

Grant Ian Thrall, Ph.D.

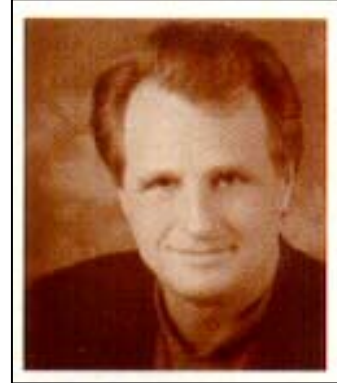
UF ID NUMBER 5435-7940

Department of Geography,
College of Liberal Arts and Sciences,
University of Florida, Gainesville Florida

Campus Box 117315
3121 Turlington Hall

academic rank: Full Professor

Date of most recent promotion: 1985



signature.

1. PERSONAL INFORMATION

- a. **NAME:** **Dr. Grant Ian Thrall**
- b. **Department:** Geography
- c. **Campus Box** 117315
- d. **Campus** 3121 Turlington Hall,
University of Florida,
Gainesville Florida 32611
- e. **Current Rank** Full Professor (since 1985)
- f. **Date current:** December 11, 2007
- g. **e-mail address:** thrall@ufl.edu
- h. **office telephone:** 352-392-0494 extension 205
- i. **office fax:** 352-392-8855
- j. **personal web page address:** www.businessgeography.com & www.thrall.us
- k. **UF ID # 5435-7940**

2. BRIEF DESCRIPTION OF JOB DUTIES

- a. Teaching: two undergraduate lecture courses and two graduate courses per year - two courses each semester; recipient of a University of Florida student council "Teacher of the Year" award.
- b. Research: Published over 150 articles. Published as an editor of a book series ten books and authored or co-authored five monographs/books. Oxford University Press published my fifth book, *Business Geography And New Real Estate Market Analysis*, spring 2002. My 1998 book *Economic Geography* has been translated into Chinese and Arabic.
- c. Service to the Community - Appointed by the City Commission of the City of Gainesville as a former member and chair, Downtown Redevelopment Agency (Downtown Redevelopment Advisory Board). In recognition of this service the Mayor and City Commission of the City of Gainesville declared official "Grant Thrall Days" December 31, 1996 and January 1, 1997.
- d. Service to the University - Twice elected as member of University Senate (currently serving on Senate). Departmental: advisor to many graduate students (see list below); mentor to many undergraduate geography majors in business geography including using my contacts to get many of them excellent employment; served on faculty recruitment and salary committees. Designed and received university approval for the following courses: Foundations of GIS, Urban and Business Geography, Business Geography Integrating Theory, GIS For Economic Geography and Business Decisions, Seminar In Business Geography. Created the Business Geography Certificate program at University of Florida, housed in the Department of Geography; "Marketing and Business Geography" is accepted by the College of Business Administration as a specialty for a degree in business.
- e. Service to the Discipline - Three times elected Member *Board Of Directors*, American Real Estate Society; 1994-2006 co-editor of *Journal of Real Estate Literature*, member of the board of editors of *Journal of Real Estate Research*; 1991-2006 column editor *GeoSpatial Solutions (formerly Geo Info Systems)* for software and data reviews, and business geography, and member of the editorial board of *GeoSpatial Solutions*. Former member of various editorial boards and co-editor/editor of various journals and

publications. Member of the Board of Directors of the International Geographical Union, Commission on Applied Geography.

3. AREAS OF SPECIALIZATION

- **Substantive:** Spatial reasoning and technology for strategic business management. Business Geography and Geospatial Business Information Technology, Geographic Information Systems, theory and applied geodemographic and location analysis for business decisions related to location and land use. General theory and application procedures for market analysis of residential and commercial land use. Land economics. Commentary and trends of geographic/GIS technology industry.
- **Methods:** Geographic Information Systems (GIS), mathematical models, quantitative methods, computer simulation and algorithms, applied spatial statistics
- **Software:** Working knowledge of most major GIS software and data products including GIS OCX, fluent in Visual Basic including code and database management and spatial data manipulation and visualization, GIS application programming.

4. ASSIGNED ACTIVITY FOR PAST FIVE YEARS AND CURRENT YEAR

	Assigned Activities						
	2006-07	2005-06	2004-05	2003-04	2002-03	2001-02	2000-01
Teaching	98%	94%	92%	92%	94%	84%	60%
Research	025%	6%	8%	8%	6%	14%	35%
Service	0%	0%	2%	0%	0%	2%	5%
Extension	0%	0%	0%	0%	0%	0%	0%
	+	+	+	+	+	+	+
	100%	100%	100%	100%	100%	100%	100%

5. EDUCATIONAL BACKGROUND

1975 (December) - Ph.D. Geography and Economics
 Specialties: Urban Economic Geography, Land Economics,
 Quantitative Methods, Information Systems,
 Department of Geography, The Ohio State University, Columbus, Ohio.

1972 (June) - M.A. Economics
 Theory, Econometrics, Urban Economics, Public Finance.
 Department of Economics, The Ohio State University.

1970 (June) - B.A. Business and Economics
 College of Business
 California State University Los Angeles, California.

6. EMPLOYMENT

- 1990 Distinguished Visiting Professor (on sabbatical leave from UF),
Department of Geography, San Diego State University,
San Diego, California
- 1989 Resident Scholar, Homer Hoyt Institute,
Washington DC
- 1985 - present - Professor.
Department of Geography,
University of Florida, Gainesville, Florida
- 1985 Tenured.
University of Florida, Gainesville, Florida
- 1983/84 & 1984/85 - Associate Professor,
Department of Geography, University of Florida,
Gainesville, Florida
- 1981 Tenured.
State University of New York at Buffalo, Amherst, New York
- 1981 - 1983 - Associate Professor, Department of Geography,
State University of New York at Buffalo, Amherst, New York
- 1980 - 1983 - Joint Faculty/Teaching Appointment,
Department of Geography, Department of Economics,
SUNY-Buffalo
- 1978 - 1981 - Assistant Professor,
Department of Geography, SUNY-Buffalo
- 1975 - 1978 - Assistant Professor, Department of Geography,
McMaster University, Hamilton, Ontario, Canada L8S 4K1

7. YEAR TENURE/PERMANENT STATUS

- 1985 (effective September 1985), University of Florida
1980 (effective September 1981), State University of New York at Buffalo

8. TEACHING, ADVISING AND/OR INSTRUCTIONAL ACCOMPLISHMENTS

- During past ten years I have supervised over 20 students at the graduate level. Most have enrolled in a minimum of three readings and supervised research courses under my direction, as well as having completed MA thesis and PhD dissertations
- Many of my publications are co-authored with students to provide for them visibility and thereby give them a competitive advantage in the market place, and also provide them a learning experience on publishing.

- Invited to be outside reader for thesis at University of Washington
- Designed and received University approval for new course, Foundations of GIS, Geo 3151
- Designed and received University approval for new course, GIS For Economic Geography and Business Decisions - Geo 5157
- Arranged with various software and data firms the provision for use in my classes and average of \$100,000 market value of geographic technology products each year, the use of which places my students at a competitive advantage in the market place.

9. TEACHING EVALUATIONS

See attachment Exhibit "A" at end of document

10. GRADUATE FACULTY STATUS

- University of Florida designated Graduate Faculty Status.
- Previously held Graduate Faculty Status at State University of New York at Buffalo and McMaster University in Canada.

11. GRADUATE COMMITTEE ACTIVITIES SINCE 1990

(all have been thesis except as noted with an *, which denotes degree by project)

Chair(ed) Graduate Committee

- Laura Guerra, MA Geography
- Eugene Hall, MA Geography
- Mark McClanahan, MAURP (Urban Planning)
- Charles Sidman Jr., MAURP (Urban Planning)
- William J. McCarney, Ph.D. Geography
- Judy Fandrich, Ph.D. Geography
- Marilyn Ruiz, Ph.D. Geography
- Juan del Valle, MA Geography
- Paul Amos, M.A. Geography & MAI Real Estate (UF CBA)
- Fuxiang Huang, M.A. Geography
- Keith Herrel, M.A. Geography, Ph.D. Geography
- Ed Borden, M.A. Geography
- Noelle Mecoli, M.A. Geography
- Lance Carlson, M.A. Geography (current student)
- Matias Campins, M.A. Geography (current student)
- Ron Dietz, M.A. Geography (current student)
- Arlene Baker, M.A. Geography (current student)
- Gabriel Bolden, M.A. Geography (current student)
- Ashish Patel, M.A. Geography (current student)
- Phillip Morris, M.A. Geography (current student)
- Mark Illich, M.A. Geography (current student)
- Bob Hamilton, Ph.D. Geography (current student)

Member of Graduate Committee

- Shaun McMullin, MA Geography,
MBA Marketing (University of Washington)
- Robert Hampton, MA History (UF CLAS)
- Charles Sidman Jr., Ph.D. Geography
- J. D. Coleman, Ph.D. Architecture and Urban Planning (UF)
- Jacqueline Hamilton, Ph.D. Economics (UF CBA)
- Mike Wilson, Ph.D. Geography

- Brandon Smith MBA International Business (UF CBA)
- Alan Bliss Ph.D. History (Current Student)

BA Honors Paper Advisor

- Since 2000, I have advised five students in the successful writing and defense of their BA Highest Honors papers. I am presently the advisor of two BA Honors committees.

12. CREATIVE WORKS (exhibitions, concerts, etc.)

- Not applicable

13. PATENTS AND COPYRIGHTS

- Filed patent disclosures, DTEIA™ Daniels-Thrall Education Index Assessment, University of Florida Division of Sponsored Research, 2006.. DTEIA™ is presently patent pending. See 20080228747 and 20080227077 .

14. PUBLICATIONS

a. Books and Research Monographs Sole Author

- 2002 – *Business Geography And New Real Estate Market Analysis*. (March 2002, Oxford University Press, ISBN # 0195076362. 263 printed pages.).
- 1987 - *Land Use and Urban Form*. London: Routledge/Methuen Ltd. (239 printed pages)

b & e. Books, Monographs and Proceedings Co-authored

- 1998 - *Economic Geography*, - college text book third edition. John Wiley and Sons. Co-authored with James O. Wheeler, Peter Muller and Timothy Fik. (Published January 1998. Translated into Chinese, 1999. Translated into Arabic, 2000) (398 pages)
- 1991 - *Location Analysis*: - conference proceedings
Proceedings of the joint meeting of the National Association of Corporate Real Estate Executives and the Homer Hoyt Institute. Proceedings comprised of “court recorded” presentations by Dr. Morton O’Kelly (Chair, Department of Geography, Ohio State University), Dr. Grant Ian Thrall, and Dr. Kerry D. Vandell (Chair, Real Estate and Land Economics, University of Wisconsin). “Court recordings” published and distributed to conference attendees by National Association of Corporate Real Estate Executives) and Homer Hoyt Institute.
- 1988 - *Spatial Diffusion*, - monograph
Vol 10, *Scientific Geography Series*. Sage Publications, Beverly Hills and Newbury Park, California. Monograph co-authored with R. Morrill and G. Gaile. (96 pages)

c. Books Edited

1984-1987 Founding editor, *Scientific Geography Series*, Sage Publications, Newbury Park, California. Each monograph is 96 pages.) Monographs published in the series are:

- Vol. #1 L. J. King, *Central Place Theory*.
- Vol. #2 K. Haynes and A. Stewart Fotheringham, *Gravity and Spatial Interaction Models*.
- Vol. #3 M. J. Webber, *Industrial Location*.
- Vol. #4 Andre' Rogers, *Population Projections*.

- Vol. #5 G. Hewings, *Regional Input-Output Analysis*.
- Vol. #6 Christian Werner, *Spatial Transportation Modeling*.
- Vol. #7 W. A. V. Clark, *Human Migration*.
- Vol. #8 R. Morrill, G. Gaile, G. Thrall, *Spatial Diffusion*.
- Vol. #9 John Odland, *Spatial Autocorrelation*.
- Vol. #10 B. Boots and A. Getis, *Point Pattern Analysis*.

d. Books. Contributor of Chapter(s) [Principal Author Underlined]

1. 2005 - "Desktop GIS" in P A Longley , M F Goodchild, D J Maguire, D W Rhind (Eds). *Geographical Information Systems: Principles, Techniques, Management And Applications 2nd Edition (Revised)*. New York, Wiley. (Susan Thrall And Grant Thrall)
2. 2003 - "Mass Appraisal and Noise: the use of Lifestyle Segmentation Profiles to Define Neighborhoods for Hedonic Housing Price Mass Appraisal Models," invited and refereed chapter by Steve Lapos (Director, Global Real Estate, PricewaterhouseCoopers), and Grant Thrall in John Stillwell and Graham Clarke (Leeds University, UK) eds, *Applied GIS and Spatial Analysis*, John Wiley & Sons Ltd., Chichester England.
3. 2003 - "Preface and Introduction," invited and refereed preface and introduction to the book *Raster Methods And Analysis For Business Geography*, authored by Professor Joseph Berry, W. M. Keck Professor of Business Geography, Department of Geography and Real Estate, University of Denver. (Grant Thrall)
4. 1998 - "Desktop GIS" Chapter 23, vol. 1. in P A Longley , M F Goodchild, D J Maguire, D W Rhind (Eds). *Geographical Information Systems: Principles, Techniques, Management And Applications*. New York, Wiley. (Susan Thrall And Grant Thrall)
5. 1997 - "Real Estate Information Technology: The Future Is Today," in Gill Castle, ed., *GIS In Real Estate*, Appraisal Institute with *GIS World*, and *Business Geographics Magazine*, 1998. (Grant Thrall)
6. 1987 - "Solid Waste Technology and Its Impact upon Local Land Use and Land Values", in Cynthia Valencic (ed.), *There is No Away*. See 1986 entry. Republished by the Environmental Protection Agency through NITS. (Grant Thrall)
7. 1986 - "Solid Waste Technology and Its Impact upon Local Land Use and Land Problems", in Cynthia Valencic (ed.), *There is No Away (proceedings of the interdisciplinary conference on waste reduction, reuse and disposal alternatives*, March, 1986; University of Florida Law School); Legal Environmental Assistance Foundation: Tallahassee, Fl. (Grant Thrall)

e. Monographs. Author, Co-author(s)

See books

f. Publications. Author, Co-author(s)**Professional Journal Articles** *[If multiple authors, principal author is underlined]*

1. 2007 – Daniels, M. Harry, and Grant Ian Thrall, “Education Assessment: DTEIA™” manuscript submitted for peer review publication. Under review.
2. 2007 – Patel, Ashish; Timothy J. Fik; Grant Ian Thrall, 2007. Trade Area Calculation,” manuscript submitted for peer review publication. Under review. **Manuscript received the 2007 Torto Wheaton prize for “Best Real Estate Market Analysis” 2007** annual meetings, American Real Estate Society.
3. 2007. Hernandez, Tony and Grant Ian Thrall, “Integrating GIS Technology Within Portfolio Management” *Journal of Real Estate Portfolio Management* 13:3 2007 in press.
4. 2005 - Thrall, Grant Ian. “First (and Lasting Impressions): Looking Back Over My 16 Years In The GIS Industry and my 35 Year Career In Geography” *GeoSpatial Solutions*, vol. 15, number 7 p. in press. Also to be available online
5. 2005 - Thrall, Grant Ian, and Matias Campins. 2004. “Mapping The GeoSpatial Community: Part 4” *GeoSpatial Solutions*, vol. 15, number 1 p. 46-52. Also available online at <http://www.geospatial-online.com/geospatialsolutions/article/articleDetail.jsp?id=140203>
6. 2004 - Thrall, Grant Ian, and Matias Campins. 2004. “Mapping The GeoSpatial Community: Part 3” *GeoSpatial Solutions*, vol. 14, number 11, p. 46-51. Also available online at <http://www.geospatial-online.com/geospatialsolutions/article/articleDetail.jsp?id=130794>
7. 2004 – “International Data Resources For Real Estate And Business Geography Market Analysis,” *Journal of Real Estate Literature* 12(1).
8. 2004 May – Rockwood, Frank and Grant Thrall, 2004, Analyze This: GIS Offers Ways To Pinpoint and Evaluate Land - Before The Competition Does, *Builder News* (150,000 circulation) 18-23. Also available online at <http://www.buildernewsmag.com/viewnews.pl?id=27> and as a PDF file at <http://web.clas.ufl.edu/users/thrall/class/g3602/bnmay04.pdf>
9. 2004 - Thrall, Grant Ian, and Matias Campins. 2004. “Mapping The GeoSpatial Community: Part 2” *GeoSpatial Solutions*, vol. 14, number 9 p. 44-49. Also available online at <http://www.geospatial-online.com/geospatialsolutions/article/articleDetail.jsp?id=118596>
10. 2004 – “Mapping The GeoSpatial Community: Part 1” *GeoSpatial Solutions*, vol. 14, number 7 p. 46-52. Also available online at <http://www.geospatial-online.com/geospatialsolutions/article/articleDetail.jsp?id=101550>
11. 2004 - Thrall, Grant Ian, and Robert Hamilton. 2004. “Getting to the Core of CBSAs (Core Base Statistical Areas)” *GeoSpatial Solutions*, vol. 14, number 4 p. 46-51. Also available online at <http://www.clas.ufl.edu/users/thrall> *GeoSpatial Solutions*, vol. 14, number 7 p. 46-52. Also available online at <http://www.clas.ufl.edu/users/thrall/class/g3602/st2004april.pdf>
12. 2003 – “Data Resources For Real Estate And Business Geography Market Analysis,” *Journal of Real Estate Literature* 11(1): 49-55
13. 2003 - Spatial Analysis, Political Support, and Higher Education Funding *GeoSpatial Solutions* 13(7):44-47. (Grant Thrall, Noelle Mecoli)
<http://www.geospatial-online.com/geospatialsolutions/article/articleDetail.jsp?id=61493>

