

# PACIFICA



The Association of Pacific Coast Geographers Fall 1998

## A TRANSFORMING SAN FRANCISCO INDUSTRIAL LANDSCAPE

Peter Cohen, San Francisco State University



Northeast Mission Study Area (Photo courtesy of AeroGraphics)

San Francisco's Northeast Mission district is a relic of the city's industrial past. It was once a bustling neighborhood of large manufacturing and warehousing operations, laced with active rail spurs. Today not a freight track is in use, and the industrial uses that remain are cleaner light industries, wholesaling businesses and small "niche" manufacturers. Moreover, there is an increasing abundance of commercial uses such as service businesses, restaurants and retail establishments; artistic and "multi-media" enterprises; and "live/work" and loft residences in this formerly industrial district. In short, the land use characteristics of the Northeast Mission have changed dramatically over a period of two decades, from a "workingman's neighborhood," to a mixed-use district, perhaps eventually to become a high-tech "digitopolis."

However, the physical appearance of the area has evolved more subtly; in many respects, the Northeast Mission still looks like an industrial landscape. Nevertheless, on closer inspection it is clear that the landscape is transforming — and at an accelerating pace in recent years, as "industry" is redefined and industrial landscapes assume new identities in post-industrial San Francisco.

This is a study about landscape change in an urban industrial neighborhood. The objective is to examine the metamorphosis of the Northeast Mission over the last 25 years as it continues to evolve from a major landmark of San Francisco's industrial past to take on a new role in the emergent economic and social order of the post-industrial city.

### The Study Area

In the northern and central portions of the Northeast Mission is a concentrated core of predominantly large-scale older industrial buildings. Toward the southern, western and eastern edges of the district, the landscape becomes increasingly mixed and includes more housing. Essentially the Northeast Mission is an industrial island within a highly developed residential and commercial region. Though only a few large-scale industrial operations still exist here, there is still a thriving hub of industrial activity. Several major transportation corridors also pass through or near the study area.

On closer inspection, there is also evidence of the changes that are taking place. Newly constructed loft condos, waiting to be

### The next two APCG Annual Meeting sites:

1999 Reno-Sparks: September 30-October 3  
2000 Arcata, CA (Humboldt): September 14-17

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submission of announcements and  
reports for the Spring issue is  
March 1 and for the Fall issue is  
October 20.

Robin E. Datel  
California State University, Sacramento

One of the hallmarks of our organization since 1935 has been our Yearbook, where we publish papers and abstracts from our annual meeting, as well as additional submitted manuscripts, book reviews, and other materials. The Yearbook of the Association of Pacific Coast Geographers is widely known and well-respected among geography journals. (Some of you may remember David Lee's article in the August 1984 issue of the Professional Geographer, in which respondents ranked the Yearbook's quality fourteenth out of 34 American geography journals surveyed.)

For over thirty years, the Yearbook was published for us by Oregon State University Press, which took care of all aspects of production and distribution. Early this year, the Press notified us that it would no longer publish the Yearbook. This decision was part of a much larger restructuring project at the Press, but the fact that the Yearbook was bringing it little or no income certainly played a key role. In fact it looks like OSU Press was actually subsidizing the Yearbook operation!

The APCG is now in the self-publishing business. Volume 59 is being produced with the help of the same free-lance editor whom OSU Press hired to work on several previous issues. He is taking care of copy editing, layout, obtaining a printer, and other production details. With his help and that of editor Darrick Danta and Secretary-Treasurer Bob Richardson, volume 59 is moving efficiently toward completion. It is now at the printer.

A major challenge remains, which has to do with distribution. Mailing copies to members is not much of a problem, but dealing with the distribution to libraries, subscription services, and other outlets is not straightforward, especially in this time of transition. Bob Richardson is coping this time around, but permanently putting this additional job on the shoulders of our Secretary-Treasurer is out of the question.

Our options for the future are as follows. One is to find a different press to do what OSU used to do for us—namely just about everything other than the editorial functions of soliciting, selecting, and editing articles. From discussions with WSU press and ASU press, this option would involve paying a great deal more than we paid OSU press, and it would most likely necessitate a significant increase in dues. Your executive council will be sending additional inquiries to various presses in pursuit of this option. A second option would be to continue to self-publish but to find someone to handle distribution for us, thus removing one of the more tedious and time-consuming tasks associated with putting out the Yearbook.

A third option is to continue as we did with Volume 59. This would require, in my opinion, recruiting a volunteer to take over distribution responsibilities from the secretary-treasurer. If we continue to self-publish, we undoubtedly will lose some institutional subscriptions because of the lack of a respected academic publisher.

(Continued on page 14)

# REPORT ON THE SIXTY-FIRST ANNUAL MEETING

Flagstaff, Arizona

October 14-17, 1998

Tina Kennedy, Northern Arizona University

Stepping into the demand for “northern institutions” to host the annual APCG meeting, Northern Arizona University provided an excellent example of the positives and negatives of a meeting held in the “north”. The scenery around Flagstaff is gorgeous and the aspens cooperated beautifully through the day of the field trips. Although the possible blizzard, jokingly referred to in the Fall ‘97 Pacifica, didn’t materialize, those attending the picnic and then waking to snow the following morning undoubtedly felt we had provided the next best/worst thing. Despite interesting weather and a few logistical problems providing adequate amounts of alcohol, the 1998 meeting at the beautiful NAU campus was a success—hopefully both financially and experientially. Eighteen spouses/others and 17 AAG council members entered into the meeting’s activities. We were pleased to see that nearly as many students as full registrants participated—with 70 of the former and 76 of the latter included in the grand total of 181 attendees.

The meetings started Wednesday night at the Hampton Inn with a reception featuring wine, beers, cheeses, fruits and veggies. The reception was followed by an outstanding presentation by local historian and community leader, Jim Babbitt. Jim’s presentation was entitled “Flagstaff: Place, Context, and History”. His speaking style is easy going and replete with humor. The talk, which discussed several areas in Northern Arizona as well as Flagstaff, was illustrated with fascinating

historical photos—including ones of the Babbitt family and of Teddy Roosevelt. Following in the footsteps of Eastern Washington University, Thursday was devoted to field trips and the somewhat controversial picnic. NAU geography faculty and Masters students spent the day showing APCG members the glories of the Colorado Plateau. Tina Kennedy, John Douglass, and Claire Weston led an all-day loop trip to the Grand Canyon via Cameron, the Little Colorado River Gorge, and Tusayan. Lee Dexter led a driving/hiking exploration of the volcanic peaks north of Flagstaff. Participants viewed aspen in their full autumn splendor while discussing topics such as vertical zonation and snow and ice (perhaps a premonition of things to come?). Alan Lew and Jocelyn Hunter took a bus-load of folks to the Navajo and Hopi Reservations. The group was welcomed warmly by the Hopi who provided refreshments at one stop. Moving from modern day Native Americans to those of the past, the burning question of “Just what did happen to the Ancient Ones?” was addressed on Dawn Hawley and Lochen Wood’s trip to Sunset Crater and Wapatki. Conference participants with more urbane interests were invited to participate in a self-guided Downtown Flagstaff Walking Tour or to enjoy Flagstaff Restaurants and Entertainment. Both guides were developed by Dawn Hawley. The outdoor theme of the day was capped by an evening picnic featuring Navajo Tacos and Chinese food at a local Fair Ground pavilion. Entertainment was provided by Hopi flute player Palmer Sauffie and by Californians and Southern Arizonans shivering in the balmy 38 degree venue that included mild breezes of about 20 mph.

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## APCG MEETS IN RENO IN 1999

September 29 to October 3

The Department of Geography at the University of Nevada is delighted to host the 1999 APCG meeting in Reno. The host hotel, John Ascuaga’s Nugget, has booked a block of rooms for registrants along Victorian Square in the “Railroad City” of Sparks and will be a fine setting for meeting activities. The Nugget offers numerous restaurants and watering holes along with ritually perfect one-armed bandits and acre upon acre of green baize; it is the only major hostelry in the United States with a known Interstate freeway running through it.

A Reno-Sparks location provides an attractive site for such meeting bombast as the poolside poster session and reception, on Thursday, a visit to the Great Basin Brewery (which may offer its unique sagebrush beer), and the Saturday evening Presidential Basque banquet dinner (family-style--appropriately enough for the APCG membership, where aside from offerings of lamb, chicken, and calf-fries, there will be vegetarian fare). The Nugget provides easy access to downtown Reno and points nearby in the Great Basin and along the Sierra.

