

Business Geography Specialty Group

Annual Report 2015

1) Mission Statement

The purpose of the BGSB is to bring together individuals who have mutual professional interests in business geography. Business geography is the application of geographic knowledge and information and geospatial techniques that assists businesses in making specific real-time decisions. Our goal is to share research, provide direction for future leaders, and provide a forum for networking and interaction with the business community.

2) Dues Information

Dues are \$5 (regular members) and \$1 (students).

3) Officers

Chair (2014-2016):
Murray Rice, rice@unt.edu

Vice-chair (2014-2016; Chair 2016-2018):
Lawrence Joseph, lawrencej@westmarine.com

Secretary-treasurer (2014-2016; Vice-chair 2016-2018):
Brett Lucas, brett.lucas@yahoo.com

Past chair and student competition coordinator (2014-2016):
Linda Peters, lpeters@esri.com

4) Accomplishments

- a) At Chicago (2015), the BGSB *Student Paper Award* was awarded to Mahesh Somashekar (Princeton). The second-place award in the competition went to Hilary Chart (Stanford). The BGSB extends our congratulations to all student presenters of business geography for their interest and contribution to the field.
- b) Also at the Chicago meeting, the BGSB held a vibrant series of research and panel sessions. The BGSB is especially appreciative of the role played by Tony Hernandez in again organizing a feature set of research paper sessions. Thanks to all organizers and participants in all of our BGSB-sponsored sessions for a very stimulating program. We're already looking forward to the 2016 meetings in San Francisco.

- c) The BGSB would also like to specially acknowledge a substantial group of new European participants in our group's session track at Tampa, led by Herman Kok. Special thanks to Herman for organizing a multi-session set of papers covering a variety of European business geography research.
- d) The BGSB also sponsored the first ever keynote address in businesses geography. This year, we were honored to have Ms. Jillian Elder (Director, Enterprise Location Intelligence with Walgreens) speak about enterprise data and locational intelligence and how it is leveraged in the drug store retailing industry.
- e) The BGSB also sponsored a panel session on "Super Regional Shopping Centers," in an effort to increase the participation of industry practitioners outside of AAG in AAG activities.
- f) The Chicago business meeting discussed, amongst other issues, outreach opportunities of how to grow the group within the AAG structure. Outreach ideas discussed include: corporate memberships/sponsorships; consideration of a research competition to grow membership through cash awards; strengthen affiliation ties with the Canadian Association of Geographers (CAG), International Council of Shopping Centers (ICSC), Certified Commercial Investment Members (CCIM) and the Kaufman Foundation; and an annual keynote speaker series.
- g) As a carryover from the Tampa conference, the BGSB continued the new career development emphasis. One of the BGSB panel sessions provided an opportunity for a mostly-student audience to hear career insights from an experienced panel of academics and practitioners. The session addressed an obvious need, so we anticipate holding a similar session again in future conferences.
- h) The BGSB is continuing to grow its web presence through the BGSB website (www.businessgeography.info), blog (businessgeog.wordpress.com) and Twitter feed (<https://twitter.com/businessgeog>). Collectively, these web presences provide the BGSB with new capabilities of linking with current and potential members and distributing news and information relevant to our membership.

5) Membership and Participation

The Specialty Group membership numbers is up with 136 members as of March 24, 2015. This is a 37% increase over the previous year membership. We continue to look at new opportunities to continue to improve membership.

6) Financial Report

The BGSB account balance as of February 28, 2015 is \$2050.96. The accounts, which are managed by the AAG, are summarized in a financial report at Appendix A.

Brett Lucas (BGSB Secretary-Treasurer)
May, 2015

Appendix A
Financial Statement for 2014

<i>8/31/14</i>	<i>Balance forward</i>		<i>\$1,838.96</i>
9/30/14	Dues collected for Sept 2014	28.00	1,866.96
10/31/14	Dues collected for Oct 2014	27.00	1,893.96
11/30/14	Dues collected for Nov 2014	63.00	1,956.96
12/31/14	Dues collected for Dec 2014	31.00	1,987.96
1/31/15	Dues collected for Jan. 2015	46.00	2,033.96
2/28/15	Dues collected for Feb. 2015	17.00	2,050.96
2/28/15	Balance		<u>2,050.96</u>

Financial Information provided by Michelle Ledoux, AAG Central Office.