

[View in browser](#)

GBA NEWSlog

A publication of the Geoprofessional Business Association

August 6, 2025

[SUBSCRIBE](#)

[GBA MEMBER SITE](#)



Are Your New Hires Really Ready?

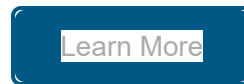
As firms welcome a new wave of entry-level engineers, many are discovering a familiar challenge: academic credentials don't always translate to workplace readiness. From communication gaps to business context blind spots, these skillset shortfalls can strain teams and slow progress. But there are strategies to bridge the divide. Explore practical, firm-tested approaches to onboarding, mentoring, and developing early-career professionals—so your next generation of geoprofessional talent is ready to deliver from day one.

[Read Now](#)

More GBA News

Financial Survey Closes August 15

If you're a GBA member firm's Chief Financial Officer, Controller, or other accounting professional in charge of the firm's financial management, please contribute your input to the 2024-25 GBA Annual Financial Survey. Results of the survey allow our members to measure their success against other member firms, improve business performance, and optimize efficiency.



The Power of Words: Inclusive Language in the Geoprofessions

GBA Inclusion Advancement Committee

The deliberate use of inclusive language is essential for building trust, fostering positive environments, maximizing engagement, and minimizing misinterpretations among diverse stakeholders. Poor communication can lead to misunderstandings, weaken employee engagement, and potentially expose firms to significant risks. In the geoprofessional industry, these risks are amplified by challenges such as tight deadlines, competitive pressures, interdisciplinary teams, and the ongoing effort to attract and retain talent.



Meet GBA's New Events Director Kelley Versteegh

GBA is pleased to welcome Kelley Versteegh as our new Director of Events. Kelley leads the planning, logistics, and execution of GBA's full event calendar. She brings over a decade of experience managing high-profile programs, and is known for her attention to detail, budget oversight, and ability to coordinate diverse teams and vendors. Versteegh holds a B.A. in Humanities from California State University, Sacramento, and has a long-standing commitment to serving her community through volunteer leadership in youth and rescue organizations. She can be contacted at kelly@geoprofessional.org.



New GeoHeroes Episode: Ken Johnston

In the latest GeoHeroes podcast, retired GZA Chief Administrative Officer and past GBA President Ken Johnston shares candid reflections on leadership, loyalty, and the lessons that shaped his 42-year career in the geoprofessions.



[Listen Now](#)

GBA Podcast Hits 20,000 Downloads!

GBA is thrilled to share that the GBA Podcast has surpassed 20,000 downloads! This achievement reflects the podcast's growing impact in delivering expert insights from geoprofessionals worldwide—empowering listeners to optimize their business and reduce risk. Thank you to our dedicated community for tuning in, sharing, and supporting this powerful educational resource, and to GBA's Multimedia Delivery Committee for their dedication to producing podcast episodes that keep listeners coming back for more.



[Start Listening](#)

A Decade of Progress: Joel Carson Reflects on 10 Years with GBA

From navigating industry shifts to championing innovation and inclusion, Joel G. Carson shares a heartfelt look back at his decade as Executive Director of the Geoprofessional Business Association. Discover the milestones, challenges, and vision that helped shape the past 10 years of GBA's journey.



[Read More](#)

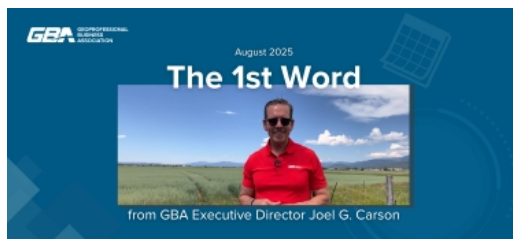
GBA Book Club Meets August 20

Are you looking for a way to meet some great people in GBA, engage with other geoprofessionals, and invest in professional and leadership development while enjoying a relaxing pastime? All are welcome to join the GBA Book Club, who meets next on August 20. The group will discuss “Turn the Ship Around!” by L. David Marquet



August 1st Word: Insights, Innovations, and Opportunities

GBA's August 1st edition of The 1st Word is now live. Executive Director Joel Carson delivers timely updates on new member resources, including risk management best practices, cutting-edge webinar insights, and the launch of GBA's annual report. This short, information-packed video is your gateway to smarter planning, stronger performance, and greater success in the geoprofessions.



Promote GBA In Your Firm!