Events planned include a plenary session on Wednesday night, papers all-day Thursday and Saturday, and a field trip along the Truckee River for all registrants on Friday, included in the cost of your registration. For further details contact Chris Exline, (702) 784-6999, e-mail: chexline@unr.edu.

Student participation was excellent. A total of 76 papers, covering a full range of geographical topics, were presented on Friday. Over half the presentations, 43, were by students. A President’s Plenary Session on “Revisiting Regional Geography: State of the Art in APCG” was hosted by President Dan Arreola and featured such renowned cultural geographers as Alec Murphy, Bill Crowley, and Paul Starrs. A lively discussion over controversial subject matter followed the presentations. Stacy Warren organized a special session entitled “The GIS Sideshow: Balancing Theory, Software, and Reality” which was well attended. Other highlights of the ‘98 APCG meeting included the Women’s Network Luncheon, the Department Chairs Luncheon, the lively APCG Geography Bowl Playoff, and naturally, the traditional Friday night Presidential Banquet. Dan Arreola’s carefully researched and beautifully illustrated presidential address, “Across the Street is Mexico: The Invention and Persistence of the Border Town Curio Landscape” provided a thought provoking look at the roots of a landscape many take at face value.

This year’s attendance was up significantly from last year’s, perhaps due to the world renowned attractions of the Colorado Plateau, or a mistaken expectation of “fun in the sun” in Arizona. Sixty-two Californians made the jaunt to Flagstaff; 10 of those from San Diego, while Northridge sent 8 folks. Arizona, not surprisingly, was second with 38 participants, with Oregon in third place with 14. Nevada accounted for 9 (a more than four-fold increase from last year). Seven dedicated members arrived from Washington. Participation by folks from outside the region

(Continued on page 5)



# MINUTES OF THE APCG BUSINESS MEETING

Saturday, October 17, 1998  
du Bois Center, NAU, Flagstaff, Arizona

Bob Richardson, CSU Sacramento

1. President Arreola called the meeting to order at 8:30, at which time 16 people were present. Attendance ultimately grew to about 28. Last year's Business Meeting minutes, as published in the Fall '97 issue of *Pacifica*, were approved unanimously.

2. Election results: Robin Datel, President; Tina Kennedy, Vice President; Jack Mrowka, Councillor. The Constitutional revision passed overwhelmingly.

3. AAG matters and Regional Councilor report (AAG President Will Graf and past-Councillor Bill Crowley; the AAG Executive Council met October 17-18 in Flagstaff): Graf reported that geography is having a great day—more BA graduates than ever before, MA's are highly employable, PhD market is about balanced to number produced each year. Washington seems to recognize there is a spatial view of the world. The National Academy of Science has established a permanent committee on geography—the only discipline so recognized. The mortgage for AAG headquarters in DC (Meridian Place) is paid off. Funds are available to help graduate students go to the 1999 Honolulu meetings. AAG endowment funds are small compared to similar organizations and need to be enlarged. Technologically focused parts of the discipline such as remote sensing, GIS, and autocarto, have particular needs not well met by the AAG at present. Graf and Executive Director Abler attended the ESRI Users Conference this past summer and are looking at ways to increase the organization's technological focus. The *Professional Geographer* seems well received by members, but the *Annals* has problems, as does the *Newsletter*, which is not aimed at student needs sufficiently. Annual meetings have become an awkward size—too big for most hotels, too small for convention centers (4300 attended the Boston meetings, which had over 2000 papers). New formats are being considered. Despite earlier misgivings, a very large attendance is expected in Honolulu. Presidential Addresses, which many students miss because of the \$42/plate banquet cost, will be tried in a special plenary session. Crowley added that PhD programs expanded in the 90's and that more PhD's are working outside academia, a reality which programs need to reflect more. AAG membership is down a bit from the '96 peak. The offering of child care at Boston proved expensive and was less used than projected.

4. *Pacifica* Editor's report (Michael Schmandt): Mike intends to follow the format used by Martha Works and Dan Arreola, and is busy learning PageMaker so that he can produce issues himself, saving APCG these costs. Printing will be done at CSU, Stanislaus. Mike hopes to expand the Map Corner into a full-page color insert, paid for by the contributor. Dan Arreola noted that The Administrators, who produced the last two issues, have evidently gone out of business.

5. Yearbook Editor's report (Darrick Danta): OSU Press has ended the long-standing agreement to publish the Yearbook and a new publisher has yet to be found. Meanwhile, we will self-publish v.59 using the same free-lance editor OSU Press has used for the last two volumes. It should go to the printer very soon. To handle things like copyright, ISBN, permissions, and

library orders, and to provide continuity, an institutional publisher for the Yearbook is much needed. Meanwhile Darrick hopes to have v.60 together this coming Spring and aims ultimately to have each volume out just before the next annual meeting. A long discussion followed in which ideas were suggested for new publishers (Blackwell, Routledge), new formats (semi-annual), increasing distribution to libraries, and ways to speed up the editing process.

6. Membership Committee report (Bill Loy): we are doing fine with 530 members in mid-September and with new memberships associated with the Flagstaff meeting should approach 550, an all-time record. To sustain and recruit membership, Tom McKnight, Carolyn Daugherty, and Bill have divided our region into N. California, S. California, and everything else. They have continued to contact advocates in each department to solicit new members. After a number of years chairing this committee, Bill is stepping down. Dan Arreola noted that membership has grown from 280 in 1994 to 532 as of September 30, triggering a vigorous round of applause for Bill's fine efforts.

7. Women's Network (Joan Clemons for Megan Ashbaugh): 28 members attended the Women's Network luncheon yesterday honoring this year's four travel award winners, three of whom presented papers at the meetings. The secret benefactor of these awards, David Miller, Professor Emeritus at the University of Wisconsin, Milwaukee, finally has agreed to be named (please see page 14 for this story).

8. Applied Geographers Specialty Group (Dan Arreola for John Passerello): the Applied Geographers have made a difference over the last year increasing job opportunities and hiring, mostly in the GIS area. John suggests putting the newsletter on the internet and urges all members interested in the Applied Geographers to provide email addresses so that he may easily communicate with them.

9. Archivist's Report (Jim Scott): Bill Loy and Teresa Bulman added photographs to the archives; nobody has requested materials this year. Jim explained that the archives consist of about 5 cubic feet of material at the Center for Pacific Northwest Studies at WWU in Bellingham, by an arrangement made at the 1977 Hilo meetings. A short history of the organization could be made from the materials, perhaps as an MA thesis.

10. Awards Committee report (Dan Arreola for Mark Wilson): thanks to the committee (Malcolm Comeaux, Bill Preston, and Mark Wilson) and Distinguished Service subcommittee members (Elliot McIntire, Bill Crowley) for their help. (See page 6 for this year's grant and award recipients.) Mark suggests we consider resurrecting the Undergraduate Student Paper Award and perhaps also beginning a Poster Session Award, noting that Reno plans to have a poster session next year. Mark intends to end his service on the committee after next year.

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# APCG TREASURER'S REPORT

OCTOBER 17, 1998

Robert T. Richardson, CSU Sacramento

Transactions for September 1, 1997—September 30, 1998.

11. Vote on revised Bylaws (Dan Arreola): after brief discussion, the revised Bylaws, which had been mailed to members in early August and posted at the registration desk, were unanimously approved. Dan thanked the many people who had contributed to the revision.

12. Treasurer's report (Bob Richardson): The Treasurer's Report, covering 13 months (see next column) shows income and expenses about in balance, after running a major deficit last year. Administrative expenses are down more than \$3,300 from last year and will be \$0 next year. Newsletter costs also have dropped and should continue down next year with Mike Schmandt doing layout and printing at CSU, Stanislaus. The scholarship funds and \$10,000 of regular funds are in a CD's maturing October 26 so that interest income appears low in the report. The big worry financially concerns the Yearbook, as reported above (and in the President's message on page 2). OSU Press essentially subsidized costs of publishing volumes 27-58 of the Yearbook. For now we will publish the Yearbook ourselves, probably for little more than it has been costing us, but we must soon find an institutional publisher and will doubtless pay considerably more than in the past. Dues may have to be raised, although perhaps not if membership continues to grow and annual meetings are profitable.

