

## CRYSTAL BALL WORKSHOP

BY MICHAEL D. MOORE

In October, ADSC participated in the Crystal Ball Workshop. This was our first time partnering with the Geoprofessional Business Association (GBA) on their once every three-year futuristic strategy session. Taking place in Louisville, Kentucky, on October 2-3, over 20 invited guests, including a facilitator and three Subject Matter Experts (SME), gathered to address the topic of “Big Data” and its impact on our industry.

Over the past 15 years, GBA’s Emerging Issues and Trends Committee has held a series of Crystal Ball Workshops (CBW) to identify long-term emerging issues and business trends, and their potential impacts. Like other forecasts, some predictions come to pass, while others never materialize. One of the results that these workshops have accurately foreseen is consolidation trends in our industry, as well as many of the impacts from demographic and economic shifts that geoprofessionals have recently experienced.

A unique feature of this year’s colloquium included a construction perspective. Through the involvement of a trade organization like ADSC, an internationally-recognized industry leader, this workshop provided the opportunity for collaboration, casting a broader net on a topic with a great deal of complexity. The combined perspectives on big data’s impact on both engineering and construction created dialog which would have otherwise not taken place. Representing ADSC as our SME was Gordian Ulrich, Director of Bauer Product Sales and Service for ADSC Member Equipment Corporation of America. Gordian’s provocation was enlightening and emphasized how the advancement of technology enables us to capture more data than we ever have before and how the advancement of technology that enables us to see what is being constructed will continue to develop. With this in place, in some situations we can access the process to a greater extent than before, and then collect this data to utilize it in the future to improve performance and profitability. Many opportunities currently exist, and we are learning more each day that will inevitably play an important role in what data we are equipped to collect, how the information is ascertained and how we best utilize it in the future. Ultimately it will impact the way consultants and contractors view design and construction of foundation systems, specific to the capabilities in the advancement of equipment and tools used to attain information.



**“ The sessions acknowledged that we cannot predict the future, but we can prepare for it by thinking strategically about emerging possibilities.”**

The CBW confronted the ever-growing realization that new technologies such as machine learning and artificial intelligence will leverage big data to rule the future, but there are specific things you and your firm can do to prepare for the opportunities and threats from this revolution of change. Considering high-priority trends and the key issues that impact us, identifying the most significant opportunities and threats we collectively face and strategizing how to best react to be most resilient resulted in a final synthesis to conclude the workshop. In the next few months, a comprehensive summary and final report will be compiled and published in Foundation Drilling magazine. In addition, a presentation of the report will likely take place at an upcoming ADSC Meeting. Further details to come.

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As we continue to focus on our collaborative efforts with other industry groups, ADSC's participation in the Crystal Ball Workshop proved to be of tremendous value for all parties involved. Having a seat at the table on big-picture, futuristic thinking and strategy sessions demonstrates ADSC's commitment to the future of our industry. Our sustained involvement in these types of events will afford us influential power that will have a lasting impact.

I want to thank Joel Carson, GBA Executive Director, for the invitation to participate; and recognize and thank ADSC ambassadors Dan Thome, Nicholson Construction, along with Roy Kern and Gordian Ulrich, Equipment Corporation of America, for their commitment and service to this initiative. ▀

*The complete list of attendees is below.*

- ▶ Chris Bellusci, Aspect Consulting, LLC
- ▶ Stephen Brockwell, Esri
- ▶ Allen Cadden, Schnabel Engineering, Inc.
- ▶ Benjamin Crawford, Crawford & Assoc., Inc.
- ▶ Kyle Davy, Kyle V. Davy Consulting
- ▶ John Doehring, J. Doehring & Co.
- ▶ Vic Donald, Terracon
- ▶ Kurt Fraese, Fraese and Associates, LLC
- ▶ Jeffrey Gebhard, Braun Intertec Corporation
- ▶ Roy Kern, Jr., Equipment Corporation of America
- ▶ Mark Kramer, SME
- ▶ Bryan Layman, ESC, Ltd.
- ▶ Nick Machairas, New York University
- ▶ Jay Martin, WOOD
- ▶ Bradley Melocik, DOWL
- ▶ Mike Moore, ADSC - The International Association of Foundation Drilling
- ▶ Teresa Peterson, Gannett Fleming, Inc.
- ▶ Laura Reinbold, Terracon
- ▶ Gerald Salontai, Salontai Consulting Group, LLC
- ▶ Marty Taube, Menard Group USA
- ▶ Dan Thome, Nicholson Construction Company
- ▶ Steve Thompson, 8260 Consulting Group, LLC
- ▶ Gordian Ulrich, Equipment Corporation of America
- ▶ Kord Wissmann, Geopier Foundation Company



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- Soil Nails
- Micropiles
- Mini-Caissons



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