

# PACIFICA



The Association of Pacific Coast Geographers

Fall 2008

## RESEARCH SUMMARY BY SCHOLARSHIP WINNERS

Editor's note: The Cultural Geography Fieldwork Scholarship, and the Margaret Trussell Scholarship, are annual competitive awards for graduate students in Geography. Both these scholarships require the awardees to submit a summary of the research work for publication in *Pacifica*. Erika Wise was awarded the Trussell Scholarship in 2007, and Arianna Hernandez received the Cultural Geography Scholarship in 2007.

### Tree Rings and Streamflow in the North-Central Rocky Mountains

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Many activities and livelihoods in the western United States (the West) depend on river systems that originate in the north-central Rocky Mountains. Water, a scarce resource in the semi-arid West, is increasingly threatened by population growth pressures, natural climate variability, and the prospect of future climate change. Much of the West has recently experienced a multi-year drought, placing a renewed sense of urgency on water availability issues.

Characterizing the range of hydroclimatic variability over relevant space and time scales has emerged as one of the top needs concerning the hydrological cycle, but understanding that variability at decadal and longer time scales has been limited by inadequate instrumental data. The reconstruction of climatic and hydrologic variables from tree rings has been recognized as an important source of information on long-term (multi-century) water supply variability (Schulman 1945, Stockton and Jacoby 1976). In arid and semi-arid areas, tree growth is normally limited by insufficient soil moisture resulting from lack of precipitation or excessive evapotranspiration (or both). These same variables determine the amount of runoff available in rivers and streams. Streamflow can be reconstructed by tree rings because both are responding to the same climate patterns (Meko et al. 1995).

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### The Pro's Ranch Market Landscape: Latino Identity Through Commercial Space in Metropolitan Phoenix

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Part big-box superstore and part theme park, the Pro's Ranch Market grocery chain has turned the typically mundane grocery shopping experience on its head. The success of this retail concept is derived largely from the distinct sense of place that it promotes. Ranch Market stores, I would argue, have established a realm for public activity that is more dynamic and engaged than most public spaces in Phoenix. This commercial concept represents the synthesis of several significant modern social, economic, and cultural forces, including transnational migration and increased cultural and economic ties between the United States and Mexico, which are transforming urban landscapes across the borderlands. The way that these forces manifest themselves locally in the commercial landscape is the focus of this research: how is the Ranch Market grocery chain symbolic of an emerging "transcultural urban landscape" and what is the significance of this retail concept in fostering cultural and social identities in metropolitan Phoenix?

A central goal of this research is to evaluate the significance and function, beyond purely commercial, that Ranch Market stores have in the Phoenix Latino communities in which they exist and to discover how this retail concept has been modeled and adapted by the Pro's

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**Business Meeting** Bob Richardson's meticulous minutes of the 2008 Business Meeting on page 4.

**Does the market "go south?"** asks Sriram Khé on Page 5, and wonders why they never seem to "go north."

### APCG ANNUAL MEETING IN SAN DIEGO, CA

Hosted by San Diego State University, the annual meeting will be held from September 30th to October 3rd, 2009. Details at: <http://geography.sdsu.edu/apcg/>

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## PRESIDENT'S MESSAGE

### Old Maps and Neo-Geographers

**Stuart Aitken, San Diego State University**

Ask a sample of geographers why they were attracted to the subject area and many will tell you about an early love of maps. They'll talk about poring over atlases at an early age and imagining what things might be like in exotic places or they'll reminisce about sitting with a friend and trying to figure out the contours of a nearby hill on a topo sheet. Perhaps they glided down a U-shaped valley in their minds eyes or flew across an arid mesa and butte landscape. There was a thrill to these journeys—a flight of the geographic imagination—that oftentimes surpassed actual experiences of the places.

I had the good fortune to spend my formative years in Scotland; in terms of geography this fortune stemmed from a dramatic combination of infinitely map-able landscapes and the British Ordinance Survey (OS). The first published OS map was the Duke of Cumberland's Map of the mid-eighteenth century, which was used to facilitate the subjection of the Scottish people after the 1745 Jacobite rebellion. I find it ironic that my love of geography began with this colonial and militaristic cartographic agency's maps of my country. Of course, I did not know that at the time. From my young perspective, the OS produced some of the most beautiful maps of Scotland. I was (and still am) spell-bound by the subtle coloring, the closely spaced contours and nicely hachured mountains edging complex fjord coastlines. They drew me in and stimulated my geographic imagination. I spent hours with OS maps, imagining being on the ground tramping through the heather and the "wild mountain thyme." An ancestor of mine, Robert Tannahill, penned the lines of what became that famous Scottish song entitled "Will Ye Go Lassie Go." The wild mountain thyme that he speaks of was located in the Glen of Balquhider where Tannahill spent the summer of 1810.

I learned the nuances of map reading from the Boy Scouts (another militaristic and colonial institution). My enthusiasm for OS maps was further buoyed by the organization's willingness to pay up to 10/- (10 shillings, about 50¢) for errors and missing details on their maps. The OS prided itself with its systematic thoroughness. I was inspired to get out into those beautiful landscapes with map and compass in hand, looking for mistakes on the map. I wish J.B. Harley had published his famous article on the deconstruction of maps by that time and I had had the capacity to understand it: I would have made a fortune. My gallivanting around the hills and heather was never a money-making proposition, but the OS proposal did enhance my sense of ownership: maybe my research could be part of those maps. It was an emotive connection that enhanced my geographical imagination.

A profound change in my way of thinking about maps occurred at about this time. It was a small chink in the

armor of maps as colonial and military enterprises. The Scots understand this basis of the OS well: The Duke of Cumberland was hated for his map and the Highland clearances that occurred in the wake of its creation. The OS were not really giving up their mandate by offering the 10/-, but I liked the idea of citizenry taking over control of mapping from the old white military guys. What would maps look like if scientific and militaristic institutions lost control of them (and the power that they bestow to control space)? What would maps look like if their legitimacy came from democratic consensus rather than disciplinary rules?

Fast forwarding to contemporary times, if I were a child today, I wonder what I would make of Google Earth! Would it draw me in like an OS map? Would I be entranced by the satellite imagery as I was by OS maps? It turns out Google Earth's current rendering of Balquhidder is decidedly blurry as are a lot of images from less populated latitudes. Would I nonetheless be fascinated by the power to switch different layers on and off: roads, places of interest, borders? How would new technologies like this engage my geographic imagination?

