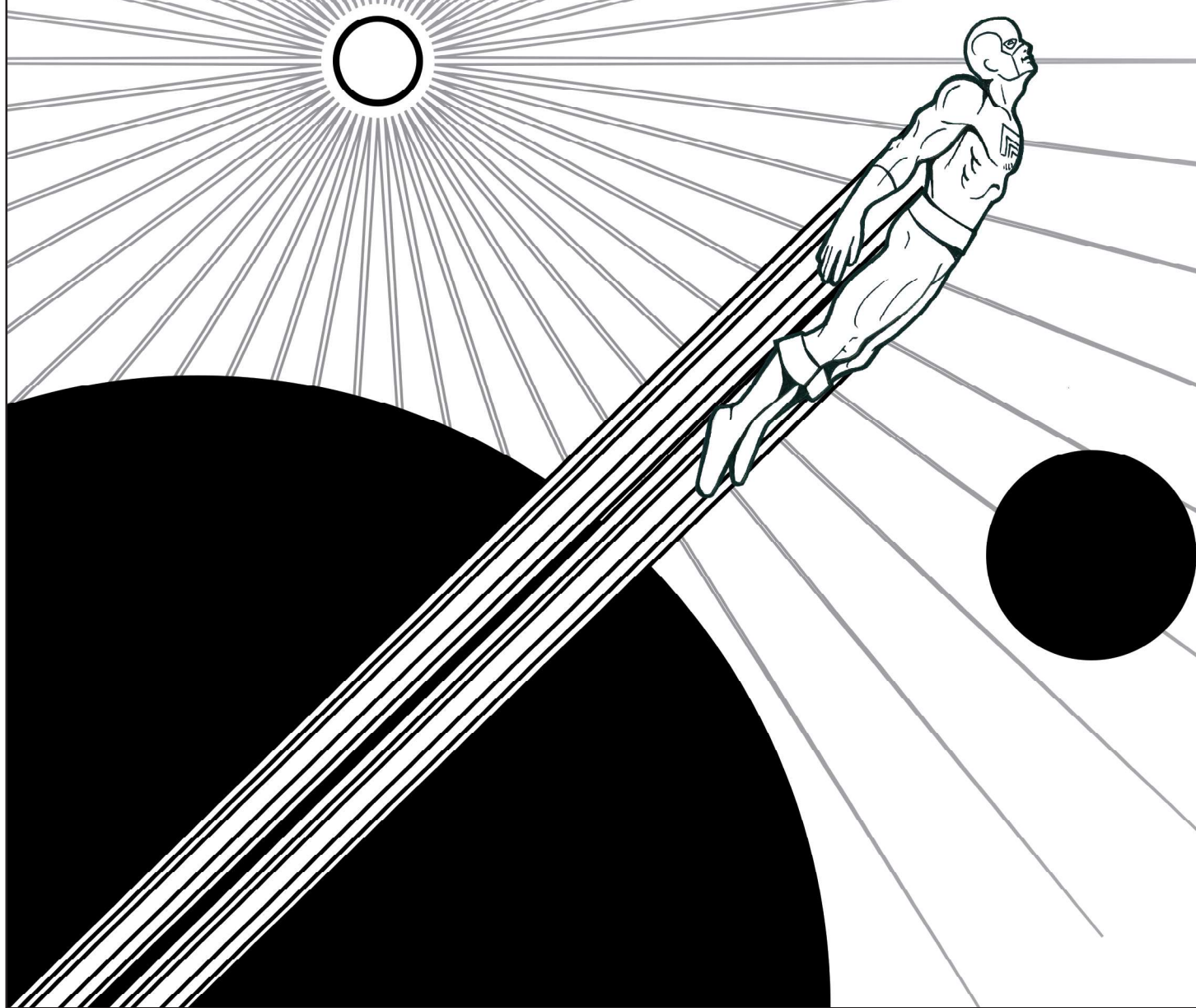
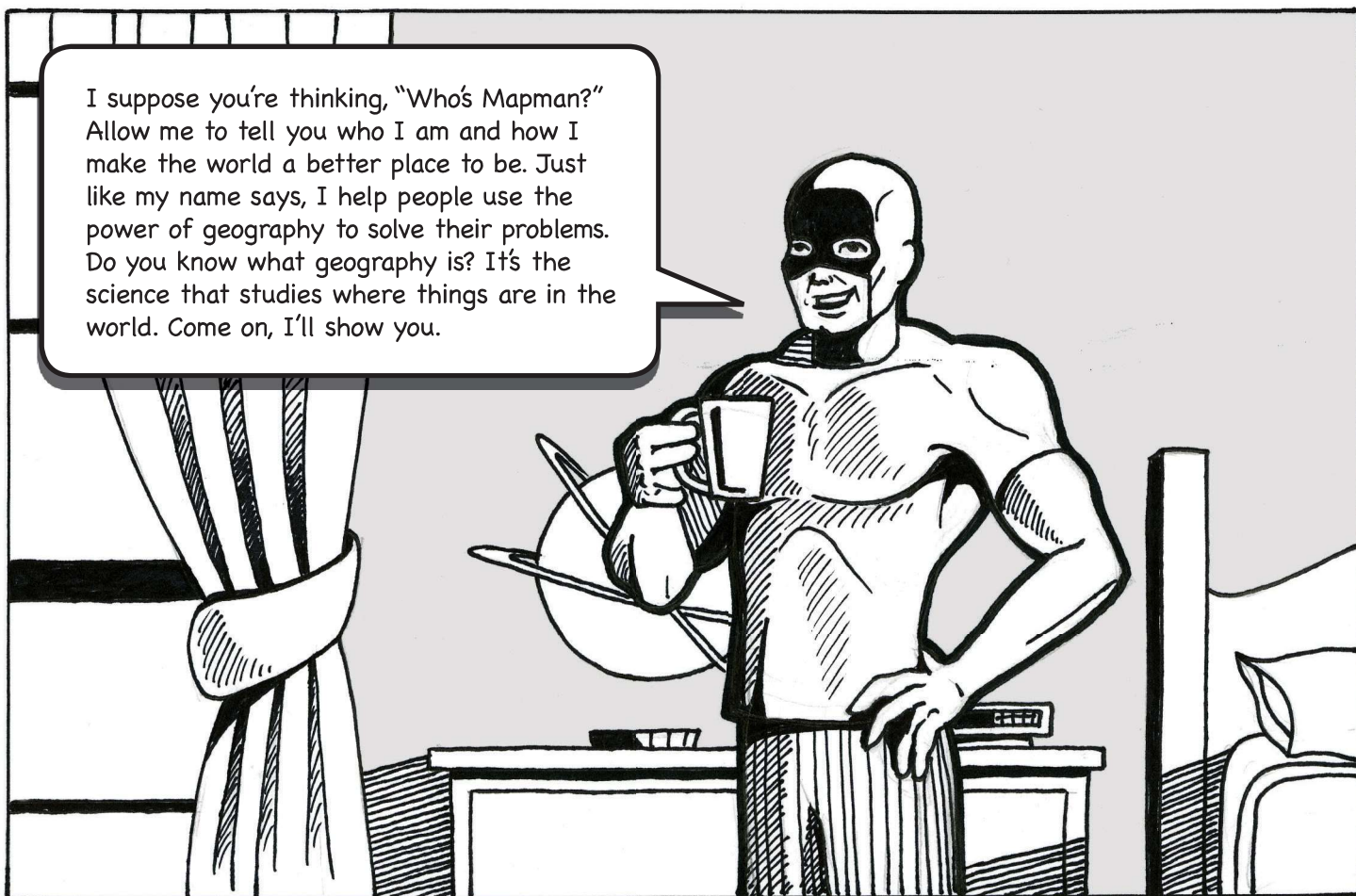
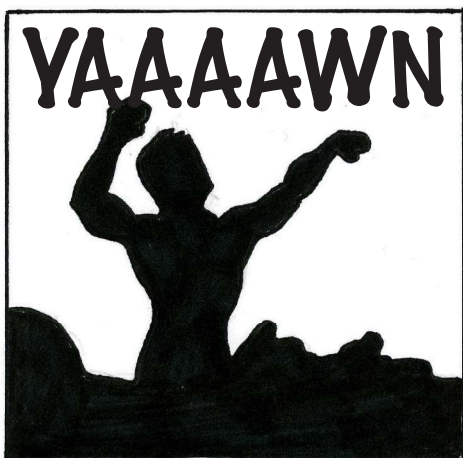
