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# GBA NEWSlog

A publication of the Geoprofessional Business Association

JUNE 11, 2025

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A promotional graphic for a webinar. It features a dark blue background with a network of glowing lines and dots. On the left, the GBA logo is displayed next to the text 'GEOPROFESSIONAL BUSINESS ASSOCIATION'. Below this, it says 'Knowledge Sharing Webinar Series'. The main title of the webinar is 'PDF Boring Logs to 3D Models: A Demonstration of AI Digitization Today', presented by BoreDM. The date and time are 'Thursday, June 26, 2 p.m. ET'. On the right, there is a portrait of the speaker, Louis Aaron, Founder of BoreDM.

**GBA** GEOPROFESSIONAL BUSINESS ASSOCIATION

Knowledge Sharing Webinar Series

**PDF Boring Logs to 3D Models: A Demonstration of AI Digitization Today**

*Presented by BoreDM*

Thursday, June 26, 2 p.m. ET

Speaker: Louis Aaron  
Founder, BoreDM

## Coming Up! The Next Knowledge Sharing Webinar

The next event in the GBA Knowledge Sharing Webinar Series takes place on Thursday, June 26 at 2 p.m. ET. Our speaker for this event is BoreDM founder Louis Aaron, who will present on “PDF Boring Logs to 3D Models: A Demonstration of AI Digitization Today.” If you signed up for the previous Knowledge Sharing Webinar Series event, your seat is saved for this one as well. You should have a reminder on your calendar.

[Learn More](#)

[Save Your Seat](#)

More GBA News

## Listen Up! A Look Into the Crystal Ball Workshop

GBA's upcoming 2025 Crystal Ball Workshop will explore how emerging technologies can help firms bridge workforce gaps and sustain business growth. Kurt Fraese, L.G. (*Fraese & Associates*) joins the GBA Podcast to talk about what happens at this industry-leading event that brings together innovators, leaders, and subject matter experts to provide actionable recommendations and insights.



## A Look Into the Crystal Ball Workshop

[Listen Now](#)

### New GeoHeroes Episode Out Now on the GBA Podcast!

Hear how Rick Heckel, P.E., D.GE (TTL) "stumbled" into geotechnical engineering, building his career through persistence rather than natural talent. Learn about his groundbreaking initiative to "[Elevate the Geoprofession](#)," find out why he believes engineers make undervalued leaders, and hear his uncompromising advice for career success.

[Listen Now](#)

### GBA Welcomes New Member: JLT Consultants

Please join us in welcoming a new member to GBA's extraordinary professional family: JLT Consultants. JLT Consultants LLC, previously known as JMorgan LLC, was established in 2018 as an Idaho-based Disadvantaged Business Enterprise Inspection firm. Elizabeth Brown, P.E., joined the ownership in 2025, leading to a rebranding as JLT Consultants and expanding into a professional engineering services company.

[Learn More](#)[Extend a Welcome](#)

### June is National Safety Month

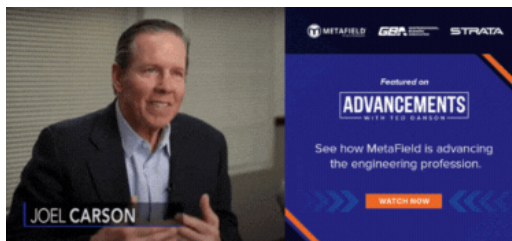
Here are valuable GBA resources that geoprofessional firms can use to strengthen their safety culture, protect their teams, and manage risk.



[See the Resources](#)

## GBA Executive Director on How Technology is Transforming Engineering

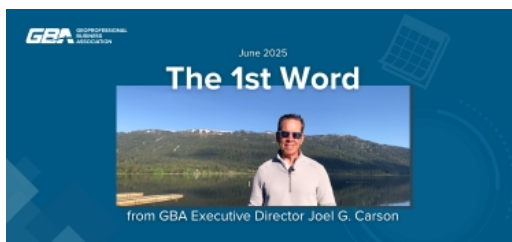
GBA Executive Director Joel Carson was recently invited to participate in an episode of Advancements with Ted Danson. Carson was featured as part of a segment with Metafield by Agile Frameworks to showcase how technology is transforming the engineering industry and to elevate the important work being done in this space. The episode also features Paxton Anderson, P.E., CEO of GBA member firm STRATA.



