PROFESSIONAL IMAGES AND ETHICS

By M. O. Turner CPGS 1046

In recent years the public has slowly sensed the increasing impact of geology on their daily lives. But most Americans have never met one of the over 100,000 U.S. geologists. However, they do have perceived opinions. Many increasingly realize their continued well being and standard of living are inextricably linked to geology through the discovery and development of earth materials. Recent studies and polls reveal that geologists and other scientists are rated above all other professions and not unsurprisingly possess the greatest "credibility".

Today it's scientists 10 and in comparison, lawyers 0. But attitudes and perceptions change. Consider the case for lawyers. For centuries they have labored quite effectively in the eyes of some to lower an honored profession to an economic art-form and it has not gone unnoticed. Four hundred years ago, Shakespeare said, "The first we do, let's kill all the lawyers". But there were no geologists then, only a few budding naturalists like Agricola. He helped launch our now noble science with profundities such as, "Some stones and metals, even though they are themselves composed of juices, have been compressed so solidly by the cold that they can only be dissolved with difficulty or not at all."

Of course, we understand what Agricola meant, but fortunately, Shakespeare's 16th century stoic contempt and flinty wit condemned lawyers, not naturalists. Medicine, psychiatry and a few other scientific disciplines have also lost a certain degree of esteem and credibility recently. In the case of M.D.'s their public image has suffered perceptibly largely because of recent tests and challenges to their legitimacy and credibility engendered by a whole new generation of problems such as socialized medicine, abortion, euthanasia, unwarranted hospitalization and unnecessary surgery, each perceived by an increasingly annoyed public as pernicious windfall to a covetous, uncharitable entrepreneur. Thus, within perhaps the last two decades, the public image of both former highly esteemed practices of law and medicine now elicit at best public dismay and consternation while threats and claims of malpractice and litigation have since become commonplace. Consider how many M.D.'s and attorneys do not carry malpractice insurance? How many geologists do?

Notwithstanding, even "pure" scientists are now beginning to receive well deserved lumps for their part in victimizing the public's secure trust in ethical science. Witness the highly political and perhaps personally biased claims of presumably well intentioned scientists that those living in the northeastern corridor of the U.S. were under a terrible threat of agonizing death from leaking radiation at Three Mile Island. Also include their assessment of certain extinction of small darters at Tellico as well as their

M. O. Turner
AIPG President-Elect

contribution to the Lousewort fable, Houston frog fiction and the saccharin sham. Ten years ago a few scientists loudly proclaimed to the public the ozone layer would be dangerously transformed and all on earth would suffer from unsafe levels of solar radiation if SST flights were permitted.

How long will the scientific community continue to tolerate these dramatic media oriented spectacles now performed with increasing frequency by a few Luddite scholars? Exaggerated and unfounded claims of discovery of the mother lode are quickly dismissed by all responsible geologists until the tanks are full, the ore is loaded, correctly assayed and all tests are

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APPLICATIONS RECEIVED

If any member has any recommendations, positive or negative regarding the qualifications of any of the below applications, please mail your comments to General Headquarters within 30 days. Your comments will be held confidential within the Executive Committee and Screening Board of the local Section.

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IF GEOLOGISTS' REGISTRATION IS NOT THE ANSWER...
WHAT THEN?

By
John W. Rold
AIPG President

In many states registration or legal licensing is not a viable solution to the professional problems of geology in the state. Many geologists, particularly those in the petroleum phase of the profession, see no need for registration. They deeply resent the costs and paper work of registration and the additional incursion of government into their lives. The conflict between those against registration and those, particularly in ground water or engineering geology, who feel an equally compelling need for registration, can cause and has caused resentment, bitterness, and a deep schism between concerned and equally well-intentioned geologists.

In the aftermath of just such a long battle over registration in Colorado, a compromise was reached and passed into law in 1973. In 1977 Wyoming essentially copied the law. In essence the two laws legally define the practice of geology, geologists, and professional geologists and require that reports containing geologic information and submitted to a public body be prepared or approved by a professional geologist.

The following model follows both laws with only slight modification. The Wyoming law is cited as Wyoming Statute (W.S.) 9-248.1 and 9-248.2. The Colorado law is cited as Colorado Revised Statute (C.R.S.) 1973 34-1-201 to 202.

A MODEL LAW

Defining Geology, Geologist, Professional Geologist, and Requirements for Certain Geologic Reports.

