

GBA's 50 YEAR JOURNEY IN SERVICE TO GEOPROFESSIONALS

Confronting Risk and Optimizing Business Performance for Members and their Clients

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Storytelling: Disclaimer



1969: One Small Step...



1969: One Giant Leap for Geotechnical Engineers

- **Big Problems:**

- Geotechnical work not well understood by clients.
- Lofty expectations of perfection
- Liability claims
- No insurability

- **The Solution:**

- ASFE Insurance Company Ltd.
- Association of Soil and Foundation Engineers, Inc.
- Collaboration

- **Purpose:**

- Provide related insurance programs and resources to help firms manage and reduce their risks and costs.

1970s: Success and Fame



1970s

1980s

1990s

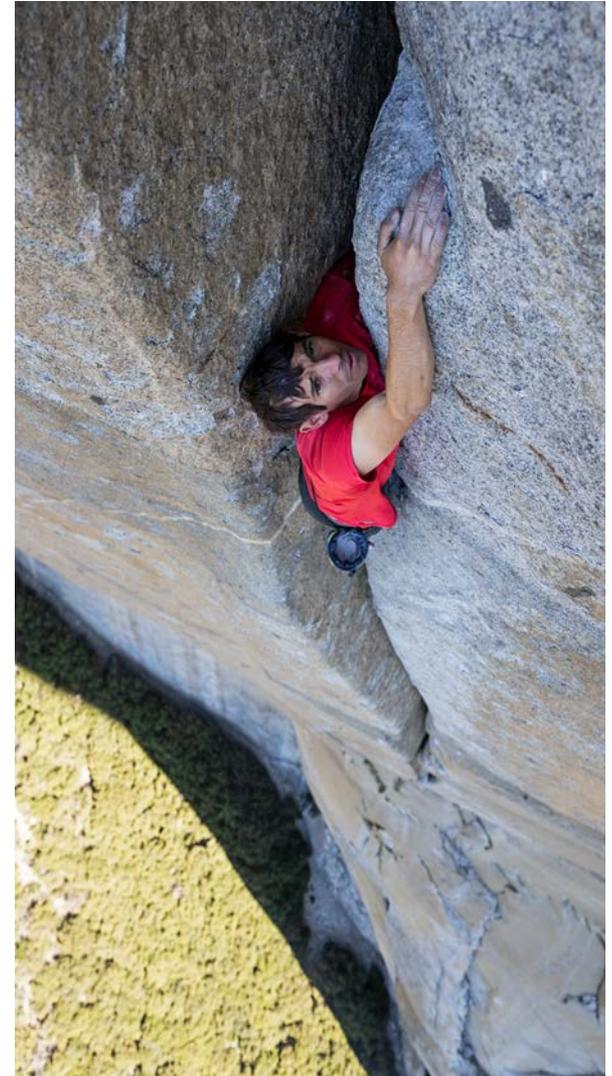
2000s

2010s

Education

- **Materials:**

- Standard Contract Clauses
- Limitation of Liability Introduced
- Practice Reference Manual
- Loss Prevention Manual



1970s

1980s

1990s

2000s

2010s

Exercise

- **Programs:**

- Fundamentals of Professional Practice Course
- Report Review
- Alternative Dispute Resolution
- Peer Review
- First Case Histories



