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Phil Gersmehl is co-Director of the New York Center for Geographic Learning and Professor of Geography at the University of Minnesota. He grew up surrounded by questions about educational policy and practice—both of his parents, all three uncles, and his grandfather were teachers; four were also school principals. He received a BA in Education from Concordia Teachers College, River Forest, Illinois, and a PhD in Geography from the University of Georgia. He then taught for five years at Concordia before moving to the University of Minnesota, where he began a research program on GIS applications in rural land management, with a special focus on the propagation of error in resource GIS. At the same time, he developed a number of computer-assisted instructional modules, distance-learning courses, and animated maps for television. In 1990 the Association of American Geographers asked him to serve as Director of ARGUS (Activities and Readings in the Geography of the United States) and ARGWorld (Activities and Resources in the Geography of the World). As part of these projects, he led evaluation institutes and teacher workshops in 37 states, as well as Canada, Japan, Korea, and Russia. He is author of numerous articles and several books, including *The Language of Maps* (National Council for Geographic Education) and *Teaching Geography* (Guilford Press), and is now co-Director of a Department of Education FIPSE project to design an interactive CD to illustrate successful strategies for teaching analytical geography.