



THE IMAGING & GEOSPATIAL INFORMATION SOCIETY

**American Society for  
Photogrammetry and Remote Sensing**

## **Eastern Great Lakes Region**

Dear EGLR Members (as well as others who receive this message),

Your board would like to extend an offer to assist you during these unprecedented times. The EGLR board consists of professionals from the aerial (manned and unmanned), engineering and services, geospatial market development and geospatially focused research institutions who are seasoned professionals working locally and globally with state, local, and federal government and commercial market domains.

If you or your organization are experiencing difficulty and/or you would like to bounce some ideas off of an experienced business leader in your area of specialty, please email me, your EGLR President [Shawana@globalinsights.com](mailto:Shawana@globalinsights.com), or Michael Joos, your EGLR VP [mjoos@t3gs.com](mailto:mjoos@t3gs.com) and we will directly connect you with the board member who best fits your needs.

If you have membership questions about the value and benefits of ASPRS I would be delighted to assist you.

Our very best to you,  
Dr. Shawana P. Johnson, GISP  
Global Marketing Insights, Inc.  
[Shawana@globalinsights.com](mailto:Shawana@globalinsights.com)  
ASPRS EGLR President

ASPRS EGLR Newsletter Developer, [Patricia Horkan](#), Lakeland Community College Intern, Graduation May 2020, Marketing and GIS Specialist. [nakroht@gmail.com](mailto:nakroht@gmail.com)

**EnerGIS Conference 2020**

**Canonsburg, PA**

**Postponed**

**Eastern Great Lakes Region**

**Fall Meeting 2020**

**To Be Announced**

EGLR would like to get to get to know you better. [Click here](#) to complete a 2-minute survey.

## MEET YOUR EGLR BOARD



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To find out more about the board members, and other information about the region, please visit our [website](#).



## FEATURED MEMBER INTERVIEWS

As the current president of ASPRS Eastern Great Lakes Region, and on behalf of our board and regional members, I am delighted the new ASPRS National Board of Directors President is Jeff Lovin. Regardless of whether you have interacted with Jeff through Woolpert, mutual clients, ASPRS, other association meetings, or personally, to know him is to admire and appreciate his direct, honest, and open communication style. Jeff's personal style is kind and genuine. It is a great professional and personal honor to introduce Jeff Lovin to you through our first EGLR Newsletter of 2020. Thank you, Jeff, and congratulations.

The EGLR's newest (involved) member, Craig Fry, Senior Mapping Manager, The Thrasher Group. Craig is an active and highly valued member to the Eastern Great Lakes Region's operations. He is a valued member of the regional board of directors. He not only provides valuable input to all board meetings, he also jumps in to assist with any area of need. The 2019 EGLR Fall Meeting was a great success (as you can see from the agenda and great photos on the website <https://www.asprs.org/eglr-2>) and that success was due in large part to the dedication and planning and hosting by The Thrasher Group led by Craig Fry. Although a member of ASPRS for some time, we are inspired by Craig's team spirit and willingness to assist all members of the EGLR. Thank you again for all your hard work.

We so look forward to a successful year. Thank you for being our first interviews in 2020,

Dr. Shawana P. Johnson, GISP  
CEO Global Marketing Insights, Inc.  
[Shawana@globalinsights.com](mailto:Shawana@globalinsights.com)

## EGLR IS HONORED TO HAVE JEFFREY S. LOVIN, CP, ASPRS NATIONAL BOARD PRESIDENT AS OUR FEATURED MEMBER



### **SENIOR VICE PRESIDENT AND MANAGING PRINCIPAL OF THE GOVERNMENT SOLUTIONS MARKET, WOOLPERT, INC.**

Jeff Lovin, ASPRS National Board of Directors President, has come a long way from the little boy that wanted to be a motorcycle racer like the ones he saw on television. When he entered college, Jeff studied secondary education and planned on teaching high school history and geography while coaching football. Jeff completed his student teaching and went on to graduate with a teaching degree. However, due to cooping at Woolpert while in college, Jeff realized that he felt more at home working on the technical side of the business world. He started working at Woolpert full time in 1994, and has spent his entire career with the company.

