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**Keith E Howard\*** ([howard\\_ke@mercer.edu](mailto:howard_ke@mercer.edu)), Mercer University, 1400 Coleman Ave, Department of Mathematics, Macon, GA 31210. *Being Applied in a Pure World.*

Few would deny the friendly rivalry that exists between "pure" and "applied" mathematicians. Lack of mutual appreciation, and limited resources can lead to great challenges, but also great opportunities. As an applied mathematician, I received my educational training in "pure" math programs. In my professional career, I have served as one of the few, if not only, applied mathematicians in "pure" math programs. In this talk, I will highlight challenges this circumstance presents to collegial and faculty-student relationships. I will also highlight opportunities that this scenario can present. (Received September 15, 2008)