ gross profit
We split the gross profit.
\$0.41 to xxxx Map Corporation
\$0.41 to GM Johnson

Once I have printed I will pay you $(\$0.41 * 2000)$ a total \$820.00 due 30 days after goods received.

MAP CO-OP IDEA:

The Map Co-op is a not for profit entity that is owned by the members (publishers). The co-op is a fulfilment service for map publishers. A Publisher's inventory is stored in a co-op warehouse. All inventory is owned by the publisher. Publishers send their orders to the fulfilment service. The service packs and ships the order.

Cost to publisher: Space rental and order processing fee.

Publisher pays for: Shipping (on publisher's shipping account), special handling (bags), materials (boxes) and miscellaneous expenses related to fulfilment.

Co-op costs: Rent, utilities, communications, taxes, business licenses, wages, insurance, equipment, fixtures, packing materials, office supplies, miscellaneous and if applicable loan interest and repayment. These cost are pro-rated between the members of the co-op based on space used in the warehouse.

Publisher collects: Receivables on all orders.

Co-op revenue: Space rental, order processing fee, special handling and receiving handling.

The co-op cannot buy any inventory. The co-op can buy equipment to be efficient.

Co-op advantages for publishers: Easy exchange of products between each other. Maximum use of warehouse space, fixtures and equipment. Allows for large and small order efficiencies.

Why be a member of the co-op? You have the ability to compete against national companies in distribution and fulfilment. You save money on shared equipment, fixtures and all other expenses, related to managing a warehouse.

SOME PAST EXAMPLES of COLLABORATION:

I came up with 29 instances of contracts or agreements we had between people over the years. Some turned out good, some went sideways and some went wrong. But all in all by having an agreement / contract, things worked themselves out.

1. GM Johnson has embarked on developing local area of interest maps like Indian Country, Washington Oregon Coastal and Portland Oregon regional map. The Washington and Oregon Coast Map is one of our best sellers. This map is composed of three major segments. The main map comes from our state maps of Washington and Oregon. The second component consists of a series of street map enlargements of cities along the coast from GM Johnson's City Map Series. The third component, features nice write ups on cities and stops all down the coast. The descriptive text of different areas turns the Washington / Oregon Coast Large Print map into a guide of the area. The descriptive text was provided by John Philp King, Travel Research Coordinator, AAA Washington / Inland.
2. American Map Corporation. Product Development Agreement: In 2000 on behalf of American Map Corporation GM Johnson developed the Florida State Road Atlas, a series of atlases, slickers and folded maps to replace the Trakker brand of maps and Chicago Land atlases and maps. Our agreement was based on product development license fees and royalties. This agreement lasted until AMC / Langenscheidt sold off their America interests in 2010 to Kappa Map Group.
3. The British Columbia government sent out a request for proposal to convert their series of 1:100 000 topographic maps. The project called for taking manual bases and delivery

of computer generated film. GM Johnson and two other companies joined forces to win the RFP. We had the scanning company convert the maps to a digital format. GM Johnson added surround, cleaned labels and edited the map for currency. We then had another company to do the film output. This was done in 1994 and at that time all 3 companies were using the best technology available. We were the lead contractor who won the RFP contract.

4. Universal Maps (Kappa Map Group). The Pittsburgh affair, competitor or customer? In 2007 GM Johnson entered into an agreement with Universal Map. They were given permission to print product with their branding for atlases, wall maps, folded maps and flip maps in a variety of regions. Initially things were being reported in a timely manner. Then payment started to slip, then reporting began slipping, then an un-authorized flip map of Pittsburgh was produced. Luckily we had an agreement in place and our property was returned. Three months later Universal filed for bankruptcy.
5. Recreation trail maps of the Canadian Rockies: Potentially in the near future we could commence publishing a different type of map. GM Johnson along with Clint Johnson are looking into publishing maps of the Canadian Rockies. Clint has been in the Rockies for several years and is interested in providing visitors and locals with quality recreational trail maps. It may be a small market idea but with national parks experiencing increased visitation across the continent, the potential to be successful is there.

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GM Johnson & Associates Ltd. is a computer cartography and publishing company specialising in printed city street maps, atlas and state map publishing for the United States (US) retail market. GM Johnson uses Computer Graphics, CAD (computer aided design), GIS (geographical information systems) and internally developed technology to produce maps. GM Johnson's head office is in Vancouver BC and has a warehouse in Santa Barbara CA. All map printing is contracted to a variety of commercial printers. GM Johnson has been in business since 1987. Our catalogue has over 700 map titles listed.