



**BAE SYSTEMS**

**For Immediate Release**

Contact: Anna Marie Kinerney, ASPRS Marketing Manager  
301-493-0290 ext.106; [akinerney@asprs.org](mailto:akinerney@asprs.org)

Ed Langmaid, BAE Systems  
Tel: 858-675-5995 Cell: 858-449-5520  
[ed.langmaid@baesystems.com](mailto:ed.langmaid@baesystems.com)  
[www.na.baesystems.com](http://www.na.baesystems.com)

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## **BAE SYSTEMS NAMED ASPRS PARTNER IN EDUCATION**

BAE Systems has been named an American Society for Photogrammetry and Remote Sensing (ASPRS) Partner in Education for their financial support of the ASPRS Career Brochure. The Career Brochure was developed by ASPRS as a tool for recruiting high school and undergraduate students into geospatial technology field careers. Each year, thousands of brochures are distributed to schools across the country free of charge upon request. This coming year, with the support from BAE Systems, ASPRS will be able to produce another 40,000 brochures for distribution. “We thank BAE Systems for their support on behalf of the membership of ASPRS and even more so from the future professionals who may be drawn to an exciting and rewarding career through the brochure,” said ASPRS Executive Director James Plasker.

The ASPRS Career Brochure has received many positive comments since it was first introduced. In fact, the United States Military Academy at West Point has been using them for several years. “Every year each member of the sophomore class at the United States Military Academy at West Point (approximately 1000 cadets) is given the ASPRS Career brochure” explained Dr. John Brockhaus, professor of Geospatial Information Science, Dept. of Geography & Environmental Engineering at West Point. “We have found that most cadets do not understand how these technologies have revolutionized the public and private sector. This pamphlet has proven to be an integral component in opening their eyes as to the importance of geospatial technologies in their future careers as leaders and officers in the U.S. Army as well as employment opportunities following their military careers.” Brockhaus said, “The eye catching images in combination with easy to read yet informative text have helped us to convince numerous cadets to pursue an undergraduate degree in Geospatial Information Science at the Academy.”

“BAE Systems is delighted to support ASPRS in this way. We value our relationship with the Society very highly -- through publications, conferences and an annual award -- but assisting with the publication of the Career Brochure enables us to help ASPRS benefit the wider community beyond its membership by emphasizing the attractions of careers in photogrammetry and remote sensing,” added Stewart Walker, BAE Systems’ director of marketing for Geospatial eXploitation Products.

ASPRS created the **Partners in Education** program to support the Society’s effort to educate students from K through 14, as well as the public, about the modern uses of remote sensing, Geographic Information Systems (GIS), and photogrammetry. The ASPRS mission is to advance the knowledge and understanding of the mapping sciences and to promote the responsible applications of photogrammetry, remote sensing, GIS, and supporting technologies. Through the Partners in Education Program, ASPRS

Sustaining Members provide direct support to the ASPRS education agenda through tax-free donations. Information about the ASPRS Partners in Education program, including past and present participants, is available at [http://www.asprs.org/resources/partners\\_in\\_edu.html](http://www.asprs.org/resources/partners_in_edu.html).

**About ASPRS:**

Founded in 1934, ASPRS is an international professional organization of 7,000 geospatial data professionals. ASPRS is devoted to advancing knowledge and improving understanding of the mapping sciences to promote responsible application of photogrammetry, remote sensing, geographic information systems and supporting technologies.

**About BAE Systems:**

BAE Systems is an international company engaged in the development, delivery, and support of advanced defense and aerospace systems in the air, on land, at sea, and in space. The company designs, manufactures, and supports military aircraft, combat vehicles, surface ships, submarines, radar, avionics, communications, electronics, and guided weapon systems. It is a pioneer in technology with a heritage stretching back hundreds of years and is at the forefront of innovation, working to develop the next generation of intelligent defense systems. BAE Systems has major operations across five continents and customers in some 130 countries. The company employs nearly 100,000 people and generates annual sales of approximately \$25 billion through its wholly owned and joint-venture operations.

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