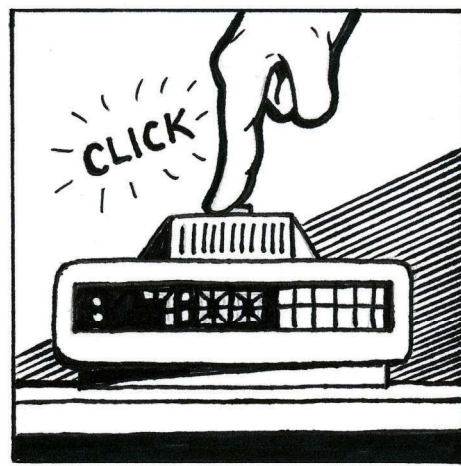
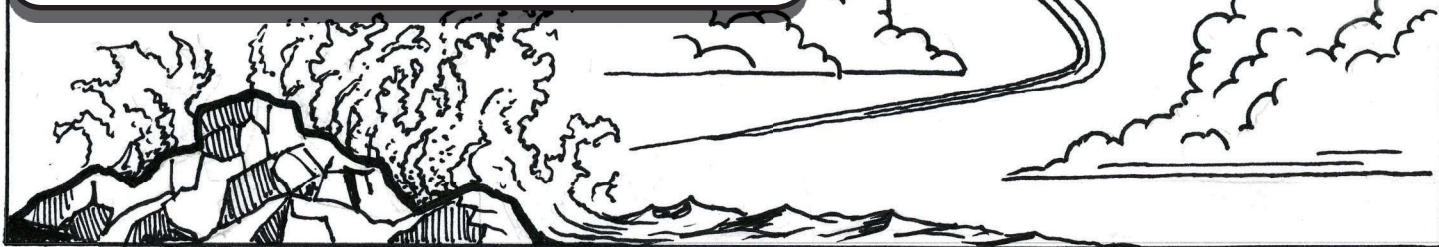