1. Definitions. As used in this Act unless the context otherwise clearly requires:
   (a) "Geology" means the science which treats of the earth in general, the earth's processes and its history, investigation of the earth's crusts and the rocks and other materials which compose it, and the applied science of utilizing knowledge of the earth's history, processes, constituent rocks, minerals, liquids, gases and other materials for the use of mankind.
   (b) "Geologist" means a person who is a gradu-ate of an institution of higher education that is accredited by a regional or national accrediting agency with a minimum of thirty (30) semester or forty-five (45) quarter hours of course work in geology in a curriculum designed for a geology degree, and is engaged in the practice of geology.
   (c) "Professional geologist" means a geologist as defined in (b) above and who has had an additional five (5) years in aggregate of post baccalaureate geological training or experience, no more than two (2) years of which may have been in post graduate study.
   II. Reports containing geologic information. Any report required by law or by rule and regulation, and prepared as a result of or based on a geologic study or on geologic data, or which contains information relating to geology, as defined in Section I (a) above, and which is to be presented to or is prepared for any state agency, political subdivision of the state, or recognized state or local board or commission, shall be prepared or approved by a professional geologist, as defined in Section I (c) above.
   The legislation in Colorado and Wyoming has been beneficial to the profession and the public and has been in effect for seven and four years respectively.
   1. It has legally recognized the profession of and practice of geology. This is a key point in relationship to other professional registration laws and to state or federal laws or regulations, (such as by the Office of Surface Mining), affecting geology.
   2. It has upgraded the quality of geologic reports submitted to public agencies.
   3. It has discouraged non-geologists from masquerading as geologists and has discouraged, though not completely prevented, engineers and surveyors who are not also qualified geologists from preparing and submitting geological reports.
   4. It provides a mechanism for boards or commissions to require submittal of and evaluation of qualifications for persons preparing geological reports.
   5. It has no administrative costs, and imposes no burden of cost or paperwork on geologists.

Admittedly the law has several weaknesses:
   1. No mechanism is established for determining competency either by testing or by peer review of experience, ethics, or qualifications.
   2. No listing or recording of qualified professional geologists is established.
   3. The law establishes no mechanism for enforcement or penalties for violation.
   4. The law provides little or no additional credibility or standing for an expert witness as would be gained from certification by a national organization, such as AIPG, or from being legally licensed to practice by a state agency.

Of course if these shortcomings are addressed by statute then one actually has a licensing or registration law with the attendant problems and costs of administration.

So many misconceptions exist concerning AIPG and registration that no AIPG discussion relating to registration is adequate without understanding AIPG's long-standing policy on registration.

1. AIPG neither encourages or discourages state registration. The matter should be decided by the geologists within the affected state.
2. AIPG has not and will not promulgate the enactment of registration or licensing bills for geologists in any state. In some instances individual state sections of AIPG have promulgated such bills but only after having determined that such a bill in that state is in the best interests of the public welfare and is supported by a majority of the geologists in that state.

3. If a registration law is introduced in a state legislature, AIPG will strive to insure that:
   (a) the law would adequately protect both the public and the entire profession.
   (b) the law would provide ready reciprocity with other states.
Continued from front page

PROFESSIONAL IMAGES
AND ETHICS

complete and confirmed. Why should less confirmation be exacted on other issues?

It has been several months now since television's evening news and headlines in the morning news were clamoring with quotes from the ever present array of "eminent" scientists testifying to the lasting damage and permanent scars to our ocean floors and beaches, the disastrous costs to industries, losses to resorts, etc. from each offshore oil spill. Though we were repeatedly assured of the unquestioned final and complete destruction of the marine food chain resulting from the unfortunate accidents at Santa Barbara and Ixtoc 1, coastal business thrives and daily fish and shrimp takes in the Gulf of Mexico are now as large or at even greater levels than before Ixtoc 1. And at the same time the 250 natural oil seeps and the city of Santa Barbara continue their "natural" pollution of the now pristine waters of Santa Barbara Channel.

Did Hooker Chemical surreptitiously try to conceal their unforgivable defilement of the Love Canal? Will the good folk on the Isle of Man, indeed from throughout the civilized world, ever be able to forgive Standard of Indiana for the wreck of the Amoco Cadiz and forever banish cockles and mussels from the British diet? It is unlikely many scientists now recall these incidents in detail, but I suspect the public in general remembers the events well. Repetitious threats and irresponsible claims like these from even one scientist thundered to the public have a devastatingly cumulative effect which weakens the credibility and tarnishes the image of all scientists.

