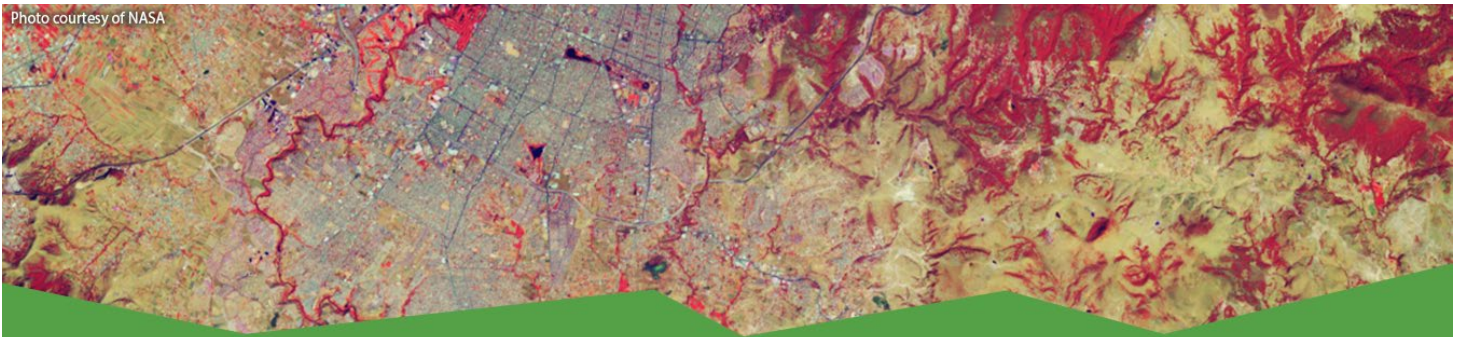October 29, 2024, 12 p.m. ET, 11 a.m. CT, 10 a.m. MT, 9 a.m. PT

Boldly Mapping: Leveraging NASA missions in ArcGIS for Invasive Species Challenges

Sunny Fleming, Director, Environment, Conservation, & Natural Resources, Esri;
Kevin Butler, Product Engineer, Analysis & Geoprocessing Team, Esri; and
Brock Blevins, Training Coordinator for NASA's Applied Remote Sensing Training Program (ARSET)

natural areas ASSOCIATION

October 29, 2024, 12 p.m. ET, 11 a.m. CT, 10 a.m. MT, 9 a.m. PT
Boldly Mapping: Leveraging NASA missions in ArcGIS for Invasive Species Challenges

As humanity's exploration extends into space, the data we collect about our own planet become increasingly important for addressing challenges on Earth. Geographic information systems (GIS) and earth observation technologies, once perceived as complex and specialized, are becoming increasingly accessible, with diverse applications, including the management of invasive species.

Join us in this webinar where we invite NASA to provide an overview of satellites and sensors, from the familiar Landsat, MODIS, and VIIRS to forthcoming cutting-edge missions like GEDI, HyMap, SBG, and GLIMR. Discover how these technologies pave the way for innovative solutions in invasive species management.

We will also explore how to leverage these data within ArcGIS, unlocking a realm of analytical capabilities at your fingertips. Learn how to harness the power of spatial analysis tools to access, interpret, and leverage these datasets effectively. Empower yourself to apply these insights and workflows directly to your invasive species challenges.

Elevate your work to "infinity and beyond!" through this introductory webinar exploring the utilization of NASA data within ArcGIS for invasive species workflows.

Sunny Fleming
Director of Environment, Conservation, & Natural Resources Solutions at Esri
Sunny Fleming is the Director - Environment, Conservation, & Natural Resources Solutions for Esri. With a background in plant ecology and botany, she has applied location intelligence throughout her career; from monitoring species in the field to helping state parks manage recreational assets across their systems. She continues to pursue her passion for the environment by now supporting others in applying location intelligence to their work.

Kevin Butler
Product Engineer, Analysis & Geoprocessing Team, Esri

Kevin Butler is a Product Engineer on Esri's Analysis and Geoprocessing Team working as a liaison to the science community. He holds a Ph.D. in Geography from Kent State University. Over the past decade he has worked on strategic projects, partnering with customers and other members of the science community to assist in the development of large ecological information products such as the ecological land units, ecological marine units and ecological coastal units. His research interests include a thematic focus on spatial statistical analytical workflows, a methodological focus on spatial clustering techniques and a geographic focus on Puerto Rico and midwestern cities.

Brock Blevins
Training Coordinator for NASA's Applied Remote Sensing Training Program (ARSET), SSAI

Brock Blevins (Science Systems and Applications, Inc.) is a Training Coordinator for NASA's Applied Remote Sensing Training Program (ARSET) and has helped promote and produce online and in-person trainings since 2013. Brock has worked with IUCN since 2007, representing the Species Survival Commission (SSC) and the Commission on Ecosystem Management (CEM), served as Co-lead for the CEM Thematic Group on Ecosystem Restoration, and most recently, Regional CEM Chair for North America.

Special Thanks to Esri for Supporting this Program.