[Watch Now](#)

## Get the 1st Word on Geoprofessional Success in June

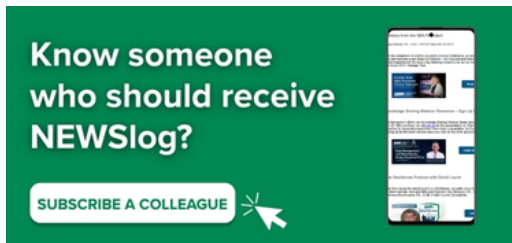
Got 5 minutes? Then you've got time for this quick video update from GBA Executive Director Joel Carson. Get the insights. Use the resources. Grow your firm!



[Watch Now](#)

## Share GBA News!

GBA NEWSlog is free to everyone – members and nonmembers!



## Working Safely Outdoors in Warm Climates

Weather experts forecast persistent high heat this summer. This GBA Best Practices monograph provides guidance on the mitigation of hot weather-related challenges for those working outside.



[Download Now](#)

## Future GBA Events

[Crystal Ball Workshop:](#)  
[June 24-25, 2025 -](#)  
[Kansas City, KS](#)

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

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

## GBA Member News



### Verdantas Acquires Surf to Snow Environmental Resources Management

Verdantas has acquired Surf to Snow Environmental Resources Management, Inc., a California-based firm known for its deep expertise in stormwater management, environmental planning and permitting, biological analysis, water and natural resources, erosion and sediment control and site restoration services. [READ MORE](#)



### Greg Thompson Named Chief Technology Officer at GFT

GFT is pleased to welcome Greg Thompson as Chief Technology Officer. With more than 25 years of experience leading digital innovation across global firms like AECOM, Amazon Web Services, and Schneider Electric, Thompson will lead GFT's enterprise-wide digital technology strategy, innovation, and transformation initiatives. [READ MORE](#)



## GTA Welcomes Brent Clemmens as General Counsel

Geo-Technology Associates, Inc. (GTA) is pleased to announce Brent Clemmens as its new General Counsel. Brent serves as chief legal officer, providing legal advice to GTA, ensuring compliance with regulatory and licensing requirements, managing corporate governance, mitigating risk, overseeing contractual agreements, and supporting GTA's growth initiatives. [READ MORE](#)



## ECS and Engineers Without Borders USA Transform Travel for Communities in Malawi

ECS partnered with Engineers Without Borders USA to support a community-driven roadway project in Malawi aimed at improving local access during the rainy season. [READ MORE](#)

## GBA Members Commemorate Pride Month

Several GBA member firms are commemorating Pride Month in June. Here are images from some members' social media accounts that represent their commitment to inclusion:



## More GBA Member Headlines



Terracon Names Mike Bobinchuck National Manager of Nondestructive Testing Services

Carolinas Geotechnical Group Welcomes Kristin Clark

NTH Promotions Announcement

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



GBA

## What We're Reading



### Let's Stop Calling them 'Soft Skills.' They're the Hardest Ones to Master

Long-term success for geoprofessionals hinges on mastering human capabilities—like communication, ethical judgment, and adaptability—that amplify technical expertise and remain uniquely human.

[READ MORE](#)



### Machine Learning Powers New Approach to Detecting Soil Contaminants

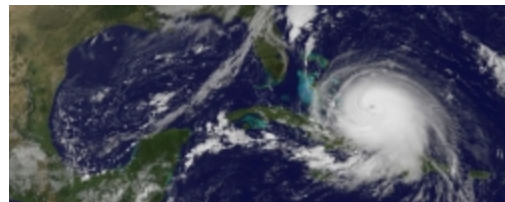
An example of how emerging technologies can help address the gap between a shrinking geoprofessional workforce and increasing demand for services (the topic of the upcoming [Crystal Ball Workshop](#)).

[READ MORE](#)



### Persistent High Heat Forecasted This Summer

See this week's featured resource (higher up in this issue): "Working Safely Outdoors in Warm Climates" for best practices. [U.S. Forecast](#) | [Canada Forecast](#)



### Busy Hurricane Season Expected in 2025

A new NOAA report predicts an active Atlantic hurricane season, though global weather patterns could still shift predictions. [READ MORE](#)

**Related Resource:** *GBA Business Brief: Opportunities at the Climate Crisis and Infrastructure Nexus*

## More Industry Headlines

[The Death of Performance Reviews](#)

[5 Tiny Leadership Acts That Matter Most](#)

[Supreme Court Limits Environmental Impact Studies](#)

[\[WATCH\] Scientists Gobsmacked by Footage of Earth Rupturing During Myanmar Quake](#)

Soil Mixing Provides Ground Improvement for Future Tunneling at Hudson River

Stop Overthinking: Most Decisions Aren't Final



"Impossible is just an opinion."

- Paulo Coelho

## Connect with GBA

Member  
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Resource  
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Event Calendar

Meet the Team

## 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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