14. 2003 - Trade Areas and LSPs: A Map for Business Growth, *GeoSpatial Solutions* 13(4):44-47. (Grant Thrall, Michelle Fandre)
<http://www.geospatial-online.com/geospatialolutions/article/articleDetail.jsp?id=52685>
15. 2002 – “Data Resources For Real Estate And Business Geography Market Analysis: Update,” *Journal of Real Estate Literature* 10(2): 297-303
16. 2002. “Delineating Hospital Trade Areas. *GeoSpatial Solutions* 12(7): 46-51. (Grant Thrall, Ed Borden, Susan Thrall) Also, available at url: <http://www.geospatial-online.com/geospatialolutions/article/articleDetail.jsp?id=22173>
17. 2002 – “2000 US Census Data”, *GeoSpatial Solutions*, 12(2): 49-52. (Grant Thrall)
18. 2001 – “Data Resources For Real Estate And Business Geography Market Analysis: A Comprehensive Structured Annotated Bibliography,” *Journal of Real Estate Literature* 9(2): 175-225
19. 2001 – “Business Geography Data Resources. Part 1: Private Data Vendors” *GeoSpatial Solutions* 11(5): 42-45.
20. 2001 – “Business Geography Data Resources. Part 2: Federal Government Data” *GeoSpatial Solutions* 11(6): 42-49. (Grant Thrall)
21. 2001 – “To Build Or Not To Build? It An Apartment Complex Question”, *GeoSpatial Solutions*, vol. 11, number 3, pp. 42-45. (Grant Thrall)
22. 2000 – “The Future of GIS in Public Health Management and Practice”, *GeoSpatial Solutions*, vol. 10, number 9, pp. 44-49. (with a forward by Dr. Chuck Croner, Director of GIS for the Centers For Disease Control and Prevention) (Grant Thrall)
23. 2000 – “Supply Data For GIS Based Real Estate Market Analysis,” *Journal of Real Estate Literature*, vol. 8, number 2. (Grant Thrall)
24. 2000 – “Trade Area Analysis: The Buck Starts Here,” *GeoSpatial Solutions*, vol. 10, number 6, p. 45-49. (Grant Thrall and Shaun McMullin)
25. 1999 – “Demographic Ring Study Reports With GIS Technology,” *Journal of Real Estate Literature*, vol. 7, number 2: 211-217. (Grant Thrall)
26. 1999 - "Geographic Information Technology and the Future of the Health Care Industry," *Journal of Public Health Management and Practice, of the Centers For Disease Control and Prevention*, June 1999. (Grant Thrall)
27. 1999 - "Urban Office Market Evaluation With GIS, Part 4: “Analyzing the Location Decision.” *Geo Info Systems*, vol. 9, number 11; 44-49. (Grant Thrall and Paul Amos)
28. 1999 - "Urban Office Market Evaluation With GIS, Part 3: The Decision To Locate." *Geo Info Systems*, vol. 9, number 9; 39-45. (Grant Thrall and Paul Amos)
29. 1999 - "Urban Office Market Evaluation With GIS, Part 2: The Decision To Build." *Geo Info Systems*, vol. 9, number 6; 40-46. (Grant Thrall and Paul Amos)
30. 1999 - "Urban Office Market Evaluation With GIS, Part 1: Background and Setting." *Geo Info Systems*, vol. 9, number 4; 32-36. (Grant Thrall and Paul Amos)
31. 1999 - "Retail Location Analysis, Step Seven: Judgment," *Geo Info Systems*; vol. 9, number 2; 36-37. (Grant Thrall)

32. 1999 - "GIS Software and Data For Three-Dimensional Visualization (ArcView 3.1, ArcView 3D Analyst, MapFactory 3D Data)," *Geo Info Systems*; vol. 9, number 2; 38-44. ([Grant Thrall](#))
33. 1999 - "GIS Applications In Real Estate And Related Industries," *Journal of Housing Research*: vol. 9, issue 1, Fannie Mae Foundation: Washington DC. Pp 33-59. ([Grant Thrall](#))
34. 1998 - "Retail Location Analysis, Step Six: Identify Markets For Expansion," *Geo Info Systems*; vol. 8, number 11; 42-45. ([Grant Thrall](#), Juan del Valle and Gordon Hinzmann)
35. 1998 - "Retail Location Analysis, Step Five: Assess Market Penetration," *Geo Info Systems*, vol. 8, number 9; pp. 46-50. ([Grant Thrall](#), Juan del Valle and Gordon Hinzmann)
36. 1998 - "Retail Location Analysis, Step Four: Identify Situation Targets." *Geo Info Systems*, vol. 8, number 6, 1998; pp. 38-43. ([Grant Thrall](#), Juan del Valle and Gordon Hinzmann)
37. 1998 - "Applying the Seven-Step Site Selection Methodology to Red Lobster Restaurants: Steps One and Two." *Geo Info Systems*, vol. 8, number 2, 1998; pp. 40-43. ([Grant Thrall](#), Juan del Valle and Gordon Hinzmann)
38. 1998 - "Retail Location Analysis, Step Three: Assessing Relative Performance." *Geo Info Systems*, vol. 8, number 4; pp. 38-44. ([Grant Thrall](#), Juan del Valle and Gordon Hinzmann)
39. 1997 - "Retail Location Analysis With GIS: Seven Strategic Steps." *Geo Info Systems*, vol. 7, number 10, 1997; pp. 42-45. ([Grant Thrall](#), Juan del Valle and Gordon Hinzmann)
40. 1998 - "Common Geographic Errors of Real Estate Analysis." *Journal of Real Estate Literature*, vol. 6, number 1, 45-54. ([Grant Thrall](#))
41. 1997 - "The Development of a Senior Housing Expert Decision System - A Theoretical Model & Systems Framework," *National Investment Conference Review (Research, Case Studies and Strategies for Investing in the Senior Living and Long Term Care Industries)*, volume 5, pp. 3-16 ([Steven Laposa](#), Grant Thrall, David Watkins). **** NIC 1997 Award for "Most Outstanding" article winner ****
42. 1997 - "How GIS Can Put Urban Economic Analysis on the Map," *Journal of Housing Economics*. Vol. 6, No. 4, December 1997, pp. 368-386. ([John M. Clapp](#), [Mauricio Rodriguez](#), Grant Thrall)
43. 1997 - "Business Geography: Where is It Going." *Geo Info Systems*, vol. 7, number 9, 1997; pp. 46-48.
44. 1997 - "Antecedents of Applied Geography: Marketing Geography." *Applied Geographic Studies*. 1 (3), 207-214. ([Grant Thrall](#) and Juan del Valle)
45. 1997 - "Real Estate Problem Solving and Geographic Information Systems: A Stage Model of Reasoning." *Journal of Real Estate Literature*, vol. 5, number 2, July, 177-201. (Grant Thrall and [Larry Wofford](#))
46. 1997 - "GIS and Business Geography: A Retrospective." *Geo Info Systems*, volume 7, number 6, June, pages 46-52. (Grant Thrall)
47. 1997 - "The Calculation of Retail Market Areas: The Reilly Model." *Geo Info Systems*, vol. 7, no. 4: pp. 46-49. ([Grant Thrall](#) and Juan del Valle)
48. 1996 - "Calibrating An Applebaum Analog Market Area Model With Regression Analysis." *Geo Info Systems*, November, 6 (11) 52-55 ([Grant Thrall](#) and Juan del Valle)

49. 1996 - "William Applebaum: Father of Marketing Geography." *Geo Info Systems*, 6 (9) 50-54. ([Grant Thrall](#) and Juan del Valle)
50. 1996 - "Retail Location Analysis: Antecedents." *Geo Info Systems*, 6 (6) 48-52 ([Grant Thrall](#) and Juan del Valle)
51. 1996 - "Measuring the Development Potential of an Historic Downtown," *Geo Info Systems*, 6 (4 April) 44-49 ([Grant Thrall](#) and Juan del Valle, Paul Amos and Ken McGurn.)
52. 1996 - "Commentary On Business GIS -- Battle Builds for Business GIS Market." *Geo Info Systems*, 6 (9 September) 46 ([Grant Thrall](#)).
53. 1996 - "GIS Within Real Estate And Housing Mortgage Industries: Agendas For the Near Future," *Business and Research Uses of GIS in Housing Mortgage Finance: Proceedings of the 1996 Fannie Mae Roundtable*; Fannie Mae: Washington DC. ([Grant Thrall](#) and Paul Amos)
54. 1995 - "Business GIS Data Part 6: When Is ZIP+2 Good Enough," *Geo Info Systems*, vol 5, nu 11, November 1995; 40-43. ([Grant Thrall](#), Juan del Valle and Susan Thrall)
55. 1995 - "The Location Quotient: Descriptive Geography for the Community Reinvestment Act," *Geo Info Systems*, vol 5, nu 6, June 1995; pp. 18-22. ([Grant Thrall](#) and Judy Fandrich and Susan Thrall).
56. 1995 - "Ninety Years of Urban Growth as Described with GIS: A Historic Geography," *Geo Info Systems*, vol 5, nu 4, April; 20 - 27. ([Grant Thrall](#) and Mark McClanahan and Susan Elshaw Thrall).
57. 1995 - "The Stages of GIS Reasoning," *Geo Info Systems*, vol 5, nu. 2, February 1995; pp. 46-51. ([Grant Thrall](#))
58. 1994 - Criteria and Definitions for the Evaluation of Geographic Information System Software for Real Estate Analysis," *Journal of Real Estate Literature*, vol 2, nu. 2, 227-241. ([A. Marks](#), C. Stanley and G. Thrall).
59. 1994 - "Business GIS Data, Part Five: Linking Attribute Data To Map Objects," *Geo Info Systems*, vol 4, no 5, May 1994; 49 - 54. ([Grant Thrall](#) and Dr. Susan Elshaw Thrall)
60. 1994 - "Response to Bruce Fogerty of IBM on Interpolating Street Address Coordinates" *Geo Info Systems*, vol 4, nu 7, July, p. 12. ([Grant Thrall](#))
61. 1994 - "A History of Implementing an Urban GIS, Part One: Design, Tribulations, and Failure," *Geo Info Systems*, July, p. 50 - 58. ([Grant Thrall](#) and Marilyn Ruiz)
62. 1994 - "A History of Implementing an Urban GIS, Part Two: Two Solutions Toward a Working GIS," *Geo Info Systems*, vol 4, nu 10, October, p. 46 - . ([Grant Thrall](#) and Marilyn Ruiz and Bob Bates)
63. 1994 - "Business GIS Data, Part Four: Attribute Data," *Geo Info Systems*, Vol 4, No 3, March 1994; 62-70 ([Grant Thrall](#)).
64. 1994 - "Business GIS Data, Part Three: ZIP Plus 4 Geocoding," *Geo Info Systems*, vol. 4, nu. 1, January, 57-60. ([Grant Thrall](#) and Dr. Susan Elshaw Thrall).
65. 1993 - "Business GIS Data, Part Two: Highend Tiger/Line," *Geo Info Systems*, vol. 3, nu. 10 (October), 66-70. ([Grant Thrall](#) and Dr. Susan Elshaw Thrall).

66. 1993 - "Commercial Data for the Business GIS (Part One)," *Geo Info Systems*, vol. 3, nu. 7, pp. 63-68 ([Grant Thrall](#) and Dr. Susan Elshaw Thrall).
67. 1993 - "The Cascade GIS Diffusion Model for Measuring Housing Absorption by Small Area with a Case Study of St. Lucie County, Florida," *Journal of Real Estate Research*, vol. 8, Nu. 3, Summer 1993; pp. 401-420. ([Grant Thrall](#) and C Sidman, S Thrall, T Fik.)
68. 1993 - "Functional Requirements of a Geographic Information System for Performing Real Estate Research and Analysis," *Journal of Real Estate Literature*, vol 1, nu 1, January, (with A. Marks), pp. 49-61. ([Grant Thrall](#))
69. 1993 "Using GIS to Analyze and Visualize Spatial Data", *Geo Info Systems*. vol 3, nu 5, pp. 59-65. ([Grant Thrall](#) and S Thrall, M Ruiz, C Sidman)
70. 1993 - "Using a GIS to Rate the Quality of Property Tax Appraisal," *Geo Info Systems*, vol 3, nu 3, pp. 56-62. ([Grant Thrall](#))
71. 1993 - "Basic GIS Software Can Help Make Urban Policy: The Case Of Homeless Shelter And Food Kitchen Spatial Distribution", *Geo Info Systems*, vol 3, nu 1, January, 58-64. ([Grant Thrall](#))
72. 1992 - "Siting Hospitals To Provide Cost-Effective Health Care," *Geo Info Systems*, vol 2, nu 8, September, pp. 58-66. ([Allen P. Marks](#), [Grant Ian Thrall](#) and [Michael Arno](#))
73. 1992 - "Improving Real Estate Market Research," *Real Estate Issues*, vol. 17, nu. 1, Spring/Summer 1992; pp. 1-7. ([Robert Pittman](#) and [Grant Thrall](#)).
74. 1992 - "Using the JOIN Function to Compare Census Tract Populations Between Census Years," *Geo Info Systems*, vol. 2, nu. 5, May 1992; pp. 78-81. ([Grant Thrall](#))
75. 1991 - "Real Estate Acquisition Decisions With GIS: Ranking Property For Purchase," *Proceedings of the Annual GIS/LIS Conference*, October, Atlanta GA. ([J. William McCartney](#) and [Grant Thrall](#)).
76. 1991 - "Using Geographic Information Systems In Economic Development," *Economic Development Review*, vol. 9, nu. 4, Fall; pp 14-21. ([Robert Pittman](#) and [Grant Thrall](#)).
77. 1991 - "Reducing Investor Risk: A GIS Design For Real Estate Analysis," *Geo Info Systems*, vol. 1, nu. 10, Nov/Dec. pp. 40-46. ([Grant Thrall](#) and [Susan Elshaw-Thrall](#)).
78. 1991 - "The Production Theory of Land Rent," *Environment and Planning A.*, vol 23, pp. 955-967. ([Grant Thrall](#))
79. 1991 - "Using The Delphi Method for GIS Criteria" *Geo Info Systems*, vol. 1 no 1, pp 46-52. ([Grant Thrall](#) and [J. William McCartney](#))
80. 1990 - "A Computer Assisted Decision Strategy For Evaluating New Satellite Hub Sites For a Local Utility Provider" ([Grant Thrall](#) with [Susan Elshaw](#)); *Computers, Environment, and Urban Systems*. Vol. 14, 37-48.
81. 1988 - "Greenspace acquisition and ranking program (GARP): a computer assisted decision strategy." ([Grant Thrall](#) with [B. Swanson](#) and [D. Nozzi](#)); *Computers, Environment, and Urban Systems*, Vol. 12, 161- 184.
82. 1988 - "Statistical and theoretical issues in verifying the population density function." *Urban Geography*, 9, 518-537. ([Grant Thrall](#))
83. 1987 - "Quantitative methods: regression analysis." *Urban Geography*, 6, 547-555. ([Grant Thrall](#))