13. New and Other Business from the Floor: Lara Davis, graduate student at the University of Washington and co-chair of the Western Geography Graduate Student Conference, asked faculty to urge students to attend and to present at the Third Annual Conference, scheduled February 5-7 in Seattle (see page 13). The WGGSC has given Dan Arreola a request for financial support from the APCG to help cover the cost of their keynote speaker, Cindi Katz. The Executive Council will consider the request and respond soon. Joan Clemons reported on the GeoBOWL Playoff, organized by Jenny Zorn of CSU, San Bernardino. About 30 students and 6 faculty enjoyed the GeoBOWL, held after paper sessions ended Friday. We are the only Regional Division of the AAG not to have provided a team. The AAG gives \$500 to help send a five-member team to their annual meeting. Joan and Jenny asked the APCG to provide an additional \$250 to support this effort. The Executive Council will consider the request and respond soon.

The next annual meeting will be September 29-October 3 at John Ascuaga's Nugget in Sparks, hosted by the Department of Geography at the University of Nevada, Reno (see page 3). All are invited to attend!

Meeting adjourned at 10:15.

61ST ANNUAL MEETING RECAP (Continued from page 3)  
was fairly exceptional. Three came from Wyoming while another 11 came from more distant states or countries, including Florida, New York, and British Columbia.

Due to excellent financial support from the College of Ecosystem Science and Management as well as student, faculty, and administrative support within the Department of Geography and Public Planning, the 1998 Flagstaff meeting appears to have done well financially (the accounting is not finalized). More importantly, despite the weather and "arid" nature of some events, the meeting was a social success. I couldn't express it better than Dan Turbeville did last year, "a great time was had by all, new friendships were formed and old ones renewed, and we all learned something...and that's what it's all about."

Forward at close of books, August 31, 1997		
\$25,531.58	Total	
\$2,475.30	Bailey Schl. Fund	
\$5,650.73	McKnight/Clemons Schl. Fund	
\$17,405.55	Regular Account	

## RECEIPTS

Dues	\$7,365.69
Gift from Shirley Bailey for Scholarship Fund	\$500.00
Interest on Bailey Scholarship Fund	\$10.86
Gift from McKnight/Clemons for Scholarship Fund	\$400.00
Interest on McKnight/Clemons Scholarship Fund	\$11.75
Profit, 1997 Annual Meeting & t-shirts from '96	\$120.61
AAG Regional Allocation	\$800.40
Interest on Regular Account	\$295.04
YEARBOOK income (mostly v.57, some pre-paid v.59)	\$1,890.85
<b>TOTAL INCOME</b>	<b>\$11,395.20</b>

## DISBURSEMENTS

APCG '97 Annual Meeting Grants & Awards	\$1,487.68
Harry & Shirley Bailey Scholarship	\$100.00
McKnight/Clemons Scholarship	\$100.00
Student Travel Awards	\$900.00
Presidents Awards	\$300.00
Distinguished Service plaque	\$87.68
PACIFICA Printing Production Postage	
F'97 (550x12 pp) \$544.40 \$282.77 \$216.51	\$1,043.68
S'98 (600x20 pp) \$874.25 \$341.28 \$100.34	\$1,315.87
Corporate Filing Fee (Olympia, WA)	\$10.00
Administration	\$987.40
Membership (Billing, Ballots, etc.)	\$802.55
OSU Press (Yearbook vol. 58)	\$3,538.20
YEARBOOK vol. 59 & misc.	\$1,222.22
<b>TOTAL EXPENDITURES</b>	<b>\$10,407.60</b>

Balance on books, September 30, 1998

\$26,519.18	Total
\$2,886.16	Bailey Schl. Fund
\$5,962.48	McKnight/Clemons Schl. Fund
\$17,670.54	Regular Account

Notes: CD's maturing 10/26/98 will significantly increase interest income from what is shown above in all three accounts. All funds are in accounts at River City Bank (Howe Ave.) in Sacramento. River City Bank has provided all services free of charge, including free checks, and endorsement stamp.

The weighted average dues paid per member is \$13.50. Contributing members (10% of total membership) pay an average of \$25.50 each (19% of total dues).

Membership 6/10/94:	280	
Membership 5/31/95:	408	
Membership 5/15/96:	442	ultimate in '96: 479
Membership 8/29/97:	464	ultimate in '97: 476
Membership 9/30/98:	532	

## Awards Presented in Flagstaff

James W. Scott, Western Washington University, Distinguished Service Award.

Emily Skop, Arizona State University, President's Award for Outstanding Paper by a PhD Student.

Sarah Jacobs, Northern Arizona University, President's Award for Outstanding Paper by an MA Student.

Susan P. Mains, University of Kentucky, Harry and Shirley Bailey Award for Outstanding Paper by a PhD Student.

Peter Cohen, San Francisco State University, Tom McKnight and Joan Clemons Award for Outstanding Student Paper.

Student Travel Awards: Andrea Brunelle-Daines (University of Oregon), Chris Carter (San Diego State University), Peter Cohen (San Francisco State University), Lara Davis (University of Washington), Sophia Hahl (San Diego State University), Christopher Lukinbeal (San Diego State University), Kenneth Madsen (Arizona State University), Susan P. Mains (University of Kentucky), Lara D. Merriam (University of Wyoming), Emily Skop (Arizona State University), Paul Van Zuyle (University of California, Santa Barbara).

Women's Network Travel Awards: Lara A. Davis (University of Washington), Kathryn Gerber (California State University, Northridge), Lara D. Merriam (University of Wyoming), Cynthia Taylor (University of Oregon).

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## In Memory of Shirley Bailey

It is with regret that we announce the death of Shirley Bailey. Mrs. Bailey was the donor of the funds that make possible the annual Harry and Shirley Bailey Award, which recognizes an outstanding paper by a doctoral student presented at our annual meeting. Shirley Bailey was surrounded by geographers during her life; her husband Harry was a professor of geography at the University of California, Riverside, and her daughter Barbara Bailey and son-in-law Ron Abler are geographers. To date, the Harry and Shirley Bailey Award has been given four times. The recipients, with the institutions they attended at the time of their award, have been: Susan Mains (University of Kentucky), 1998; Mikhail Blinnikov (University of Oregon), 1997; Sharon Johnson (University of California, Berkeley), 1996; and Kevin Blake (Arizona State University), 1995. Through Shirley Bailey's generous contributions, the APCG will be able to continue offering this award, honoring both the Baileys and those young scholars whose fine work continues to enrich our discipline.

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The Editor thanks Daniel Arreola, Martha Works, and Robin Datel for their guidance and comments; the many that submitted; and especially Bob Richardson for his time and assistance in helping me layout this issue.

## J. B. Jackson and American Landscape

John Brinckerhoff Jackson (1909-1996) was recently celebrated during four days of intense paper sessions, a field trip to his former home in La Cienega, New Mexico, and much critical contemplation. Perhaps too much contemplation for it is said that one of Mr. Jackson's last requests was that he not be ceremonially congratulated by a conference in his name. So much for last rites.

Nearly 300 "JBrinckians" or "JBcians", however one chooses to sanctify Jackson, gathered in Albuquerque from October 1-4, 1998, thanks largely to the University of New Mexico School of Architecture and Planning which sponsored and staged the gala fete. Jackson endowed the School with a bequest of some \$2.5 million.

Jackson is best known as the founder, editor, and contributor (he was the sole contributing author in the first year of publication) to *Landscape*, a magazine which at one time was subtitled "Human Geography of the Southwest." In this journal as well as in his collected writings like *Discovering the Vernacular Landscape* (1984), Jackson's brilliance was the eloquence and power of the simple essay. Through writing free of jargon but often laced with historical reference (sans footnotes) and typically captivating of the reader's imagination, Mr. Jackson championed the interpretation of common American landscape as a vehicle for cultural understanding. His many writings like "The Westward-Moving House," "The Stranger's Path," "The Almost Perfect Town," or "The Domestication of the Garage" were de rigueur reading for a generation of architects, planners, cultural geographers, and humanists.

It is not surprising, therefore, that so many pilgrims would flock to this gathering of the converted including three of geography's best essayists (two of whom are APCGers) who performed stunningly—Peirce Lewis, Larry Ford, and Paul Starrs. Some dozen or more other geographers were in attendance. Many cousins of geography were also there, to wit: Grady Clay, Bob Riley, Edward Hall, Denise Scott Brown, Marc Treib, Helen Horowitz, Joel Garreau, Gwendolyn Wright, Antoine Predock, Patricia Nelson Limerick, and Jeffrey Limerick.

The conference staged art exhibits including work by Jackson himself. A published volume of the symposium is anticipated.

