APCG DISTINGUISHED SERVICE AWARD

Robert T. Richardson, Professor, Department of Geography, California State University Sacramento, is hereby recognized for his unstinting and creative service to the Association of Pacific Coast Geographers. He has been an APCG member since 1967. Two of his papers given at annual meetings have been published in the APCG Yearbook, one climatological and the other cartographical, reflecting his two main interests in geography. He served as the chair of the Climatology session at the 1975 Fresno meeting. Bob was on the Resolutions Committee at the Berkeley meeting (1993) and chaired it at the Sonoma meeting (1995). He was the local arrangements chair for the APCG’s 1996 annual meeting in Sacramento. Shortly after that, Betsy Burns (“using her best moves,” as Bob recalls) recruited him to take on the tasks of then Secretary-Treasurer Alan Lew, who was going abroad.

Subsequently, Bob won two elections for Secretary-Treasurer, serving from 1997 to 1999 and from 1999 to 2001. At the time he took over, many of the responsibilities of the Secretary-Treasurer were being handled by a professional firm. Bob’s review of the APCG financial records revealed that our relationship with the firm was highly unsatisfactory. He personally took on all the tasks their personnel had been doing, among them handling all membership records and renewals, all accounting, and all mailings, including those of Pacifica. He set up all new computer databases needed to handle these jobs. Bob’s thoroughness in pursuing membership renewals helped the APCG reach its highest membership total ever, and his separate mailing of ballots increased participation in elections several-fold.
Midway through Bob’s first term as Secretary-Treasurer, the longtime publisher of the APCG Yearbook bowed out. The APCG independently published three issues of the Yearbook, before finding a new academic press to take it on. Bob handled all the accounting for and mailing of these issues, which involves not only those that go to members, but between 150 and 200 that are purchased by libraries, booksellers, and others. Bob educated himself in the mysteries of printers, distributors, accountants, the U.S. Postal Service, and more. He worked closely with Editor Darrick Danta and freelance editorial consultant Rick Cooper to ensure a quality product expeditiously delivered.

Bob is a computer and graphics wizard; it was he who restored the shading to the cover of the Yearbook, who prepared the Pagemaker template for Pacifica, who scanned and enhanced the illustrations for several Pacifica and Yearbook articles, and who developed and periodically updates the map showing our membership’s center of gravity. Bob also created the design that first appeared on the program cover of the 1996 annual meeting and that has been updated and used ever since. He also created and maintains the APCG’s Web site, and has had a hand in virtually everything that the APCG has done since he became Secretary-Treasurer. Partly this is because he is the acknowledged institutional memory, aided by his having followed his father into geography and into the APCG. Bob’s wife, Carole Richardson (1943–2001), attended APCG meetings with him and became well-known as a friend of geography.

Everything Bob has done for the APCG has been done with intelligence and care. With a sense of tremendous gratitude, the APCG is pleased to present its Distinguished Service Award to Robert T. Richardson.