GBA resources address all aspects of running a geoprofessional business: finance, human resources, information technology, marketing, and more, whether or not the functions are performed by geoprofessional generalists or functional professionals. Nearly everything is free of charge, too, so promote GBA resources to your staff. They'll thank you for it, and your company will derive greater value from its GBA membership dues. We've made it easy by developing resources you can use for promotion:



GBA's Most Popular Resource in July

The most downloaded resource from the GBA library in July 2025 was a newly published Best Practices guide to design and inspection of crane pads and other working platforms. With this resource, GBA member firms can effectively reduce their risk as they navigate the complexities of these projects and provide quality work to their clients.

[Download Now](#)

Future GBA Events

[2025 Fall Leadership Summit: November 12-14, 2025 - Denver, CO](#)

[2026 GBA Annual Conference: April 23-25, 2026 - Phoenix, AZ](#)

[2027 GBA Annual Conference: April 14-17, 2027 - Vancouver, British Columbia, Canada](#)

GBA Member News



Scaling for a Booming Future

Industrial growth quickly outpaced the aging water system in Sherman, Texas – the community's water needs are expected to triple by 2048. Learn how a collaboration with this GBA Member Firm and key innovations delivered the essential infrastructure needed to support Sherman's evolution into a tech-focused economic hub. [READ MORE](#)



Seismic Engineering Challenges for San Diego International Airport's New Terminal

Kleinfelder's Janna Bonfiglio, P.E., G.E., tackled the complex seismic design of San Diego International Airport's new Terminal 1, navigating active fault lines, liquefaction hazards, and high ground motions. Through advanced site-specific seismic analyses and innovative ground improvement techniques, the Kleinfelder team delivered a resilient solution that exceeds standard code requirements. [READ MORE](#)



UES Acquires GME Testing

UES has acquired GME Testing in Ft. Wayne, Indiana. Established in 1999, GME Testing provides clients with geotechnical engineering, construction materials testing, and all foundation-related inspections and testing. The firm, comprised of 23 talented staff, also owns and operates their own fleet of drill rigs. [READ MORE](#)



Hillis-Carnes Completes Integration of Clendenin Consulting & Remediation Group

Hillis-Carnes is pleased to announce the planned name change and branding of Clendenin Consulting & Remediation Group (CCRG) to Hillis-Carnes Engineering Associates, Inc. Hillis-Carnes acquired CCRG in 2022. [READ MORE](#)



Danny Stamp Joins IT Team

Sanborn Head announced the addition of Danny Stamp as the firm's Director of Information Technology. Danny brings extensive experience and will oversee the planning and development of Sanborn Head's information systems and data processes. [READ MORE](#)



AET Welcomes Rita Zinn as VP of Strategy & Growth

American Engineering Testing (AET) announced Rita Zinn as its new Vice President of Strategy & Growth. With more than 15 years of experience in strategic consulting, business transformation, and organizational leadership, Rita brings a wealth of expertise and a fresh perspective to AET. [READ MORE](#)

More GBA Member Headlines

[InnovGeo Launches "Ground Truths" Article Series](#)

[ECS Opens 100th Office](#)

Have a story tip? *Send it to us!*



GBA

What We're Reading



Speak Up – People Want to Hear What You Have to Say

This article explores why your voice matters more than you think and offers practical tips to help you share your insights with confidence. [READ MORE](#)



Big Tax Law Change for AEC Firms Who Invest in Research

Does your firm do research and development? A quiet tax law change blindsided AEC firms with surprise bills—but a new fix could unlock retroactive refunds and major cash flow relief. [READ MORE.](#)

See more from KP about Thriving in the Tech-Age in this GBA member exclusive.



Leaders Are Always Onstage. Act Accordingly

When praising the planning of a company holiday party, the CEO remarked that the only way it could be more convenient is if they held it in the parking lot. Months later, he was surprised when his team asked if he wanted to order a tent for the upcoming holiday party, which they were planning to host in – the parking lot. A simple casual remark had become a company initiative. [READ MORE](#)



5 Leadership Lessons from the Viral 'Kiss Cam' Scandal

Leadership isn't just about decisions – it's about how you're seen. [READ MORE](#)

More Industry Headlines

[AI Just Designed Concrete That Could Reverse Climate Damage](#)

[How to Detect and Prevent Bias in AI Tools](#)

[A Playbook for Developing Next-Gen Leaders](#)

[Major Cleanup Underway at One of America's Most Toxic Sites](#)

Study Helps Pinpoint Areas Where Microplastics Will Accumulate

How To Make Cob a Mainstream Building Material



"Quality is not an act, it is a habit." -
Aristotle

Connect with GBA



About GBA

The Geoprofessional Business Association (GBA) helps its members and their clients confront risk and optimize business performance by delivering unique professional resources, programs, and services that make them stronger and more successful.



401 N. Washington Street, 6th Floor, Rockville, MD 20850
301-565-2733 | [Contact Us](#)

[Privacy](#)

[Unsubscribe](#)