84. 1987 - "A Comment On John Parr's Analysis of Greenbelts," *Town Planning Review*, Vol. 58, No. 2, April; p. 199-201. (Grant Thrall)
85. 1986 - "Reply to F. Driver and C. Philo (Univ. of Cambridge)," A rebuttal to their "Implications of 'Scientific' Geography: A Comment on Thrall's September 1985 Commentary," *Area*, September; p. 162-163.
86. 1985 - "The Athens Scientific Geography Conference," *Area*, September, p. 254.
87. 1985 - "Simulation of income necessary for prospective movers to be indifferent between two locations using a dynamic-menu display written in BASIC," *Modeling and Simulation*, 16 (1); p. 81-86.
88. 1984 - "The Theory of Geoinvestment," *Conflict Management and Peace Science*, Fall; pp. 17-44.
89. 1984 - "The Geoinvestment Trough: A Theory with Supporting Evidence of the Interaction Between Market, Location, and Political Stability in Attracting Foreign Direct Investment," *Modeling and Simulation*, Vol. 15, Part 1; pp. 339-344.
90. 1983 - "Foreign Direct Investment and Political Risk: A Model with Supporting Evidence of the Response of United States' World Investment to Political Turmoil," *Modeling and Simulation*, Vol. 14, No. 3; 841-846. (with Cengiz Erol)
91. 1983 - "The Proportion of Household Income Devoted to Mortgage Payments: A Model with Supporting Evidence," *Annals of the Association of American Geographers*, Vol. 73, No. 2, June; pp. 220- 230.
92. 1983 - "A Dynamic Equilibrium Model of Regional Capital Investment with Supporting Evidence from Canada and the United States," *Economic Geography*, Vol. 59, No. 3, July; pp. 272-281 (with Cengiz Erol).
93. 1983 - "A Model of the Change, Attributable to Government Health Insurance Plans, In Location Patterns of Physicians - with Supporting Evidence from Ontario, Canada," *Environment and Planning C: Government and Policy*, Vol. 1, No. 1; pp. 45-55 (with James Tsitanidis).
94. 1983 - "Three Pure Planning Scenarios, and the Consumption Theory of Land Rent," *Political Geography Quarterly*, Vol. 2, No. 3, July; 219-231.
95. 1982 - "Public Goods, Externalities, and the Consumption Theory of Land Rent," *Papers, Regional Science Association*, Vol. 50 (Montreal); pp. 132-149.
96. 1982 - "Mortgage Interest Rate Deductions and the Consumption Theory of Land Rent," *Canadian Geographer*, Vol. 26, No. 2; 142-152.
97. 1982 - "The Effect of Rising Transportation Cost Upon Urban Spatial Structure: An Analysis Using the Graphical Consumption Theory of Land Rent," *Urban Geography*, Vol. 3, No. 2; pp. 121-141.
98. 1982 - "Regional Dynamics of Housing Mortgage Effort In the United States," *Modeling and Simulation*, Vol. 13,; pp. 1273-1278.
99. 1981 - "Taxation and the Consumption Theory of Land Rent", *Professional Geographer*, May; pp. 197-207.
100. 1981 - "Simulated Dynamics of Local Government AFDC Expenditure," *Modeling and Simulation*, Vol. 12,; pp. 805-809.

101. 1981 - "Regional Dynamics of Local Government Welfare Expenditures," *Urban Geography*, Vol. 33, No. 4, 1981; pp. 450-456.
102. 1981 - "Dynamics in the Structural Form of Property Taxes," *Professional Geographer*, Vol. 33, No. 4.
103. 1980 - "Goods Things, Bad Things and Metaphysics," *Canadian Geographer*, Vol. 24; pp. 191-194 (with E. Casetti).
104. 1980 - "Public Revenues and Urban Spatial Structures Illustrated with a Microprocessor," *Modeling and Simulation*, Vol. 11; pp. 1399- 1404.
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107. 1979 - "States of Urban Spatial Structure: Implications of Theoretical Definitions Upon Urban Computer Simulations and Mathematical Models," *Environment and Planning A*, Vol. 11; pp. 23-35.
108. 1979 - "Public Goods and the Derivation of Land Value Assessment Schedules Within a Spatial Equilibrium Setting," *Geographical Analysis*, Vol. 11, No. 1; pp. 23-35.
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110. 1979 - "The Impact of Taxation Upon Urban Spatial Structure: A Comparative Static Numerical Illustration," *Modeling and Simulation*, Vol. 10; pp. 1347-1351.
111. 1979 - "Spatial Inequities in Tax Assessment: A Case Study of Hamilton, Ontario," *Economic Geography*, Vol. 55, No. 2; pp. 123- 134.
112. 1979 - "A Geographic Criterion for Identifying Property Tax Assessment Inequity," *Professional Geographer*, Vol. 31, No. 3; pp. 278-283.
113. 1978 - "Local Public Goods and Spatial Equilibrium in an Ideal Urban Center," *Canadian Geographer*, Vol. 22, No. 4; pp. 319-33 (with E. Casetti).

Geospatial Technology Commentaries And Software Reviews

[If multiple authors, principal author is underlined]

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115. 2006 – fall - Introductory piece to Joseph Berry's new book, *Map Analysis: Understanding Spatial Patterns and Relationships*, published by GeoPlace and GeoWorld.
116. 2006 – fall – Thrall, Grant Ian and Simon Thompson, Fall 2006 "Five Steps Toward Spatially Aware Financial Institutions: Enterprise Benefits And Beyond" *Business GeoInfo, Banking Edition*, ESRI: Redlands CA; page 9. Available online at <http://www.esri.com/library/newsletters/business-geoinfo/bgi-fall06-banking.pdf>

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- 118.2006 – Thrall, Grant Ian. "ESRI's Community*Sourcebook America" *GeoSpatial Solutions*, vol. 16, number 7 (July) p. 46-49. Also available online at <http://www.geospatial-solutions.com/geospatialsolutions/article/articleDetail.jsp?id=353691&pageID=1&sk=&date=>
119. 2006 – Qui, Youliang, and Grant Ian Thrall, "ER Mapper's Image Web Server (IWS)" *GeoSpatial Solutions*, vol. 16, number 6 (June) p. 46-49. Also available online at <http://www.geospatial-solutions.com/geospatialsolutions/article/articleDetail.jsp?id=337600&pageID=1&sk=&date=>
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- 121.2006 – Qui, Youliang, and Grant Ian Thrall, "DeLorme's XMap 4.5" *GeoSpatial Solutions*, vol. 16, number 2 (February) p. 46-49. Also available online at <http://www.geospatial-solutions.com/geospatialsolutions/article/articleDetail.jsp?id=303346&pageID=1&sk=&date=>
- 122.2005 - Thrall, Grant Ian. "User Friendly GIS: Review Of MapInfo Professional 7.8" *GeoSpatial Solutions*, vol. 15, number 4 p. 46-49. Also available online at <http://www.geospatial-online.com/geospatialsolutions/article/articleDetail.jsp?id=153304>
- 123.2005 - Thrall, Grant Ian. "Digital Map Publishing" *GeoSpatial Solutions*, vol. 15, number 3 p. 46-49. Also available online at <http://www.geospatial-online.com/geospatialsolutions/article/articleDetail.jsp?id=148379>
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- 125.2004 – "Microsoft MapPoint 2004, Basic Business Potential," *Geo Info Systems*, vol. 14, number 1, p. 48-51. <http://www.geospatial-online.com/geospatialsolutions/article/articleDetail.jsp?id=82854>
- 126.2003 - " Dell's Precision M60 and HP's Compaq Presario 3000: Laptops for GIS Road Warriors," *Geo Info Systems*, vol. 14, number 10, p. 49-53. <http://www.geospatial-online.com/geospatialsolutions/article/articleDetail.jsp?id=70782>
- 127.2002 – "3D GIS (ArcGIS 3D Analyst)" 2002. *GeoSpatial Solutions* 12(10):44-47. (Grant Thrall)
- 128.2001 – "Deriving Trade Areas (MarketEdge, TrendMaps)," *GeoSpatial Solutions*, 11(11): 44-48 (Grant Thrall and John Casey).
- 129.2001 – "Business Geography Data Resources. Part 1: Private Data Vendors" *GeoSpatial Solutions* 11(5): 42-45.
- 130.2001 – "Business Geography Data Resources. Part 2: Federal Government Data" *GeoSpatial Solutions* 11(6): 42-49. (Grant Thrall)
- 131.2001 – "Trippin' On LSPs (Lifestyle Segmentation Profiles)", *GeoSpatial Solutions*, vol. 11, number 4, pp. 40-43. (Grant Thrall, John Casey, Aracibo Quintana)
- 132.2000 – "MapPoint and Maptitude: Destinations Known", *GeoSpatial Solutions*, vol. 10, number 7, pp. 47-51. (Grant Thrall and Susan Thrall)

- 133.2000 - "Getting To Know Your Customer, CACI Coder/plus Software and Data," *Geo Info Systems*, vol. 10, number 4, p. 42-43. ([Grant Thrall](#) and Shaun McMullin)
- 134.2000 – "Supply Data For GIS Based Real Estate Market Analysis," *Journal of Real Estate Literature*, vol. 8, number 2. ([Grant Thrall](#))
- 135.2000 - "Zoning In On Real Estate Data (Comps.Com and FW Dodge)," *Geo Info Systems*, vol. 10, number 2, p. 40-42. ([Grant Thrall](#))
- 136.2000 – "CEDDS (Complete Economic and Demographic Data Source) From Woods & Poole Economics Inc." Data Review and Evaluation, *Geo Info Systems*, vol 10, number 1. p. 36-37. (Grant Thrall)
- 137.2000 – "Going Digital With Data: Icomap version 2.2)." Software Review and Evaluation, *Geo Info Systems*, vol 10, number 1. p. 34-36. (Grant Thrall)
- 138.1999 - "iSite Version 4.1," in *Geo Info Systems*, vol. 9, number 6, p. 47. ([Grant Thrall](#))
- 139.1999 - "Want to Think Spatially? -- Raster GIS with MFworks," in *Geo Info Systems*, vol. 9, number 6, p. 46. (Grant Thrall and Mark Brown)
- 140.1999 - "ESRI and TASC Track and Route," *Geo Info Systems*, vol. 9, number 11, p. 50. ([Grant Thrall](#) and Charles Sidman)
- 141.1999 - "Low Cost GIS Shows Us The Future: Reviews and Commentaries of MapPoint 2000 and CensusCD Blocks," *Geo Info Systems*, vol. 9, number 4; 38-43. ([Grant Thrall](#))
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- 144.1998 - "CensusCD+Maps," *Geo Info Systems*; vol. 8, number 11; 47-49. ([Grant Thrall](#))
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- 147.1998 - "Autodesk World 1.0," First Impressions Software Review in *Geo Info Systems*, volume 8, number 2, pp. 44-46. ([Grant Thrall](#))
- 148.1998 - "GeoMedia From Intergraph" First Impressions Software Review in *Geo Info Systems*, volume 8, number 2, pp. 46-48. ([Grant Thrall](#))
- 149.1998 - "Community 2020 (HUD Community Planning Software," First Impressions Software Review in *Geo Info Systems*, volume 8, number 2, pp. 49-51. ([Grant Thrall](#))
- 150.1997 - "Real Estate Problem Solving and Geographic Information Systems: A Stage Model of Reasoning." *Journal of Real Estate Literature*, vol. 5, number 2, July, 177-201. (Grant Thrall and [Larry Wofford](#))
- 151.1997 - "The Calculation of Retail Market Areas: The Reilly Model." *Geo Info Systems*, vol. 7, no. 4: pp. 46-49. ([Grant Thrall](#) and Juan del Valle)

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152. 1997 - "The Web-ulous World of GIS." *Geo Info Systems*, November, March, vol. 7, no. 3: p. 52-55 ([Grant Thrall](#))
153. 1997 - Blurring the line between GIS and desktop publishing. *Geo Info Systems*, 7 (2) 49. ([Grant Thrall](#) and Mark McLean)
154. 1997 - Review of Mountain High Maps. *Geo Info Systems*, 7 (2) 49-51. ([Grant Thrall](#) and Mark McLean)
155. 1997 - Review of Globe Shots and Cool Maps. *Geo Info Systems*, 7 (2) 52. ([Grant Thrall](#) and Mark McLean)
156. 1997 - Review of MapArt. *Geo Info Systems*, 7 (2) 52-53. ([Grant Thrall](#) and Mark McLean)
157. 1996 - "Review of ER Mapper For Windows 95," *Geo Info Systems*, 6 (4 April) 50-51 ([Grant Thrall](#) and Mark McLean and Susan Thrall)
158. 1996 - "Review of MAPublisher," *Geo Info Systems*, 6 (4 April) 51-52 ([Grant Thrall](#) and Bill Allen).
159. 1996 - "Review of Sylvan Maps OCX," *Geo Info Systems*, 6 (4 April) 51-52 ([Grant Thrall](#) and Bill Allen).
160. 1996 - "Modular Component Programming: The Foundations of GIS Applications," *Geo Info Systems*, vol 6, nu 2, February; 45-46. ([Grant Thrall](#))
161. 1996 - "SylvanMaps/OCX: First Impressions Software Review," *Geo Info Systems*, vol 6, nu 2, February; p. 47. ([Grant Thrall](#))
162. 1996 - "Maps, Data & Mapplets: First Impressions Software Review," *Geo Info Systems*, vol 6, nu 2, February; p. 48. ([Grant Thrall](#))
163. 1996 - "ARGUS Census Map USA: First Impressions Software Review," *Geo Info Systems*, vol 6, nu 2, February; pp. 49-50. ([Grant Thrall](#))
164. 1996 - "Surfer: review of three dimensional surface modeling software," *Journal of Real Estate Literature*, vol 4, nu 1, January; pp. 73-75. ([Grant Thrall](#))
165. 1995 - "New Generation of Mass-Market GIS Software: A Commentary," *Geo Info Systems*, vol 5, nu 9, September 1995; pp 58-60. ([Grant Thrall](#))
166. 1995 - "Review of Four GUI Based GIS Software Products," *Geo Info Systems*, vol 5, nu 9, September 1995; pp 60-65. ([Grant Thrall](#) and Juan del Valle and Susan Elshaw Thrall).
167. 1994 - "AutoCAD Data Extension (ADE) for AutoCAD for Windows by Autodesk," First Impressions, *Geo Info Systems*, vol 4, nu 3, March, p. 67 ([Grant Thrall](#))
168. 1994 - "Sure!MAPS 2.0," First Impressions, *Geo Info Systems*, July, p. 53. ([Grant Thrall](#))
169. 1992 - "The Right Stuff for MS-DOS GIS," *Geo Info Systems*, vol 2, nu 9, October, pp. 64-68. ([Grant Thrall](#))
170. 1992 - "Editing GIS Maps," *Geo Info Systems*, vol. 2, nu. 7, July/August; pp. 76-79. ([Grant Thrall](#))

g. Non refereed publications**h. Bibliographic catalogues**

1985 - October - National Geographic Society and Association of American Geographers joint publication: *Geographical Bibliography for American Libraries*, Part 6: Mathematical Models and Quantitative Methods. ([Grant Thrall](#))

i. Abstracts

N/A

j. Book Reviews

1. 2006 March, Book Review, *Real Estate and the New Economy: The Impact of Information and Communications Technology*, by Tim Dixon, Bob Thompson, Patrick McAllister, Andrew Marston, Jon Snow, Blackwell Publishing, 2006. Review published in *Journal of Real Estate Literature*, March 2006. ([Grant I Thrall](#))
2. 2002 – Andres Rank, Jonathan Raper and Jean-Paul Cheylan, *Life and Motion of Socio-economic Units*, Taylor and Francis: London and New York. *Journal of Regional Science*. ([Grant Thrall](#))
3. 1993 - Jack Harvey, 1992. *Urban Land Economics*, Macmillan: London. Reviewed in *Environment and Planning, A*. ([Grant Thrall](#))
4. 1991 - T J Kim, 1989. *Integrated Urban Systems Modeling: Theory and Applications*, Kluwer, Dordrecht. Reviewed in *Environment and Planning A*, Vol. 23, No. 3, 1991; pp. 451-452. ([Grant Thrall](#))
5. 1989 - Giuseppe Arbia, 1989. *Spatial Data Configuration in Statistical Analysis of Regional Economic and Related Problems*, Kluwer Academic Publishers: London. Reviewed in *Economic Geography*, Vol. 65, No. 3, July 1989; pp. 262-264. ([Grant Thrall](#))
6. 1988 - Andrei Rogers, 1984. *Migration, Urbanization, and Spatial Population Dynamics*. Westview Press: Boulder. And, Demitrios Dendrinios with Henry Mullally, 1985. *Urban Evolution: Studies in the Mathematical Ecology of Cities*, Oxford University Press: Oxford. Reviewed in *Urban Geography*. ([Grant Thrall](#))
7. 1987 - James B. Kau, C.F. Lee, C.F. Sirmans, *Urban Econometrics: Model Developments and Empirical Results*, JAI Press, 1986. Reviewed in *Growth and Change*, 19, 100-102. ([Grant Thrall](#))
8. 1987 - A. Wilson and R. Bennett, *Mathematical Methods in Human Geography and Planning*, Wiley, 1985. Reviewed in *Progress in Human Geography*, 11, 454-455. ([Grant Thrall](#))
9. 1985 - R. D. Norton and L. Solis M., eds., *The Book of CHAC: Programming Studies for Mexican Agriculture*. The Johns Hopkins University Press for The World Bank: Baltimore and London, 1983. Reviewed in *Latin America in Books*, Vol. VIII, No. 2, July.
10. 1982 - R. J. Bennett, *The Geography of Public Finance, Welfare Under Fiscal Federalism and Local Government Finance*, Methuen, Inc., 1980: reviewed in *Professional Geographer*, Vol. 34, No. 3; pp. 360-361.
11. 1979 - J. B. Foust and A. R. de Souza, *The Economic Landscape, A Theoretical Introduction*, Charles E. Merrill Publishing Co.,

