

## TRIP REPORT AND RECOMMENDATIONS

Attendee's Name: Joseph Kerski Title: Cartographer, PM  
Location: Ft Worth TX  
Other USGS Attendees: John Fouke, MCMC ESIC  
Trip Date(s): 1-4 April 1997  
Purpose of Travel: Operate USGS exhibit at the Association of American Geographers (AAG) 1997 Annual Meeting

### **Summary:**

The AAG is the major geography research professional society in North America, begun in 1904. The society includes business and government but is primarily composed of the academic geography community. Their conferences attract between 3,000 and 6,000 people annually. By participating in this conference, we demonstrated the leadership that the USGS has in analog and digital data that geographers can and have used in their work. In so doing, the publicity generated from geographers for the USGS could be enormous, particularly with increasing media attention on both the need for geographic skills as well as the need for geographic and environmental research.

Our emphasis for attending this conference was two-fold: First, capitalize on USGS strength in technology. The explosion in geographic technology presents an excellent opportunity for the USGS to get our data and products into the hands of students and educators across the country. Geographers who are trained in the types and applications of our data are a powerful lobby for the USGS. Students familiar with our data will form an expanded future USGS customer base. The second objective was to inform the geographic community that our strength does not end with maps and digital cartographic data, but it includes hazards, water resources, energy, and biological research.

We displayed the following digital demonstrations: National Stream Quality Accounting Network, animation of Powder River Basin, Golden Colorado DRG-DEM-DRG-DOQ applications, NMD data and applications PowerPoint slide show, Capitol Cities DRG, historic mining photographs DDS and other DDS CD-ROMs,

We displayed the following products and information:

On backdrop: Urbanization and water quality poster "Everyone Lives Downstream," status graphic of DEM-DRG-DOQ-DLG availability, landslide vs Valley Fever cases poster, earthquake map pamphlet, DRG-DEM merge of Washington DC, DOQ plot,

In publications rack: Included the National Water Summary on Wetlands, San Andreas Fault, Bacteria in Water, Fertilizers and Pesticides, Natural Aggregate, This Dynamic Earth, Eruptions of Mt St Helens, US GeoData order form, USGS Maps GIP, Aerial Photo and Satellite Images GIP, Guidebook on Hydrogeology of Clear Creek County Colorado, National Biological Inventory Infrastructure handout, other biological, mapping, and geologic fact sheets, climatic change postcards, hazards postcards, and Electing the President poster. We also made state indexes available.

### **Recommendations:**

1) The AAG conference is a worthwhile one for the USGS to participate in, particularly as we seek to

concentrate efforts on targeted audiences and de-emphasize "general public" events where the benefit is questionable for the resources expended. I recommend that we participate in this conference each year.

2) The AAG exhibit was staffed by two persons. This is the minimum that should be staffed at this conference. At times, three would be ideal.

3) The inclusion of a C&R/Outreach staffperson (me) and an ESIC staffperson (John Fouke) was another confirmation of the excellent breadth of skills available when these two areas work together.

4) I recommend that we include materials from other USGS divisions in AAG exhibits. Geographers are interested in interdisciplinary studies, and also in applications of data. Most geographers are familiar with our maps and digital data, but they are not aware of the breadth of science in the USGS. Therefore, I made a particular effort to include materials from BRD, GD, and WRD in our exhibit. These applications-oriented posters, professional papers, maps, and circulars were the materials that generated the most interest in the exhibit. One poster I received from WRD, "Everyone Lives Downstream", produced by the Georgia WRD office, deserves particular mention and I appreciate the effort of David Wangness of that office for his help with it. Another item was the National Water Summary on wetlands that I received from Greg Allord. Another was a plot of the relationship of landslides to Valley Fever cases following the Northridge earthquake that I received from Lynn Highland. We also showed the National Water Summary on wetlands and a variety of other professional papers and circulars on water resources, biology, and hazards.

5) The number of fact sheets was too great. I recommend that we take the same variety, as this was excellent, but reduce the volume to no more than 100 of any quantity of fact sheets. I also recommend that we reduce the number of GIPs to no more than 250 of any one item.

6) I recommend that we keep working with the local WRD offices wherever a national conference is held. This conference again demonstrated excellent cooperation between NMD and WRD in terms of logistics. I want to thank Harry McWreath and Tim Raines for receiving the display rack that I mailed, for loaning us their computer monitor, and for their publications on Texas water resources research which greatly enhanced our presence at the conference.

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