



GIS Specialist Brennan Cummings Takes the ‘Road Less Traveled’

“Two roads diverged in a wood, and I...I took the one less traveled by. And that has made all the difference.” – (Robert Frost)

This favorite quote of Brennan Cummings, Totaland’s GIS Specialist, appropriately describes how Brennan approaches her job and life overall. Instead of taking the easy road, Brennan strives for the challenging road that makes a difference to clients. For over five years, Brennan’s job as a GIS Specialist entails customizing maps to fit the individual need of each client. In addition, Brennan adds map layers, researches sources of data, adding tracts, and maintains projects after the initial basemap is created. Taking great care of each client, Brennan guides clients on mapping details within Totaland and how their data connects to the system.

“I like tackling challenging projects to give clients exactly what they want,” said Brennan.

Brennan spends many hours on the phone getting to know each client, understanding their needs, and listening to their unique and individual requests.

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“Having the client excitedly look at the basemap for the first time and see how it all connects fluidly in Totaland is priceless,” said Brennan. “I’ve had many clients on the phone looking at their basemaps for the first time and say, ‘Oh Wow!’ I can’t even put a price tag on the value of that response.”

Brennan became interested in mapping after realizing that LSU did not offer a degree in meteorology. “I have always been obsessed with weather,” said Brennan.

Brennan’s Geography professor explained GIS and how competitive it is. Brennan was able to combine her other interest of drawing and art into mapping to make it even more visually appealing. “I knew this was the field I wanted to pursue,” said Brennan. “I am a perfectionist so mapping was challenging and fulfilling at the same time. It is interesting that each map that ever existed in the world has a fingerprint of the author. Mapping is subjective and it’s a challenge to find the right patterns and colors that will make the map appealing. I love that each map I create has my artistic reflection within it.”

Brennan’s less traveled road includes outside-of-the-box ideas to help other landmen benefit from Totaland. Recently, Brennan introduced the “Freedom Campaign” of buying out software contracts from others not using Totaland. Brennan compared Totaland’s Freedom Campaign to the cell-phone companies of “buying out contracts”. Many brokers have expressed the interest in using Totaland but have felt as if their hands were

tied, since they are locked into contracts. Landmen have found relief in Brennan's Freedom Campaign to switch over to the ease of Totaland's software.

When Brennan isn't creating maps or new marketing campaigns, she is hanging out with her family and watching LSU football. GO TIGERS! Other artistic endeavors include singing and playing the guitar. Brennan's road less traveled has taken her to Europe, Africa, Asia, Costa Rica, Mexico, and Puerto Rico doing mission work. Brennan also likes to explore the roads in hometown of Acadiana, dining at unique restaurants.

Brennan concluded with saying, "Overall, I live a very simple life. My faith, family, and close friends are very important to me. I try to absorb our little adventures each year and soak it up! My daughter, Anna-Grace, is the best thing that has ever happened to me. She continues to amaze me every day. Sometimes I feel like she's the one that is teaching me and not the other way around. I enjoy my life, I love my job, and I will always strive to make the best of every day that I'm blessed with."