THE AMAZING MAPMAN





Isn't planet Earth a beautiful place? Huge bodies of water we call oceans and wide areas of land we call continents. There's the mighty Pacific Ocean. Did you know that the word Pacific means peaceful? So, Pacific Ocean means the peaceful ocean.



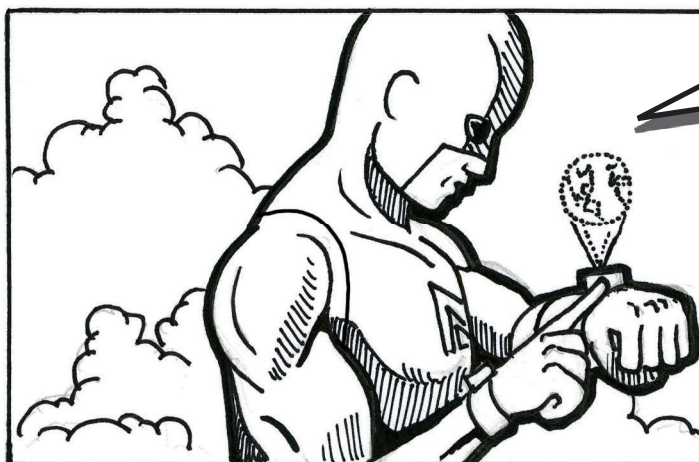
Whew, that was close! Don't superheroes have the right of way anymore? Let me check something here.



DUCK!



These must be the swallows migrating back to San Juan Capistrano, California. We appear to be directly in the path they fly each year. They begin in Argentina, a country in South America, and travel thousands of miles before their journey is completed.

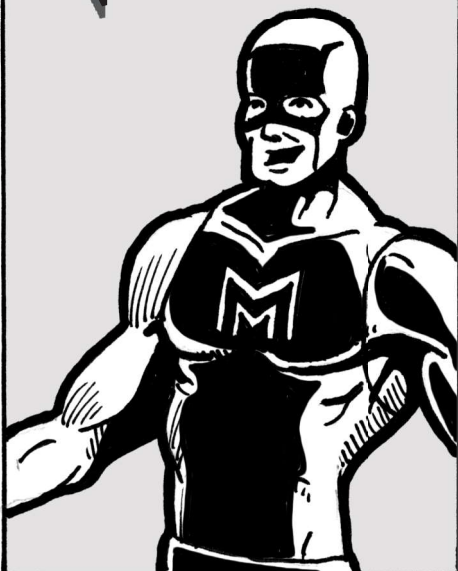


How do I know that? I use a technology called a geographic information system, or GIS for short. It's a computer program that provides me with geographic information—maps—so I can help people understand the world better. We've tracked the migration of the swallows for many years, and my GIS tells me that right around this day each year, the swallows fly over this very spot.