Comet Somewhere in the Southwest

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## Nominations for APCG Vice-President

All members are invited to contact the nominations committee as soon as possible with their suggestions for nominations for vice-president (the only position we have to fill this year). The nominations committee is chaired by Marlyn Shelton (Committee Chair) Department of Land, Air, and Water Resources University of California, Davis, Davis, CA 95616-8627, 530-752-6344 (work), mlshelton@ucdavis.edu. Committee members include: Phil Pryde (San Diego State University), ppryde@mail.sdsu.edu and Stacy Warren (Eastern Washington University), swarren@mail.ewu.edu.



## FEATURE ARTICLE

(Continued from page 1)

purchased, is indicative of the neighborhood's recent transformation. The southern end of the Northeast Mission particularly is transforming into an upscale artist, residential, and small commerce neighborhood in what appears to be a de-industrializing landscape. A number of 'indicators' were used to identify physical change in this "industrial" landscape. They are expressed in many forms identifiable in the field in some obvious or sometimes very subtle way: new construction and demolition on individual properties, building renovations and expansions, exterior refinishing, changes in signage, internal building subdivisions, changes of tenants, and new arts-related or multi-media uses. In addition, there are noticeable indicators of change within the public environment, such as: roadway improvements, railroad track removal and other modifications of infrastructure, improved sidewalk conditions and pedestrian amenities, installations of street trees and other landscaping, new murals and graffiti, as well as graffiti and litter removal. Taken together these indicators of change in the neighborhood present a picture of the area's ongoing transformation.

### History of Change

In the early years of settlement and development in the Northeast Mission area during the late 1800s, the natural landscape was an important determinant of the district's layout and functions. Early on, transportation infrastructure first made the area ripe for industrial development. Mission Creek, fed by several freshwater creeks emptying into the Mission District from the surrounding hills, flowed through the study area to San Francisco Bay. The creek was navigable by small cargo vessels, and some of the earliest industries in the area located along its shores to take advantage of water transport and, most likely, to use the water for industrial processes.

The San Francisco & San Jose Railroad (later Southern Pacific) opened the first rail line into San Francisco in 1864, following the eastern shore of Mission Creek through the study area. The completion of this first railroad line came during a decade of rapid industrial growth in San Francisco, and helped fuel the expansion of the city's manufacturing base and prominence in commerce. In its initial period of development through the turn of the century, while much of the frontier Northeast Mission was sparsely developed, both residential and industrial land uses were established in the neighborhood, including the beginnings of a concentration of industries which were easily accessed by water and more significantly by rail transportation.

Then in the first decade of this century began a long period of large-scale industrial development, accompanied by parcel and block assemblies, the removal of residences, and a homogenization of land uses, creating a truly "industrial" landscape. Once this building fabric had been established, existing industrial buildings were occasionally reoccupied by similar industrial uses, with little or no modification to the structures.

Beginning in the late-1950s and 60s came the exodus of many large industrial operations, with few replacement uses to reoccupy the vacated buildings. As that period of decline continued through the early 1970s, there began the conversion of some manufacturing buildings for artists' uses or to use

simply for warehousing, though there was still little physical modification visible in the industrial landscape.

### The Post-Industrial Period

The current period in this evolutionary process has seen an acceleration of the "adaptive reuse" of the older industrial building fabric. There have been more significant building rehabilitations, many converted to artists' live/work units or renovated for a variety of multiple tenants, and most recently there has been some new construction of live/work housing. Since the mid-1990s there has also been an influx of multi-media businesses to the neighborhood, and an acceleration of retail growth. In general, there has been an overall diversification of land uses.

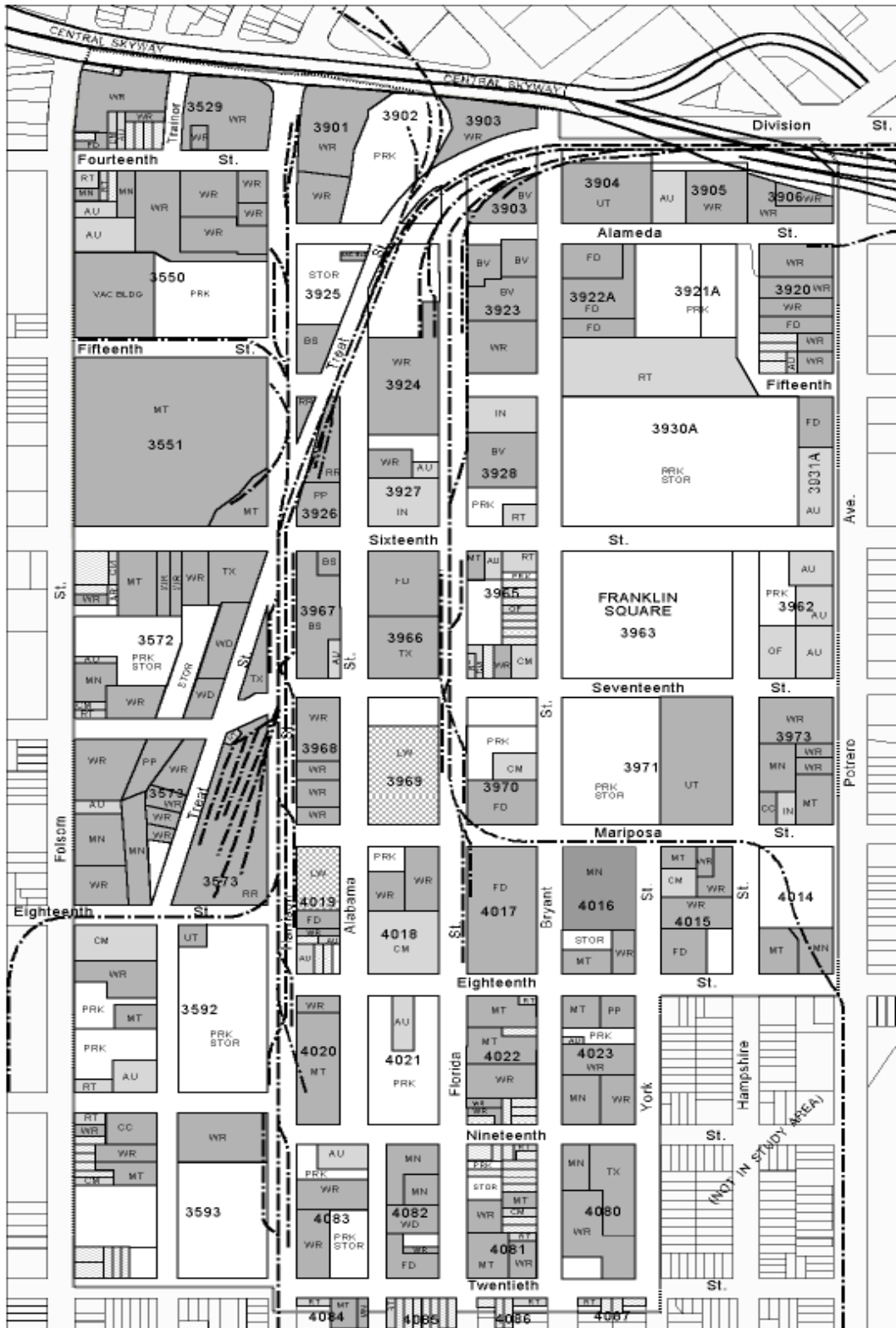
The two land use maps (following pages) illustrate the changes that have taken place in the Northeast Mission from 1975 to 1998. In 1975 the landscape was clearly still dominated by manufacturing and warehousing uses, even though the area had fallen heavily into economic decline. The most noticeable anomalies in this otherwise homogenous landscape were the two large artists' live/work projects in the center of the map, one of which had been converted from a can-making factory and the other from a three-story warehouse. Today the land use mix has become heterogeneous. The 1998 map shows that the land uses have changed dramatically, clearly representing a new pattern of functional identity in the Northeast Mission's industrial landscape. Also notable is the end of railroad activity in the Northeast Mission, as the neighborhood's large switching yard and other loading facilities had been abandoned, and virtually all of the tracks in the area were removed. Most of the remaining industrial activities are light manufacturing, while new quasi-industrial and non-industrial land uses are moving in. Everywhere buildings are being adapted and reused.

