

## EDUCATION-COMMUNICATIONS REPORT AND RECOMMENDATIONS

Attendee's Name and Report Writer:

Joseph Kerski, Geographer:  
Education/GIS, USGS, Denver, Colorado.

Location: Denver, Colorado

Event: Geological Society of America  
2004 Annual Conference

Date: 6-11 November 2004

As we have done for many years, the USGS participated in the Geological Society of America's 2004 Annual Conference with a series of informational exhibits, with numerous scientific papers given, by participating in the Press Booth, by participating in the educators' Share-A-Thon, and in many other ways.

Geological Society of America is a scientific society that encourages the understanding of the Earth, planets, and life, catalyzes new scientific ways of thinking about natural systems, and applies geoscience knowledge and insight to human needs and aspirations and stewardship of the Earth. Established in 1888, just 9 years after the USGS, GSA provides access to professional literature, networking, data, funding, and other resources that are essential to the professional growth of earth scientists at all levels of expertise and from all sectors: academic, government, business, and industry.

GSA's membership unites thousands of earth scientists from many countries in a common purpose to study the mysteries of our planet and share scientific findings. Their publications include hundreds of books, the journals *Geology*, *GSA Bulletin*,

*Environmental and Engineering Geoscience*, my favorite *GeoTimes*, and others, including wonderful educational materials created by their education program.

Successful science and education revolves around partnerships. The GSA is an important scientific and a growing educational partner of the USGS. I was very pleased to meet with Gary Lewis, GSA Education Coordinator, in Spring 2004 at his GSA office in Boulder, Colorado. There are a great many educational projects that the USGS and GSA could and should collaborate on. We will start by collaborating on Earthcache, a GPS-based global earth systems project.

This was the fourth GSA conference I have attended, and each of them seems to outdo the previous one in terms of the fascinating nature of the papers presented, the networking that goes on at the conference, and the fantastic exhibit hall that is one of the best combinations of the best science, education, and people I've seen anywhere.



*The GSA conference exhibit hall featured government agencies, nonprofit organizations, universities, private industry, educational think tanks, professional societies, and others. The GSA exhibit hall is one of the most fascinating of any of the*

*20 or more conferences that I attend annually. I established a few key new educational contacts and renewed acquaintances as well.*



*Gary Krizanich and Joseph Kerski in the middle of the 10 USGS exhibit booths at the GSA conference before the conference opened. This was the last calm before the conference opened, for once it did, we were met with a constant stream of attendees, some with very specific data or program questions for us. It was a pleasure to work with the attendees and USGS staff alike!*



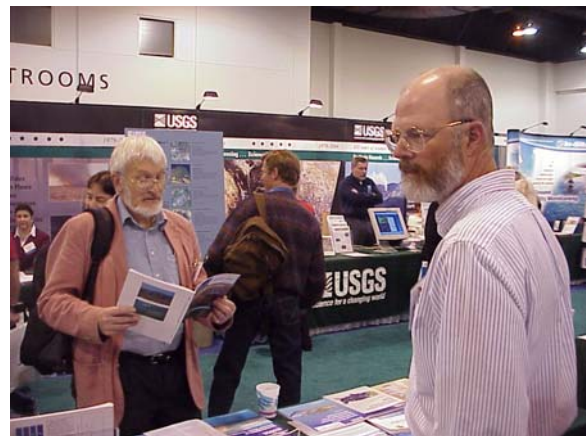
*USGS exhibits featured our information services, water resources, energy resources, The National Map, minerals, fire research and mapping, land cover analysis, remote sensing, geologic hazards, and other programs. They were well staffed with*

*the experts in each program.*



*Above, USGS Information Specialist Mark Newell prints another customized map and aerial photograph for the attendee's area of interest from a live National Map session.*

USGS scientists presented papers on such topics as exploring Mars, pre-Mesozoic impacts, medical geology, ecosystem vulnerability, and many more. Tom Casadevall, Central Region Director, spoke about Mount St Helens and volcanic hazards.



*Above, USGS water resources scientists explain our programs to the GSA conference attendees.*



*Above, USGS geologists and scientists in our minerals program displayed and distributed an amazing array of world energy assessment and other CD-ROMs.*



*One of the most interesting things about GSA conferences is their enormous university presence, including dozens of booths representing university geology departments. Above, two graduate students hosting the University of Kansas exhibit. Rock Chalk Jayhawk!*

## **Recommendations**

I look forward to future collaboration with the GSA, particularly in terms of our educational program. In my opinion, having the one of the largest federal science agencies working with the largest scientific professional society makes perfect sense.

I recommend to those people attending my workshops throughout the year and people reading this report to consider joining the GSA as a member.

Lastly, I recommend to USGS and scientists from other state, federal, tribal, nonprofit, and business organizations that the GSA is an excellent group to partner with on research and educational projects.

**\*\*End of report\*\***