12. 1978. L. S. Bourne and J. S. Simmons, eds., *Systems of Cities, Readings on Structure, Growth, and Policy*, Oxford University Press, 1978. Both books reviewed in *Geographical Analysis*, Vol. 11, No. 4, pp. 431-432.
13. 1978 - G. B. Norcliffe, *Inferential Statistics for Geographers*, John Wiley, 1977: reviewed in *Professional Geographer*, Vol. 30, No. 4; pp. 440-441.

k. Miscellaneous

k.1 Projects & Reports For Government and Public Institutions

1. 2005 – June - “The Changing Demographics of the Florida College Student“, report to the Florida Association of Colleges and Universities. FACU is comprised of and limited to presidents of public and private colleges in the State of Florida. Report available online at <http://web.clas.ufl.edu/users/thrall/facu/index.htm> and http://www.clas.ufl.edu/users/thrall/facu/thrall_facu_22june2005.pdf
2. 2005 April – “Atlas Of The State University System Of Florida: Report On Geographic Access To Florida’s Higher Education,” report commissioned by the Florida Board of Governors, Tallahassee, FL. Available online at <http://web.clas.ufl.edu/users/thrall/fbog/index.htm> and also available at http://www.fldcu.org/bog/meetings/2005_03_24/AtlasSUS_Pres.pdf
3. 2005 - “Geodemographic Report To The East Gainesville Alliance,” report commissioned by the office of the Provost (Dr. Colburn, directly supervised by Dr. D. King), University of Florida. Available online at <http://web.clas.ufl.edu/users/thrall/eg/index.htm>
4. 2005 – “Change in University of Florida Student Demographics From 2004 to 2005 By Lifestyle Segmentation Profile (Psychographic)” report distributed among UF senior administration.
5. 2004 – 2006 – “Business and Economic Portal” for the US Department of the Interior & US Geological Survey’s National Spatial Data Infrastructure Geospatial One-Stop web page. See <http://www.geodata.gov/gos> (Grant Thrall) Note. My resignation for continuing work on this is being negotiated, but hopefully a replacement will be found by mid summer, perhaps the Bureau of Labor Statistics.
6. 1992 - November - "Ordinance On Entitlement And Restrictions For The Location Of Food Distribution Centers (Soup Kitchens) For The Needy." This study was the report of a "Blue Ribbon" task force commissioned by the City of Gainesville who adopted the ordinance in November 1992. (Grant Thrall)
7. 1988 - July - "Should Gainesville Regional Utilities Construct Satellite Facilities: A Computer Assisted Decision Strategy." The GIS study was used to select the location to construct a new utility satellite facility. Property acquisition cost for the site selected was \$1.25 million. (Grant Thrall)
8. 1988 - June - "Report of Landuse Task Force: a Land Use Plan for Alachua County" (Vice-Chairman of Task Force, and a major author of report). (Grant Thrall, ..., and the task force.)
9. 1988 - March - "Geographic acquisition and ranking program for selecting the purchase of recreational and natural resource open space: GARP." (Grant Thrall with Bert Swanson, Professor of Political Science, U.F., and Dom Nozzi, Associate Planner, City of Gainesville. Written at the request of the City of Gainesville, and County of Alachua, Florida.)

k.2 Other miscellaneous publications

1. 1983 & 1985 - Editor (founding), *Pittsburgh Geography and Regional Science Sessions Newsletter*. Number 1, November 1983, was a special issue titled "Scientific Geography." Number 2, July 1985, was co- edited with Professor James O. Wheeler. With Number 2, the name was changed to *Scientific Geography Newsletter*. The first issue was on the Scientific Geography Conference, Athens, Ga.
2. 1979 - "The Consumption Theory of Land Rent," Discussion Paper, Department of Geography, State University of New York at Buffalo, October; 36 pages.
3. 1977 - "Tax Schedules in the Ideal City: Equilibrium versus Optimality," Ohio State University, Department of Geography, Discussion Paper #59, June, 26 pages (with E. Casetti).
4. 1977 - "Public Goods Within An Ideal Urban Center: A Spatial Equilibrium Analysis," Ohio State University Department of Geography, Discussion Paper #57, February, 33 pages. (with E. Casetti)
5. 1975 - *A Geographic Theory of a Public Economy in Spatial Equilibrium*, unpublished dissertation, Department of Geography, The Ohio State University, Columbus, Ohio.
6. 1972 - *Housing Value Functions, A Test For Homogeneous Neighborhoods*, unpublished Master's Thesis, Department of Economics, The Ohio State University, Columbus, Ohio.

k.3 Miscellaneous publications: selected newspaper articles

7. 1987 - 31 December - "Growth: Looking Back on 1987," *Gainesville Sun*; 1000 word essay.
8. 1987 - 8 February - "The Key to Attracting Business (A Guide to Why Industry Locates and What is the Industrial Future of Alachua County)," *Gainesville Sun*, 6,000 word essay. Referenced also in the *Lake City Reporter* through the New York Times Syndicate.
9. 1986 - 18 October "Planning Ahead," *Gainesville Sun*, page 11A; 1000 word essay.
10. 1986 - 17 April - "Density Patterns Discourage Bus Travel," *Gainesville Sun*, page 12, section A; 1000 word essay.
11. 1985 - 24 November - "Alachua County has Choice for the Future" *Gainesville Sun*, page 1, section 4B; 4,000 word essay.
12. 1978 - 5 August - "Property Tax Assessment Reform," *Hamilton Spectator*; p. 56. 4,000 words.

15. LECTURES AT UNIVERSITIES OR CONFERENCES

*Note, all presentations below have been made “nationally,” that is within the US, except those marked as **international**.*

1. 2008 – January. Invited presentation, University of Michigan. “Real Estate Values Correlated To School Districts: What Does It Really Mean?” Colleges of Urban Planning, Business and Law, University of Michigan, Ann Arbor, MI.
2. 2008 – April. Invited keynote presentation, Marketing and Business Geography Conference, University of Redlands, Redlands, California.
3. 2007 - April Organizer and chair of two special sessions, American Real Estate Society annual meetings in San Francisco, California. Session 1, Geospatial Analysis For Real Estate Market Analysis. Session 2, panel discussion co-organizer and chair. Panelists were Presidents of the Appraisal Institute, Mortgage Bankers Association, and the International Open GIS Consortium. The panel topic is spatial data standards in mortgage banking and appraisal.
4. 2006 - April Organizer and chair of two special sessions, American Real Estate Society annual meetings in Key West, Florida. Session 1, paper presentations where leading geographers have been invited as guests of the society; they were, Stewart Fotheringham (National University Ireland), Graham Clarke (Leeds University, UK), Tony Hernandez (Ryerson, Toronto, Ontario), as well as myself as a paper presenter. Session 2, panel discussion co-organizer and chair. Panelists were Presidents of the Appraisal Institute, Mortgage Bankers Association, and the International Open GIS Consortium. The panel topic is spatial data standards in mortgage banking and appraisal.
5. 2006 – August – Invited presentation and workshop, Amelia Island Florida. PricewaterhouseCoopers Global Financial Advisory Services, Real Estate Group, “Emerging Geospatial Technology And Analysis”.
6. 2005 – June - “The Changing Demographics of the Florida College Student“, invited keynote luncheon address to the Florida Association of Colleges and Universities. FACU is comprised of and limited to presidents of public and private colleges in the State of Florida. See crosslisting in government reports, presentation available online at <http://web.clas.ufl.edu/users/thrall/facu/index.htm>
7. 2005 – September – “Geographic Analysis For Higher Education Administration Decision Making,” invited keynote luncheon address to senior Tampa University administrators’ annual retreat, Tampa University, Tampa Florida.
8. 2005 – October – “Commentary On Business Geography Higher Education,” invited discussant and presentation to the Applied Geography Conference, Washington DC.
9. 2005 – April - “Geospatial Analysis And Technology In University Real Estate and Land Economics Education“, Panel Session Discussant, Annual Meetings, American Real Estate Society, Santa Fe, New Mexico.
10. “Business Geography of the GIS Industry“, invited speaker for the annual REGINALD G. GOLLEDGE DISTINGUISHED LECTURE, May 2004. Department of Geography, University of California at Santa Barbara, Santa Barbara CA. Presentation online at http://www.geog.ucsb.edu/events/golledge_disting_lect.htm

11. "The Future of Business Geography," special panel discussion session organizer and chair, annual meetings, Association of American Geographers, sponsored by the GIS Specialty Group and the Applied Geography Specialty Group. April, 2004, Philadelphia PA.
12. "Homer Hoyt –Originator Of The GIS Overlay?," invited panel (organized by Dr. John Cloud) discussant, annual meetings, Association of American Geographers, special session sponsored by the GIS Specialty Group and the Urban Geography Specialty Group. April, 2004, Philadelphia PA.
13. "The Education of a Business Geographer," invited panelist in the plenary session, Applied Geography Conference, November 2003. Colorado Springs CO.
14. "Business Geography For Marketing," invited presentation by Dr. Barton Weis, Department of Marketing, College of Business, University of Florida. October 7, 2003
15. "Business Geographic Market Analysis," invited paper presented to senior executives including the President, StJoe/Arvida, Jacksonville FL. StJoe/Arvida is the largest land owner in the State of Florida with over one-million acres. October 24, 2003
16. "Fiber Optical Cable Infrastructure in Orlando Florida," maps of GeoTel data created for the Public Utilities Research Group, College of Business, University of Florida, presented at the UF hosted "Florida Telecommunications Industry Association" attended by State of Florida Legislators. July 2002.
17. "Business Geography And New Real Estate Market Analysis" Invited paper presented to the Haas School of Business, University of California at Berkeley. March 19, 2002
18. "Business Geography And New Real Estate Market Analysis," invited paper presented to the Wharton School of Business University of Pennsylvania. March 29 2002.
19. "How business geography has improved real estate market analysis" Invited presentation to the Runstad Real Estate Center, University of Washington, Seattle, WA. November 2001.
20. 2001 – April – "Mass Appraisal & Noise: The Use of Lifestyle Segmentation Profiles To Define Neighborhoods In Hedonic Housing Price Mass Appraisal Models," American Real Estate Society annual meeting presentation, Idaho. (with Steve Lapos, Director of Global Real Estate Practices, PricewaterhouseCoopers, LLP)
21. 2001 – February – invited special Association of American Geographers (AAG) panel session presentation on "GIS Certification and Licensing: What Should Be The Role Of The AAG."
22. 2001 – February – invited special Association of American Geographers (AAG) panel session organizer, chair and panelist for the AAG President's Special Panel "New Urban Geography For the 21st Century."
23. 2001 – February – invited Association of American Geographers presentation in a paper session organized by the Centers For Disease Control And Prevention: "Do Hospitals Discriminate? GIS Derived Density Surfaces Of Patients Based Upon Their Lifestyle Segmentation Profiles With A Case Study of Long Island, NY."
24. 2000 – October – invited special panel session organizer and panel chair for the Applied Geography Conference, October 2000. The topic of the panel was "GIS and Business Geography Certification and Licensing."
25. 2000 – October – paper presented at the Applied Geography Conference, October 2000. "The Kernel Method For Deriving the Spatial Density of Prospective Retail Store Customers." Paper

- co-authored by Shaun McMullen and published in the June 2000 issue of *GeoSpatial Solutions*.”
26. 2000 – April – “GIS and Geographic Methods For The Calculation Of Absorption Rates In Office Submarkets,” paper presentation, American Real Estate Society, Santa Barbara CA. (Paul Amos, Grant Thrall)
 27. 2000 – April – invited panelist, “Thinking Outside The Box,” special session sponsored by the Homer Hoyt Institute, American Real Estate Society, Santa Barbara CA.
 28. 2000 – April – “Utilization of the Internet For Dissemination Of Computer Software Information To College Students,” paper presentation, American Real Estate Society, Santa Barbara CA. (Susan Thrall, Grant Thrall)
 29. 2000 – April – invited panelist, “Thinking Outside The Box,” special session sponsored by the Homer Hoyt Institute, American Real Estate Society, Santa Barbara CA.
 30. 1999 – April – invited special session organizer at the for the session “Business Geography.” Co-sponsored by the Applied Geography Specialty Group and the Geographic Information Systems Specialty Group, Association of American Geographers annual meetings, Honolulu, Hawaii.
 31. 1999 – April - Invited special session chair and commentator, “The Effect of Internet Commerce On Traditional ‘Bricks and Mortar’ Commercial Real Estate” Annual Meetings, American Real Estate Society, Tampa, Florida.
 32. 1999 – May – “The Future Of Business Geography In The University Educational Curriculum, To The Discipline Of Geography” invited presentation to the Department of Geography, University of Washington. Also, “The Status Of Business Geography, What It Is And Where It Is Going,” invited seminar to the Colleges of Business, Urban Planning, and Social Sciences, University of Washington, Seattle.
 33. 1999 - April - “A New Procedure For Urban Office Absorption Rate Calculation,” in the special session “Business Geography.” Paper presented at the annual meetings, Association of American Geographers, Honolulu, Hawaii.
 34. 1999 – April – paper presentation, “GIS Judgmental Procedure For Evaluating Commercial Real Estate For A Multi-Branch Retail Chain” Annual Meetings, American Real Estate Society, Tampa, Florida.
 35. 1997 - November - “Business Geography And How Local Government Can Help,” invited guest speaker, City and County of Palm Beach, Palm Beach Annual GIS Users Conference, Palm Beach Florida.
 36. 1997 - June - “The Future Of Business Geography In The University,” Business Geographics national conference, Atlanta Georgia. Invited presentation and panel discussant.
 37. 1996 - November - “Invited Panelist, GIS/LIS Conference,” GIS/LIS National Conference, Denver Colorado.
 38. 1996 - March - "New Directions In Real Estate Technology," invited presentation to the joint meeting of the Real Estate Councilors Group of America and the Weimer School for Advanced Studies in Real Estate and Land Economics.