The OpenStreetMap Project, for example, challenges the authority of the OS by producing maps that are as accurate and are, more to the point, free for download. The project began because maps that were thought of as free and downloadable into a GPS actually had legal or technical restrictions placed upon their use. OS street maps along with tide charts are owned by the Queen of England and not available to general users without the payment of a fee (perhaps in this way the Queen gets more control over the tides than one of her famous predecessors, King Canute the Great). OpenStreetMap uses GPS traces from users to create street maps. It has become successful, expanding to countries outside of the UK, and, as of August 2008, boasts over 50,000 registered users. Google's MyMaps is another example of what has come to be called Volunteer Geographic Information (VGI).

Chris Lippitt presented a paper at the APCG meetings in Fairbanks entitled "OpenAerialMap.org: A democratization of remotely sensed imagery." With his talk, Chris discussed the expansion of VGI into satellite imagery and provided examples of ways that OpenAerialMap helps democratize the creation of spatial data. In one of his examples, a user uploaded the location of poacher camps along a stretch of coast in Tanzania. A more celebrated example of this kind of critical aerial representation occurred last year when Google Earth teamed up with the US Holocaust Memorial Museum to map the carnage and atrocities in Darfur using remotely sensed imagery. The collaboration, called "Crisis in Darfur," enabled Google Earth users to visualize the details in the region, including the destruction of villages and the location of displaced persons in refugee camps.

The term neogeography is sometimes used to describe the user-driven creation of spatial data on approachable and

colloquial applications of location-based technologies using maps and/or remotely-sensed imagery as platforms. There is currently some considerable debate about the scope and application of neogeography in the web mapping, geography, and GIS communities. Some of this discussion considers neogeography with regard to the ease of use of geographic tools and interfaces while another focuses on the domains of application. There is some consternation over how these platforms enable use without much training. A number of geographers and GeoScientists express strong reservations about neogeographic practice, arguing that it undermines geographic training and geography's scientific credibility.

It seem to me that neogeography – much as I dislike the term – democratizes map-making and the use of spatial technologies in ways that inspire the geographical imagination. More than the OS's 10/- bribe, it enables a move toward ownership of the cartographic representations. Traditional use of spatial technologies can inspire the geographical imagination, but VGI and neogeography enable a significant push in the world: those who want to make a difference can do so without years of formal training.

Certainly there are hosts of problems and issues to consider, but with the opening up of these technologies there is also the potential for an opening up of society and space, and the possible opening of a set of political processes that are foreclosed upon if only one or two institutions control the maps and aerial representations.

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### Cultural Geography Fieldwork Scholarship

Since its inception five years ago, the Cultural Geography Fieldwork Scholarship award was designed to encourage a grounded, field-based body of research into the diverse worlds of cultural geography, which many of us recognize as a dynamic world of investigation with excitements that few other areas of geography can equal. The scholarship is funded by the sterling generosity of an anonymous donor, with supplements provided by the generosity of APCG members.

The award for this year goes to Lindsey Sutton, from Arizona State University, whose work on social networks and local economy tie her to the scintillant and sometimes fractious realm of Río Sonora country in western Mexico. Lindsay is joining in a distinguished tradition that puts her in the world of Richard Grant's remarkable recent book, *God's Middle Finger*, itself worth a look. Her research question, aptly put, is "does place matter?" in terms of local expressions of global economies and place-construction. With an approach grounded in a six-month residence in the Río Sonora Valley, Lindsay has started her fieldwork, and we look forward to continued exposure to her work and adventures in the field.

For details about the scholarship, visit the Pacifica website, or contact the Committee's chair, Paul Starrs.



## MINUTES OF THE APCG BUSINESS MEETING

Bob Richardson, CSU Sacramento  
Friay, October 10, 2008

Yukon Room, Westmark Hotel. Fairbanks AK

President Darrick Danta called the meeting to order at 4:40 pm. Nineteen people attended ultimately.

1. Last year's Business Meeting minutes, as published in the Fall 07 issue of *Pacifica*, were approved without dissent.

2. Mike Sfraga reported registered attendance at ninety-five and figures there will be a modest profit. From last year's Minutes he sees he had promised an Eskimo wedding, but forgot; they will have Eskimo singers this evening and Herbalife was replaced with reindeer sausage. Cheers and applause let Mike know things had gone well. Darrick suggested that Mike be emcee at all future APCG events.

3. Stuart Aitken reported that planning is going well for the San Diego meeting next fall. Their website is already running, as noted on the postcards in the registration packets. They have a nice location (Town and Country) served by trolley giving easy access to most of San Diego except the beaches. Field trips are still being planned but might include a behind-the-scenes tour of the San Diego Zoo. Darrick announced that Nancy Wilkinson has graciously agreed to host the 2010 meeting in San Francisco or somewhere nearby in the Bay Area. Darrick has urged Gundars Rudzitis to host us in Idaho in 2011. Gundars made several Sarah Palin excuses (she being an Idaho alumna) but said he would bring the matter up with his department. Swept up in the mood of the moment, Martha Henderson proposed hosting us after Idaho in 2012 on Evergreen State's 1000 acre campus in Olympia. Darrick offered Northridge in 2014.

4. Elections: Stuart Aitken is President elect, Dolly Freidel is Vice President elect, and all three ballot measures passed by overwhelming margins. Participation was the biggest ever—231 ballots were returned.

5. Darrick thanked Jim Keese for his tireless efforts as chair of the Awards Committee. Jim noted that we decided in Long Beach to double the travel grants this year (to \$300) but reduce the number in half (to 10), but he had eighteen applications and we decided to fund all of them fully, based on profits from recent meetings. Ten papers were submitted for competition, which Jim considered a strong number given the cost of travel to Fairbanks.

6. Martha Henderson is happy to continue as chair of the Margaret Trussell Scholarship committee. She thinks the application process needs to be revised to allow for email submission of required documents (students and faculty may be far from their home base). She thinks faculty should announce the scholarships in their department early on, to stimulate more applications and earlier ones. She suggests that all of the scholarship committees meet once to see if they can standardize the application process. Kate Berry noted that with the AAG in Las Vegas this March, APCG committee chairs might meet there conveniently.

