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GBA NEWSlog

A publication of the Geoprofessional Business Association

JANUARY 22, 2025

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DEADLINE JAN. 31: Woodward L. Vogt Project Excellence Awards

Does your firm have a project that stands out for its innovation, quality, and impact? The deadline is fast approaching to submit for GBA's 025 Woodward L. Vogt Project Excellence Award!

Why Apply?

- Showcase your team's expertise and dedication.
- Strengthen your reputation with clients and peers.
- Inspire others by sharing your success story.

[Learn More](#)

More GBA News

Annual Conference Registration Rates Increase February 1

Save your seat at the 2025 GBA Annual Conference by January 31 to save \$200 with early registration rates. Whether you're a seasoned expert or an emerging professional, this event

offers insights, resources, and networking prospects to help you reach new heights as a Guardian of the Earth!



[Learn More](#)

PFAS News and Opportunities for Geoprosessionals

GBA's Environmental Business Committee has developed an exclusive update on the latest regulatory developments regarding per- and polyfluoroalkyl substances (PFAS). Read on for important information on PFAS:

- Destruction and disposal
- Technical updates
- Monitoring requirements
- Strategic roadmap



[Read the Update](#)

Leadership, Growth, and Transition: Stewart Osgood, P.E., F.GBA

The latest episode of the GBA Podcast GeoHeroes series features a captivating conversation between host and GBA President Guy Marcozzi, P.E., D.GE, LEED AP BD+C (*Verdantas*), and guest Stewart Osgood, P.E., F.GBA, former President and CEO of DOWL. Osgood reflects on his professional journey to offer listeners his perspective on leadership, career growth, and succession planning. Tune in to this episode to explore the personal and professional journey of a true geoprofessional leader.



[Listen Now](#)

Announcing the 2025 Annual Conference Business Round Table Topics

The GBA Conference Planning Committee and Business Practices Committee have an exciting update for NEWSlog readers – the topics of the extremely popular GBA Business Round Tables! Get excited and save your spot today for discussions on:

- Harnessing AI to make faster, smarter decisions
- Developing creative retention ideas
- Alleviating PM overload
- Building a brilliant Board of Directors
- Engaging workplace diverse staff
- Creating a culture of innovation

This is a great opportunity to learn from the experiences and best practices of geoprofessional colleagues as you focus on problem-solving and strategy development through friendly peer discussion.



[Register Today](#)

[SEE WHO'S ALREADY SIGNED UP](#)

Improve Your GBA Membership ROI

Your company pays to be a GBA member to provide best practices, networking opportunities, and professional development resources for your members. At the 2024 GBA Annual Conference, attendees discussed important topics relevant to the geoprofessions during the Business Round Table sessions. One discussion focused on ways firms can leverage all the benefits of GBA membership to maximize benefits for your firm's success. Key insights included:

- Using your firm's existing training platforms to disseminate GBA content
- Incorporate Case Histories into project management training
- Designate multiple GBA Ambassadors (for larger firms facing outreach challenges)

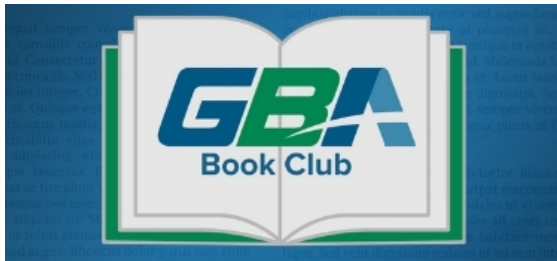
Proactive engagement, content dissemination, and strategic representation enhance the ROI of GBA membership.



[View the Full Notes](#)

Inaugural Book Club Meeting Tomorrow!

The first ever meeting of the GBA Book Club takes place tomorrow, January 23, at 4 p.m. Eastern Time. The group will discuss Adam Grant's "Think Again" and moderator Dori Ross, P.E. (*Sanborn, Head & Associates, Inc.*) has planned an engaging gathering! You can still sign up for the one-hour Zoom meeting:



[Join the Club](#)

In Case You Missed It: Peer Groups Forming for 2025

New GBA Peer Groups are forming now for those in senior leadership positions of member firms.