39. 1996 - April - "Real Estate Technology, GIS and the Internet," invited panel presentation to the national meetings, American Real Estate Society, Lake Tahoe, Nevada.
40. 1996 - October - "Industrial Location," Organized by the North Central Florida Chapter of the Sierra Club, community service symposium on reasons for industrial location. Tapped before a live audience and televised several times.
41. 1996 - October - "Symposium On The Use of GIS In Real Estate Appraisal" daylong seminar presented to the Real Estate Councilors Group of America, San Antonio Texas.
42. 1995 - April - "GIS and Real Estate Analysis" paper presentation to the American Real Estate Society national meetings.
43. 1994 - April - "A Real Estate Diffusion Predictive Model" paper presentation to the American Real Estate Society national meetings.
44. 1993 - September - "A GIS Application of a Thunen Land Use Analysis" invited presentation in honor of Johann Heinrich von Thunen" German Embassy, Washington DC ([Grant Thrall](#) and Susan E. Thrall).
45. 1993 - September - "GIS In Research And The University Curriculum" invited presentation and workshop given to the faculty of the College of Business and College of Health Services, De Paul University, Chicago Illinois ([Grant Thrall](#) and Dr. Allen P. Marks).
46. 1993 - April - "The Cascade GIS Diffusion Model" paper presented at the annual meetings, Association of American Geographers, Atlanta GA ([Grant Thrall](#) and T Fik, C Sidman, S Thrall)
47. 1993 - April - "Forecasting Absorption With The Cascade GIS Diffusion Model" paper presented at the annual meetings, American Real Estate Society, Key West FL ([Grant Thrall](#) and T Fik, C Sidman, S Elshaw Thrall)
48. 1993 - April - "A GIS Analysis Of Urban Spatial Growth Patterns" invited panel discussant, American Real Estate Society, Key West FL
49. 1992 - April - "Spatial Modeling With GIS The Propensity For Bank Loans: Evaluating the Community Reinvestment Act (CRA)," paper presented at the annual American Real Estate Society, San Diego, CA ([Grant Thrall](#), Judy Fandrich and Susan Thrall).
50. 1992 - January - "The Design and Implementation of a GIS for Real Estate Analysis." Paper presented at the Annual Weimer School for Advanced Studies In Real Estate and Land Economics, Palm Beach FL.
51. 1991 - October - "Real Estate Acquisition Decisions With GIS" with J. William McCartney. Paper presented at the Annual GIS/LIS Conference, Atlanta GA.
52. 1991 - October - "Using a GIS to Perform Retail Market Analysis" with Allen Marks and Mike Arno. Paper presented at the Annual GIS/LIS Conference, Atlanta GA.
53. 1991 - May - "Hospital Site Selection, A GIS Planning Strategy With an Example From Montgomery County Maryland" with A. Marks and M. Arno. Paper presented at a special conference on Retail Site Selection, Weimer School for Advanced Studies in Real Estate and Land Economics.

54. 1991 - May - "Evaluating Vacant Commercial Parcel Sites Using Property Tax Appraisal Files Operationalized Within a GIS: An Example from St. Lucie County, Florida." Paper presented at the Weimer School for Advanced Studies in Real Estate and Land Economics. (Grant Thrall and S Thrall)
55. 1991 - April - "Calculating Special Taxing District Millage Rates With Geographic Information Systems," paper presented in a special session of the GIS and Quantitative Methods Specialty Groups of the Association of American Geographers, Annual Meeting, Miami, FL
56. 1991 - April - "Building and Implementing a GIS Database With Property Tax Appraisal Files For Real Estate Analysis," paper presented at the Annual Meeting, American Real Estate Society, Sarasota, FL
57. 1991 - March - "High Resolution GIS Forecasts of the Ten County Atlanta Region Single Family Dwelling Absorption," invited paper presented at the Annual Symposium on the State of the Atlanta Area Economy and Housing Market, Atlanta, GA. I was one of four speakers. Symposium attended by the 300 leading construction firms and financial institutions in Atlanta.
58. 1991 - February - "Using Signposts in a GIS to Improve Retail Site Selection Decisions," invited paper presented at a special conference for corporate retail site selectors, sponsored by the International Association of Real Estate Executives (NACORE) and the Homer Hoyt Institute (HHI), North Palm Beach, FL.
59. 1991 - February - "Improving the Real Estate Decision with Spatial Analysis and GIS", first invited presentation to initiate the new University of Florida student chapter of the International Association of Real Estate Executives (NACORE), Gainesville, FL.
60. 1991 - January - "A GIS of the Atlanta area housing construction market," invited paper presented at the Weimer School For Advanced Studies in Real Estate and Land Economics, North Palm Beach, FL.
61. 1990 - November - "The Production Theory of Land Rent" paper presented at the National Meetings, Regional Science Association, Boston, MA.
62. 1990 - May - "Spatial Modeling and Geographic Information Systems for the Human Built Environment," invited presentation, Department of Geography, University of California at Los Angeles.
63. 1990 - April - "Retail Site Selection Models and Real Estate Market Models in a GIS", invited paper presented to the Department of Geography, San Diego State University.
64. 1990 - April - "Introducing GIS to Real Estate Market Analysis," invited paper, American Real Estate Society annual meeting, Lake Tahoe, CA.
65. 1990 - April - "Changes in Geographic Research Attributable to Geographic Information Systems: Had I A GIS Then," Geographic Information Systems Specialty Group, Association of American Geographers Annual Meeting, Toronto, Ontario.
international
66. 1990 - April - "Future Trends In Geographic Information Systems Research," Invited Panel Discussant, Geographic Information Systems Specialty Group, Association of American Geographers Annual Meeting, Toronto, Ontario. **international**

67. 1990 - March - "The relative benefits of vector, versus raster, versus quadtree spatial data formats for real estate analysis," invited paper presented at the Weimer School For Advanced Studies in Real Estate and Land Economics, North Palm Beach, FL.
68. 1990 - March - "Improving Real Estate Acquisitions in the Public Sector," invited presentation, Homer Hoyt Advanced Studies Institute, Palm Beach, Florida.
69. 1990 - February - "Public Real Estate Decisions with GIS", invited presentation, Department of Earth and Natural Sciences, University of California at Riverside.
70. 1990 - February - "The Production and Consumption Theory of Land Rent", invited presentation, Department of Earth and Natural Sciences, University of California at Riverside.
71. 1989 - November - Discussant on the papers in the Special Session on GIS and the Human Built Environment. Joint East Lakes and Southeast Divisions, Association of American Geographers. Charleston, West Virginia.
72. 1989 - November - "Using GIS to Locate a Public Utility Facility: An Application of SPANS." Invited presentation at the 1st Annual SPANS Conference. Annapolis, Maryland.
73. 1989 - September - Invited Special Session Moderator/Presenter, "Improving the Real Estate and Development Decision using GIS." Plenary session, Annual Conference of Chair Holders and Directors of Real Estate Programs in American Universities. Palm Beach, FL.
74. 1989 - July - Invited Introductory and Concluding comments at the Conference on the Future of GIS in Real Estate Analysis. Hosted by TYDAC Corporation and the Homer Hoyt Institute. Washington, DC.
75. 1989 - March - "The Consumption and Production Theories of Land Rent, and their Applications," invited lecture series to the Department of Economics, School of Business, University of Florida.
76. 1989 - March - "Comments on Growth and Change in Alachua County: a Personal Perspective," invited taped interview for the Oral History Program, State of Florida Museum, Dr. Samuel Proctor, Director.
77. 1988 - November - "A Computer Assisted Decision Strategy for Acquisition of Land by the Public Sector." Geographic Information Systems Session. Paper presented to the Annual Meeting, South East Division of the Association of American Geographers, Mobile, AL.
78. 1988 - April - "Geographic acquisition and ranking program for selecting the purchase of recreational and natural resource open space: GARP." Paper presented at the North American Meetings, Association of American Geographers, Arizona. (Grant Thrall, Bert Swanson, Professor of Political Science, U.F., and Dom Nozzi, Planner, City of Gainesville).
79. 1988 - April - "Differences By Gender in the Increase in Wage Income with Increasing City Size," paper presented in a special session at the North American Meetings, Association of American Geographers. Arizona. (With Raymond Trew, Graduate Student in Geography, UF)

80. 1988 - April - "Verification of the CTLR Hypothesis that Land Values and Population Density Increase with Increasing City Size", paper presented in a special session at the North American Meetings, Association of American Geographers, Arizona. (Grant Thrall and Timothy Feather, Graduate Student in Geography, UF).
81. 1988 - January - "Wage Income and City Size," paper presented at the Institute of British Geographers Annual Conference. (Grant Thrall and Raymond Trew, Graduate Student in Geography, UF).
82. 1987 - 18 March - "Greenbelts and Externalities: Their Effect upon Urban Spatial Structure", invited lecture, Center for Wetlands, University of Florida.
83. 1987 - 15 April - "Town Planning: Choosing The Geography of our Urban Landscape", invited presentation in the University of Florida's Frontiers of Science Lecture Series, Organized by the Department of Physics.
84. 1987 - April - "Technology of solid waste disposal: its impact upon land use," paper presented at the North American Annual Meetings, Association of American Geographers, Portland, Oregon.
85. 1986 - November - "Low cost transportation nodes and their effect upon urban spatial structure: an analysis using the consumption theory of land rent," paper to be presented at the North American Annual Meetings, Regional Science Association, Columbus, Ohio.
86. 1986 - April - "Humanities Principles versus Science in Contemporary Geography," paper presented in a special session on Philosophy of Geography organized by Reginald Golledge, at the North American Meetings, Association of American Geographers.
87. 1985 - November - "Geopolitics of Foreign Direct Investment: A Model with Supporting Evidence," paper presented at the North American Meetings, Regional Science Association, Philadelphia, Pennsylvania.
88. 1985 - April - "Simulation of income necessary for prospective movers to be indifferent between two locations using a dynamic-menu display written in BASIC," paper presented at the Pittsburgh Modeling and Simulation Conference.
89. 1985 - April - "Determinants to Local Police Expenditures in Florida," paper presented at the Annual Meeting, Association of American Geographers, (with Susan Elshaw Thrall).
90. 1985 - 18 November - "Response of Local Government to Crimes Against People versus Crimes Against Property," Paper presented at Southeastern Division of the Association of American Geographers, Annual Meeting, Birmingham, Alabama; (with Susan Elshaw Thrall).
91. 1984 - June - "Geopolitics of Foreign Direct Investment: A Space Time Model with Supporting Evidence," invited paper presented in a special session organized by Walter Isard and the Peace Science Society International for the World University of the World Academy of Sciences, and the World Research Center, Holland. ***international***
92. 1984 - 23 April - "Political Geography of Capital Investment," paper presented in a special session organized by Walter Isard and jointly sponsored by the Peace Science Society International and the Association of American Geographers, at the Annual Meeting, Association of American Geographers, Washington, D.C.
93. 1984 - March - "The Global U.S. Foreign Direct Investment Distance Function," paper presented at the Annual Conference, International Studies Association, Atlanta.

94. 1984 - 19 April - "Geopolitics of Political Turmoil and U.S. Foreign Direct Investment," paper presented at the Annual Meeting, Pittsburgh Modeling and Simulation Conference, Department of Engineering, University of Pittsburgh.
95. 1983 - October - "Foreign Direct Investment and Political Turmoil," paper presented at the Annual Meetings, Southeast Division of the Association of American Geographers, Orlando, Florida.
96. 1983 - October - Invited Discussant of papers in a special session on economic geography at the Annual Meetings, Southeast Division of the Association of American Geographers, Orlando, Florida.
97. 1983 - 22 April - "Foreign Direct Investment and Political Risk: a Model with Supporting Evidence of the Response of United States' World Investment to Political Turmoil," paper presented at the 14th Annual Modeling and Simulation Conference, Department of Engineering, University of Pittsburgh.
98. 1983 - February - "Summary of Economic and Political Geography Contributions," presentation to the Department of Geography, University of Florida, Gainesville.
99. 1983 - January - "A Model of the Proportion of Household Income Devoted to Mortgage Payments with Supporting Evidence," paper presented to the Department of Economics, University of Southern California, Los Angeles.
100. 1983 - January - "The Geography of Housing Price Change and Mortgage Payments in the United States," paper presented to the Department of Geography, University of California at Santa Barbara.
101. 1983 - January - "Geopolitics of the Flow of Investment Capital Between the United States and Canada: A Model with Supporting Evidence," paper presented to the Department of Geography, University of California at Los Angeles.
102. 1982 - October - "A Theory of Housing Mortgage Effort with Supporting Evidence," paper presented at the Annual Meeting, Association of American Geographers, Middle States Division, New Jersey.
103. 1982 - 6 May - "Modeling U.S. Housing Mortgage Effort: Regional Development Implications," invited paper presented at the conference on Dimensions of Regional Development and Planning, organized by Kingsley Haynes, and Department of Geography and Center of Urban and Regional Analysis, Indiana University.
104. 1982 - 23 May - "Regional Dynamics of Housing Mortgage Effort in the United States," paper presented at the 13th Annual Modeling and Simulation Conference at the University of Pittsburgh, Pittsburgh, Penn.
105. 1982 - 22 April - "A Theoretical Examination of Planning Methodology," paper presented at the 78th Annual Meeting, Association of American Geographers, San Antonio, Texas.
106. 1982 - 21 January - "The Consumption Theory of Land Rent," invited paper presented to the Department of Geography, University of California at Santa Barbara.
107. 1981 - 20 November - "Public Goods, Externalities, and the Consumption Theory of Land Rent," paper presented at the Annual Meeting, Regional Science Association, Montreal, Canada. **international**

108. 1981 - October - "Micro Computer Applications: Forecasting Demand for AFDC Payments," paper presented at the Annual Meeting, Association of American Geographers, Middle States Division, Rochester, New York.
109. 1981 - October - "Doctors Per Capita in Ontario, Canada," presented at the Annual Meeting, Association of American Geographers Middle States Division, Rochester, New York. (with James G. Tsitanidis)
110. 1981 - April - "Simulated Dynamics of Local Government AFDC Expenditure," Conference on Mathematical Modeling and Simulation, Pittsburgh, Penn.
111. 1981 - April - "Regional Dynamics of Local Government Welfare Expenditures", 77th Annual Meeting, Association of American Geographers, Los Angeles, Calif.
112. 1981 - January - "Three Pure Planning Scenarios and the Consumption Theory of Land Rent," invited paper, Institute of British Geographers National Conference, Leicester, England.
international
113. 1980 - November - "Dynamics of the Structural Changes in Property Taxes," Canadian Association of Geographers Ontario Division, London, Ontario, Canada. *international*
114. 1980 - October - "Microprocessors in Geographic Research and Education," Association of American Geographers Middle States Division, Wilmington, Delaware.
115. 1980 - 1 May - "Public Revenues and Urban Spatial Structure," paper presented at the 11th Annual Modeling and Simulation Conference at the University of Pittsburgh, Pittsburgh, Penn.
116. 1980 - April - "Taxation and the Consumption Theory of Land Rent," 76th Annual Meeting, Association of American Geographers,; Louisville, Kentucky.
117. 1979 - 25 April - "The Impact of Taxation Upon Urban Spatial Structure: A Comparative Static Numerical Illustration," 10th Annual Modeling and Simulation Conference at the University of Pittsburgh, Pittsburgh, Penn.
118. 1979 - 23 April - "Property, Sales, Income Taxes and Urban Spatial Structure," 75th Annual Meeting, Association of American Geographers, Philadelphia, Pennsylvania.
119. 1978 - 2 March - "Geographical Analysis of a Property Tax System," invited paper, State University of New York at Buffalo.
120. 1978 - April - "Public Goods and the Derivation of Land Value Assessment Schedules Within a Spatial Equilibrium Setting", 74th Annual Meeting, Association of American Geographers, New Orleans, Louisiana.
121. 1977 - November - "Land Use Model of Human Conflict," Canadian Association of Geographers Ontario Division, Waterloo, Ontario, Canada, (with Emilio Casetti). *international*
122. 1977 - Spring - "Computer Map of Canada," interactive computer graphic display, McMaster University, Hamilton, Ontario, Canada. *international*
123. 1976 - 7 June - "A Spatial Approach to Problems of Urban Land Use and the Public Economy," invited paper, Department of Geography, University of Chicago, Chicago, Illinois.
124. 1976 - April - "Burden: Derivation of the Incidence of the Property Tax," 72nd Annual Meeting, Association of American Geographers, New York, N.Y.