7. Paul Starrs could not attend but Dan Arreola spoke on his behalf about the Cultural Geography Fieldwork Scholarship. Dan will announce the awardee at the banquet.

8. The Mexican American Travel Scholarship (MATS) committee (Dan, John and Bev Passerrello, and Jim Allen) have picked two outstanding recipients who will be announced this evening. Dan noted that the award originally was set for undergraduate students only, with no requirement of presenting a paper, but this year it was extended to graduate students (who would be required to present) and Dan suggested that in future the award be open to undergraduates and graduates as it was this year. Dolly suggested doing outreach to two-year colleges to increase the chance of finding undergraduate applicants. For Fairbanks the two awards were doubled to \$300.

9. AAG Regional Councillor Nancy Wilkinson reported that at the last Council meeting the AAG decided to include abstracts in Mandarin and Spanish in its publications. Also, the AAG wants each regional division to appoint a member to the new Stand Alone Geographers group (faculty who are the sole geographer in their department). She urged us to have a large presence at the Las Vegas meeting.

10. Sriram Khé could not attend, but he gave Darrick some items relating to *Pacifica*. He suggests moving routine matters (minutes, for example) to the website to free up space in *Pacifica* for more substantive content, including essays from scholarship recipients. He is trying to cut down on the cost of producing *Pacifica*.

11. Jim Craine could not attend, but was immediately praised by those in attendance for doing an excellent job with the Yearbook. Darrick noted that Jim is trying to establish a uniform look to the graphics in the Yearbook, helped by funds made available to him by APCG for access to Jim Deis's expertise.

12. The Budget Committee (Jim Allen and Jenny Zorn): Jim said their firm (Zorn and Allen—motto "we do everything but we do it backwards") found one typo in the Treasurer's Report (20 travel grants at \$150 each, not \$1500 each) and, having looked the books over carefully and had a few questions answered, agree and certify that the APCG's books follow the generally accepted accounting standards for the APCG Treasurer's Report.

The Treasurer's Report—see page 11—(Bob Richardson) began by noting receipts nearly \$12,000 more than disbursements this year, raising the question of why we raised the dues. If adjustments are made for the lack of a bill from Hawaii Press this year, for \$3000 in returned funds from the Long Beach hosts, plus another \$3000 in profit from their meeting, and for some AAG adjustments (no rebate this year yet, but no mailing either), we would be about \$300 in the black this year. Next year, with interest income sharply reduced, we almost certainly would be in the red without a dues increase. The renewal notices in December will reflect the recently approved \$5 dues increase. The 17-Year snapshot showed a significant increase in dues receipts this year owing to roughly 125 new members who joined with their registration for the Long Beach meeting.

Special Funds: the Bailey fund will make a \$200 award (normally \$150), drawing some on principal. McKnight/Clemons will award \$500 (normally \$250) but still grew this year. Both renewed at sharply lower rates and will draw on principal next year. The Trussell funds (including Women's Network

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travel grant money) earned more than they paid out, because of interest earned in the former case, because of “in honor of” contributions and additions with dues renewals in the latter case. Trussell will earn much less interest next year and will draw on principal, but WN can hold even or increase reserves with continued fund raising success. The Cultural Geography Fieldwork Scholarship fund grew this year, even making two awards at Long Beach instead of the usual one, both because of interest and new contributions. Interest will drop considerably next year. The Mexican American Travel Scholarship fund also grew this year, primarily because of new contributions totaling \$1,725. Interest will be very modest next year but if contributions continue to be vigorous it should grow again next year.

Bob suggested that the Regional Geography award (originally given by the Awards Committee with funds donated by committee member Dennis Dingemans) be given in future from the McKnight/Clemons fund, noting he had spoken with Tom and Joan in Arcata (2000 meeting) about adding another award and they were fully supportive of the concept, and pointing out Tom’s regional text and many papers on Australia as a tie to the award. There was strong agreement by those in attendance that such a move would be appropriate. In future, a McKnight/Clemons Best Paper in Regional Geography award will be available to students who apply.

We have not been billed for the Yearbook since v.69, and only

have complete accounting for v.68, which nets out per member at just under \$9. The good news is that MUSE seems to be earning us significant funds—we hope the trend continues with v.69.

13. Women’s Network: Vicki Drake was not at the Business Meeting, but she presented four travel grants at today’s luncheon.

14. New and Other Business: Bob will lay out what the split Sec/Treas duties might be sometime prior to the next election, when his present two-year term is up. Kate Berry noted that there is one stand-alone geographer in Las Vegas and urges the APCG to help sort papers into sessions for the coming AAG meeting there; Reno is one of the “local” hosts. Jan Monk asked after the Distinguished Service Award committee, Darrick replying that it had slipped through the cracks this year. Membership numbers were discussed in conjunction with handout showing the last fifteen years. We will probably be down significantly at the end of this year, not figuring to add a lot of new members with these meetings. Getting the Membership Committee up and running again is urged, possibly employing the Bill Loy model of having a contact person in each department. Darrick said the Applied Geographers Specialty Group also needs a chair and reinvigoration. Kate led a round of applause for Darrick’s job well done this past year.

15. The meeting was adjourned at 5:40 pm.

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### ON “GOING SOUTH”

SRIRAM KHÉ

It turns out that there are lots of geography lessons, even in the reporting of the current economic crisis.

Over the last couple of weeks, stock markets all over the world have been on a losing trend and every other television reporter and commentator kept referring to this as the market going “south.” And, without fail, I feel myself wanting to yell at them to stop using “south” in this context.

My objection is not simply because “south” is one of the four cardinal directions along with east, west, and north. And my objection is not because the market indicators cannot move sideways—east or west—but can only go up or down, or remain unchanged.

I have trouble with the usage of “south” in the context of bad news because we keep reinforcing the notion, perhaps unintentionally, that “south” is bad and, therefore, “north” is good. We don’t realize how much this idea of north and south is ingrained in us until we begin to examine it. Pretty much every region in the world has its own version of the “northern superiority” over its southern neighbor.