[Learn More](#)

GETTING PAID

This free resource for GBA members may actually end up paying for your membership by adding to your firm's bottom line! This comprehensive guide covers specific techniques to achieve prompt payments while avoiding some clients' efforts to avoid payment altogether, typically by filing a negligence claim.



[Download Now](#)

Future GBA Events

[GBA Book Club Meeting:
January 23, 2025 - Virtual](#)

[2025 Annual Conference:
April 24-26, 2025 -](#)

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

GBA Member News



VHB Welcomes Connecticut Firm Close, Jensen and Miller

VHB is pleased to announce it is joining forces with Close, Jensen and Miller, P.C., a prominent civil engineering firm based in Wethersfield, Connecticut. [READ MORE](#)



STRATA Names Michael Arneson, P.E. as COO and CSO

STRATA is pleased to announce the appointment of Michael Arneson, P.E., (Mike) as its new Chief Operating Officer (COO) and Chief Strategy Officer (CSO). [READ MORE](#)



Sanborn Head Announces Leadership Changes

Sanborn, Head & Associates, Inc. is pleased to announce the following leadership changes:

- Jennifer Sanborn, P.E., Vice President of Talent, and Carolyn Silverthorn, MBA, Senior Vice President of Finance, will join the Executive Committee.
- Julie Scott, P.E., will become the Industrial market team leader.
- Heather James, P.E., and Tricia Pinto, P.E., LSP, LEP, were elected to the Board of Directors and John Marczewski, P.E., was re-elected.

[READ MORE](#)



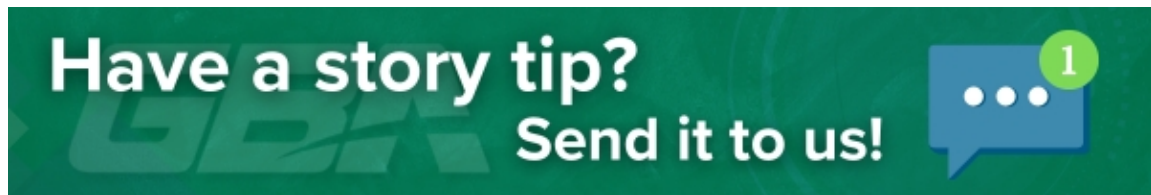
Terracon Names Kevin Green Chief Information Security Officer

Terracon has named Kevin Green as chief information security officer. He will lead a team responsible for defending against cybersecurity threats, monitoring potential threats, ensuring compliance, and increasing internal security awareness. [READ MORE](#)



Eric Marko, P.E., Steps into Leadership

NTH Consultants, Ltd. is thrilled to announce Eric Marko, P.E., as its new Department Manager for Permitting & Compliance. [READ MORE](#)



What We're Reading



Be a Better Leader by Adding Margin to Your Life

The CEO's schedule is notoriously punishing. The best gift you can give yourself? Space to think, breathe, and grow. [READ MORE](#)



Historic Tunnel in the Rockies Presents Unique Repair Challenges

The tunnel is miles from the nearest paved road and at an elevation of 11,000 feet. [READ MORE](#)

More Industry Headlines

[Tech Predictions for 2025](#)

[Enbridge Preps Pipeline Buildout for Trump-Driven Drilling Boom](#)

[Listening to Earth's Subsurface with Distributed Acoustic Sensing](#)

[Turn Self-Doubt into Success and Build Your Confidence in 3 Steps](#)

[Space-Based Insights: Early Signs of Kakhovka Dam Collapse Detected](#)

How To Handle Workplace Gossip and Reduce Negativity



"If you don't stand for something, if you don't differentiate, if you aren't special in some way, you will get just your market share. In most industries in this economy, if you get your market share only, it will not be good enough."
Ron Shaich, founder of Panera Bread and Au Bon Pain

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.



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