125. 1975 - May - "A Geographic Theory of the Property Tax," Department of Geography, McMaster University, Hamilton, Ontario, Canada. ***international***
126. 1975 - April - "A Pure Geographic Theory of the Land Tax," invited paper, Department of Geography, University of Wisconsin, Madison, Wisconsin.
127. 1974 - April - "Financing Government Expenditure: A Survey of the Value-Added Tax," 70th Annual Meeting, Association of American Geographers, Seattle, Washington, (presented by R.G. Golledge).

Presentations To Selected Public and Private Organizations and Corporations

1. 2006 November – “Adopting Geospatial Reasoning and Technology In Corporate Wide Management,” invited 2.5 hour keynote address and workshop presented to the senior management of Public Grocery Stores, Corporate Headquarters, Lakeland Florida.
2. 2006 – October – “Geodemographic Projections For Polk County, Florida,” invited keynote address to the annual retreat, Polk County Chamber of Commerce and Its Members. Presentation held at Celebration, Florida.
3. 2003 – September – “Why Retail Stores Locate Where They Do?” invited presentation to the Democratic Party, Alachua County Fl
4. 1993 - April - "Reasons For the City and County Commission To Support Downtown Redevelopment", invited seminar presented to the City Commission of the City of Gainesville and the County Commission of the County of Alachua.
5. 1991 - May - "Economic Impact Of Locating the St. Francis Residence for the Destitute in the Central City Core Redevelopment District". Expert witness to the Gainesville Board of Adjustment, with William Weismantel of the Department of Urban and Regional Planning, Univ. of Florida.
6. 1989 - April 17 - "Transportation, The Expressway, and Micanopy's Future", invited presentation to the City of Micanopy, Florida: City Council, Visions 2100, Chamber of Commerce, Friends of Micanopy.
7. 1989 - March - "Using Florida's Growth Management Act and Concurrency to Improve the Economic Base of Ocala," invited presentation to the City of Ocala, Florida: City and County Commissions, Visions 2010, and Chamber of Commerce.
8. 1989 - February 14 - "Land Use Plans and Community Growth", invited presentation to the City of Micanopy, Florida: City Council, Visions 2100, Chamber of Commerce, Friends of Micanopy.
9. 1989 - February 9 - "Growth Management," invited presentation and panel discussant to the Gainesville Area Chamber of Commerce program "Leadership Gainesville."
10. 1989 - February 3 - "Land Use Change, Regional Development, and Transportation Systems", invited presentation to Florida Defenders of the Environment. Marjorie Carr, Organizer. John deGrove, Chairman. Summary of presentation published in the Jacksonville, Florida Times Union, and through them released Associated Press. The Florida Times Union also wrote an editorial supporting my work and policy

recommendations on land use; Republican Governor Robert Martinez subsequently supported those positions taken in my presentation.

11. 1989 - February 2 - "Compact Cities Benefit the Environment and Increase Retail Sales and Service Base of the Region", invited presentation to the North-Central Chapter of the Sierra Club.
12. 1988 - November - "Transportation Systems and How they Determine Land Use Patterns: An Evaluation of a Proposed Gainesville Outer- belt and the Tampa to Jacksonville Toll-way," invited presentation to the Gainesville League of Women Voters.
13. 1988 - June - "Spatial Market Forces that Influence Archer's Future", invited presentation to the City Council and other community leaders in Archer, Florida.
14. 1988 - Spring - Saturday morning lecture Series to Gainesville and Alachua County community leaders on land use and local urban growth.
15. 1987 - November - "Redeveloping the city center of a small town," invited presentation to the High Springs, Florida, Redevelopment Advisory Board.
16. 1987 - September - "Choosing between three alternative land use futures for the City of High Springs, Florida," invited presentation to the High Springs Rotary Club.
17. 1986 - December - "Alternative commercial growth futures for Alachua County and the City of Gainesville", invited presentation to the Economic Growth Committee of the Visions 2000 Task Force for the County of Alachua.
18. 1986 - November - "Why does industry locate where it does; development and financing of necessary infrastructure including public open space", invited presentation to the Gainesville Builders Association, Empire of America Bank.
19. 1986 - 28 February - "Solid Waste Technology and Its Impact Upon Local Land Use and Land Problems," invited presentation to the Alachua County Special Committee on Solid Waste Disposal. An interdisciplinary conference sponsored by the Legal Environmental Assistance Foundation of Florida, Sierra Club, and the U.S. Environmental Protection Agency. University of Florida, College of Law.
20. 1985 - 18 December - "Land Use Planning to Preserve the Urban Core With Rapidly Expanding Suburbs", invited seminar to the Alachua County Board of Commissioners.
21. 1985 - 2 November - "Alachua County has Choice for the Future: A Four Point Umbrella Plan to Regulate Land Development", invited presentation to the Gainesville League of Women Voters' Symposium on Visions for the Year 2000.
22. 1985 - April - "The present and future role of microcomputers in the public sector: job threatening or job enhancement?", invited guest lecture to employees of the City of Gainesville, Florida.

- **Selected Interviews: Radio/Television/Newspaper**

1. Florida Insurance Rescue, By JOHN HIELSCHER And MICHAEL BRAGA, Sarasota Herald Tribune, January 12, 2007

2. Florida Exodus? Statistics Show Residents Starting To Leave For Less Costly Locales, By Paul Owers, South Florida Sun-Sentinel, January 11, 2007
3. Polk's Housing Lull Not Over, Report Says, Polk County Ledger, By Jeremy Maready, January 10, 2007
4. "Solid Sales" *Florida Today*, By Gaila Schaefer, October 8, 2006
5. "Beherzt gegensteuern" *Florida Sun*, by Dirk Rheker, September, 2006. Three page interview with Grant Thrall on real estate market trends, in German language magazine on German investment and lifestyle in Florida. See <http://www.clas.ufl.edu/users/thrall/class/g3602/floridasunmagazin.pdf>
6. "Retail Marketing, Dr. Location: *Florida Trend Magazine* interview With Dr. Grant Thrall," a four page interview on Grant Thrall by Cynthia Barnett, January 2006. See <http://www.clas.ufl.edu/users/thrall/class/g3602/floridatrend2006jan.pdf>
7. Down, not out, Hurricanes can have stormy effect on real estate, CBS Market Watch, By Andrea Coombes, Sept 17, 2004. See <http://Cbs.Marketwatch.Com/News/Story.Asp?Guid=%7b8dceb691%2d8b67%2d4e5e%2dbff2%2d69d3b8943b62%7d&Siteid=Mktw>
8. Tv 20, Gainesville Fl. Interview On Wal-Mart And Possible Relocation From Current Nw 13 Street Location.
9. Scrambling To Define Sprawl By Dan Dewitt. *St. Petersburg Times*. St. Petersburg, Fla.: Oct 6, 2003. Pg. 1
10. Solutions Sought For Ailing Corridor , Several Options Could Offer Hope For Revitalizing The Area, *Gainesville Sun* 09/08/03 In Local News
11. Lake City residents give store mixed reviews, LAKE CITY - It took one year for George Hudson Sr. and his family to close their 50-year-old grocery store after Wal-Mart opened a supercenter about a mile away. *Gainesville Sun* 07/09/03 in Local News
12. Wal-Mart shoppers praise low prices, wide selection, Jimmie Brown makes the 18-mile drive from his home in Hawthorne to Gainesville's NW 13th Street Wal-Mart about once a week. *Gainesville Sun* 07/07/03 in Local News
13. 13th Street blues, Kmart may close and Wal-Mart may relocate miles away with a larger center. *Gainesville Sun* 01/17/03 in Local News
14. 1998 – *Gainesville Sun*, commentary by newspaper business editor, Lillian Guevara-Castro, "Targeting sites for new stores is big business." Article devoted to my program in business geography at University of Florida.
15. 1996 - *Gainesville Sun*, feature story series on commercial (retail and industrial) location trends.
16. 1996 - October - *The Jacksonville, Florida Times Union*, featured in a front page article on the economic development trends of Jacksonville Florida
17. 1993 - Summer - *American Demographics*, interview on my present research on forecasting housing absorption using spatial diffusion models and GIS

18. 1993 - Spring - *Florida Trend Magazine*, interview on my real estate analysis with GIS
19. 1989 - February - The Jacksonville, *Florida Times Union* wrote an editorial commending my work on land use and urban growth.
20. 1988 - November - 40-minute talk show ("The Hank Conner Show") on WUFT-AM Public Broadcasting.
21. 1987 - September - "Issues concerning 'business incubators' for redeveloping small town centers." Florida First, Public Radio. 10 minute interview.
22. 1987 - March - 40-minute talk show ("The Hank Conner Show") on WUFT- AM .
23. 1987 - February - 40-minute talk show ("The Hank Conner Show") on WUFT-AM. (with A Stewart Fotheringham)
24. 1986 - September - 40-minute talk show ("The Hank Conner Show") on WUFT-AM.
25. Friday, IKEA not alone in luring from area - Some consumers complain area shops are geared to college students. [November 16, 2007] .
<http://www.gainesvillesun.com/article/20071116/NEWS/711160306>
26. IKEA opens in Orlando - The international phenomenon that is IKEA arrived in Orlando, the second Florida store after one opened in Sunrise near Fort Lauderdale last month. A third store is scheduled to open in Tampa in 2009. [November 15, 2007]
<http://www.gainesvillesun.com/article/20071115/NEWS/711150321>
27. Friday, March 25, 2005 1:00 am, Thrall focuses on location. Independent Florida Alligator. <http://www.alligator.org/pt2/050325thrall.php>
28. Dr. location: more retailers are turning to "business geographers" like UF professor Grant Thrall.(Retail Marketing). *Florida Trend*, 1 January 2006. (**four page interview with Dr. Thrall**)
<http://www.clas.ufl.edu/users/thrall/class/g3602/floridatrend2006jan.pdf> and
<http://www.floridatrend.com/search.asp?keyword=Thrall&author=&date1=&date2=&category=All&monthly=>
29. Professor Thrall, uber Floridas Stadtplaner. *Florida Sun: Das Grosse Insider Magazine* July/August/September 104-106.
<http://www.clas.ufl.edu/users/thrall/class/g3602/floridasunmagazin.pdf>
30. The admissions squeeze: students are finding it harder to get into the state's schools--and a crisis looms as the competition intensifies over the next five years.(Florida's Colleges), Florida Trend, sept 2006.
<http://www.floridatrend.com/search.asp?keyword=Thrall&author=&date1=&date2=&category=All&monthly=>
31. ***Scrambling to define sprawl: Different interpretations of sprawl may cause problems for the developer of the proposed Southern Hills Plantation. St Petersburg Times, Dan DeWitt, October 6, 2003.***
http://www.sptimes.com/2003/10/06/Hernando/Scrambling_to_define.shtml
32. Expert Puts Trash Woe At Top Of Heap, Miami Herald March 1, 1986, Page 2B,

- http://nl.newsbank.com/nl-search/we/Archives?p_product=MH&s_site=miami&p_multi=MH&p_theme=realcities&p_action=search&p_maxdocs=200&p_topdoc=1&p_text_direct=0EB3648CD021F3F3&p_field_direct=0=document_id&p_perpage=10&p_sort=YMD_date:D&s_trackval=GooglePM
33. Florida exodus? Statistics show residents starting to leave for less... Orlando Sentinel November 12, 2007 <http://www.orlandosentinel.com/news/local/state/sfl-zmoving11jan11.0.504969.story?coll=orl-home-headlines>
 34. Real estate rebound predicted; Experts see little long-term effect for storm-affected states September, 2005 Charlotte Observer (NC) <http://moresresults.factiva.com/results/index/index.aspx?ref=CLTO000020050917e19h0001e>
 35. Satellites Predict Hot Properties Miami Herald, Feb 12, 1993 <http://docs.newsbank.com/g/GooglePM/MH/lib00256,0EB4CC9584F8FC4B.html>
 36. New Port Richey looks to railroad history for revival St. Petersburg Times - Oct 10, 2005 http://www.sptimes.com/2005/10/10/Pasco/New_Port_Richey_looks.shtml
 37. Florida housing prices still rising, despite hurricanes. South Florida Sun-Sentinel Oct 24, 2004 <http://www.accessmylibrary.com/premium/0286/0286-7133658.html>
Eyes on real estate in '05 - Area home prices are soaring, but... Sarasota Herald-Tribune, Jan 2, 2005 <http://docs.newsbank.com/g/GooglePM/HT/lib00190,1076389AAA8926AE.html>
 38. The Technocracy Behind Politics.(increasing use of geographic information systems Insight on the News Feb 26, 2001 http://www.highbeam.com/doc/1G1-72274211.html?refid=gg_x_02
 39. Florida Insurance Rescue, Sarasota Herald-Tribune - Jan 12, 2007 <http://www.heraldtribune.com/apps/pbcs.dll/article?AID=/20070112/BUSINESS/701120444/1060>
 40. Florida housing prices still rising, despite hurricanes. South Florida Sun-Sentinel, Oct 24, 2004 http://www.highbeam.com/doc/1G1-123609582.html?refid=gg_x_02
 41. Expert quote on land development, *Florida Today*, Dec 31, 2006
 42. Could hurricanes doom real estate boom? - If one area was hit by... Sarasota Herald-Tribune, Jul 19, 2005 <http://docs.newsbank.com/g/GooglePM/HT/lib00190,10B7781CE6C95240.html>
 43. South Florida's Perilous Dumps, Miami Herald, Dec 13, 1986 <http://docs.newsbank.com/g/GooglePM/MH/lib00246,0EB366500F5440E6.html>
 44. Some looking for a safer, more affordable area, Sarasota Herald-Tribune, Oct 3, 2005 <http://docs.newsbank.com/g/GooglePM/HT/lib00190,10D084F88CB3FBD0.html>
 45. Investor's Business Daily: Breaking News - Sep 17, 2004. Geographers say our willingness to locate to a region is unaffected By disasters which hit less than Once every seven years, said Grant Thrall, professor of ...
 46. <http://www.investors.com/breakingnews.asp?journalid=23144758&brk=1>

47. Reported robberies on rise in downtown Gainesville, Ocala Star-Banner, Nov 30, 1994 Grant Thrall said at the press conference that downtown crime was decreasing And that downtown is safer than the Oaks Mall
<http://docs.newsbank.com/g/GooglePM/OSBB/lib00839,1033C4E422147476.html>
48. Real estate has rebirth after hurricanes - South Florida real estate...
Ocala Star-Banner, Oct 22, 2005 "the first cycle was a momentary price decline that lasted several months," said Grant Thrall of the University of Florida. "then very quickly we got back ...
<http://docs.newsbank.com/g/GooglePM/OSBB/lib00839,10D7FB6145A69C08.html>
49. Why Would Anyone Own Florida Real Estate?
CNNMoney.com - Nov 1, 2004" but," notes Grant Thrall, a professor of business geography at the University of Florida, "if you live on a flood plain that starts flooding more ...
http://money.cnn.com/magazines/moneymag/moneymag_archive/2004/11/01/8188807/
50. Hurricane Katrina's long-term impact on real estate, Ocala Star-Banner, Sep 3, 2005 "The housing market will bounce back," said Grant Thrall, a University of Florida professor who studies The effect of calamities on real estate values. ...
<http://docs.newsbank.com/g/GooglePM/OSBB/lib00839,10C77FF60C858D18.html>
51. Hurricanes unlikely to dampen real estate
Palm Beach Post - Oct 10, 2004... University of Florida Professor Grant Thrall said. the population of Miami-Dade County dropped by nearly 32000 the year after Andrew. ...
http://www.palmbeachpost.com/business/content/business/epaper/2004/10/10/a1f_canerea1estate_1010.html
52. Florida home prices and sales are soaring, but economists are divided..., Ocala Star-Banner, Jan 8, 2005"I would expect prices in Florida have only begun to increase," said Grant Thrall, a professor At the University of Florida and author of "business ...
<http://docs.newsbank.com/g/GooglePM/OSBB/lib00839,109E37834FDCBCA2.html>
53. Bank giant lent money to Husani partners - Latest deal bears hallmarks..., Sarasota Herald-Tribune, Apr 6, 2006 "There's good reason to worry," said Grant Thrall, a University of Florida Land economist and member of the National Academic Board of the Appraisal ...
<http://docs.newsbank.com/g/GooglePM/HT/lib00190,110D7E384EAC5900.html>
54. Hurricanes unlikely to dampen Palm Beach County, Fla.-area real..., Knight Ridder/Tribune Business News, & Palm Beach Post, Oct 10, 2004... of Homestead and Florida City in 1992, only 10 percent of The people who evacuated never came back, University of Florida Professor Grant Thrall said. ...
http://www.highbeam.com/doc/1G1-123058464.html?refid=gg_x_02
55. Upcoming development explosion spurs debate about long-term result, Sarasota Herald-Tribune, Aug 28, 2005 University of Florida professor Grant Thrall, who studies demographics and their relationship to growth patterns, predicts that as housing prices continue ...
<http://docs.newsbank.com/g/GooglePM/HT/lib00190,10C4A743514C0E08.html>
56. Gulf Coast Revival, [CNNMoney.com](http://money.cnn.com) , Apr 1, 2006 "What we have found is that as long as disasters occur infrequently, people aren't really scared off," says Grant Thrall, a University of Florida professor ...
http://money.cnn.com/magazines/moneymag/moneymag_archive/2006/04/01/8373306/index.htm