Geologists have also failed to safely traverse these public mine fields. A recent front page article in the Wall Street Journal quotes a large California developer when questioned about building homes on unstable and in unsafe areas that he had little difficulty finding a registered geologist to approve his plans because "they have hores just like anyone else."

With regard to the practices of some of our contemporaries there seems to be one significant distinction, especially when geologists are compared to other professionals. That is, lawyers, doctors and accountants generally receive the bulk of their income from the public, while most geologists and other earth scientists generally provide income and value to the public.

When geologists and other earth scientists look up and thereby expose their image to the public are we all at risk. Ozone and the SST, snail darters and Tellico, radiation and Three Mile Island, Santa Barbara, Ixtoc, the Love Canal, Isle of Man and survival of the lousewort were all basically technical problems stripped bare of rational debate then garbed in illusion and sophism. Some for their own purposes, too often transform these unfortunate events into public issues, whereby instead of seeking solutions, the attempt for resolution of the matter becomes a daily media event rather than a laboratory result.

Granted that these incidents and issues were and are some are still quite serious and involved some threat to public health and safety. Admittedly there is the possible loss of property to coastal areas, but it is professionally inexusable for any scientist to knowingly or even unintentionally frighten and alarm the public unless the danger to their well being is indeed real and imminent. Thousands of families moved from their homes or relocated their businesses as a result of the headlines following Three Mile Island, Ixtoc and the revelations at Love Canal. More personal misery and private economic loss occurred from these unhappy dislocations than will ever be found in the vast areas of danger and future waste land carefully outlined daily on the nation's front pages.

Sensible resolution of great "public" issues like these however, require a greater degree of public and professional responsibility from each scientist involved or who chooses to become involved. Would the public, in each of these cases, have been better served for instance if the New York Section had issued a clarifying position paper about the real dangers existing at Love Canal? Would it have helped if the Corpus Christi Geological Society addressed the probability of damage from Ixtoc 1? Could a statement by the Coast or Los Angeles Basin Geological Societies have allayed some of the public's anxiety following Union of Cal's mishap at Santa Barbara? Perhaps.

Some contend we should develop a special section in AIPG'S "Suggested Practices and Guides" regarding the importance and dangers of making timely public statements and another on how to convert a community problem into a professional opportunity.

...and we can save 700 lira by not taking soil tests.

From yet another point of view on credibility consider this. A public investor pursuing mineral based tax shelters or perhaps a petroleum geologist dealing in venture funds solicited from the public sector actually places the careers and reputations of all earth scientists in some degree of risk. Both endeavors contain certain elements of potential loss to the image of all geologists if the outcome of either investment is less than 100% satisfactory. Since each venture is sealed by a private contract, little if any question or contention about ethics ever surfaces at least until the results are known. With each successive revelation or claim of impropriety or irresponsibility in this unsophisticated environment others who have trod this path before anxiously assuage their feelings of loss and readily identify with the most current "victim". The bonds of trust between practicing professionals thus slowly weaken with each disclosure.

Likely there is a critical juncture between good and bad reputations which lurks unseen somewhere in
the life cycle of a profession. It cannot be easy for anyone to always maintain a healthy sparkling image and to constantly retain a sterling credibility. Images are like cheap bracelets. They quickly oxidize and tarnish when exposed to reactionary agents. I suspect this occurred when law and medicine abandoned their emphasis on public services for what appears to some as one of private economic gain.

One of Shakespeare and Agricola's contemporaries, George Chapman, observed this ever present professional test thusly:

"So our lives
In acts exemplary, not only win
Ourselves good names, but doth to
Others give
Matter for virtuous deeds, by which
We live."

Therefore, when geologists forsake the call for virtuous deeds by succumbing to the blandishments of overt speculations and clear commercial adventurism, our image as earth scientists fades in near direct proportion and we will soon join the ranks of lawyers, salesmen, politicians and other pursuits now rated at "GM" credibility. Whether the public's perception of one's private professional deeds is real or imagined seems immaterial. The toll in loss of image appears the same. Reasoned calls for incentive to restore rightful equity or noble appeals for exploration and development in the national interest are treacherous indeed if the public senses economic advantage for the advocate. Because all of these things have an impact on the public and help shape their perception of geologists, I believe geologists' active involvement in surficial geology can actually be more important to our future well being than decontrol, opened wilderness areas and seabeds, restoration of the 27 § depletion allowance or any other economic incentive. Our collective dedication to the practice of "public" geology to meet public needs seems to be the most important challenge to our future well being. This can be accomplished most handily through our interest and involvement with surficial geology, local surficial geology. It affects most of one's senses and more especially, it is what the public can see.

