

1st ANNUAL GEOGRAPHY AWARENESS WEEK LECTURES at SCSU

Friday November 20th, 1.00 pm to 2.30 pm
MO 120

Open to the Campus Community



Dr. C. Patrick Heidkamp 1:00 - 1:30
Eco-labels & Sustainability

Abstract: Increasing environmental concerns on the part of many consumers have led to the differentiation of a variety of products by their environmental production standards. Information regarding such standards is transmitted to the consumer through product labeling schemes (e.g. the Rainforest Alliance label, the Trans Fair label and/or the USDA Organic Food label). The goal of these labels is to appeal to consumer conscience in order to create new markets for so called 'ethical consumption'. This paper discusses the role of eco-labels and associated ethical markets in the context of sustainable economic development.



Dr. Eric West 1:30 - 2:00
Getting Research into the Class and Conference Room: A Primer for Presenting Data Collected in the Field Using Web-Based Mapping Technology

Abstract: Research in many fields calls for the collection, analysis, and representation of data from places, ranging from sociological research in neighborhoods to environmental research in diverse biophysical settings. This presentation will demonstrate how to map street addresses from spreadsheets and how to map coordinates collected in the field using GPS technology or topographic maps. It then will show how to display your data against different types of basemaps representing human and physical environments using the newly released ArcGIS Explorer 900 software. The software, which resides in the public domain, allows for seamless integration of mapped data into your presentations and supports interactive flyovers over your study area. This technology greatly enhances the effectiveness of your presentations of your data which have geographic components.



Dr. Leon Yacher 2:00 - 2:30
A Visit to Central Asia

Abstract: A series of photographs will be shown to provide an appreciation of the Central Asian region of the Former Soviet Union. Since the collapse of the USSR, the region has gone through a number of transformations. This presentation will present some of the changes.

Sponsored by: The Department of Geography, The Geography Club & The Geographic Information Science Club