57. Buy Florida land cheap! [CNNMoney.com](http://money.cnn.com/magazines/fortune/fortune_archive/2005/10/17/8358067/) Oct 17, 2005 Grant Thrall, a professor of economic geography at the University of Florida, explains that it's only when natural disasters start affecting communities ...
http://money.cnn.com/magazines/fortune/fortune_archive/2005/10/17/8358067/
58. Daily Herald Newspaper, February 11, 1993, Chicago, Illinois
... said geography professor Grant Thrall. Geographic information system can determine where the demand will be and how high that demand will Thrall said ..
<http://www.newspaperarchive.com/newspapers1/na0003/6770340/26286625.html>
59. As population boom continues, U. Florida professor pushes for new university... University Wire - Sep 1, 2005 "There are various areas in The State where students don't have good access to higher education," said Grant Thrall, an economic geography professor who was
http://www.highbeam.com/doc/1P1-112756306.html?refid=gg_x_02
60. Community banks are writing more loans, Sarasota Herald-Tribune, Sep 18, 2006 Grant Thrall, a University of Florida land economist, agreed. "the sky is not falling in real estate in Florida," Thrall said. "We are in a lull, ...
<http://docs.newsbank.com/g/GooglePM/HT/lib00190,1143E0A20A8FFAC0.html>
61. Storms unlikely to slow Port St. Lucie growth
Palm Beach Post - Oct 3, 2004 "the market has a very short memory," said University of Florida Professor Grant Thrall, who studies the effect of calamities on Real estate values. ...
http://www.palmbeachpost.com/storm/content/martin_slucie/epaper/2004/10/03/m1a_psl_1003.html
62. Florida housing prices still rising, despite hurricanes. Knight Ridder/Tribune Business News, Oct 24, 2004 "the market has a very short-term memory when it comes to hazards," said Grant Thrall, professor of Business geography at the University of Florida in ...
http://www.highbeam.com/doc/1G1-123603911.html?refid=gg_x_02
63. Abundant college choices lure South Florida students... Miami Herald, Oct 2, 2005 Grant Thrall , A UF professor of business geography who conducted A demographic study for university system leaders, said Broward County has the population growth ...
http://www.highbeam.com/doc/1K1-123012000061772.html?refid=gg_x_02
64. Bubbly, not a bubble, for Sarasota's real estate boom
Sarasota Herald-Tribune - Oct 14, 2005 Grant Thrall, a University of Florida economist, says that about 1000 people come to Florida Each day and 400 leave for a daily net influx of 600...
<http://www.heraldtribune.com/apps/pbcs.dll/article?AID=/20051014/COLUMNIST13/510140522>
65. Gainesville: from classrooms to boardrooms. Florida Trend, Jun 1, 1993 "Downtown is central to strengthening the Economic base of Gainesville," says Dr. Grant Thrall, professor of Urban Geography at UF and ...
http://www.highbeam.com/doc/1G1-14160376.html?refid=gg_x_02
66. The real estate boom is over. Sarasota Herald-Tribune - Jan 9, 2006 Grant I. Thrall, University of Florida geography professor, real estate market analyst Thrall believes real estate Sales and prices will vary according to ...
<http://www.heraldtribune.com/apps/pbcs.dll/article?AID=/20060109/BUSINESS/601090519/1060/INDEX01>
67. The admissions squeeze: students are finding it harder to get into...
Subscription - *Florida Trend* Sep 1, 2006 Grant Thrall, a UF professor of business geography, estimates The State will have 135000 additional potential college students over The next five years. .

68. http://www.highbeam.com/doc/1G1-151546713.html?refid=gg_x_02
69. Community banks are writing more loans, Sarasota Herald-Tribune, Sep 18, 2006 Grant Thrall, a University of Florida land economist, agreed. "the sky is not falling in real estate in Florida," Thrall said. ...
[http://w3.nexis.com/partnerfeed/getdoc.aspx?id=22668117&mtid=1&ws=9j0hDk1UboE=&ws_pub=Sarasota%20Herald-Tribune%20\(Florida\)&ws_date=September%2018,%202006&ws_len=815&ws_ini=4KXK-BYV0-TWDH-P1XJ-00000-00&ws_lastupdate=20060919&ws_title=Community%20banks%20are%20writing%20more](http://w3.nexis.com/partnerfeed/getdoc.aspx?id=22668117&mtid=1&ws=9j0hDk1UboE=&ws_pub=Sarasota%20Herald-Tribune%20(Florida)&ws_date=September%2018,%202006&ws_len=815&ws_ini=4KXK-BYV0-TWDH-P1XJ-00000-00&ws_lastupdate=20060919&ws_title=Community%20banks%20are%20writing%20more)
70. Lakewood Ranch expands realty business - Developer gets more involved... Sarasota Herald-Tribune May 9, 2005... and instead the agent becomes basically an order taker, there is reduced reason to contract out to an independent brokerage firm," said Grant Thrall, ...
<http://docs.newsbank.com/g/GooglePM/HT/lib00190.10A011239172248E.html>
71. Real estate rebound predicted; Experts see little long-term effect... Charlotte Observer - Factiva, from Dow Jones - Sep 17, 2005 "The housing market will bounce back," said Grant Thrall, a University of Florida professor who studies The effect of calamities on Real estate values. ...
<http://results.factiva.com/index/index.aspx?ref=CLTO000020050917e19h0001e>
72. *Atlanta Journal/The Atlanta Constitution*, Feb 14, 1993 Real estate database: a team of University of Florida geographers, ... the research team, headed by geography professor Grant Thrall, uses GIS, ...

Conference Organization/Chairman

1. 2004 – Organizer and Chair, panel and paper session “Future of Business Geography,” Sponsored by the GIS and the Applied Geography Specialty Groups, Association of American Geographers annual meeting, Philadelphia
2. 2001 – March – Co-Organizer with Association of American Geographers President Reginald Golledge, special panel session, “A New Business Geography For The 21st Century.”
3. 1993 – 1998, organizer or co-organizer of special presentation and panel sessions at the annual meetings of the American Real Estate Society, on GIS and Real Estate Information Technology.
4. 1993 - April - Co-Organizer of a special session on "Forecasting Housing Markets With GIS," for the GIS Specialty Group, National Meetings of the Association of American Geographers, Atlanta GA.
5. 1991 - October - Organizer of a special session "Real Estate Analysis With Geographic Information Systems," GIS/LIS Annual Conference, Atlanta, GA.
6. 1991 - April - Organizer of a special session "Real Estate Information Systems and Analysis" for the GIS and the Mathematical Models Specialty Groups of the Association of American Geographers, Annual Meeting, Miami, FL
7. 1990 - March - Co-organizer with Joy Larson-Green of a special seminar titled "Improving Real Estate Decisions with Spatial Modeling and GIS." Organized for the Weimer School for Advanced Studies in Real Estate and Land Economics. Five speakers. Seminar held in North Palm Beach, Florida

8. 1989 - April - Organizer of a special session on behalf of the Mathematical Models and Quantitative Methods Specialty Group titled "Theory and Applications of Shape Indices." Coordinated the invitation to the Distinguished Guest of the MMQMSG, for the Association of American Geographers National Meetings, Baltimore, MD.
9. 1988 - April - Organizer of a special session on behalf of the Mathematical Models and Quantitative Methods Specialty Group and the Political Geography Specialty Group titled "Politics of Land Use and Urban Spatial Structure," for the Association of American Geographers National Meetings, Arizona.
10. 1988 - February - Faculty organizer for third joint University of Georgia and University of Florida Conference of Geography Graduate Students; Athens, Georgia.
11. 1987 - March - Co-organizer of a conference on Transfer of Development Rights (TDR) and Purchase of Development Rights (PDR). Organized on behalf of the County of Alachua and the City of Gainesville. (Co-organized with Professors Bert Swanson, Department of Political Science, and Dwight Adams, Department of Physics, University of Florida.)
12. 1987 - February - Faculty organizer for second joint University of Georgia and University of Florida Conference of Geography Graduate Students; Gainesville, Florida.
13. 1986 - November - Organizer of special session on productivity nodes and urban spatial structure, Regional Science Association National Meetings, Columbus, Ohio.
14. 1986 - March - Faculty organizer for first joint University of Georgia and University of Florida Conference of Geography Graduate Students; Athens, Georgia.
15. 1985 - March - Moderator and organizer of special panel discussion on the future role of Scientific Geography on behalf of the Scientific Geography Committee, 1st Scientific Geography Conference, Athens, Georgia.
16. 1985 - April - Organized eight special sessions of paper presentations for the Association of American Geographers' Mathematical Models and Quantitative Methods Specialty Group participation, 81st Annual Meeting, Association of American Geographers, Detroit.
17. 1984 - April - Organized, and assisted in the organization of, fourteen special sessions for the 80th Annual Meeting, Association of American Geographers, Washington, D.C.
18. 1983 - April - "Long Run Productivity Cycles," special session of papers organized and chaired for the 79th Annual Meeting, Association of American Geographers, Denver, Colorado.
19. 1982 - April - "Issues In Quantitative Methods and Methodology," Invited Session Chairman, Annual Meeting, Association of American Geographers, San Antonio, Texas.
20. 1982 - April - Geography and Regional Science Special Session, Invited Chairman, Annual Meeting, Mathematical Modeling and Simulation Conference, Department of Engineering, University of Pittsburgh, April
21. 1981 - October - "Quantitative Methods, Computer Modeling and Simulation", two special sessions of papers organized and one session chaired for the Annual Middle States Conference, Association of American Geographers, Rochester, New York.

22. 1981 - April - "Empirically Evaluated Theoretical Urban Models", special session of papers organized for the AAG Specialty Group on Quantitative Methods and Mathematical Models. 77th Annual Meeting, Association of American Geographers, Los Angeles, California.
23. 1980 - April - "Mathematical Models and Policy Analysis", special session of papers organized for the AAG Specialty Group on Quantitative Methods and Mathematical Models. 76th Annual Meeting, Association of American Geographers, Louisville, Kentucky.

16. CONTRACTS AND GRANTS (Since 1990) – available on request.

17. UNIVERSITY GOVERNANCE (selected, since 1995)

2004	Member and Chair, Department Chair Search Committee
2003	Member of Department new faculty/staff search committee.
2000 – 2002	Elected member of Faculty Senate, University of Florida. Previously elected to serve on Faculty Senate for 1985-1987, term
1999 – 2000	Chair, Salary Committee, Department of Geography, UF
1996 – 1997	Chair, Faculty Recruitment Committee, Department of Geography, UF

18. SELECTED CONSULTATIONS AND BUSINESS OUTSIDE THE UNIVERSITY

- See <http://www.businessgeography.com> Market analysis performed for over \$2.5 Billion of development. Expert witness in over \$70 Million of litigation.
- 1995 & 1986 . Appointed Chair, Downtown Redevelopment Agency, by vote of the City Commission of Gainesville Florida and the Board of Directors of the City Gainesville Downtown Redevelopment Agency.
- 1993 - present. Appointed by vote of the City Commission of Gainesville Florida and the Board of Directors of the City of Gainesville Downtown Redevelopment Agency.
- 1992 - 1994. Appointed Vice Chair, Downtown Redevelopment Agency, by vote of the City Commission of Gainesville Florida and the Board of Directors of the City of Gainesville Downtown Redevelopment Agency.
- 1992 - fall - Appointed by vote of the City Commission of Gainesville Florida to a Blue Ribbon Task Force on evaluating the city-wide ordinance on residences for the homeless and soup kitchens for indigent persons.
- 1990 – present – Member of the Board of Directors, Ski Vail Hospitality Enterprise
- 1987 - 1988: Appointed as a Representative to Visions 2000, a State of Florida mandated panel of "100 community leaders" to identify and outline solutions for problems of growth in Alachua County through the turn of the century.
- 1986 - 1988: Appointed by City Council of Gainesville to the joint City and County Landuse Task Force. Elected by members of the task force to be its Vice-Chairman.

19. EDITOR OF SCHOLARLY JOURNAL. SERVICE ON EDITORIAL BOARD. REVIEWER.**Journal Editorship**

- 1992 to 1997 - Associate-Editor, ***Computers, Environment and Urban Systems.***
- 1995 to 2006 – Co-Editor, ***Journal of Real Estate Literature***
- 1991 to 2006 - software and data review editor, ***GeoSpatial Solutions*** (formerly ***Geo Info Systems***)
- 1991 to present, editor for business geography, ***GeoSpatial Solutions*** (formerly ***Geo Info Systems***)

Professional Journal Board Activities

- 2007 – present – Editorial Board Member, ***Applied Spatial Analysis and Planning*** (new journal first published in 2007 based at University Leeds, UK)
- 1998 to present - Member of the editorial board, ***Journal of Real Estate Research***
- 1991 to 1995 – Editorial Board Member, ***Journal of Real Estate Literature***
- 1990 to 1992 - Member of the editorial board, ***Computers, Environment and Urban Systems.***
- 1996 to 1998 - Member of the editorial board, ***Applied Geographic Studies.***
- 1990 - present - Member of the editorial board, ***Geo Info Systems.***
- 1985 to 1988 - Member of the Board of Editors, ***Professional Geographer.***
- 1998 – present – Member of the academic board of editors, ***Appraisal Journal***

Selected Journals For Whom Articles Have Been Refereed

- *Appraisal Journal*
- *American Real Estate and Urban Economics Association Journal*
- *Annals, Association of American Geographers*
- *Annals of Regional Science*
- *Applied Geographic Studies*
- *Canadian Geographer*
- *Computers, Environment and Urban Systems*
- *Economic Development and Cultural Change*

- *Economic Geography*
- *Environment and Planning A*
- *Florida Geographer*
- *Geo Info Systems*
- *Geographical Analysis*
- *Growth and Change*
- *International Journal of Geographical Information Science*
- *Papers, Regional Science Association*
- *Political Geography Quarterly*
- *Professional Geographer*
- *Town Planning Review*
- *Journal of Real Estate Research*
- *Journal of Real Estate Literature*
- *Journal of Housing Economics*
- *Journal of Regional Science*
- *Urban Geography*
- *URISA*

Research Grant Evaluation

- National Science Foundation
- National Geographic Society
- Homer Hoyt Institute
- Center for Advanced Study in the Behavioral Sciences, Stanford.
- Environmental Protection Agency (member of *EPA Star Grants Panel*, 1998 – present)

20. INTERNATIONAL ACTIVITIES

- Member of the Board, International Geographical Union, Commission on Applied Geography
- Assistant Professor of Geography, McMaster University in Canada 1975 - 1978. I continue to be active in evaluating the differences between Canadian and US cities.
- I am a member of the Board of Directors, American Real Estate Society, which is an international professional organization
- I am a Fellow of the Weimer School For Advanced Studies In Real Estate and Urban Economics, which is the most highly prestigious scholarly organization for land economics and real estate. Fellow status is by vote and invitation.
- I am a member of the Academic Board of Directors, Appraisal Institute, which establishes international standards for commercial and residential real estate appraisal. I am the only geographer to have served in that capacity.