GIS

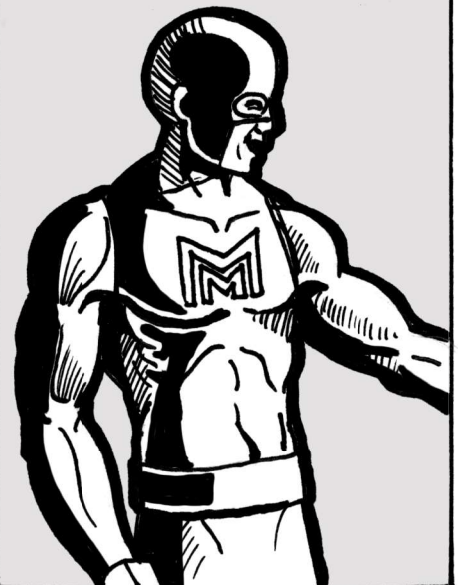


Once you understand the world better with the help of a GIS, you can make better decisions. In this case, the better decision would be to, again...



DUCK!

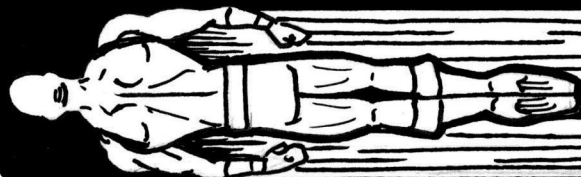
Whew. I think that's the last of them. It's a good thing I have my GIS or else I never would have known they were coming.



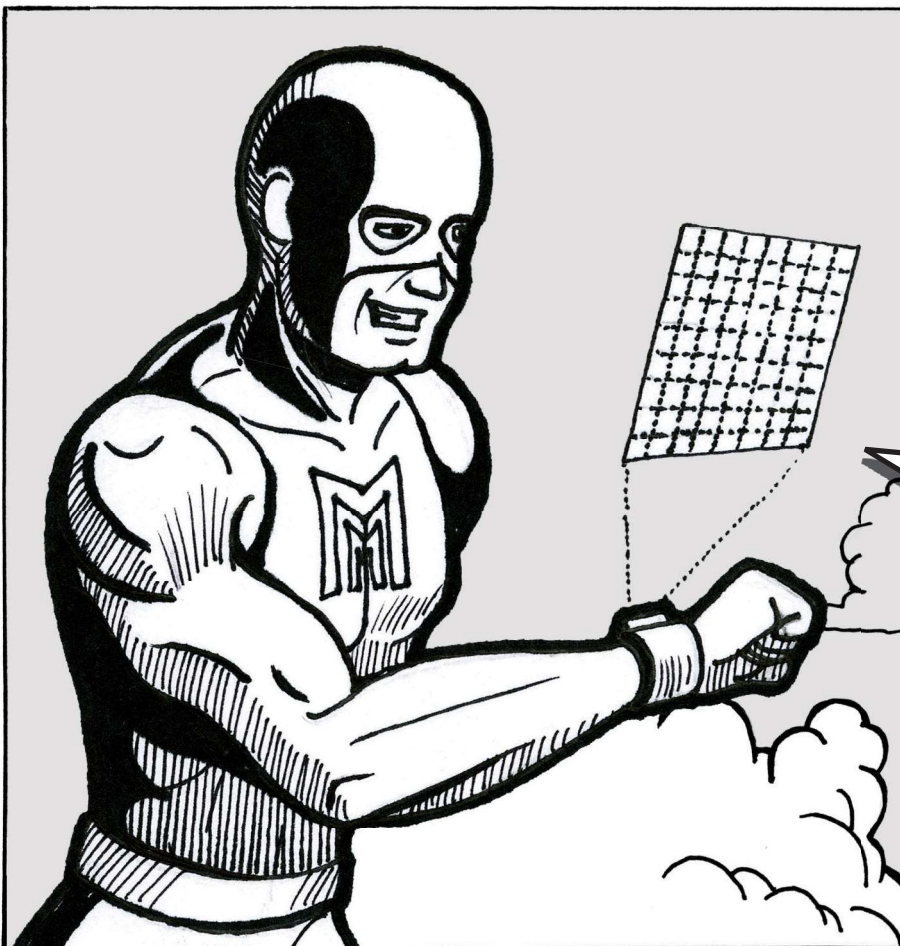
You probably thought a map was just something that showed you where things are—or maybe something you hung on a wall to decorate your room. But with the help of a GIS, a map can tell you all kinds of information.