The period since the mid-1970s has been one of great transition in the Bay Area. San Francisco has continued to solidify as the financial, cultural and administrative core. As Bay Area suburbs continued to grow, San Francisco's consumer-oriented industries, particularly food and beverage processing, continued to seek new expansive outlying industrial parks. The collapse of San Francisco's working port surely added to the incentives for industrial operations to move out of the city to more efficient transportation nodes. And the decrease in rail service to the Northeast Mission through the 1980s may also have pressured some industries that depended on inexpensive transportation access to leave the area.

On a global scale markets were diversifying, labor pools were shifting, production was becoming modularized rather than accomplished in a single location, and technological advances were necessitating modern building forms and other infrastructure upgrades. Whereas the earlier post-war period was one of primarily de-industrialization, the post-industrial period since the 1970s has seen continued de-industrialization but also a re-industrialization of older industrial areas with a new generation of land users. The result of such restructuring and the concomitant decline of the city's industrial base has devalued land in industrial areas and produced an excess of available industrial lease space and obsolete industrial buildings ripe for reuse.

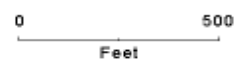
# HISTORIC LAND USES, 1975

## SAN FRANCISCO'S NORTHEAST MISSION



- By Building Site**
- Industrial/Utilities
  - Commercial/Institution
  - Residential
  - "Live-Work" & "Lofts"
  - Vacant/Parking/Storage
- Commercial Uses**
- RT** Retail/Restaurant/Services
  - OF** Office
  - AU** Auto Services, Sales, Parts
  - CM** Misc. Commercial
  - IN** Institutions/Public Facilities
- Manufacturing and Warehousing Uses**
- WR** Warehouse and Distribution
  - FD** Food Processing
  - BV** Beverage Processing/Brewery
  - TX** Textiles/Apparel/Leatherworks
  - MT** Metalworks/Foundry/Machinery/Equip.
  - WD** Woodworks/Furniture & Fixtures
  - PP** Paper/Printing/Publishing
  - MN** Misc. Manufacturing
  - BS** Building Supplies/Materials/Fluids
  - CC** Construction Contractors
  - RR** Railroad Facilities
- Other Symbols:**
- Railroad Tracks
  - Study Area Boundary

Sources: Sanborn Map Co. Sanborn Atlas, Vols. 2 & 6, 1974 & 1975; aerial photographs; historic photographs





# CONTEMPORARY LAND USES, 1998

## SAN FRANCISCO'S NORTHEAST MISSION



- By Building Site**
- X Multiple Uses in Single Building\*\*
  - Industrial/Utilities
  - Commercial/Institution
  - "Multi-Media"/Arts/Media-Related
  - Residential
  - "Live-Work" & "Lofts"
  - Vacant/Parking/Storage
- Commercial Uses**
- RT** Retail/Restaurant/Services
  - OF** Office
  - AU** Auto Services, Sales, Parts
  - CM** Misc. Commercial
  - IN** Institutions/Public Facilities
- Manufacturing and Warehousing Uses**
- WR** Warehouse and Distribution
  - FD** Food Processing
  - TX** Textiles/Apparel/Leatherworks
  - MT** Metalworks/Foundry/Machinery/Equip.
  - WD** Woodworks/Furniture & Fixtures
  - PP** Paper/Printing/Publishing
  - MN** Misc. Manufacturing
  - CC** Construction Contractors
  - UT** Utilities/Transit Facilities
- Other Symbols**
- Railroad Tracks
  - Study Area Boundary

Sources: Field surveys by Author, 1995-1996; aerial photo survey by Author, 1995; Sanborn Map Co., Sanborn Atlas, Vols. 2 & 5, 1995; San Francisco Dept. of City Planning, MEMZ Land Use Survey, 1991, unpublished working maps, 1992, and Report on Live-work, 1998; San Francisco Dept. of Building Inspection, UMB Summary Report, 1997; interviews with Northeast Mission residents and proprietors; assorted photographs



\*\* Where multiple uses are found in a single building, the base land use classification was chosen with an emphasis on recent trends in land use change.

## FEATURE ARTICLE

The motor of change has been land use. The diversity of land uses in the Northeast Mission has increased consistently since the 1970s. And besides overall diversification of land use types, industry itself is diversifying and restructuring as part of this post-industrial shift. A variety of smaller niche manufacturers that focus on more specialized markets now function in the Northeast Mission, filling small spaces in portions of old industrial buildings.

On the surface, the changes in the Northeast Mission seem diffuse and random, but some patterns appear. A number of key land uses emerge as factors influencing the direction of change. The most prevalent uses on the contemporary landscape are miscellaneous commercial activities (32 sites), retail uses (24 sites, including a multi-store shopping center), live/work projects (18 sites), warehousing, distribution and wholesale operations (18 sites), arts-related uses (14 sites), and multi-media and other media-related activities (11 sites). There are dozens of artists' studios and live/work units, galleries and performance spaces scattered around the neighborhood. And yet, while the predominant uses are non-industrial, many of the buildings, built decades ago, retain an industrial look which disguises their current uses. New uses typically occupy subdivided portions of the old massive industrial structures. In fact, nearly one-third of the buildings in the core (other than housing) are presently occupied by multiple tenants engaged in a variety of business activities.

### Adaptive Reuse

Changes in building form, which have dominated the development activity in the Northeast Mission, include renovations and conversions, exterior refinishing, internal subdivisions and remodeling, "tenant improvements," and new infrastructure. These various types of building changes have resulted in a process of landscape recycling that has produced the common occurrence of multiple-use building adaptations. These comprise nearly 25 percent of all the buildings in the study area, excluding housing, small neighborhood retail buildings, and institutional facilities and utilities operations. What this suggests is that many buildings have been subdivided for a variety of tenants and a significant amount of the older industrial building stock has been taken out of single-use manufacturing and warehousing activity. One of the key factors shaping the transformation of the Northeast Mission landscape is such "adaptive reuse."

What is also apparent is that while land use change over the last two decades in this post-industrial period has been dramatic, the physical landscape has only more recently begun to clearly reflect these changing functions. There is a lag time before form again follows function. Only when the process of adaptive reuse had gained momentum and a substantial number of buildings had been converted did the physical landscape slowly begin to transform into a postindustrial one. A significant and prolonged period of functional change (combined with a recent strong real estate market) eventually led to the type of capital investments that have resulted in new and renovated building forms, property improvements and infrastructure modifications and improvements. Today, as building renovation projects have become more substantial and as new buildings are constructed, the forms of the landscape are again reflecting more obviously the

changing functions. Moreover, it is apparent that uses are now adapting to the existing forms in the neighborhood, inverting the traditional notion that buildings conform to their functions. As one architect put it:

