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Paper Maps Refuse to Fold

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...the North American Cartographic Information Society, a group of cartographers and their admirers are struggling to keep the paper map from going the way of the handwritten letter and the Kodak snapshot.

The infamous misadventures of a digital world Mr. Hoffman, 37, says, "I was a great paper map 'til like a poem."

Most people don't even know we exist," says Bennett Hoffman, a cartographer in Madison, Wis. "It's the same as mass-produced digital maps: custom cartography still has value."

Mr. Hoffman is an officer of the Geographic Information Society, a group of 400 members of the organization whose ranks include paper mapmakers, those who have gone over to the digital side, and some who do both.

People wonder why I still have a job when there is Google Maps," says Mr. Hoffman. "We are craft people and artists, and we get hired by people who appreciate that."

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Colleges Push to Keep Financial Advisers Out of Locker Room

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...the NCAA requires them to be approved by the school's athletic director before they can meet with athletes.

These laws rarely apply to financial advisers like Mr. Wong. While NCAA rules prohibit advisers from accepting money or gifts from anyone trying to woo them, there is little to discourage financial advisers from trying to woo them.

As a result, bankers, insurance agents, bankers and other types of financial advisers often contact athletes who are promising prospects, according to the NCAA.

At Baylor University, some football and basketball players have gotten messages through their Facebook pages from financial advisers, says Josh Levin, an assistant athletic director of compliance at the school's Texas college. Last season, he confronted one adviser trying to talk to players outside the locker room after a victory against Texas Christian University in Fort Worth.

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maps. He concluded that paper maps still play a critical role.

He cited the military, for instance, where soldiers need paper maps when going out on the battlefield: "If you are in Afghanistan or Syria, you can't have a signal dropout—that would be catastrophic."

The tension between paper and digital maps "falls within the bigger question," he says. "Is paper still a valid medium?" Prof. Clough's conclusion: "It is personal and a lot of people prefer paper—end of story."

Rayn Sullivan, 34, a cartographer in Oregon, says his most exciting work in recent years was collaborating on a paper map designed to spur young Hispanic residents in Portland suburbs to walk and bike more. Because many of those residents lacked iPhones or access to computers, paper was deemed ideal, especially back in 2011 when the map first came out, according to Metro, the Portland regional government agency that commissioned the project.

"We set out to design the coolest print map possible," said Mr. Sullivan. "We hoped they would pin it up like a poster in their bedrooms," he said.

In New York, Mr. Grossman says he invested nearly \$50,000 creating his paper Elvis map. He sells the map for \$9.95 through a website and some Memphis stores, including Graceland's gift shop.

"I grew up with maps, and I still find a real map comforting and easy to read," he says. Still, the venture began because of Mr. Grossman's fondness for paper, but for Elvis.

Mr. Grossman, 69, recalls how, growing up in a New York City suburb, he watched mesmerized as his baby sitter and her boyfriend danced in the 1956 hit "Don't Be Cruel" and other Elvis songs.

When Mr. Grossman and his wife, Andrea Shaw, were married in 1991, he had a life-size

cutout of Elvis in leather motorcycle gear at the wedding reception.

Ms. Shaw caught his Elvis bug, and pushed to do a map.

She threw herself into the research, but was dismayed to find that many important Elvis sites were no longer there—either the buildings had a different use or had been torn down and all that was left was a vacant lot.

No matter. The couple decided the map would show all possible points of interest, including those that no longer existed, such as the local draft board where Elvis registered in 1953.

They hired an illustrator trained as an architect to "re-create the look and feel of Elvis's Memphis" and recruited a graphic designer to put the map together. They mulled creating an online version, but decided against it.

"People's first reaction was, 'Are you going to do an app?'" recalls Ms. Shaw.

"I said, 'Why do you need an app? Look at what is in your hands.'"

Manik Gupta, Director of Google Maps, says paper and digital can coexist. The Elvis map is "fantastic," he says.

Mr. Gupta says Google maps allow users to explore a particular site from afar, zooming in and out, and learning its history. Maps are updated using an army of "citizen cartographers" who report any changes.

Yet when he travels, he makes it a point to print out the Google map. He will fold the map into his pocket, so he can share it with a taxi driver. "Believe it or not, I actually print out," he says.

Offices at Google Maps are decorated with paper maps, a spokeswoman says.

"There is a lot to be said for having a paper map on the wall," says Bill Rankin, a professor at Yale and working cartographer. "Years of living with this object, you start to really understand the complexity in ways you don't when you take a couple of minutes to look at this little screen." •