In my freshman class this fall term, I had included in the readings an article from the *Economist*, which presented an overview of why the South seemed to attract multinational corporations to locate there. Some of the students commented that they had no idea that the South had such sophisticated, advanced, economic activities, and that this

was a contrast to the stereotypes that they were used to. One student went one step more: she wrote in her paper that given the prospect of economic growth and development in the South that she hadn’t known about, and given its warmer temperatures, she might seriously consider moving there in four years, upon graduation.

While I did not ask them what they pictured in their minds if somebody were to say “the market turned south” I cannot but wonder if their apprehensions about the direction south are intertwined with the South.

Every once in a while I ask my freshman students whether there is any geographic pattern when it comes to the location of rich and advanced countries on a world map. Before long, the majority opinion is always that it is in the north that rich countries are located whereas all the poorer countries are in the south. When I push them for possible explanations, they can’t seem to resist the temptation that a northern location is just better.

After a few minutes of waiting for students to start questioning this framework, I present them with the first of my exhibits to challenge this assumption. When I ask them about Australia and New Zealand, I typically start seeing those light bulbs going on in them. They know that these countries down way south of us are no economic basket-cases by any measure. We slowly then begin to reshape our assumptions about any innate virtues of the “north.”

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My dissertation research examines the impacts of climate variability on water resources in the western United States at multiple scales. The watershed portion of my research is centered on the north-central Rocky Mountains, and I specifically focus on the upper Snake River. The upper Snake River is a potential "hot spot" for future water supply crises due to its variability and the large number of people who depend on its flow (Bureau of Reclamation 2003).

In a pilot field study conducted in summer 2006, I (along with two assistants) collected tree-ring samples from 115 limber pine and Douglas fir trees on sites in northwestern Wyoming. Samples were collected using an increment borer, which is a non-destructive method to remove cores from trees. The site locations were selected with the aim of finding trees recording the same climate patterns affecting streamflow in the upper Snake River. For that reason, I primarily sampled moisture-sensitive sites in the same watershed as the headwaters of the Snake River.

In the laboratory, tree-ring cores were dated to the calendar year through crossdating, and ring widths were measured, standardized, and detrended to remove age-related growth trends. These steps were completed using established dendrochronology methods (Stokes and Smiley 1968; Fritts 1976). Correlation models were used to establish relationships between climate and tree growth. These relationships were examined monthly, seasonally, and annually. The chronologies from the 2006 sites were able to reconstruct annual (July – June) precipitation fairly well. When examined sub-annually, though, it was apparent that ring widths in these trees were mainly responding to summer precipitation. The lack of a winter precipitation signal in the sampled trees lowered the overall strength of the annual precipitation reconstruction. In addition, it meant that I was missing a very important component of overall hydroclimatic variability.

Capturing the winter precipitation signal is vital in understanding long-term water supply variability. The majority of Western streamflow, and consequently most of the water supply for the West, is supplied by snowmelt (Cayan 1996). Extended drought conditions, along with declining snowpacks and earlier melt attributed to climate change, have increased concern over this source of water. Instrumental records of winter precipitation are spatially scarce, particularly at high elevations, and typically contain 100 years or less of data. The longer-term perspective that can be provided through the incorporation of tree-ring records is particularly vital for winter precipitation.

It may seem counterintuitive to search for a relationship between tree growth and climate conditions occurring during the tree's dormant season. Despite the cessation of growth during the winter season, though, trees are able to reflect winter precipitation because of its impact on processes active in trees during the dormant period

and its importance for soil moisture recharge (Fritts 1976). Particularly in temperate-zone, semi-arid sites with minimal summer precipitation, the early spring period is critical for tree growth. The initial growth surge is dependent upon soil moisture that has been recharged by winter precipitation and on foods amassed in the tree during the dormant season (Fritts 1976). At the same time, heavy snowpack can negatively impact tree growth if the growing season is shortened (through the delayed onset of spring) and/or initial growth is slowed (through reduced cell-division rates) (Fritts 1976).

In the north-central Rocky Mountains, trees have primarily been used to reconstruct annual or summer precipitation (e.g., Gray et al. 2007). Winter (Nov-Apr) precipitation is often a more difficult signal to isolate, and this is particularly true in areas with the complex terrain, relatively abundant precipitation, and higher elevations seen in the north-central Rocky Mountains. The sites collected in my pilot study varied in their ability to reconstruct winter precipitation. In order to better understand the site characteristics influencing the strength of the winter precipitation signal, I took advantage of secondary dendrochronological data that have been contributed to the International Tree-Ring Databank (<http://www.ncdc.noaa.gov/paleo/treering.html>) by other researchers. The factors I examined were those that might be expected to influence the climate signal, including location, elevation, and species.

Using the International Tree-Ring Databank, I was able to examine nearly 50 sites that were within the region and consisted of moisture-sensitive tree species. The raw ring-width measurements from these International Tree-Ring Databank sites were standardized using the same techniques that had been applied to my chronologies. Using available climate division data from the National Climatic Data Center, gridded precipitation data from the Parameter-elevation Regressions on Independent Slopes Model (PRISM) data set, and snow water equivalent data from the Natural Resources Conservation Service, I was then able to compare tree growth-climate relationships with site characteristics.

The three tree species examined in this portion of my study (Douglas fir, limber pine, and Ponderosa pine) are all considered to be moisture-sensitive under appropriate site conditions. In the analyzed International Tree-Ring Databank sites, Douglas fir chronologies were more highly correlated with winter precipitation than limber pine and Ponderosa pine chronologies. However, elevation appeared to be the key factor determining winter precipitation strength. Elevations of the analyzed sites ranged from 1100-2700 meters. Lower-elevation sites were more strongly correlated with winter precipitation than higher-elevation sites. Very few of the individual high-elevation sites were significantly correlated with

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Company from its roots in California's San Joaquin Valley to Phoenix, its current largest market. I also consider Ranch Market's place in the dynamically changing Latino commercial landscape of Metropolitan Phoenix.

To accomplish these goals I employed mixed qualitative methods including extensive participant observation and informal, unstructured conversations with Ranch Market patrons and employees, and surveys of surrounding businesses and neighborhoods. Textual analysis also provides and important source for information about the company as well as insight into customer opinions. In addition to mainstream newspapers and businesses journals, which have both covered and acclaimed the Pro's Ranch Market's concept and recent growth, I considered advertisements and coverage in local weekly magazines and newspapers, including *La Voz* and *Phoenix New Times*. I also turned to online user-generated reviews sites, such as *Yelp.com* and *Chowhound.com*, which provide unique and enthusiastic perspectives of patrons so compelled by their experiences that they have gone online to spread the word and discuss their Ranch Market experiences.