Someone wrote recently that we must show the public ways to ease the constraints of the environment in order to extend needed industrial growth and development. We should integrate the problems of population with those of water resources, land use and overcoming environmental hazards in an attempt to adapt earth processes to urban needs. It is not enough merely to disseminate this vital information to the public. We must help apply it for them as well. In response to public needs we should assert ourselves with a new initiative. We should, indeed, become community advocates for solving community problems--in anticipation of community need.

Some of this can be accomplished by providing weekly news releases, presenting talks or papers concerning local water resources, land and sanitary fill problems, availability of local building materials and reports on local erosional or drainage problems, troublesome soil conditions, review of local energy supplies or location of nearby resources. All of these related studies can be made with reference to their importance to the local economy and the public's continued well being. Ideally these things should be done before a community problem arises rather than waiting for possible consulting fees resulting from later confrontation or litigation. Many laugh about ambulance chasing attorneys. But how different is a local geologist who quietly observes new residential development over an unstable fault, slide or sanitary fill area?

Why then is community geology so terribly important? Because as I perceive it, the solution to practically every problem we tackle as geologists is based on our perception of something. We only perceive surface and subsurface structures or deposits as a result of our studies and investigation. Even though we employ a variety of sophisticated tools, we usually don't actually see a structure or its complex composition. We only perceive it. We map perceptions, study perceptions, drill perceptions, mine perceptions and many times dream perceptions. Seldom do they turn into reality. Probably much in the world today revolves on our perception of things and not the reality of things. If this is so, as geologists move more actively into the public arena, we should become more aware and sensitive to the mechanics and processes that create these perceptions, especially those that maintain credibility and a good reputation.

For starters, write a letter to your local editor addressing an important local "earth related" matter. Identify yourself as a Certified Professional Geologist. Call your mayor or city manager and offer your chapter's or committee's technical assistance on significant problems--as a public service. Give a talk or present a program on interesting and topical earth related issues to local clubs and organizations. As an officer in your state section or local chapter issue a news release on local or regional technical problems which have become public issues. Give the public and your community an opportunity to meet a real live geologist, always keeping in mind that we today enjoy the favorable reputation, esteemed status and untarnished image of those earlier champions of earth science, but that a host of other geologists will follow us into the future.

AIPG FOUNDATION ESTABLISHED

The American Institute of Professional Geologists has officially established a Foundation as a means for members to contribute tax-exempt money to further educate geological scientists and the public about geology related matters. Research and educational activities will become on-going programs of the Institute and funded by the Foundation.

A detailed letter explaining the Foundation's functions and how each member can contribute will be inserted in the next TPG. Your support of the Foundation is a sound investment in our future by alerting the public to the importance of geology in their lives.
FELLOWSHIP PROGRAM INITIATED
By John Haun CPGS 136

The American Geological Institute (AGI), with the cooperation of the American Association for the Advancement of Science, will sponsor a Fellow in the Congressional Science and Engineering Fellowship Program for 1981-82. AIPG is involved in the program as a member society of AGI.

In the early 1970's several societies initiated congressional fellowship programs. Since 1973 the number of Fellows has grown from a handful to approximately 30 per year and the number of sponsoring organizations has increased to about 20. The program places highly qualified, accomplished scientists, engineers, and other professionals with the offices of individual Members of Congress and committees for a one-year assignment.

The purpose of the program is two-fold: (1) to broaden the perspective of both the scientific and the governmental communities regarding the value of such interaction; and (2) to make practical contributions to the more effective use of scientific knowledge in government, and to the training of people for careers involving public use of technical information.

Congressional response has been overwhelmingly positive. At least 70 members of the Senate and the House have expressed the desire to have such a Fellow working with them on specific legislative matters or within the congressional committee structure. Response from the scientific and engineering community has also been substantial.

Some companies have granted a year's leave to a young scientist and have made up at least part of the salary difference between company pay and the fellowship stipend. It should be noted, however, that this is not an advocacy position but one requiring scientific advice and consultation.

Costs for 1980-81 were $22,000 per Fellow. Several member societies of AGI have pledged support for the program: AAPG, $6,000; GSA, $5,000. The suggested "fair share" contribution for AIPG is $1,700. The Executive Committee has agreed that AIPG will pledge funds to support this program.

