Given $\Omega$ a Schubert variety in a flag manifold, one can consider two spaces: the moduli space $GW_d(\Omega)$ of rational curves of fixed degree $d$ passing through $\Omega$ (a subvariety of the moduli space of stable maps), and the space $\Gamma_d(\Omega)$ obtained by taking the union of these curves (a subvariety of the flag manifold). I will show how some simple considerations about the geometry of these spaces leads to a new, natural, proof of the equivariant quantum Chevalley formula proved earlier by Fulton and Woodward and by the speaker. This is joint work with A. Buch. (Received September 15, 2010)