

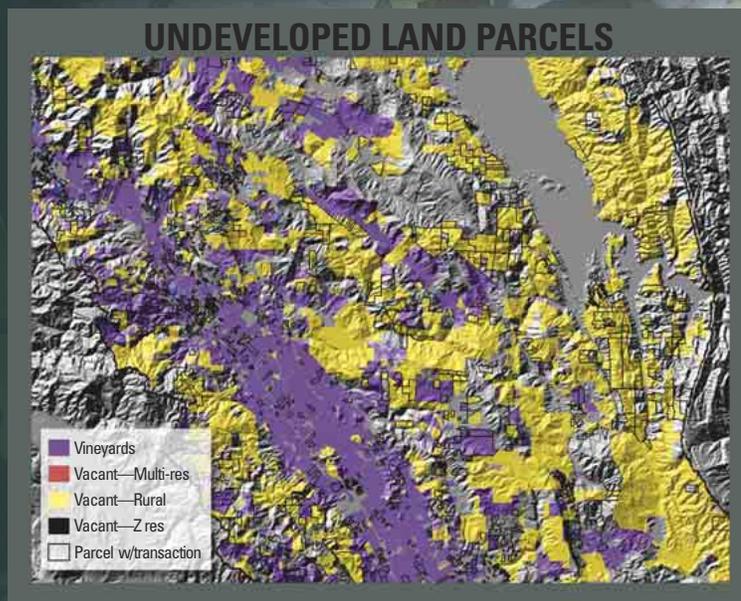
Free Public Lecture

# What is a Butterfly Worth?

The Challenge of Making Economic Estimates for Biodiversity

By Alicia Torregrosa, Geographer and Ecologist

- How can we best strike a balance between vineyard development and wildlife in the Napa Valley?
- Geographic Information System (GIS) facilitates comparing the "apples and oranges" of endangered species and the value of real estate
- Linking GIS layers and models gives them added meaning and value
- Such data layers are part of biodiversity software being developed by NatureServe
- This software will help decisionmakers evaluate alternative land-use choices



**Thursday, November 21, 2002, 7:00 p.m.**  
**USGS, Building Three, Menlo Park, CA**

The Earth Science Information Center (Map and Publication Sales) in Building Three will remain open until 7:00 p.m. on the evening of the lecture. See other side for USGS site map.

For information on USGS public events, call (650) 329-5000 or visit our website at <http://online.wr.usgs.gov/calendar/>  
U.S. Department of the Interior • U.S. Geological Survey • Western Region Center

**ALSO: For information on USGS activities and events for GIS Day (Wednesday, November 20), call Liz Colvard at (650) 329-4498 or visit the Web site <http://wgsc.wr.usgs.gov/gisday2002/>**