

If you're a
**GEOPROFESSIONAL
FACULTY MEMBER,**
YOU belong in GBA.

GBA IS ALL ABOUT THE BUSINESS OF PROVIDING GEOPROFESSIONAL SERVICES: GEOTECHNICAL ENGINEERING AND RELATED CIVIL-ENGINEERING SPECIALTIES, GEOLOGY, ENVIRONMENTAL EVALUATION AND REMEDIATION, AND CONSTRUCTION-MATERIALS ENGINEERING AND TESTING, AMONG OTHERS. THAT BEING THE CASE, WHY SHOULD GEOPROFESSIONAL FACULTY MEMBERS LIKE YOU BE PART OF GBA? AND **WHY IS GBA MAKING IT SO INEXPENSIVE FOR YOU TO DO SO?**

As for your involvement in GBA, consider this: GBA believes that the geoprofessions are at a crossroads: In all too many markets, geoprofessional issues – almost always important and risk-prone – are not viewed with the seriousness they merit, explaining why **geoprofessional issues have long been the number-one source of the construction claims, disputes, and litigation that can discourage so many practitioners.** *GBA exists to help its member firms deal with that situation.* Our purpose is to help our members and their clients confront risk and optimize performance.

GBA teaches the skills needed for individuals to gain recognition as true professionals; persons who have earned respect for their technical skills and their professional image; people who speak confidently and write clearly; individuals others look up to. The best time for geoprofessionals to learn these skills? When they're still in school. **GBA can help you** in those respects by virtue of its astonishing array of programs, services, and materials for use in the classroom and in "the real world." But it doesn't end there.



GBA also teaches project-management and organizational skills. These include human-resources management, marketing, PR, social networking, leadership transition, financial management, and so many of the other skills needed to succeed as geoprofessionals in private practice and virtually any other environment.

GBA will give you – literally *give* you – all its books, guides, manuals, and monographs; case histories; audio programming; do-it-yourself seminars; DVD professional-practice presentations; model contracts, memos, letters, and reports; newsletters; white papers; and conference-presentation videos. Almost 1,000 individual items, *all available free to members*.

We also encourage our Faculty Members to get involved with our committees and councils, to learn more about current issues that affect you, and establish dialogue – and bonds of friendship and trust – with fellow geoprofessionals working to achieve the same objectives.

Faculty Membership costs just \$50 per year. Why so low? Because we genuinely want you involved. All geoprofessionals benefit from a better understanding of one another; from knowing more about perspectives that reflect what and how we practice. To the extent that geoprofessionals in academia know more about geoprofessionals in private practice, and *vice versa*, so much the better for all.

Faculty Membership is by invitation only. If you'd like to be invited, just let us know: We'd love to have you involved. In the meantime, get more information about GBA by visiting our website (www.geoprofessional.org) or contacting our office (info@geoprofessional.org or 301/565-2733).