The APCG Cultural Geography Fieldwork Scholarship has supported this research over the past year, which has taken me back and forth to Ranch Market stores and surrounding areas across the valley for a few hours each week. It has also enabled me to travel to California, to visit the first Ranch Market stores in Arvin, Delano, and Bakersfield, as well as corporate headquarters in Ontario. I attended the grand opening of Albuquerque, New Mexico's first Ranch Market in June 2008, which further enriched my understanding of this topic.

Contemporary corporate retailers are meticulous and strategic in their development designs, and that Pro's company opted to expand their Ranch Market chain into Phoenix as their first large metropolitan market speaks to the intensity of urban latinization that is occurring here. Phoenix's Latino population has boomed in the past several decades, from 20% Latino in 1990, to 34% in 2000, to 42% in 2005, and is anticipated to become majority Latino by 2010 (US Census). The Latino boom has not been confined to Phoenix proper but is occurring throughout the metropolitan area. Glendale has gone from 15% Latino in 1990 to 30% Latino in 2005, and Mesa from 11% in 1990 to 24% in 2005 (US Census).

With this tremendous growth in population has come a significant increase in consumer power that has not gone unnoticed by major retailers and smaller regional and emerging National Latino chains and franchises. Latino purchasing power in Arizona has increased from \$3.6 billion in 2000 to \$6.24 billion in 2006, and is expected to reach \$9.8 billion in 2011 (Arizona Hispanic Chamber of Commerce). Significantly, a large majority of Phoenix area Latinos self-identify as Mexican or Mexican American, which has greatly influenced the character of Latino

neighborhoods and the Latino commercial landscape.

The Provenzano family, with Italian origins, has been involved in the Southern California grocery industry for decades. In 1997, they opened their first Ranch Market stores in Arvin and Delano, California, unveiling a concept that would appeal and cater to the large immigrant population associated with the agricultural industry of the area. These first stores were small and humble compared to their current counterparts in Phoenix, but held the seeds of growth for a concept that over the next decade would take the southwest by storm. In 2000, Pro's company opened two larger stores in Bakersfield and in 2002 opened their first Arizona store in the historic Hispanic core of south Phoenix. They opened three more Phoenix area stores over the next three years before expanding to El Paso, Texas in 2007 and Albuquerque, New Mexico in 2008. Currently, there are three more Phoenix area stores under development and set to open in the next year, including the company's first ground-up unit, which will co-anchor the 300,000 square foot Latino-oriented Mesa Ranch Plaza in Mesa. Future growth plans include additional stores in Albuquerque, El Paso, and Las Cruces, New Mexico.

In its brief tenure in the Phoenix area, the company has become the premier grocery purveyor for the local Latino population, surpassing even Basha's owned Food City, a Latino grocery chain that is decades old and has more than forty area stores. From its earliest stores to its newest, Pro's Company has adapted its concept. All feature essentially the same components, but the scale of these stores has changed over time. Newer stores are getting bigger and feature amenities such as attached full service restaurants, interior and exterior stalls available for rent to small, independent vendors. What all these stores have in common in their popularity. From small town California to the sprawling Phoenix metropolis, these stores are hubs of activity in the communities in which they exist. Pro's Company has created something very special and has been recognized as an industry leader. Other Phoenix area grocery chains have taken notice of the phenomenal success of this newcomer and have adapted their own models to follow suit, renovating stores to mimic the aesthetic and layout of Ranch Market.

So, what is so special about these supermarkets? Phoenix Ranch Market is guaranteed to stimulate all of your senses and defy your expectations of what a big-box, chain store should be—from simply buying groceries, indulging in a cold glass of horchata, people watching, or simply picking up some take out. A bustling, festival atmosphere chocked full of color, delicious smells, music, chatter, and a dazzling variety of fresh food products and other goods make Ranch Market much more than a grocery store.

I take you know on a brief tour of Ranch Market. Flowers, balloons, colorful signage and an outdoor *parilla*

*Continues on page 9*

winter precipitation, and those correlations that were significant covered a wide range of values. Similar results were found using the snow water equivalent data: although the majority of high-elevation sites were not significantly correlated with snow water equivalent, those that were displayed both high positive and high negative correlations.

These results suggested that low-elevation, Douglas fir sites should be targeted for maximizing the winter precipitation signal in the north-central Rocky Mountains. In addition to this guideline, I took advantage of climate data and analysis tools. Better understanding of the local climate allowed me to plan a field strategy aimed at avoiding redundant sampling at sites recording the same regional climate signal. In summer 2007, I conducted extensive field work with the financial support of a Margaret Trussell Research Award I received from the Association of Pacific Coast Geographers Women's Network. During this field campaign, I revisited promising pilot study field sites in northwestern Wyoming and added sites in eastern Idaho and southern Montana. Focusing primarily on those low- and mid-elevation Douglas fir sites, I was able to collect cores from over 200 trees. These cores were collected and analyzed following the same methods detailed earlier.

This targeted sampling proved successful in improving the site selection process. Although not all of the new sites were useful for reconstructing winter precipitation, there was a large improvement over those collected during the pilot study. The sites with a strong winter precipitation signal will be more useful in future streamflow reconstructions and will aid in understanding long-term climate-streamflow connections. Due to the importance of cool-season precipitation and snowpack in this region,

additional research will be needed to further improve techniques and strategies for obtaining long-term records of winter precipitation.

Acknowledgements: This project was supported by a Margaret Trussell Graduate Student Scholarship from the Association of Pacific Coast Geographers Women's Network, a Pruitt National Fellowship from the Society for Women Geographers, and a Science to Achieve Results (STAR) Graduate Fellowship from the United States Environmental Protection Agency.

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**ON "GOING SOUTH" ....CONTINUED FROM PAGE 5**

And when I ask them where the richest and advanced countries of the day were located about a thousand or three thousand years ago, they begin to articulate an understanding that a northern location or a southern location does not necessarily make permanent a country's economic fate. Being in the south is, therefore, no curse either. "Going south" then doesn't carry the same connotations anymore.