Each day, Mapman travels the world using GIS to help people make better decisions.



Ah, what do we have here? A group of kids in Tempe, Arizona, wants to sell lemonade to earn money for their school. But it looks like they're having some trouble attracting customers. Hmm. Shouldn't be too hard to find lemonade drinkers in Arizona. The state has one of the hottest, driest climates in the US.



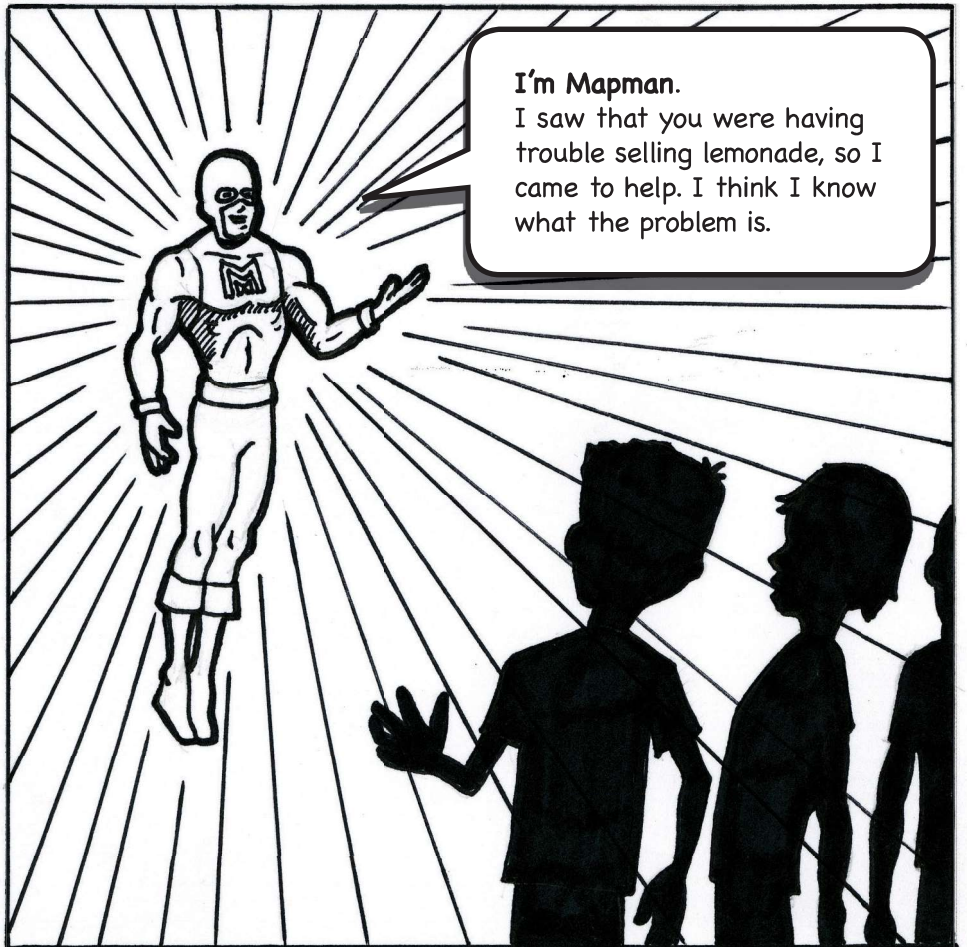
Looks like a job for Mapman.
Hold on, everyone!



**WHOA! WHO
ARE YOU?**



I'm Mapman.
I saw that you were having
trouble selling lemonade, so I
came to help. I think I know
what the problem is.



Are we charging
too much money?