For applications or further information write to:

Dr. A. G. Unkelbasy
Executive Director
American Geological Institute
5205 Leesburg Pike
Falls Church, VA 22041

ABUSE OF GEOLOGIC DATA

In response to rumors from several areas that geologic information has been misused, ignored, or altered, the Executive Committee has authorized a new committee to look into the matter. The justification for such an investigation is that any misuse of geologic data is a matter of professional concern and should be documented, if possible, to minimize future occurrences. We hope to determine also whether any misuse is for economic or political reasons or out of ignorance.

The committee would appreciate knowing of any specific and documentable examples. The members are: Allen F. Agnew, CPGS 240, William L. Fisher, CPGS 2398, Charles J. Mankin, CPGS 1415, Daniel N. Miller, CPGS 64, Ross Schaff, CPGS 4395.

PROFESSIONAL GEOLOGISTS RECOGNIZE TECHNOLOGY DIVISION

The American Institute of Professional Geologists (AIPG) at its winter Executive Committee meeting approved the Ground Water Technical Division of the National Water Well Association (NWMA) as a qualifying organization fulfilling the scientific requirements for membership in the Institute. Under an agreement reached several years ago with the American Geologic Institute (AGI) and its affiliated societies, the American Institute of Professional Geologists was established as the overall professional and certifying organization for geologists. In order to ensure the continuing basic scientific competency of certified geologists and to establish the proper relationship between the professional organization, the umbrella coordinating function of AGI and its affiliated scientific specialty societies, it was agreed that membership in an affiliated scientific society would be a prerequisite for certification as a professional geologist and membership in AIPG. The Technical Division of NWMA is not affiliated with AGI. In short, this recent approval means that ground water geologist members of the Technical Division can now use that membership to fulfill the scientific requirement for national certification as professional geologists.

AIPG is a national organization of 4,000 geologists that certifies the basic scientific competency and ethical conduct of its members. Its purposes are to improve the professional application of geology, assure proper geological input to law-making and rule-making at both federal and state levels, to enhance and preserve the profession, and to maintain adherence to an uncompromising code of ethics. Members are provided with a certificate, a stamp, and an impression seal for documents and reports. The Institute maintains a national office in Golden, Colorado, a Legislative Counsel in Washington, D.C., and a Public Relations Consultant and works through 28 state sections.

Any ground water geologists interested in becoming certified professional geologists or learning more about AIPG should contact AIPG Headquarters at Box 957, Golden, Colorado 80401.

SECTION NEWS

The St. Louis and Kansas City Sections of AEG and the Missouri Section of AIPG have been working together to sponsor a certification bill. Members of the three groups spoke for the bill at the Committee Hearing February 24 in Jefferson City.

The Missouri Section-AIPG met in Rolla February 19. Jim Martin, CPGS 294, discussed the proposed certification bill. National Vice President Ernest K. Lehmann, CPGS 583, had been scheduled to talk on the activities of the national organization but at the last minute a conflict developed and he could not attend the meeting.
PROFESSIONAL PARAGRAPHS

GEOQUEST EXPLORATION, INC.: Hugh W. Hardy, CPGS 3178, has joined GeoQuest Exploration, Inc., in Houston, Texas as Vice President for Marketing. He recently retired from Exxon Co., U.S.A. after 33 years of service which included interpretation experience with land and marine seismic crews; research in well logging and geophysical field techniques; supervision of geophysical activity in North Texas, the Texas Gulf Coast and the British North Sea as well as seismic data processing. He recently completed assignments in State Government Relations and Exploration Regulatory Affairs activities.

CENTRAL LOUISIANA ENERGY CORPORATION: Gale L. Galloway, president and chief executive officer of Central Louisiana Energy Corporation, is pleased to announce the appointment of Carl E. Jameson to the position of president of its wholly owned gas and oil subsidiary, South Louisiana Production Company, Inc.

NORTH CAROLINA DEPARTMENT OF NATURAL RESOURCES AND COMMUNITY DEVELOPMENT: Dr. C. Edward Howard, CPGS 2783, of Lillington, N.C., has joined the N.C. Department of Natural Resources and Community Development as Director of the Division of Soil and Water Conservation. He replaces Dr. Joseph A. Phillips, who is returning after a leave of absence to N.C. State University.

Prior to his appointment, Dr. Howard has been a consulting geologist and President of Carolina Earth Resources Company. He is also former Chairman of the Department of Geology at Campbell University in Buies Creek.