Students get an opportunity to follow-up on this if ever they wander into my office and look up at the world map on the wall. It is a wonderful teaching and learning moment when I see in their eyes a little bit of confusion as they try to figure out why the map looks strange. It takes them only a few seconds to realize that it is an upside down map of the world—one that I purchased when we visited New Zealand.

Well, for all I know, maybe they leave the room feeling that they have just exited the Bizarro World of comics, where up is down, and left is right!

Maybe I write about this because I grew up in a country

that is located to the south of North America and Western Europe. In any case, the unfortunate aspect is that in characterizing misfortunes as "going south" we end up reinforcing an incorrect idea that somehow south is inferior.

I am not sure whether the television audience systematically, and strictly, treats "south" as a metaphor for a certain trend line and nothing else. (I hope I have not messed up with professional grammarians here by referring to metaphors!)

Metaphors are powerful tools, particularly in rhetoric. Some of the greatest orators, like Martin Luther King Jr. used metaphors that wonderfully blended together and helped convince the populace about the issues and ideas, and energized them into action. Most of us lesser mortals though tend to abuse metaphors.

So, while acknowledging that the economic indicators are way "down", here is to hoping that they will go "up" really soon and fast.



surrounded by picnic tables draw your attention to the front of Phoenix Ranch Market while music blares from the entrance. As you walk through the front doors you pass by stalls of CD's, clothing, perfume, and cellular phone accessories sold by a variety of entrepreneurial characters. These stalls are reminiscent of those commonly found on the sidewalks of Mexican plazas or those found in typical Mexican *mercados*. People bustle about in all directions. Moving on you pass palapa-roofed stands offering a variety of flavors of *aguas frescas*, salsas, ice cream, tamales, among many other fresh food and drink offerings. Multi-colored *papel picado*, *piñatas*, streamers, and seasonal decorations hang from the ceiling giving the cavernous space a festive feel. As you enter *La Cocina*, the heart of all Ranch Market stores, you see huge menu boards advertising dozens fresh, hot, authentic Mexican dishes in Spanish and English, prepared by the dozens of employees seen working behind the counter. Wedged between *La Cocina* and the enormous produce section are rows upon rows of picnic tables full of hungry and happy patrons, clustered beneath large flat-screen TVs on which Spanish language game and variety shows or Mexican league *fútbol* are commonly seen.

The huge produce department offers an astonishing and abundant variety of fruit, vegetables, and herbs at famously low prices. Continuing along towards the rear of the store, you encounter even more stands offering such delights as Ranch Market's celebrated *salchichas con tocino* (bacon-wrapped hot-dogs), colossal pork rinds, and fresh *masa* for tamales. Specialized food counters line the rear and opposite side walls, offering *cremas*, cheeses, and other fresh dairy products at the *cremería*, sausages at the *salchichería*, tortillas at the *tortillería*, and an overwhelming 80-foot meat counter (*carnicería*) where you can purchase just about any part of a cow or pig that you like. A beach themed seafood counter fronted by more picnic tables offers customers another chance to stop, sit, and relax for a moment. Ranch Market conveniently provides many services and products commonly offered by smaller, specialized shops all under one enormous roof.

Finally, we've circled the store and reached *La Cantina del Rancho*, where beer, wine, and cold soft drinks are kept in wall-to-wall coolers. Somewhere in the midst of all these departments there are grocery isles, housing a plethora of packaged products from south of the border, many lacking the formal nutrition labels and secure packaging that we have come to expect at supermarkets. Along the front of the store, long lines of Latinos crowd numerous register lanes, chit-chatting, drinking, eating, or playing with children as they wait to check out.

Throughout Ranch Market stores, decorative elements invoke the idea of a ranching and agricultural past. Iron cattle statuary, rustic carts and cartwheels, chickens, hay bales, cacti, Mexican flags and other festive elements adorn the isle end-caps and walls. At the front of each Phoenix store a huge photomural depicting historical agricultural and ranching scenes make subtle reference to Phoenix's

past. This aesthetic blends festive, colorful Mexican décor with a traditional, rustic sensibility. The Pro's company has been very successful in developing this distinct sense of place for its stores, which appeals to its predominantly Mexican origin clientele by offering them a place that is familiar, casual, and informal; a place that reminds them of home.

Ranch Markets are more than just grocery stores and stand in stark contrast to the dull, relatively lifeless commercial spaces typical of Phoenix. These stores are designed to encourage patrons to linger, to enjoy themselves and engage each other. These stores are hubs of activity in the neighborhoods where they operate, and not only in terms of consumption. Each Ranch Market store employs 400-500 employees and Pro's company makes a point of hiring workers from the surrounding area of each store. Surrounding businesses and the independent vendors who rent stalls inside and attached to Ranch Market stores also benefit from the large amount of traffic drawn by Ranch Market. Pro's company also sponsors events and holds promotions, such as backpack and toy giveaways, that benefit its patrons. For instance, adjacent to the 16th Street store in Phoenix, Pro's company operates *Tradiciones*, a full service restaurant and banquet hall alongside a quaint outdoor plaza, which has become a very popular venue for traditional Latino celebrations including *quinceañeras* and weddings.

Ranch Market stores are a bold example of what Herzog has termed an emerging "transcultural urban landscape"—because it is derived from a blending of landscapes of contrasting heritages into a new, transnational space that circumnavigates both precedent and national boundaries. Ranch Market represents at once both Mexican and American spaces, drawing aesthetic and cultural inspiration from Mexico while embodying the capitalist, corporate big-box consumerism now typical of urban America. An authentic, nostalgic Mexican sense of place has been created and commodified in a standardized, highly ordered American commercial environment. That generic commercial environments will continue to dominate the American urban landscape seems inevitable, but Pro's Ranch Market has proven that these spaces do not have to be boring, predictable, or detached from the surrounding community. Ranch Market stores are significant in that they stimulate patrons to do more than just routinely buy and consume products—they provide the "transcultural urban landscape" in which patrons take pleasure to be active participants.