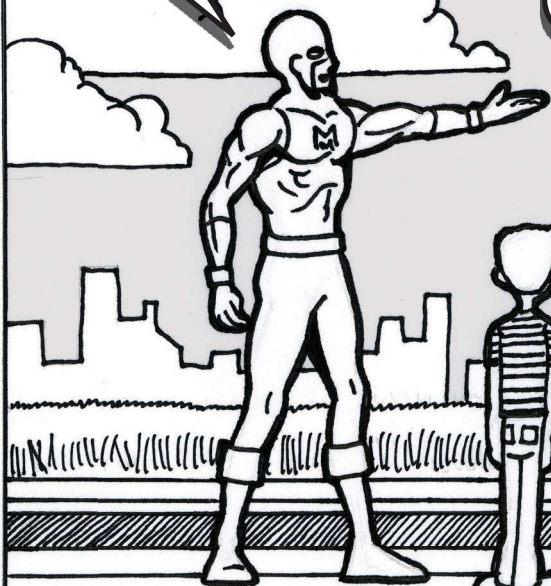
Are people just not
thirsty anymore?



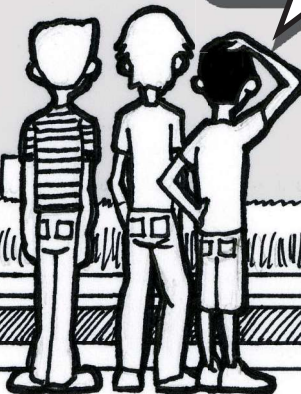
Maybe there's too much
lemon in the lemonade.



It's a simple problem, really:
You're in the wrong **location**.
Look around. What do you see?



I don't see anything
over here.



Me neither. Where
is everyone?

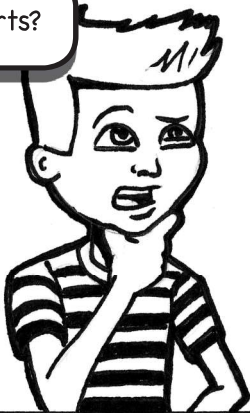


Exactly. You don't see anything or anyone. If you're going to have a lemonade stand, you need to put it somewhere where people will see it.

Where do families usually live?



Near airports?



No, I'm thinking of something else.



Near schools!

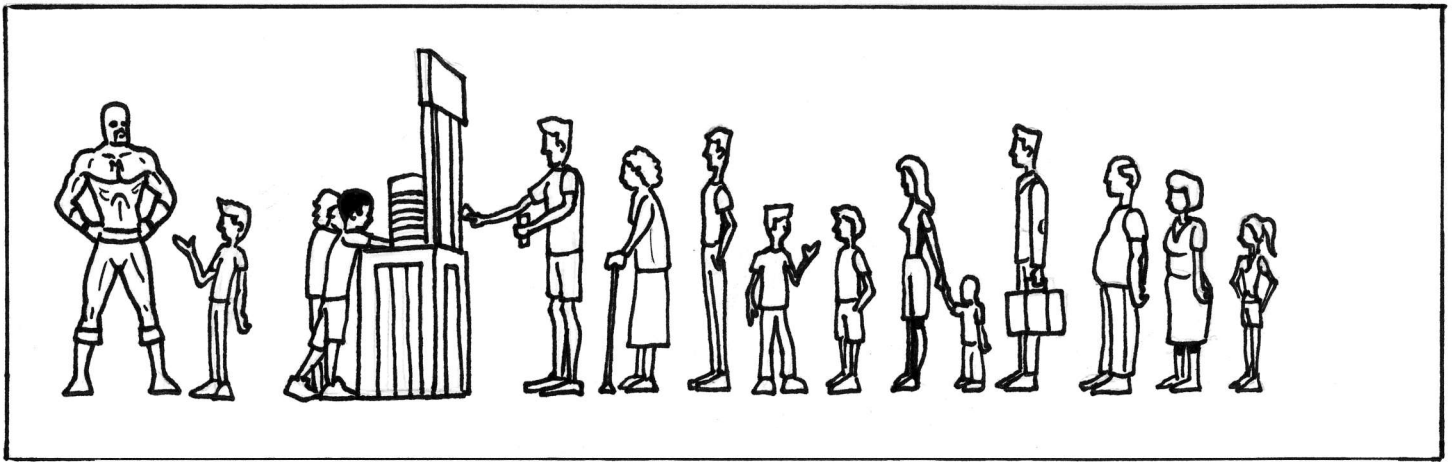


Correct! Families live near schools.



Let's find an area on the map that is close to a school and move out!





Do you see how important understanding geography can be? Having the right information about places and locations can help you make important decisions.



Looks like my work here is done. It's time for me to carry on to wherever people need help using geography to solve their problems.

Who's the dude in the suit?



That's not a suit. That's Mapman!





**MAP MAN
WILL
RETURN!**



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