Dr. Howard holds a Doctorate in Sedimentary Petrology from Louisiana State University, a Master’s Degree in Geological Engineering from N.C. State University, and a Bachelor’s in Geology from Duke University. He is a member of the American Institute of Professional Geologists, the Association of Engineering Geologists, the Society of Mining Engineers of AIME, and a Fellow of the Geological Society of America.

U.S. GEOLOGICAL SURVEY, RESOURCE PROGRAMS: George H. Davis, CPGS 707, recently retired as Assistant Director for Resource Programs of the U.S. Geological Survey, announces the establishment of a consulting practice in geology and hydrology. His address is 10408 Insley Street, Silver Spring, MD 20902.

SOTRANA-TEXAS CORPORATION: Rex E. Olsen, CPGS 1194, has been named Vice President of Exploration for SotRNA-Texas Corporation. From its office in Houston, he will direct the company’s exploration activities in the United States. Olsen, a geologist, previously directed frontier exploration for Transco, northern regional exploration for Home Petroleum and prior to that, had 20 years of exploration experience with Exxon.

AIPG LUNCHEON: JUNE 3

All AIPG members who plan to attend the AAPG Annual Meeting in San Francisco in June are invited to an AIPG Luncheon on Wednesday, June 3. The luncheon will be held in the Crystal Ballroom of the San Francisco Hotel which is directly across the street from the Convention Center. President John Rold will address the group on “The Politics of Professionalism.” Executive Committee Meeting in conjunction with the AAPG meeting, so this will be an excellent opportunity for members to meet, get to know, and communicate with the national officers.

AIPG LUNCHEON: JUNE 12

If you are in, or plan to be in the Washington, D.C. area on Friday, June 12, 1981, please plan now to attend the AIPG Washington Luncheon. Arrangements are being formalized to obtain a main speaker, plus the meeting is planned to be attended by John Rold, AIPG President, and M. O. Turner, AIPG President-Elect. For further details, see next issue but save Friday, June 12 for this event.

ANNUAL MEETINGS

AMERICAN INSTITUTE OF PROFESSIONAL GEOLOGISTS

18th ANNUAL MEETING

1981 Williamsburg
OCT. 21-24 Virginia
General Chairman:
John Kent Kane II

19th Annual Meeting

November 10-13, 1982
Pasadena, California
General Chairman:
Howard T. Anderson

20th Annual Meeting

(DateS Not Set)
Jackson, Wyoming
OFFICERS

President
John W. Rold
Colorado Geological Survey
1313 Sherman Room 715
Denver, CO 80203
(303) 866-2811

Vice President
Ernest K. Lehmann
1409 Willow Street
Minneapolis, MN 55403
(612) 871-6304

Secretary-Treasurer
Randall T. Chew, III
2045 Gunnison Avenue
Grand Junction, CO 81501
(303) 242-8621

Editor
Russell R. Dutcher
Department of Geology
Southern Illinois University
Carbondale, IL 62901
(618) 453-3351

President-Elect
M. O. Turner
2113 Alamo National Building
San Antonio, TX 78205
(512) 227-2921

INTER-SOCIETY ADVISORY GROUP
CHAIRMAN
Larry D. Woodfolk
WV Geol. & Econ. Survey
P.O. Box 879
Morgantown, WV 26505
(304) 292-6331

ADVISORY BOARD REPRESENTATIVES

John W. Eggers
LA Office of Mineral Resources
P.O. Box 2827
Baton Rouge, LA 70821
(504) 342-4624

W. Dean Grafon
12531 Shepherd's Ridge Drive
Houston, TX 77077
(713) 850-6100

Travis H. Hughes
Dept of Geology & Geography
P.O. Box 1945
University, AL 35486
(205) 348-5095

William H. Park
3040-19th Street, Ste. 10
Bakersfield, CA 93301
(805) 327-9681

AGI REPRESENTATIVES

Doris M. Curtis
Curtis & Echols
16730 Hedgecroft
Houston, TX 77060
(713) 445-4587

John D. Haun
1238 County Road 23
Evergreen CO 80439
(303) 279-0300

PUBLIC RELATIONS COORDINATOR
Ruth Anna
1580 S. Fenton
Lakewood, CO 80226
(303) 935-2822

18th Annual Meeting
October 21-25, 1981
Williamsburg, Virginia
General Chairman:
John Kent Kane II