

**Business Geography Specialty Group**  
***Annual Report 2016***

**1) Mission Statement**

The purpose of the BGSJ 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). Effective in 2017, dues will increase to \$10 (regular members) and \$2 (students).

**3) Officers**

Chair (2016-2018):  
Lawrence Joseph, lawrencej@westmarine.com

Vice-chair (2016-2018; Chair 2018-2020):  
Brett Lucas, brett.lucas@yahoo.com

Secretary-treasurer (2016-2018; Vice-chair 2018-2020):  
Hao Huang, hhuang48@iit.edu

Past chair (2016-2018):  
Murray Rice, rice@unt.edu

Student competition coordinator (2016-2018):  
Vacant

**4) Accomplishments**

- a) At San Francisco (2016), the BGSJ *Student Paper Award* (undergraduate) was awarded to Claire Stone (Texas State University). The BGSJ *Student Paper Award* (graduate) was awarded to Mengyao Zhang (University of Connecticut). The BGSJ extends our congratulations to all student presenters of business geography for their interest and contribution to the field.

- b) Also at the San Francisco 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 2017 meetings in Boston.
- c) The BGSB also sponsored our 2<sup>nd</sup> keynote address in business geography. This year, we were honored to have Mr. Warner de Gooijer (Strategy Analyst and Services Manager for Cisco's Global Supply Chain Operations) speak about Mr. De Gooijer will share how GIS and location analytics proved valuable to Cisco and provided them with improved operational visibility and performance.
- d) The BGSB also sponsored a "Career Achievement Award: A Conversation with Ken Smith." Dr. Ken Smith has had a long and productive career that spans both sides of the academia/practitioner spectrum in geography. The session was a tribute to Dr. Smith as the BGSB bestows him with its Career Achievement Award. The session included a talk from Dr. Smith, a Q&A session related to his career and experiences, and a time of tribute as our group presented Dr. Smith with the award.
- e) The BGSB also sponsored a panel session on "Location Intelligence Trends in the Contemporary Omni-channel Retail Marketplace," organized by Larry Joseph. In the context of location intelligence, this session focused on topics including: the value retailers are placing on traditional brick and mortar stores, identifying the balance between channels, and the use of new technologies to support decision making processes.
- e) The BGSB also sponsored our 2<sup>nd</sup> retail field trip "Walking Tour of the Retail Occurring near Union Square and the South of Market Area of San Francisco," led and organized by Larry Joseph and Brett Lucas. The guided walking tour and discussion of the retail occurring near Union Square, and South of Market neighborhoods included examples of how technology and omni-channel retailing are changing the customer experience.
- f) Appreciation and thanks also go out to Murray Rice and Linda Peters for their continued support and leadership as chair and student paper competition organizer respectively. They have helped organize numerous sessions over the past years including our keynote sessions.
- g) The San Francisco business meeting discussed, amongst other issues, proposed by-law changes; outreach opportunities (website, twitter, etc.) of how the group the group within the AAG structure. Ideas included that BGSB consider a private sector advisor (or a committee made up of several advisors) to the executive committee. It was also further discussed that Business Geography course syllabi structure in other business geography programs be shared as a resource tab on the BGSB website.

- h) As a carryover from the Chicago 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.
- i) The BGSB is continuing to grow its web presence through the BGSB website ([www.businessgeography.info](http://www.businessgeography.info)), blog ([businessgeog.wordpress.com](http://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 143 (up from 136 members in the previous year) as of March 7, 2016. This is a 5% 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 29, 2016 is \$2,320.20. The accounts, which are managed by the AAG, are summarized in a financial report at Appendix A.

Brett Lucas (BGSB Vice-Chair)  
April, 2016

## Appendix A

### Financial Statement for 2015-16

8/31/15	Balance forward			\$ 1,911.20
9/30/15	Dues Collected for Sept 2015	10.00		1,921.20
10/31/15	Dues Collected for Oct 2015	68.00		1,989.20
11/30/15	Dues collected for Nov. 2015	34.00		2,023.20
12/10/15	Caliper Corporation - Donation	500.00		2,523.20
12/31/15	Dues collected for Dec. 2015	31.00		2,554.20
1/31/16	Dues collected for Jan. 2016	42.00		2,596.20
2/24/16	Smith - AM2016 Travel Funds		(300.00)	2,296.20
2/29/16	Dues collected for Feb. 2016	24.00		2,320.20
<b>2/29/16</b>	<b>Balance</b>			<b><u>2,320.20</u></b>

Financial Information provided by Michelle Ledoux, AAG Central Office.