

2026-27 CENTER FOR SPATIAL BUSINESS SPEAKER SERIES

Co-hosted & co-sponsored by the Banta Center for Ethical & Purposeful Leadership

PUTTING AI IN ITS PLACE

GEOSPATIAL APPLICATIONS, ECONOMIC TRADEOFFS, AND RESPONSIBLE CHOICES

with Dr. Wendy Keyes, Esri

**WEDNESDAY
OCTOBER 7, 2026**

Dinner at 5:30 p.m.

Talk 6:00 - 7:00 p.m.

University of Redlands, Casa Loma Room
1230 E Brockton Ave, Redlands, CA 92374



RSVP by October 2
in-person or virtual

ABOUT THE TALK

Artificial intelligence is changing how organizations analyze information, automate tasks, and make decisions. Yet many of the most important AI questions are not technical questions at all.

They are questions about incentives, tradeoffs, externalities, risk, and governance.

This presentation examines AI through the combined perspectives of geospatial analytics and behavioral economics. We explore how AI creates value, where hidden costs emerge, how benefits and burdens are distributed across people and places, and why the strongest guardrails are required where consequences of error are greatest.

Along the way, we will tackle a deceptively simple question:
Does this problem truly require AI, or could a simpler solution achieve the same outcome?

Attendees will leave with a practical framework for making more informed, responsible, and economically sound decisions about AI adoption.



ABOUT DR. WENDY KEYES

Wendy is a Principal Data Scientist at Esri specializing in spatial data science, artificial intelligence, and advanced analytics. She works with organizations to uncover patterns, evaluate opportunities, and make better decisions by combining location intelligence with machine learning, graph analytics, and geospatial AI.

Wendy has taught courses in economics, statistics, strategy, and GeoAI at both the undergraduate and graduate levels and regularly leads workshops and consulting engagements on emerging analytical technologies. She is particularly interested in the opportunities, limitations, and ethical considerations that arise when AI meets the real world.