

1056-A0-1541      **Barry A Cibra\*** (bcibra@rconnect.com), 305 Oxford St., Northfield, MN 55057. *From Netflix to Gerrymanders: A Sample of BIG Applications of Mathematics.*

The speaker has been privileged to report on developments in the mathematical sciences over the last two decades for publications such as *Science* and *SIAM News*. Many of the most fascinating stories have been about applications of mathematics to real-world problems. I will describe a few examples highlighting the unreasonable effectiveness of mathematics in addressing important problems in business, industry, and government. I will also comment generally on what makes for a “good” math story. Among the tricks of the math-reporting trade: Sex sells. (Received September 22, 2009)