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## FOR, AND ABOUT, STUDENTS .... AND OTHERS TOO

### Mexican American Undergraduate Travel Scholarship

The Mexican American Travel Scholarship (MATS) committee (John and Bev Passerello, James Allen and Daniel Arreola) is pleased to report the recipients of its awards for 2008. **Arianna Fernandez** (MA student, Arizona State University) and **Samuel Cortez** (MA student, San Diego State University) attended and presented to the 71st Annual meeting of the APCG in Fairbanks, AK. This year the MATS awards were \$300 to help defray the cost of attending this northern most gathering of APCG.

Arianna Fernandez like many Hispanics is mixed race and descendant from paternal ancestry traced to "Californio" roots in Moraga, CA. She presented from her master's thesis research "Gigantes: The Changing Face of Latino Commerce in Metropolitan Phoenix." Arianna was a recipient of the 2007 Cultural Geography Fieldwork Scholarship award from APCG. Samuel Cortez whose parents were braceros--Mexican farmworkers--was born in Mexicali, Baja California. He presented from his master's thesis research "Globalization and Mexican Immigrant Children in Urban and Rural Borderspaces."

For 2009, the committee wants to remind faculty and students that graduate students of Mexican American ancestry as well as undergraduates can be nominated for the travel awards. Graduate students must present a paper or poster at the annual meeting to which they apply for travel funds, and attend the annual banquet to receive the award. Undergraduates need not present, only attend the meeting and the banquet to receive an award. Details are online at the Pacifica web site.

The MATS committee is enthusiastic to support these budding geography scholars, and thanks all APCG members who have contributed generously to this scholarship. Contact Daniel Arreola, the Committee's chair, for additional information.

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### Margaret Trussell Scholarship

The Margaret Trussell Scholarship committee awarded two outstanding women graduate students \$1000 each to continue their research projects.

The award for a master's student went to **Kerri Ormerod**, University of Arizona for her thesis project entitled "Drinking Highly Treated Wastewater: Public Trust in the Next Water Frontier"

The award for a doctoral student went to **Melinda Alexander**, Arizona State University for her dissertation project entitled "Conceptions of Home in Refugee Art"

The Margaret Trussell Scholarship is made annually to support women students in doctoral or master's geography programs. Details are online at the Pacifica web site. Contact Martha Henderson, the Committee's chair, for additional information.

### Student paper awards

Tom McKnight and Joan Clemens Award for Outstanding Student Paper, \$500

Student: **Jennifer Kusler**, CSU Sacramento

Title: A Millennial-Length Reconstruction of Environmental Change at Diamond Lake in California's Klamath Mountains  
*Advisor: James Wanket*

President's Award for Outstanding Paper by a PhD Student, \$200

Student: **Ted Eckmann**, UCSB

Title: Measuring Fire Sizes and Temperatures Globally at Subpixel Resolutions Using Multiple Endmember Spectral Mixture Analysis  
*Advisor: Christopher Still*

Harry and Shirley Bailey Award for Outstanding Paper in Physical Geography, \$200

Student: **Caitlin Chason**, San Diego State University

Title: Examining the Influence of Short-Interval Fire Occurrence on Post-Fire Recovery of Chamise Chaparral  
*Advisor: Douglas Stow*

Committee Award for Regional Geography, \$200

Student: **Jimmy Klepek**, University of Arizona

Title: Against the Grain: The Politics of Expertise and the Regulation of Biotechnology in Guatemala and Honduras  
*Advisor: Elizabeth Oglesby*

President's Award for Outstanding Paper by a Master's Student, \$200

Student: **Brian Pompeii**, Arizona State University

Title: Mapping Future Water Supplies in Phoenix, AZ  
*Advisor: Kevin McHugh*

President's Award for Outstanding Poster Presentation, \$200

Student: **Heather Downing**, Cosumnes River College

Title: Friends, Foes, and Fables: An Examination of Cultural Entomology Across Space  
*Advisor: Debra Sharkey*

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### APCG Women's Network

At this year's annual meeting in Fairbanks, Alaska, the Women's Network awarded 4 Travel Grants, in the amount of \$300.00 each, to the following women:

**Yolonda Youngs**, Doctoral Candidate, Arizona State University; **Pamela Dalal**, Graduate student, UC Santa Barbara; **Heather Downing**, undergraduate, Cosumnes River College; and **Jennifer Reynolds-Kusler**, undergraduate, CSU Sacramento.

Owing to the special circumstances of the APCG conference in Fairbanks, we did not have our usual Women's Network Luncheon. However, the recipients of the Travel Grants were introduced and spoke about their future goals in Geography during the Friday luncheon.

Application details for the award are online at the Pacifica web site. Contact Vicki Drake, the Committee's chair, for additional information.

## From the Secretary-Treasurer

Welcome to the following 23 new members who have joined since the last list in the Spring 2008 issue of Pacifica. (Asterisk denotes former members who have rejoined.)

Luc Anselin,	Stefano Bloch
Aileen R. Buckley*,	Chris Castagna
Brian Colson*,	Heather Downing
Anna Dvorak,	Douglas Fetters
Carla Chenault Grandy*,	Jake Haugland
Logan Hennessy,	Jeffrey F. Krizek*
Alison Macalady,	Ginger Mansfield
Thomas Nejely*,	Kerry Jean Ormerod
Sarah Praskievicz,	Michael Reibel
Darren Ruddell,	Mathew Schmidlein
Adrienne L. Shaw,	Valerie Vaughn
Siri Nimal Wickramaratne	

### Special Thanks:

Contributions to our several special Funds continue to come in since the Spring issue of Pacifica: the Women's Network Travel Grant (\$180), the Cultural Geography Fieldwork Scholarship (\$122), and the Mexican American Travel Scholarship (\$320). Thanks to the following who have contributed to one or more of these funds:

Joy Adams,	Vincent J. Del Casino, Jr.
Kathleen Farley,	Dorothy E. Freidel
Martha Henderson,	Christy Jocoy
Sophia Hable Mitchell,	Robert L. Monahan
Conrad Moore,	John and Bev Passerello
Leandro Romero II,	Susan Riches Sargent
Monica Stephens,	Nancy Lee Wilkinson
Elvin Wylly	

Thanks also to Les Rowntree, who chaired the Distinguished Service Award committee last year and declined reimbursement for the two fine plaques he obtained for the recipients.