1980s: Complexities



1970s

1980s

1990s

2000s

2010s

- **Advocacy**

- Response to Price-Based Procurement

- **Materials**

- Important Information About This GT Report

- Geotechnical Engineer Model Contract

- Recommended Practices for Expert Witnesses

1970s

1980s

1990s

2000s

2010s

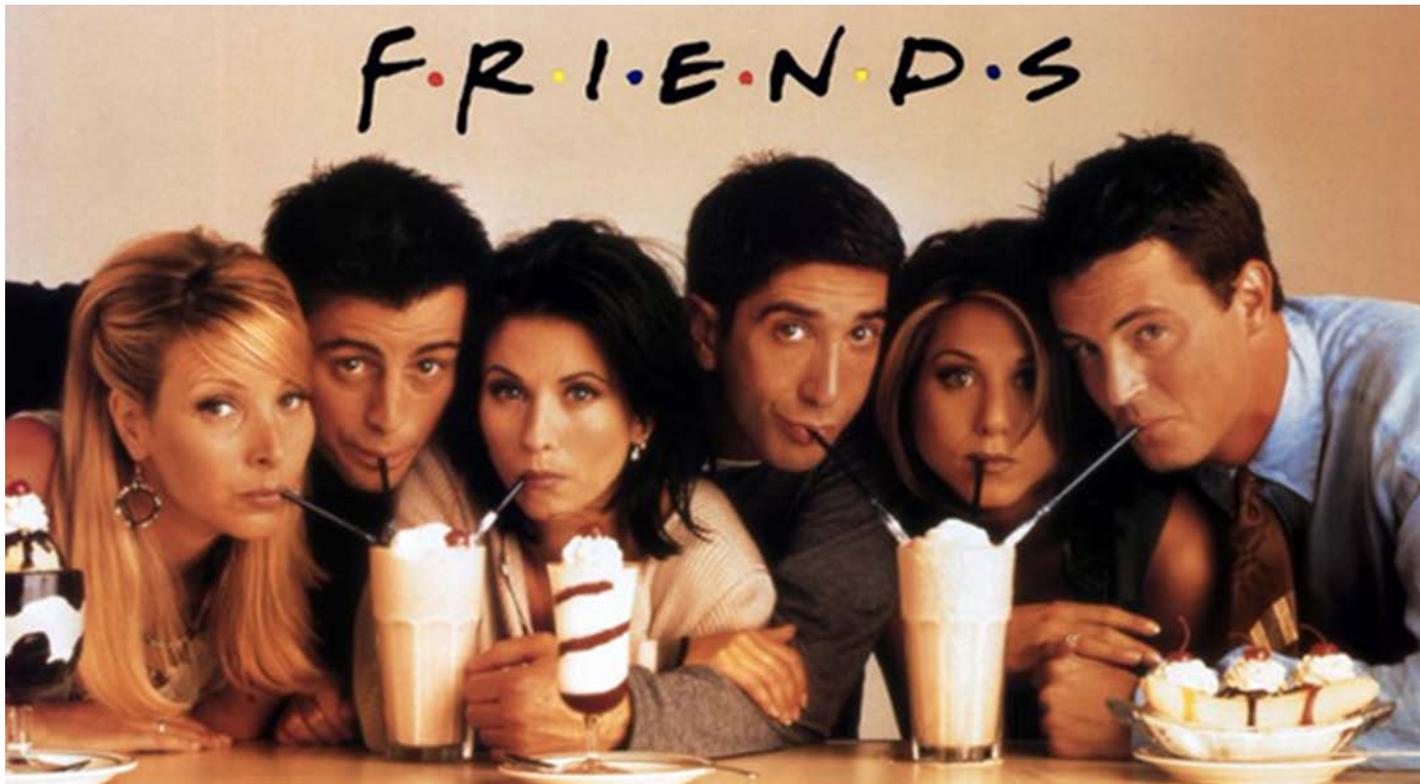
ASFE

• Programs, Committees and Partnerships

- Hazardous Waste Task Force
- HWAC partnership
- PSE (ESA) Standard of Care
- Backyard Seminars
- Winter Leadership Conferences



1990s: Connections



1970s

1980s

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2000s

2010s

- **Advocacy**

- Preserving professional judgement in ASTM ESA Standards
- Addressing certification requests from clients like FEMA
- Legal briefs in defense of claims

- **Materials**

- In-house Review of Reports Guide
- Model Daily Field Report and 3rd Party Reliance Letter
- Practice Alerts

1970s

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2000s

2010s

- **Committees, Partnership and the Web**

- Partnering Agreements with ACEC, American Council of Independent Laboratories
- Legal Affairs Committee
- First ASFE Webpage 1995
- COF “20 Year Vision”
- EIT - Crystal Ball



2000s: Focus



- **Confidence and Advocacy**

- Navigating Unionization Issues
- Accreditation and Certification Issues

- **Materials and Programs**

- “Risky Business” and Ebrownbags
- 100th Case History
- Records Retention Practice Alert



1970s

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2010s

Best People on “Earth”

- **Committees, Partnership and Campaigns**

- CoMET Committee
- New Leaders Committee
- Project Manager Training
- RO Campaign
- Business Round Tables

2010s: Transition



GBA = Geoprosessionals

- **Geoprosessions Defined:** various technical disciplines that involve engineering, earth and environmental services...
 - “applicable to every existing or new structure on the planet”
- **New Mission:** Help geoprosessionals maximize their importance and value, achieve business excellence, and manage risk
- **ASFE to GBA:** Geoprosessional Business Association

1970s

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2020s

- **Community**

- Engineers Without Borders Support
- Hurricane Katrina Recovery - Volunteer Event
- Institute for Sustainable Infrastructure Support

- **Materials**

- LOL and Economic Loss Doctrine Bibliography
- Model Site Access Authorization Form
- Fundamentals of Claims Detection and Response
- New Case Histories
- Emerging Contaminants Spotlight

1970s

1980s

1990s

2000s

2010s

2020s

- **Programs, Committees and Partnership**

- Business Councils

- Webinars

- Ethics and Professional Conduct Training

- Safety Committee

- Mine Tailings Task Force

- Peer to Peer Group

Beyond 2020: In Our Hands



Thanks!