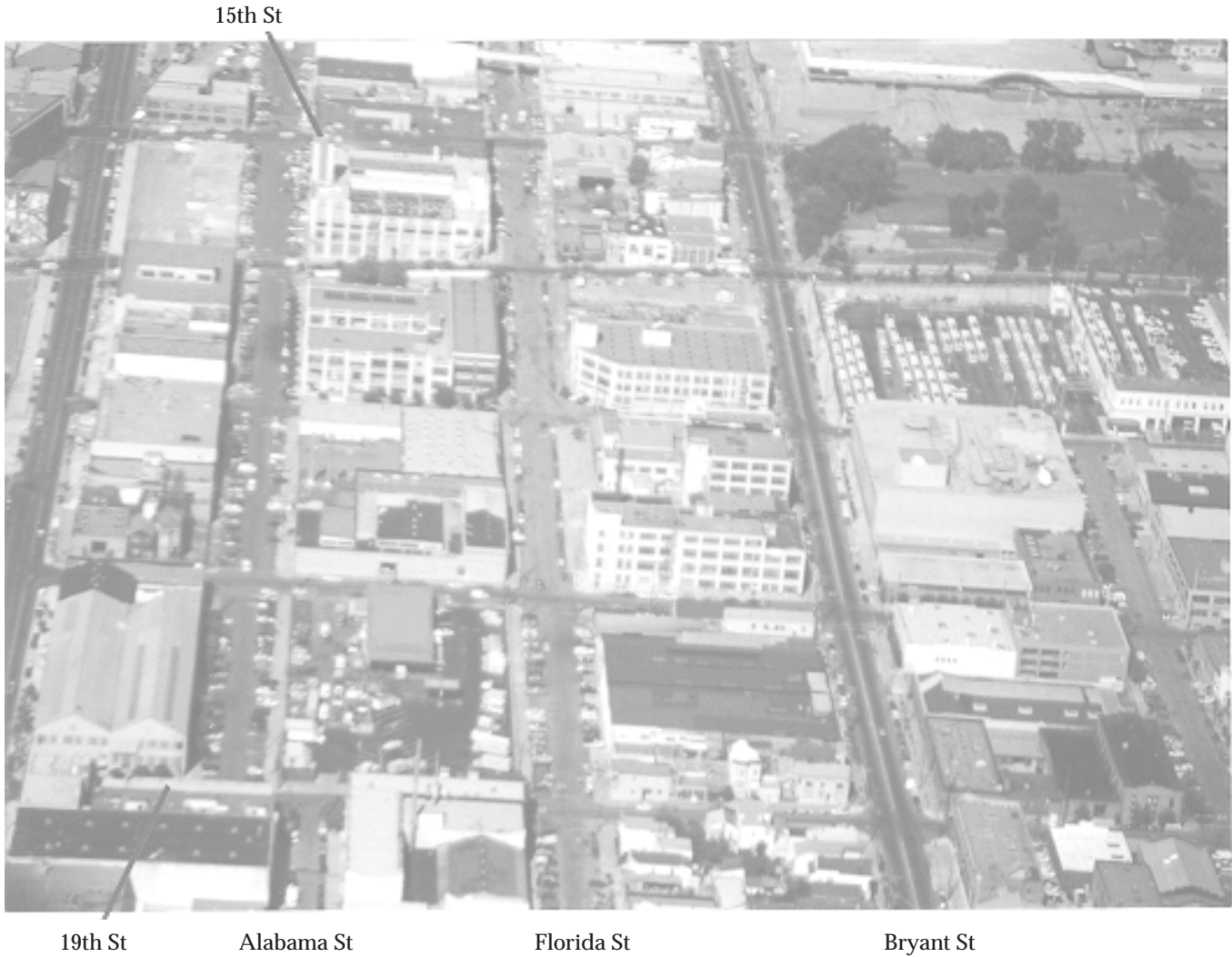
Louis Sullivan's 1894 paradigm of form follows function is very broken....The new paradigm is function follows form. Our clients more often introduce us as change agents, rather than architects, because we design environments, not space" (Kuchinskas 1995:34).

Consequently, the buildings of the Northeast Mission's landscape—some new, several made over industrial buildings, and many more converted but architecturally unaltered buildings—represent a combination of forms adapting to new functions, and new functions adapting to existing forms as the building fabric is recycled.

As dramatic as these examples of adaptive reuse are, there are often only subtle indicators of functional change on the exterior form of a building. Looking at a building from the outside, it may be very difficult, or impossible, to know that its current occupants are multi-media businesses or magazine publishers or computer technicians or other such non-industrial enterprises. Sometimes change is evident only in the form of signage on a building. For example, if not for a sign over the doorway into the large green corrugated aluminum warehouse formerly used for the Pelton Water Wheel Company's machining operations, the Mission Cliffs indoor climbing gym inside might be unknown to a passerby.



## FEATURE ARTICLE



### live/work

The predominantly service economy of post-industrial San Francisco, which has created new jobs and new types of jobs, has also fostered a greater demand for housing, contributing to the trend of residential conversions in industrial neighborhoods like the Northeast Mission. There has been a dramatic multiplication of live/work projects in recent years (a 57% increase from 1987 to 1991). There are currently 18 live/work buildings in the district, eight of which have been constructed since 1995 and the remainder conversions of older structures. Conversions of old industrial buildings into live/work and loft projects were originally exempted from various zoning restrictions in the 1980s with the intention of promoting inexpensive housing for working artists in San Francisco. However, as loft living has become more popular in recent years, they have become quite expensive and are presumably intended for white-collar professionals, thus tagged with the term "lawyer lofts." Live/work development wields significant influence in shaping the landscapes around it. Along with live/work projects in the Northeast Mission in recent years have come more cafes and restaurants, retail stores, increased arts activities, more landscaping, new bicycle paths and other neighborhood amenities. About ten upscale cafes have opened in the neighborhood over

the past several years. In addition, the largest new presence of retail is a massive outdoor shopping arcade housing Old Navy, Blockbuster, Office Depot, Crown Books and other retail chains.



### Multi-Media and Arts-Related Uses

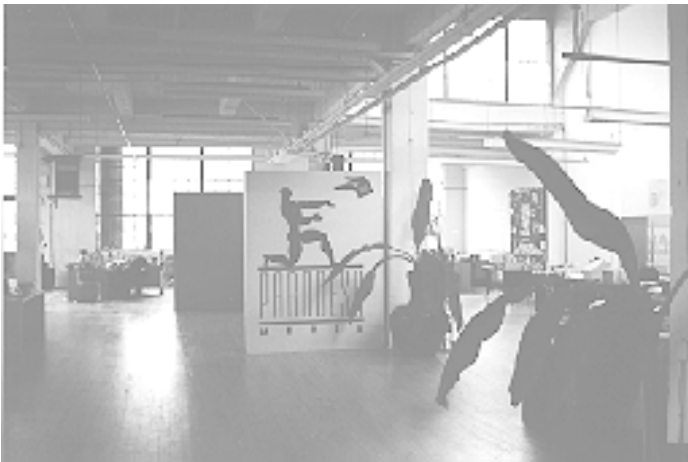
The computer revolution in the mid-1980s and the concentration of technology-based businesses in the city have accelerated the restructuring of San Francisco's economy and its physical forms.



## FEATURE ARTICLE

In the “information age,” work and the workplace have been redefined to include a host of activities that defy traditional concepts of production and distribution and the infrastructure necessary to conduct business. And the information age has transformed the older industrial fabric of the city to serve new light industrial and commercial uses that can adapt to the existing infrastructure. As the city becomes the West Coast (if not global) center of multi-media activities, the functional and physical effects of this nascent industry on the Northeast Mission remain unclear. While some may ask, “Wasn’t the Internet supposed to make geography irrelevant?” (Zajac 1998:B1), in fact multi-media businesses are tightly clustering in neighborhoods, creating clear geographic patterns.

There are about 40 multi-media companies operating in 11 buildings in the Northeast Mission. Considering the difficulty in identifying small businesses in multiple-use buildings, there may well be more multi-media start-ups and entrepreneurs in other niche spaces around the neighborhood. These multi-media enterprises use the large open floor areas afforded by old converted industrial buildings that creates a distinct style for the workplace.



### “Industrial Chic”

The transformed industrial landscape seems to have given rise to a conscious style of living with the right combination of industrial edge, commercial amenities, and residential intimacy—the Northeast Mission is turning into a “post-industrial chic” enclave (Lempinen 1998). This newly desired style has accelerated the influx of newcomers to the neighborhood who are attracted to its large and unusual building fabric and its grittiness.

### Conclusion

It is apparent that the neighborhood has undergone a significant transformation over the last 25 years. While there have been some examples of traditional manufacturing operations moving into the neighborhood, and while some light industrial activities, warehousing and wholesaling uses continue to function, the overall trend of industrial decline and restructuring has continued. Live/work, multi-media, artist studios, retail expansion, and the diversification of industry have been major factors in shaping the Northeast Mission’s contemporary landscape.

Driven by changing land uses, the district’s visible character is being shaped quite significantly by the creation of a sort of urban village setting where once there was simply a manufacturing district. While the Northeast Mission originally developed as an industrial district; its physical landscape has been slow to reflect the functional changes that have been occurring for two decades. In some cases, even minor, somewhat superficial changes in the physical landscape expose significant functional changes. One commonality that will influence the outcome of these post-industrial landscapes, exemplified by what is occurring in the Northeast Mission, is that functions will adapt to existing building forms, reshaping, not necessarily rebuilding, urban industrial landscapes to serve post-industrial living styles, workplace needs, and a mix of other neighborhood functions.

Clearly the district has reached an exciting point in its post-industrial transformation. Fortunately, due to a hyper economy, it was possible to witness much of the neighborhood’s recent physical change. Yet it is also clear that transformation in the Northeast Mission reflects widespread changes in 20th century urban industrial landscapes. There has been a state and national decline in some industrial sectors and a shift away from the use of large areas of urban land for industrial activities. Ford suggests that San Francisco “may be the first large American city to...become a mature postindustrial city” (1991:23). Thus, the reconstruction of the process of morphogenetic change in the Northeast Mission and identification of the patterns in various stages of its evolution may provide a road map of the transformation still to come in other cities.

