



# Center for Spatial Business

## About the Speaker



**Dr. Joseph Kerski**  
Geographer - Esri

Joseph Kerski is a geographer at Esri with a focus on the use of Geographic Information Systems (GIS) in education. He has worked in 4 sectors of society, including government (21 years at NOAA, US Census Bureau, USGS), academia (Penn State, Sinte Gleska University, University of Denver, U of Minnesota), private industry (as Education Manager for Esri for 15 years), and nonprofit organizations (President of the National Council for Geographic Education). Joseph authored over 75 chapters and articles on GIS, environment, and education, and authored 8 books, including *Spatial Thinking in Environmental Contexts*, *Essentials of the Environment*, *Spatial Mathematics*, *Tribal GIS*, and *GIS Guide to Public Domain Data*. He writes for columns such as “GeoInspirations” for *Directions Magazine*, *Esri GeoNet*, and *Spatial Reserves* and presents a monthly “Thinking Spatially” podcast. As a lifelong learner, Joseph actively seeks mentors, partnerships, and collaborators.

2020-21 Speaker Series

## GIS in Business Education: Why, How, Benefits, and Challenges

**Thursday, January 28, 2021**

**6:00 p.m. - 7:15 p.m.**

\*\*Virtual speaker event begins at 6:00 PM through WebEx. Event link will also be posted the day of at <https://www.redlands.edu/csb-speakers/>

**University of Redlands**  
**Virtual WebEx Speaker Event**

Geographer and Educator Dr. Joseph Kerski will explore the reasons, benefits, and challenges of using location analytics methods, spatial data, and tools in business instruction and research. Joseph will feature selected case studies of educators and students using location analytics in consumer behavior studies, optimal site selection, supply chain management, and risk assessment.

He will discuss trends and forces that will be important in this decade and offer a pathway forward to hasten adoption. These tools, data sets, and approaches will become even more relevant in this decade when the “whys of where” questions are being asked and investigated more frequently.

Learn more about the Center for Spatial Business  
[www.redlands.edu/CSB](http://www.redlands.edu/CSB)

**Scan QR code or click here to RSVP**  
**by January 25th**



**SCAN ME**