### A note on membership renewal:

Renewal notices for 2009 will be sent in early December, with a few changes:

- (1) all dues categories are increased by \$5 (as approved by vote of the membership in July)
- (2) the old category of Joint membership is modified so that a Joint (Second) member may be added to any of the remaining four categories (Regular, Student, Retired, or Contributing) for \$3 more. Joint (Second) members have full voting rights but do not receive separate publications.

### Great News from Long Beach

After all the expenses were paid, Vincent del Casino informed me that the 2007 Annual Meeting at Long Beach generated a net profit to the APCG of \$3,034.08, including a \$472 rebate from the Hilton as compensation for the noise disturbance from another event. Furthermore, they added 132 new members, taking in about \$1800 in new member dues.

Great job, Long Beach!

## APCG TREASURER'S REPORT

OCTOBER 10, 2008

Robert T. Richardson, CSU Sacramento  
Transactions for October 5, 2007--September 26, 2008.

Forward at close of books, 10/5/07	\$55,864.78
<b>RECEIPTS</b>	
Dues	\$13,162.00
Profit, 2007 Annual Mtng (inc. Hilton noise rebate)	\$3,034.08
Return of money advanced for LB Hilton deposit	\$3,000.00
AAG Regional Allocation	\$0.00
YEARBOOK v.68	\$2,391.32
Interest on Regular Account	\$1,965.23
<b>TOTAL INCOME</b>	<b>\$23,552.63</b>

### DISBURSEMENTS

APCG '07 Annual Meeting Grants & Awards	\$4,100.00
Student Travel Awards (inc. GeoBowl)	\$3,450.00
President's Awards	\$450.00
Committee Award, Regional Geography	200.00
<b>PACIFICA</b>	
Printing	Postage
F'07 (740x12 pp) \$576.75	\$444.45
S'08 (751x16 pp) \$749.79	\$721.01
Corporate Filing Fee (Olympia, WA)	\$10.00
Membership (mostly mailings)	\$1,018.17
YEARBOOK v.69 (mail)	\$34.08
YEARBOOK v.70 (copy edit)	\$3,164.15
YEARBOOK v.71 (copy edit, first installment)	\$800.00
Advance for APG 2009 (postcards)	\$100.12
<b>TOTAL EXPENDITURES</b>	<b>\$11,718.52</b>

Balance on books, 9/26/08	\$67,698.89
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### SPECIAL FUNDS

Bailey Schl. Fund (forward 10/5/07)	\$3,117.14
(interest \$117.23 less \$200 anticipated award)	(\$82.77)
Balance 9/26/08	\$3,034.37

McKnight/Clemons Schl. Fund (forward 10/5/07)	\$14,609.13
(interest \$586.20 less \$500 anticipated award)	\$86.20
Balance 9/26/08	\$14,695.33

Margaret Trussell Mem. Fund (forward 10/5/07)	\$63,745.71
(2 Trussell awards, 8 WN grants, contribs., interest)	\$595.24
Balance 9/26/08	\$64,340.95
(\$57,454.80 of which is Trussell Scholarship fund)	

Cult. Geog. Fieldwork Schl. Fund (fwd 10/5/07)	\$15,134.67
(2 awards, \$877 contribs, \$602.34 interest)	\$479.34
Balance 9/26/08	\$15,614.01

Mexican Amer. Travel Schl. Fund (forward 10/5/07)	\$3,210.95
(2 grants, \$1725 contribs, \$74.60 interest)	\$1,499.60
Balance 9/26/08	\$4,710.55

Membership 9/25/02:	593	ultimate in '02: 644
Membership 9/10/03:	625	ultimate in '03: 716
Membership 9/1/04:	666	ultimate in '04: 691
Membership 10/14/05:	638	ultimate in '05: 749
Membership 8/28/06:	642	ultimate in '06: 721
Membership 10/5/07:	596	ultimate in '07: 738
Membership 9/26/08:	566	



## ABOUT THE APCG

Founded in 1935 by a gathering of geographers including graduate students and faculty from universities, normal schools and junior colleges, and a few from government and industry, the Association of Pacific Coast Geographers has a long and rich history promoting geographical education, research, and knowledge.

Members gather at the annual meetings for social and intellectual interaction. They receive the annual Yearbook, first published in 1935, that includes abstracts of papers from the meetings and a number of full-length peer-reviewed articles. Members also receive the bi-annual newsletter *Pacifica*, first published in Fall 1994. Since 1952 the APCG has also been the Pacific Coast Regional Division of the Association of American Geographers, serving AK, AZ, CA, HI, ID, NV, OR, WA, BC, and YT.

*Pacifica* is a publication of the Association of Pacific Coast Geographers, a regional division of the Association of American Geographers. The newsletter appears two times a year in fall and spring. The deadline for submission of announcements and reports for the Spring issue is March 15, and for the Fall issue is a fortnight after the conclusion of the annual meeting.

For further information about *Pacifica* contact Sriram Khé at: [khes@wou.edu](mailto:khes@wou.edu) or at 503-838-8852.

## MEMBERSHIP

Questions about membership should be directed to Bob Richardson at the address below, or phone (916) 278-6410, fax (916) 278-7584, or e-mail [apcg@csus.edu](mailto:apcg@csus.edu). Visit the APCG web site at [www.csus.edu/apcg/](http://www.csus.edu/apcg/) for information about the organization and for a new member application form.

APCG member dues, although raised for 2001, remain modest: Regular \$20; Joint (2 people at same address) \$23; Student and Retired \$10; Contributing \$25 or more (any contribution over \$20 is tax deductible). Joint members receive only one copy of *Pacifica* and one Yearbook.

Dues are paid for the calendar year. Unless indicated otherwise, checks dated before November 1 will be credited to the current year, while those dated after November 1 will be credited to the next year. Only current year members receive the Yearbook. Current members will be sent a membership renewal notice near the end of the calendar year.

## CORRECT ADDRESS?

Most mailings to members are done using the APCG's Non-Profit authorization. Non-Profit mail is not forwarded, so to be sure you receive your copies of *Pacifica* and the Yearbook it is critical that you provide new address information to the Association.

### **The Association of Pacific Coast Geographers, Inc.**

Department of Geography

CSU, Sacramento

Sacramento, CA 95819-6003