

DEPARTMENT OF GEOGRAPHY

U of Wisconsin-Madison



Map Fun at the Fair

On August 10, 2011 map lessons were on display at the Wisconsin State Fair as part of the UW Day at the Fair. Tanya Buckingham, Paddy Rourke and Jaime Stoltenberg spent the day in West Allis talking about cartography and everyday geospatial considerations. The three, along with Karen Tuerk, organized mapping events for the day.

Cartography Laboratory students, Isaac Dorsch, Sam Matthews and Eric Oberhart prepared visuals and challenges to excite fair-goers who stopped by the Map Exploration Station. Participants could place a pin on a map indicating from where they had traveled, walk through the basics of mapmaking, and take a Wisconsin geography challenge, one for kids and one for adults. The two most popular topics were the collection of aerial photos, prepared by Stoltenberg and her team of students (Sonja Reichertz, Kellie Schweich, Antonia McGinn) and the cow search. The cow search invited



fair-goers to search for Buttercup and Big Red, two spiffed-up, cut-outs of the Geography Club logo which were hidden in different places around the UW exhibit throughout the day. When a cow was returned to our station the tent erupted with a cow bell serenade and wild hoopla. The



proud discoverer of the cows was challenged to map, using appropriate symbology, where he or she had found Buttercup or Big Red, and walked away as the proud owner of an inflatable globe.

Karen Tuerk (GIS Certificate Program), Jim Lacy (State Cartographer's Office) and Jude Leimer (The History of Cartography Project) supplied many materials for participants to explore. Overall, the UW Exhibit captured incredible interest from the fair attendees. The Cartography Exploration Station, had visits from Alumni, incoming students, parents of current students and young cartographers.

