

## Outreach Event Report

Event Name: Colorado State Fair

Report Writer: Joseph Kerski, Geographer, USGS

Other USGS Attendees: Pete Modreski, GD, Central Region Outreach

Date: 31 August 1999

Activities at Event: 1) Conduct 3 presentations on "Mapping Colorado"  
2) Staff USGS exhibit in Natural Resources building

### Summary:

In collaboration with nine other State and Federal agencies, the USGS co-hosted an "**Explore Colorado**" exhibit at the Colorado State Fair, in Pueblo. These agencies included the BOR, NRCS, BLM, USFS, National Park Service, Colorado Division of Forestry, and the Colorado Department of Wildlife. The exhibit encompassed the entire Natural Resources Building on the fairgrounds. The 95x125' building was divided into ecoregions that depict four ecological regions of the State: Mountains, Canyonland, Plains, and Water/Wetlands. The exhibits featured Colorado scenery, geology, wildlife, plants, and history. The exhibit ran for all 17 days of the state fair.

This is the second time that RMMC has participated in the Colorado State fair; the first was in 1995. Gary Nebeker has hosted an exhibit at the Utah State Fair for the past few years.

This exhibit took the place of a number of separate booths that several of these agencies have had at the Fair. A single combined large information area with 4 sides was stocked with information from each agency. Therefore, the various agencies were handled by a combined staff, saving the USGS a great deal of staff time.

Staff from a few of these agencies (esp. USBR, USFS, and CDOW) did most of the work for exhibit construction and staffing of the exhibit. They raised money from various sources (governmental and private) to underwrite the cost of the exhibit, of which the largest expense is the actual cost to be reimbursed to the State Fair for use of the building itself (about \$15,000). We (USGS) did not need to provide funds for this, other than paying for a banner for each agency (cost \$48). Pete Modreski contributed time to the construction of this exhibit.

### Benefits in Participating:

1. An event such as this gives the USGS staff an opportunity to work with a segment of the general public that we normally do not reach, even with our open houses; namely: farmers, ranchers, and other people from rural areas. This segment is especially interested in our ground water quality research. In addition, the event attracted professional researchers, teachers, and other segments of the general public.

2. Pete Modreski conducted presentations on rocks and minerals in Colorado and was interviewed by the public radio station in Canon City, Colorado. This illustrates the potential media attention on this type of event. The state fairs are usually eager to attract educational exhibits.
3. As this building was in one of the most spectacular museum-type settings that we've ever exhibited in, this provided numerous ideas for the USGS Central Region visitors center as well as ideas for future exhibits. (Photos forthcoming!)
4. Since we participated with other agencies, this event offered an excellent opportunity to network with professionals in these agencies concerning outreach, research, and production.

**Materials Displayed:**

Teaching with Topographic Maps – Ideas  
Making A Difference USGS book  
Water Education Posters  
Ask USGS business cards  
USGS Supports Geography Education flyer  
Landsat Earthshots bookmarks  
Groundwater and the Rural Homeowner  
Denver satellite image poster from open house  
USGS Central Region Sources of Information  
How to Identify a Mineral  
Rocks and Minerals Handouts  
How to Obtain Information from the USGS  
General Interest Publications list  
74,796 Map Mysteries Lessons

At Mapping Colorado presentations:

Colorado Shaded Relief, Digital Landforms of USA, Historic Trails of Denver, Geologic Map of Colorado, Topographic and Geologic Maps of Rocky Mountain National Park, Shaded Relief of Colorado National Monument, Topographic maps of Pueblo CO.

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