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- Peter Cohen, M.A., San Francisco State University. E-mail: Peter\_Cohen@ci.sf.ca.us



## Mapping the Millennium: 3rd Annual Western Geography Graduate Student Conference

Carlos Tovares and Lara Davis, Conference Co-chairs

The 3rd Annual Western Geography Graduate Student Conference will be hosted by the graduate students at the Geography Department at the University of Washington in Seattle, on February 5th, 6th, and 7th, 1999. One of the last student-run geography conferences of the 20th Century, Mapping the Millennium, directs attention to the continuities and transformations between millennia. What will be the connections between this century and the next? This event will explore the themes of continuity and change by engaging the intersections of geography with other disciplines at a unique and portentous historical moment.

The aim of the conference is to highlight the breadth of contemporary graduate student research of both material and cultural landscapes. We welcome abstracts from all geography sub-disciplines and encourage participation from students in other disciplines. Students are encouraged to submit individual papers or organized panels.

The Conference has four main components. First, a keynote address by a nationally recognized scholar. Dr. Cindi Katz, professor and chair of the environmental psychology program at City University of New York, will deliver the keynote address on Friday, February 5th. Second, the concurrent student presentations will occur on Saturday, February 6th, in which participants will present their research to their peers and colleagues. Third, a reception and banquet on Saturday evening from 7-9:30pm. Fourth, the conference is designed to foster each student's professional development. Therefore, on Sunday, February 7th, the geography faculty at the University of Washington will facilitate several workshops from 10am to noon to help students develop a number of skills. The foci of the workshops range from how to utilize feminist research methodologies, to how to secure employment after graduate school, to strategies for getting funded with the National Science Foundation, to the possibilities and pitfalls of consulting work. Participants can also sign up for an urban excursion and explore the City of Seattle with Dr. Richard Morrill. The cost of participating in a workshop is included in the Conference registration fee of \$25.00. This fee also includes the banquet dinner on Saturday night.

For more information about the Conference, please visit our Web site: <http://weber.u.washington.edu/~geogconf>. E-mail us at: [geogconf@u.washington.edu](mailto:geogconf@u.washington.edu) or write to us at: 1999 WGGS Conference, Department of Geography, Box 353550, University of Washington, Seattle, WA 98195-3550.

Abstracts are due December 9th, 1998. Download our registration forms from the Web site or register on-line. Submit the registration form with a check for the fees to: 1999 WGGS Conference, Department of Geography, Box 353550, University of Washington, Seattle, WA 98195-3550. In addition, all presenters must e-mail their abstracts of 250 words or less to the conference organizers at [geogconf@u.washington.edu](mailto:geogconf@u.washington.edu).

This conference is designed and coordinated by graduate students for the purpose of bringing together graduate students for the mutual exchange of ideas during this formative phase of our intellectual and professional development. We invite all graduate students to participate in this upcoming event; come to Seattle for an enjoyable and stimulating visit.

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## Endowed Chair

Alexander B. Murphy is the first holder of the newly-created and endowed James F. and Shirley K. Rippey Chair in Liberal Arts and Sciences at the University of Oregon. The Rippey chair recognizes a senior faculty member in the University of Oregon's College of the Arts and Sciences "who is truly outstanding in both scholarship and lower-division, undergraduate teaching."

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## Call for APCG Yearbook Submissions

All APCG members who delivered papers at the 1998 Flagstaff Meeting are strongly encouraged to submit their work for consideration to be published in the 1999 APCG Yearbook. Send three hardcopies of your paper, including illustrations, maps, tables, etc. to Darrick Danta, APCG Yearbook Editor, Department of Geography, California State University Northridge, Northridge CA 91330-8249. Members are also encouraged to send other manuscripts of potential interest for consideration. Complete instructions can be found in the back of any recent Yearbook. Deadline for manuscripts is January 15, 1999. If you have any questions, contact the editor at 818-677-3522 or e-mail at [ddanta@csun.edu](mailto:ddanta@csun.edu).

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## World Geography Bowl

Jenny Zorn and Joan Clemons, Coaches!

The first World Geography Bowl team assembled by the APCG competed in the Boston AAG meetings with enthusiasm, brilliance, and pride. The competition has evolved from a single region's event to a showcase playoff between all of the regional divisions of the AAG. Each region competes against all of the other regions in a round robin playoff at the AAG Annual Meetings. The two teams with the best records from this preliminary round competes in the finals. Our inaugural team faced teams who have been competing for eight years. In their last preliminary round they had the chance to go to the finals to compete against perennial winner the Southeast Division. The East Lakes edged us out and then went on to unseat the Southeast's powerhouse. Colin Long and Mike Goodman of the University of Oregon, Bronwyn Owen of Portland State University, and Matt Rosenberg of California State University-Northridge were an impressive team that combined a breadth and depth of knowledge with fun and a great attitude.

Next year's team for the Honolulu games is yet to be selected. The AAG and APCG combine to provide each student with \$150 to offset travel costs to the AAG meetings. A practice event at the Flagstaff APCG meetings demonstrated how fun the event can become. Students who come to the Reno meetings should plan to join the practice and throw their name in the hat in order to compete at the AAG World event.

## APCG Women's Network

Teresa Bulman and Joan Clemons

At the Women's Network Luncheon at Flagstaff, members of the APCG recognized Dr. David H. Miller, Professor Emeritus, Department of Geosciences, University of Wisconsin, Milwaukee for his generous support for the Women's Network.

Over the years, Dr. Miller's contributions have been in the form of both monetary support for the Network's programs and intellectual support through the ideas and suggestions he has made in furtherance of the Network's objective of supporting women geographers, especially students. Through his generosity, we have been able to provide funding for students to attend APCG meetings and to subsidize Network meetings.

Dr. Miller's association with the APCG goes back many decades, to his days as a student at UCLA. He has kept abreast of APCG activities throughout his varied academic career which has included teaching stints at Clark, Georgia, Hawaii, Newcastle, Macquarie, Berkeley, and Madison, and his tenure at Milwaukee. Prior to his academic career, Dr. Miller worked in the U.S. Corps of Engineers and Weather Bureau on Snow Investigations (1946-1953). He has had three Fulbright awards in Australia, and continues to be actively engaged in the discipline. In 1995, his paper at the Western Snow Conference, on an evaluation of research programs at the Central Sierra Snow Laboratory, prompted Gilbert White to note that Dr. Miller was following a line White had long advocated in his own flood-plain research: conducting post-mortems of major projects to see if they actually worked.

In 1993, Dr. Miller made his initial contribution to the Network in honor of "...the best teacher on the UCLA campus, Myrta Lisle McClellan." Dr. Miller noted that Professor McClellan was one of the finest teachers he ever had in geography, meteorology, planning or climatology. He also stated that she did a marvelous job of teaching students to be aware of the environment and to have the ability to express their ideas about it.

In 1994, Dr. Miller recognized, along with the APCG, another stellar geographer, Margaret Trussell, a founder of the Women's Network, the first woman president of the APCG, and the Women's Network honoree at the APCG meetings in Berkeley. Dr. Miller noted in particular Margaret Trussell's dedication to mentoring—providing help and support to students working their way through the academic maze.

Dr. Miller's support has continued every year and has been a major reason that the Women's Network has been able to continue providing travel funds for young women geographers to attend the annual meetings. Unfortunately, Dr. Miller and his wife, Enid, were unable to attend the meetings in Flagstaff. Teresa Bulman, Portland State University, spoke on behalf of Dr. Miller and talked about her correspondence with him over the last years. In those letters, Teresa stated that he spoke of academia, of geography, and of the women geographers who have influenced his academic and professional life, providing strong evidence of the integrity, compassion, and skill he has brought to his own teaching and mentoring.

## APCG Applied Geographers

Reported by President Dan Arreola for John Passerello at the APCG Business Meeting Flagstaff, AZ Oct. 17, 1998

The APCG Applied Geographers have made considerable strides over the past year. There are increasing job opportunities and hiring, mostly in the GIS area as a result of more sophisticated PCs and the greater use of the internet. The Applied Group encourages greater communication among its members via email, and recommends that the APCG publish Pacifica on its web page and, if possible, make the page interactive. John Passerello reports that he was unable to make the Flagstaff meeting because of the demands of his office where he coordinates the California Governor's Office of Emergency Services. John reports that the fall is both the middle of fire season, and the beginning of preparedness for the flood season.