21. EXTENSION PROGRAM - NA

22. CLENICAL SERVICE – NA

23. SERVICE TO SCHOOLS

(according to act of Florida Legislature, 1984, service to schools is to be reported)

- 2000 – Invited speaker by Alachua County Schools career program to address “Entrepreneur Class” at Buchholz High School. Presentation was videotaped and replayed for all “Entrepreneur Classes.” Title of presentation was “Careers In Business Geography.”

24. MEMBERSHIP AND ACTIVITIES IN THE PROFESSION

Elected Academic Office

- 2007 – Member, Association of American Geographers, Committee on Geospatial Data Standards and Uses
- 2006 – Chair, Association of American Geographers, Committee on Geospatial Data Standards and Employment Opportunities
- 2004-2007 – Elected to the Board of Directors, American Real Estate Society
- 1998 - 2002 - Elected to the Board of Directors, American Real Estate Society
- 1998 – 2002 – Member, Star Grant Evaluation Panel For Geography, Environmental Protection Agency (panel meets once each year and ranks submissions for about \$5 million in research funds to promote graduate student research in land use and the environment)
- 1989 - 1992 - Elected Treasurer, Mathematical Models and Quantitative Methods Specialty Group, Association of American Geographers..
- 1986 - 1988 - Elected Member, Board of Directors, Mathematical Models and Quantitative Methods Specialty Group, Association of American Geographers.
- 1982 - 1985 - Elected Chairman, Mathematical Models and Quantitative Methods Specialty Group, and Editor, MMQMSG Newsletter

Appointed Academic Office

- 1998 – present - Appointed to the Academic Board of Directors, **Appraisal Institute**. As a member of the academic board, I review manuscripts for the Appraisal Journal, as well as provide advice and input, upon request, on academic issues related to geography and real estate

Membership (current)

- American Real Estate Society
- Applied Geography (Applied Geography Conference)
- Association of American Geographers

I am also at various times have been or am a member of

- American Economic Association
- Canadian Association of Geographers
- Regional Science Association
- Southeast Division of the Association of American Geographers
- International Studies Association

25. HONORS

- 2007 - "Best Real Estate Market Analysis " from Torto Wheaton and the American Real Estate Society (with A Patel and T Fik).
- 1997 - "Best Real Estate Market Analysis" from the National Investment Conference for the Senior Living and Long Term Care Industries. The co-authored paper dealt with the spatial demographic analysis required for successful assisted living facilities. Our approach used geographic analysis, geographic information systems, and spatial statistics. The work was supported and co-authored by Price-Waterhouse LLP.
- 1996/1997 - Proclaimed by the Mayor of Gainesville and the City Commission of Gainesville to be honored by "**Grant Thrall Days**" December 31, 1996. and January 1, 1997, in Gainesville Florida for meritorious and volunteer application of principles of geography and expertise in administration to bring about the redevelopment of Downtown Gainesville Florida.
- 1992 - present - **Fellow, Weimer** School for Advanced Studies in Real Estate and Land Economics. A division of the **Homer Hoyt** Institute. (One of the highest academic accolades among academics specializing in real estate and land economics.)
- 1991 - March - Commendation of Merit received from the National Association of Corporate Real Estate Executives (NACORE), North Central Florida Chapter, for "Commitment to Excellence In Real Estate Research and Education."
- 1990 - Spring - Visiting Distinguished Professor, San Diego State University, San Diego, California.
- 1989 - Interviewed as a "Leader in Alachua County and the State of Florida" on land use and economic growth to participate in a taped interview to be stored within the State of Florida Oral History Program, State of Florida Museum; Dr. Samuel Proctor, Director. Updated, 1995.
- 1988 - Recipient a College of Liberal Arts and Sciences, University of Florida, "Teacher of the Year Award".
- January 1981 - "IBG Distinguished Young Guest" Institute of British Geographers, Quantitative Methods Study Group; Annual Conference, Leicester, England.

Recognition by other groups

December 31, 1996 and January 1, 1997 were declared "Grant Thrall Days" by the City Commission of the City of Gainesville Florida. This recognition was in recognition of excellence for applied geography. The declaration follows:

City of Gainesville, Florida
Office of Mayor-Commissioner Edward L. Jennings, Sr.

PROCLAMATION

WHEREAS, Grant Thrall has unselfishly dedicated himself as an unpaid volunteer to the redevelopment efforts of the City of Gainesville; and

WHEREAS, Grant Thrall did for a period of one year commencing October 1994, serve as the LAST Chair of the Downtown Redevelopment Agency and did attend many, many, long meetings of the Agency and the City Commission providing his personal and nationally recognized professional input to those meetings; and

WHEREAS, Grant Thrall did for a period of one year commencing October 1995 serve as the FIRST Chair of the Downtown Redevelopment Advisory Board and did attend many more long meetings of the Board and the Community Redevelopment Agency and the City Commission; and

WHEREAS, Grant Thrall had the dubious distinction of serving as the Chair of the Downtown Redevelopment Agency and Advisory Board while they did not have a Community Redevelopment Manager and ended up unintentionally becoming the de facto unpaid Community Redevelopment Manager; and

WHEREAS, Grant Thrall put in personal and professional time above and beyond the normal volunteer's expectations in order to effectively and superlatively represent the interests of Downtown and Fifth Avenue/Pleasant Street before the City and public; and

WHEREAS, Grant Thrall has provided invaluable technical assistance to the City staff and its recommendations on various aspects of redevelopment, site selections and locational analysis; and

WHEREAS, Grant Thrall will always be LAST and FIRST in the hearts and minds of downtown redevelopment memories.

NOW, THEREFORE , I, Edward L. Jennings, Sr., by the authority vested in me as Mayor-Commissioner of the City of Gainesville, do hereby proclaim the LAST day of December 1996 and the FIRST day of January 1997, as

GRANT THRALL DAYS

in the City of Gainesville and urge our citizens to join me in thanking him for his efforts to revitalize downtown Gainesville.

IN WITNESS WHEREOF, I have hereunto set my hand and caused to be affixed the official seal of the City of Gainesville, Florida, this 11th day of November, AD, 1996.

Signed

Edward L. Jennings, Sr. Mayor-Commissioner, City of Gainesville Florida

Reviews

Book Review Of Grant Thrall's *Business Geography and New Real Estate Market Analysis*
Dr. Susan Wachter, Professor of Real Estate and Finance, The Wharton School of the University of Pennsylvania, and Assistant Secretary of Housing and Urban Development during President Clinton's Administration. From the book cover.

This book makes a compelling argument for the use of business geography technology in real estate decision-making and, most importantly, provides the tools to do so. The volume's unique and timely contribution is to show the importance of this new technology and to provide a guide to the practical tools for employing the technology in the rapidly evolving real estate industry. Dr. Thrall links the rigorous analysis of the theory and practices of geographical information science to economic models of urban land use and real estate markets, and thus contributes to the advancement of both fields. For students of real estate market analysis, this volume is a must read." .

Book Review Of Grant Thrall's *Business Geography and New Real Estate Market Analysis*
Dr. Kingsley E. Haynes, Dean, School of Public Policy, George Mason University. From the book cover.

"This is a book that every person in business needs to read and that those regulating business need to understand. It is central to the full appreciation of the management of the delivery of customer services. One must understand the geography of supply and demand, a geography that can be made clear and expressed visually with all the special characteristics of the local environment using GIS (geographic information systems). One of these business services - real estate - is particularly expressive of these spatial relationships. Thrall has done a wonderful job making these complex relationships transparent by making difficult solutions understandable to all through GIS. An outstanding contribution to business and geography."

Book Review Of Grant Thrall's *Business Geography and New Real Estate Market Analysis*
**Dr. Larry E. Wofford, President, C & L Systems Corporation, Tulsa OK
former President of the American Real Estate Society, and former Chair, Real Estate, Tulsa University**
from *Journal Of Real Estate Literature*, [American Real Estate Society](#). Summer 2003.

Business Geography and New Real Estate Market Analysis by Grant I. Thrall is an ambitious, intriguing, and valuable book. Any book that purports in its title to offer something "new" immediately generates scrutiny. With this title, Thrall casts himself a challenge to produce something that is indeed new and, in order to be worth reading, valuable. Thrall succeeds in doing both. He does so less in the spirit of invention than in the spirit of discovery and synthesis. Indeed, in the preface, Thrall writes, "This book integrates ideas, methods, technologies, and objectives in an opportunistic manner to achieve the goal of providing information to improve the real estate decision."

In overview, the book is short, only 263 pages, including references and index. The length reflects a well-thought-out design and a concise writing style. Examples, tables, and graphics are used throughout to illustrate the conceptual content and its application. The book consists of two parts. Part I, "Overview, Theory, and Methods" contains about 100 pages and provides an overview of real estate markets and submarkets, land use and land value theories, and real estate market research. Part II, "Application to Real Estate Product Types" contains about 130 pages and addresses the detailed application of the theory and techniques considered in Part I to five primary property types, with an emphasis on research design and

interpretation and the use of geographic information systems to analyze and present spatial information. Thrall effectively utilizes a "mentor" writing style throughout the book without being chatty.

Part I, "Overview, Theory, and Methods" Thrall provides the reader with insightful syntheses of geographic concepts and urban land economics. His discussions of submarkets and urban land use and value theories are particularly well done. Thrall's graphical approach to urban land values skillfully integrates standard microeconomics concepts into urban land use theory. The graphical approach presented in this book is a summary of much more detailed work in numerous articles by Thrall and in his 1987 book, *Land Use and Urban Form*.² The theoretical presentation is accessible to those with varying levels of economic backgrounds. After reading this part of the book, the reader is well along the way to the author's goal of reasoning geographically, a prerequisite for the next major part of the book dealing with applying this knowledge.

In the application chapters, Thrall provides a structured framework for each property type. While tailored to each property type, the basic framework begins with an analysis of the economics of the subject property type, followed by market area delineation, the estimation of supply and demand, and, ultimately, the interpretation of the results and report preparation. Issues and techniques particular to each property type, such as the use of geography-based econometric models in office analysis, are presented. In each chapter the use of appropriate geographic technology to perform geographic and economic analyses is considered within the context of spatial reasoning.

The "new" aspect of the book centers on an excellent synthesis of business geography and urban land economics and the consideration of such topics as land use and land value theories, trade area determination, demand, and supply estimation. "New" also includes the incorporation of geographic information systems technology. The application of business geography and urban land economic concepts and geographic methodology and technology to improving real estate decisions makes the book particularly valuable to both academic and professional readers. As stated by Thrall, "Another of my goals in writing this book was to bridge the gap between industry and university, and to present a structure and knowledge base that I have found beneficial in getting the job done." In short, the reader learns to reason geographically.

A common complaint among real estate professionals is that land use and value theories are seldom rigorously linked to performing market research. Thrall thoughtfully integrates GIS technology to answer this complaint. He considers problems and pitfalls with the technology, as well as its potential. Thrall focuses on providing a theoretical and applied framework designed to develop the ability to convert data into information in a spatial context. Thrall highlights the relevance of geography by educating the reader on basic concepts, relationships, and technologies available to plan, execute, and interpret real estate market research. Thrall provides a valuable guide to the "why" of real estate market research.

In the classroom, the book would be an excellent primary text, especially if supplemented by problem and case-study assignments designed to provide hands-on experience with market research and geographic information technology. It should be noted that the book does not promote a particular GIS software package and does not cover in detail how to use any particular GIS software. Excellent books, supplemented with CDs, and internet-based courses exist for learning the mechanics of how to use GIS software. The numerous examples throughout the text provide readers with a viable connection between theory and practice. Given its brevity and concise writing style, the book will also work as a supplement to other real estate market analysis texts.

Thomas Kuhn noted that, for many fields of study, innovative and valuable ideas often come from individuals trained in other disciplines.³ In a composite field as diverse as real estate, it is sometimes difficult to determine which disciplines are "in" and which are "out." Whether considered to be inside or outside the field of real estate, geography often has not been in the real estate mainstream. *Business Geography and New Real Estate Market Analysis* demonstrates that geography and its associated technology has much to offer the real estate field.

References

1. Grant I. Thrall, *Business Geography and New Real Estate Market Analysis*(Oxford: Oxford University Press, 2002).
2. Grant Ian Thrall, *Land Use and Urban Form* (New York: Methuen, Inc., 1987).
3. Thomas S. Kuhn, *The Structure of Scientific Revolutions*, second edition, enlarged (Chicago: The University of Chicago Press, 1970).

Review of Grant Ian Thrall, *Business Geography and New Real Estate Market Analysis*, Oxford University Press, New York 2002

James A. LaGro, professor and chairperson of Urban and Regional Planning at the University of Wisconsin-Madison. He is the author of *Site Analysis: Linking Program and Concept in Land Planning and Design* (John Wiley, 2001).

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This well-crafted book demonstrates a spatially explicit approach to real estate market analysis. The author clearly articulates basic principles of real estate location theory and the rationale for using this information in real estate business decisions. Thrall also convincingly demonstrates the utility of geographic information in real estate market analysis.

Real estate market analysts determine the demand for a particular type of real estate and the supply of competing real estate within geographically bounded trade areas. In Thrall's words, they evaluate "how a market composed of many different kinds of people will respond to a particular real estate product at a specific location" (p. 29). Human preferences, influenced by a variety of cultural and demographic factors, drive consumer behavior. And Thrall effectively addresses the influence of these preferences on real estate value and marketability.

Site conditions and site context also affect the financial viability of real estate projects and the spatial configuration of real estate market areas. In addition to considering a site's physiographic constraints and opportunities, real estate business decisions should take into account the effects of public policies, urban planning, and architectural design. A strength of this book is Thrall's cogent discussion of how these contextual issues influence real estate value.

Part I contains four chapters that explain important theories of urban land use and land value. These chapters provide an overview of real estate markets as well as Thrall's spatially explicit approach to real estate market analysis. Location theory (why businesses locate where they do) is explained concisely and with adequate references to the literature. Readers without a background in economics will find these chapters accessible. Part II consists of the remaining six chapters, which independently examine different real estate product types (residential, office, retail, industrial, hotel, and motel). Mixed-use development is also addressed. These chapters include tables, lists, and boxes that summarize a wide variety of information relevant to real estate decision making. Listed, for example, are important site and location characteristics for each product type.

Brief case studies are also included throughout the text. These effectively demonstrate the benefits of geographic information systems (GIS) in (1) estimating the demand for a particular real estate product at a specific site, and (2) estimating the supply of competing real estate within that site's market area. With GIS, for example, consumer access can be computed as a function of travel time to the development site (given the existing street network), rather than simply as a function of straight-line distance between the site and points within the market area. GIS maps and monitor displays appear throughout the book. These black and white illustrations, although small, effectively supplement the text.

Relatively cursory treatment is given to the principles, assumptions, and limitations of using GIS technology for real estate market analysis. Nevertheless, this well-written and clearly organized text makes a valuable

contribution to the planning literature. Urban planners and designers in the private sector may find this book useful in marketing their services to the real estate development industry. Public-sector planners who review development proposals and help create development incentives may also find this book useful in their work. This text could also serve as a resource in both undergraduate and graduate courses on planning the built environment.

Review of Grant Ian Thrall, *Business Geography and New Real Estate Market Analysis*, Oxford University Press, New York 2002

Review by William Code, Department of Geography, University of Western Ontario, London Ontario Canada

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For a discipline that, in one of its formulations, defines itself in terms of spatial organization, it is surprising how limited a relationship geography has had with real estate, a field that has long had as its operational cliché "location, location, location" and the processes of which are a dominant factor in the evolution of the human landscape. For the most part, geography has passed its appropriate role to land economics, business, land-use planning, and the increasing number of specialized real-estate programs. Fortunately, Grant Ian Thrall's latest book goes some distance toward repositioning geography as an important contributor to real-estate analysis. ... Generally, this tightly written book provides a fine overview of an expansive topic. Its assessment of basic urban land-use/land-valuation theory, spatial demographics, and the rudiments of urban dynamics are comprehensive but concise. In addition, the essential methodologies for operationalizing the theory, the data, and broader knowledge imparted by the book are well done. Its weaknesses are generally rooted in the vast scale of the problems the book addresses ... key words: business geography, market analysis, real estate