During the course of his career, Jeff has been fortunate enough to witness many exciting and drastic advances in technology. When he first started at Woolpert, maps were either drawn by hand or by using a machine to plot and draw. The 1990's brought the addition of LiDAR, digital ortho photos, digital cameras, three-dimensional data, and more. This new technology meant companies had to change how their businesses were run, how they sell their products and themselves, and their business models.

As a Woolpert employee, Jeff has been able to work on several interesting projects. One of the ones he is most proud of was helping to shape the vision for the Ohio Statewide Imagery Program, which became the model for statewide mapping programs. The project is now in its third iteration.

Jeff joined ASPRS in the mid to late nineties. He believes it is a great organization with a great history and the distinction of being the original geospatial organization. Jeff views the opportunity to earn certifications as the top membership benefit. He would like to see the organization back at the forefront of the industry and partnering with other organizations. As the only organization to offer nationally recognized certifications and online education offerings, this would allow ASPRS to set the specifications for the industry and further accelerate its growth.

Jeff's advice to anyone interested in the industry is to join ASPRS and get involved as soon as possible. Doing so offers the opportunity to learn valuable information, so do not be intimidated, be aggressive. Don't be afraid to ask for a mentor; the mentoring process can be as rewarding for the mentor as the one who is being mentored.

When asked how COVID-19 has affected the industry, Jeff replied that it has highlighted the ingenuity of workers in all areas of the industry as companies everywhere had to determine how to run a business with the key technical employees working from home. He is especially proud of the IT employees at Woolpert who, in a matter of days, had developed a plan for employees to come in and pick up any equipment they needed to work remotely.

In his spare time, Jeff is an avid gear head and enjoys tinkering with his collection of motorcycles and 60's muscle cars. Obviously, the little boy inside of him is still around.

## EGLR WELCOMES THEIR NEWEST MEMBER, CRAIG FRY, CP



### **SENIOR AERIAL MAPPING MANAGER, THE THRASHER GROUP**

Craig Fry, Senior Mapping Manager, The Thrasher Group, EGLR's newest Board Member, found his passion in life early. From a young age he remembers being fascinated with maps. He wasn't sure how to turn that interest into a career, but he knew it had to play a part. Toward the end of his Geography studies at Penn State, Craig took a course in Photogrammetry, something he had never heard of before, and was hooked. He was fortunate enough to get a job in the field not

long after graduation and hasn't looked back.

During his time in the industry, Craig has seen several technological advances. He explained that at the start of his career, everything was film and now most everything is done digitally. This change, along with the addition of LiDAR and increased drone access have helped to advance the industry. Some of these technological advancements enabled Craig to work on one of his favorite projects. He and his team were tasked with documenting the bridges that were to be replaced on Interstate 70 in the Northern Panhandle of West Virginia. The planes used were able to fly low over the bridges, enabling them to collect dense LiDAR and high-resolution imagery.

Craig believes there are several benefits to being an ASPRS EGLR member. The first is certifications. As a Certified Photogrammetrist, he feels it is important to the professionalism and credibility of both the industry and the individuals to be certified in their appropriate designation. In fact, Craig would like to see ASPRS EGLR pursue the drone market for memberships. In addition, he feels the networking component of EGLR membership is also important as it allows the member to make meaningful business contacts, but also helps to stay on top of current industry trends. In fact, Craig's most important piece of advice to anyone considering becoming part of the industry would be to get involved early and get certified.

When asked how COVID-19 was affecting the industry, Craig stated the current situation has emphasized just how adaptable and creative human beings are. In this industry, just like any other, work needs to get done and we are finding creative ways to do it.

When not hard at work making maps, Craig can often be found partaking in another one of his passions, hiking. He has taken yearly trips to hike five percent of the Appalachian Trail, and has thus far traversed fifteen percent. His goal is to hike the entire Trail. We wish Craig the best of luck in meeting his goal.

## FEATURED PROJECT



Drone Photo of Hessel, MI

by Colin Brooks, August 2018

This site was used to understand how drone imagery can help with monitoring the impacts of different treatment methods for Eurasian watermilfoil under US EPA funding. [CLICK HERE](#) below for more information.