## PRESIDENT'S MESSAGE

(Continued from page 2)

The discussion of these problems at the annual business meeting in Flagstaff generated some other ideas about the Yearbook. Suggestions included converting it from an annual serial to a semi-annual journal (like the Southeastern Geographer), producing an electronic version of it, and selling advertising. Since events have forced us to address major issues relating to Yearbook production, it is worth simultaneously considering these other possibilities for change. Any of them will require additional volunteer time and/or financial resources. And by the way, we are keeping in step with our national organization, the Association of American Geographers, which under President William Graf, is considering some major changes to its publication offerings.

Please send me and our other officers your thoughts about the choices we face with respect to the Yearbook. General comments about which of the above ideas you favor or disfavor are welcome. So are specific suggestions as to possible presses and distributors. Working together now will help us efficiently resolve our Yearbook dilemmas in a way that has wide support among our membership.

One final Yearbook matter. Oregon State University Press was storing numerous boxes of past issues of the Yearbook. Now they are in Bill Loy's garage. Bill will send you a list of available issues and if you order, all you pay for is the cost of mailing. Bill can be reached at [loy@oregon.uoregon.edu](mailto:loy@oregon.uoregon.edu).

## Special Thanks

Thanks to Tom McKnight and Joan Clemons (both past-Presidents of the APCG, also husband and wife) for generously adding \$700 this year to their scholarship fund for Outstanding Student Paper. They established the fund early in 1995 and have made contributions now totalling \$6,200. Three \$100 awards have been made to date, at the last three annual meetings.



## NEW MEMBERS

109 new members from  
3/13/98 to 10/23/98:

Mike Applegarth  
Maria Asteriadou  
Conrad Joseph Bahre  
Chris Baldassari  
Barbara Ball  
Marc Beckel  
Marshall E. Bowen  
Earl A. Brumfield  
Andrea Brunelle-Daines  
Stephen Budner  
Rebekah Bunch  
Trevor A. Burwell  
Aaron Butcher  
Meagan Cahill  
Charlene Carr  
John M. Chase  
Jason Clark  
Audrey Clarke  
John Cloud  
Ewan Clow  
Steve Cook  
Jim Craine  
Jeffrey Davis  
Carole A. DeLong  
Les Deak

Jeannine Defeyter  
Leland R. Dexter  
John Douglas  
Debra Dwyer  
Andrew W. Ellis  
Shelley M. Espeland  
Merrienne Etter  
Rebecca L. Flitcroft  
Dawn Forbes  
Steven J. Gordon  
Michael D. Guilbeaux  
Katherine Hankins  
James W. Harrington  
Jennifer J. Helzer  
Mark Hildebrandt  
Sandra C. Holland  
Donald Holman  
Jason Howard  
Jocelyn C. Hunter  
Nancee Hunter  
Jeffrey James  
Charles F. Jeffery  
Doug Johnson  
Gregory U. Jones  
Paul Kaldjian  
John L. Keane  
James R. Keese  
Judith A. King

Stephen R. Kolety  
Matthew Lofton  
Sharon London  
Renee Louis  
Deborah Lupo  
Kevin Martin  
Jason McCabe  
Kevin E. McHugh  
Donna Merle  
Barbara Morehouse  
Loretta Gale Morgan  
Roscoe Moss  
Carla DiNapoli  
Bruce A. Nemenoff  
Michael Nielsen  
Doug R. Oetter  
KC Offenberg  
Emma R. Olenberger  
Elizabeth Apil Omengan  
Gregory D. Packin  
Joseph K. Palermo  
Bill Park  
Kristina Perry  
N. T. Polizzi  
Risa S. Proehl  
Richard Reeves  
Eva Reid  
William T. Rice II

John Rogan  
Dereka Rushbrook  
Tom Saarinen  
Nadine Schuurman  
C. J. Scott  
Mindi B. Sheer  
Jac Shinaman  
Jacqueline J. Shinker  
Angela M. Skinner  
Emily Skop  
Dionne Starr-Peace  
James Sullivan  
Paul Sutton  
Kevin J. Sweeney  
Dean S. Toji  
Lochen Treadwell  
Paul Van Zuyle  
Donald E. Vermeer  
Montgomery Walker  
Bret Wallach  
Colin Warren  
Elizabeth Wentz  
Brent Whinnery  
Patrick J. White  
James Wiley  
Mark S. Wilson  
John A. Wolter  
Alon Yaari

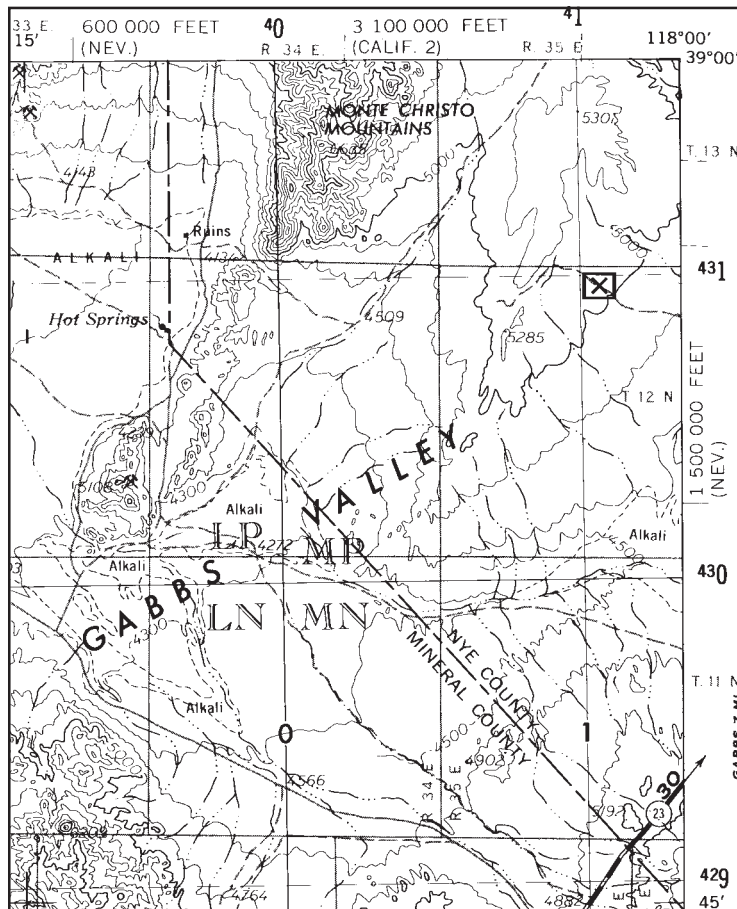
### MAP CORNER

Bob Richardson

The Boxed X in the upper right portion of the map shows the center of gravity of the paid-up APCG membership as of August 30, 1998, based on the weighted averages of the latitude and longitude of the centroids of the 5-digit zip codes of 514 members. Lat/lon coordinates were converted into x,y,z space. Averaging these and converting back to lat/lon yields a center of membership at 38°53'N, 118°02'W--about 29 miles southwest of where the center was in June '96. AND, this center is about 62 miles beneath the surface, compared to 86 miles in June '96. Thus it can truly be said that the APCG is an Up and Coming organization, and is heading for the Pacific Coast, as befits its name.

The new center of gravity, in the northwestern corner of Nye County, is about 104 miles ESE of Reno (APCG 99). Don't be put off by the many references to Alkali on this map, nor by the place shown as Ruins. Reno is nice. Incidentally, if all faculty at certain universities in Manoa and Seattle were members, the center of gravity would move to within 55 miles of Reno.

Projecting from the rate and direction of movement, in the year 2011 the center of membership should be in Merced, California, just in time for the projected new UC campus to host our Annual Meeting!



# APCG MEMBERSHIP INFORMATION

Founded in 1935 by a gathering of geographers including graduate students and faculty from universities, normal schools, and junior colleges, 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 printed 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*. 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.

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 our web site at <http://www.csus.edu/apcg/index.html> for various tidbits about the organization and for a new member application form.

## ANNUAL DUES

The APCG has always been known for its low cost of membership: Regular \$15; Joint (2 people at same address) \$18;

Student and Retired \$8; Contributing \$20 or more (any contribution over \$15 is tax deductible). Joint members receive only one *Pacifica* and one Yearbook.

Dues are paid on the calendar year. Unless you indicate 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 at the end of the calendar year.

## HOW TO JOIN THE APCG

Send your check payable to "APCG," along with your name and address to the return address shown below. We can only accept checks in US dollars. For our next Membership Directory, please also indicate your title and affiliation, phone, fax, and e-mail. Indicate also if you are interested in the APCG Women's Network and the APCG Applied Geographers Specialty Group. Students must provide some form of proof of current status, such as the name, department, and signature of a faculty professor.

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