

# If your company does **GEOCONSTRUCTION,**

## YOU belong in GBA.

ESTABLISHING RELATIONSHIPS IS CRITICAL TO THE SUCCESS OF ANY BUSINESS, BUT IT'S ESPECIALLY IMPORTANT TO THOSE IN THE GEOPROFESSIONAL COMMUNITY – GEOPROFESSIONAL CONSULTANTS AND CONSTRUCTORS, IN PARTICULAR – BECAUSE OF THE RISKS THEY'RE REQUIRED TO DEAL WITH. IN FACT, GEOPROFESSIONAL ISSUES – THOSE INVOLVING GEOTECHNICAL ENGINEERING AND RELATED CIVIL ENGINEERING SPECIALTIES, GEOLOGY, ENVIRONMENTAL EVALUATION AND REMEDIATION, AND CONSTRUCTION-MATERIALS ENGINEERING AND TESTING, ARE CONSIDERED TO BE THE RISKIEST ON ANY DEVELOPMENT PROJECT. WHEN CONSULTANTS AND CONSTRUCTORS KNOW ONE ANOTHER, THEY CAN COMMUNICATE, COORDINATE, AND COOPERATE WELL, AVOIDING MANY RISKS ALTOGETHER AND EXPEDITING THE RESOLUTION OF THOSE THAT MATERIALIZE DESPITE BEST EFFORTS.

GBA, an association of geoprofessional firms, wants top-flight geoprofessional constructors involved in the organization for two key reasons: to help establish an environment that nurtures the formation of meaningful relationships and to help us develop ever-more effective programs, services, and materials that our members – all our members – can apply to confront risk and optimize performance.

GBA's approach works. Even though geoprofessional issues are the most common source of construction-industry claims and disputes, **many GBA members experience far fewer claims than average; some experience no claims at all.** They achieve such positive outcomes by applying what GBA provides, free of charge, as part of its membership package; almost 1,000: case histories of project problems; how-to texts and guides; audio-education programs; video



instruction; do-it-yourself “Lunch & Learn” seminar packages; model contracts, letters, and in-house manuals; proposal and report insert sheets; client-education materials; GBA Best Practices and GBA Business Brief monographs; conference-presentation videos; and so much more.

GBA’s case histories are particularly instructive, giving all members the ability to learn from others’ unfortunate experiences. They also underscore the value of relationships; how members have relied on relationships to minimize losses and identify project opportunities that have had positive outcomes for all.

**As an involved member of GBA, you would benefit from establishing relationships with other members**, through attendance at GBA’s national conferences – two a year – and by serving on a committee or council with practitioners, typically the CEOs, COOs, CFOs, and other “C-level” leaders of some of the best-known geoprofessional firms in North America and beyond.

You would also find good use for many of GBA’s educational materials, depending on the make-up of your firm. And we’d want you to participate in the development of new and revised materials, to benefit from your experience and your point of view. We know we cannot confront risk and optimize performance just by talking to ourselves. By having geoprofessional constructors involved, we can reach out far more effectively and, together, advocate for procedures that achieve better results for all project participants.

**Your firm can join GBA as a Professional Colleague.**

Professional Colleague Membership is available to geoconstructors with or without in-house geoprofessional design abilities. Firm representatives are eligible to serve on committees and attend GBA’s two national conferences each year. They also receive GBA’s newsletter and, just as GBA-Member Firms, each one of their employees may order hundreds of materials without charge. Professional Colleagues’ dues are the same as Member Firms’, based on annual revenue. The number of Professional Colleague Members GBA may accept is limited.

**Give GBA membership your consideration; it can create valuable opportunities. Learn more about us by speaking with members or by visiting [www. geoprofessional.org](http://www.geoprofessional.org). Contact GBA staff to inquire about an invitation and the availability of memberships; e-mail [info@geoprofessional.org](mailto:info@geoprofessional.org) or call 301/565-2733.**