



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.

Please see the EGLR In Memoriam to Chuck Olson, our beloved mentor and friend, (at the end of this quarter's newsletter).

Our very best to you,

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## CONFERENCE AND MEETING UPDATES

The **EnerGIS Conference** will be held virtually this year and an October date is being planned. Plans for the **ASPRS EGLR Fall Meeting** will be announced shortly. Stay tuned for more information as well as a call for presentations.

## BOARD MEMBERS

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# REGION WEBSITE

Please visit our region website at [www.asprs.org/eglr-2](http://www.asprs.org/eglr-2)



## FEATURED MEMBER INTERVIEWS

EGLR IS HONORED TO HAVE KEN SCRUGGS, PRESIDENT OF MIDWEST AERIAL PHOTOGRAPHY, AS THIS MONTH'S FEATURED MEMBER



**Photo One**

**Photo Two**

**Photo Three**

**Photo One:** Ken at sunrise in southern China, **Photo Two:** Ken communicating with Buddhist monks in Shanghai on his phone with Google Translate, **Photo Three:** Ken hiking with a camera in southwest Colorado

Ken, like a lot of students entering college, was unsure what he wanted to study. He selected engineering because he was good at math and like to build things. However, he found the day to day work boring. While in engineering school, he

took up photography as a hobby and, luckily, the firm he was working with had a photogrammetry division. After three years he was transferred to the photogrammetry division, and thus began his indoctrination into the geospatial world.

Ken has worked on many projects over the course of his career. However, his favorite was a self-imposed project to bring his operation into the efficiency of a global navigation system. GPS was not available until Ken had been in the business for several years. To his knowledge, he is the first one in the region to implement the beginnings of GPS into aerial survey flight. After a few bumps and some learning experiences, he went all in and found the increase in efficiency and accuracy to be astounding. This has since become the standard for everyone.

Like many others in the industry, Ken was a technician who had to learn how to run his own business. Even though he had a dozen of years of experience in the industry and a lot of ideas, his first day in business was also his first day of real business education. He needed to learn the aspects of running a business, not simply working in a business. He asked a lot of questions, learning from those who he understood were knowledgeable and experienced. It was the most difficult time of his life, but rewarding, afterwards.

Ken sees lots of positive changes in the industry taking place over the next few years. He stated that geospatial is hot right now, becoming more of a part of our daily lives, even in areas that are invisible to most individuals. In terms of business he sees a continuation of mergers and acquisitions. In terms of technology, he sees a continued integration of LiDAR into more and more mapping projects. In general, all the technology we work with today will become more accurate, smaller in size, and will collect larger data sets more frequently. Artificial intelligence will need to be put into place to digest the increased data and get actionable information from it as humans are just not able to ingest such huge volumes of data.

Midwest Aerial Photography, like every other company, has been impacted by COVID-19. A work-at-home policy was immediately implemented for everyone practical. However, as the company was quickly identified as critical support, flight crews had to continue flying. However, crews only came to the airport to fly the job and then returned to home base to eliminate as much contact as possible. Crews also stayed together instead of mixing as usual. Also, all meetings and conferences have gone virtual. The challenge this poses is that as human beings we need personal human contact. We go to meetings and conferences to learn and network and build relationships. Some are struggling with this as we all find new ways to connect.

When not at work, Ken likes spending his time in nature – oceans, mountains, desert, woods -he enjoys them all. He particularly enjoys boating and sees a great deal of similarities between boating and the photogrammetry industry. In both instances, a GPS is used for navigation. However, the maps used for boat navigation are all about the marine world. When flying the locations are established navigation points, airports, and physical obstructions to avoid, whereas when boating the integral locations are also established navigation points, marinas, and shallow area obstructions to avoid. All marine information is part of bathymetric photogrammetry. However, the marine features can seem unimportant to note unless you are a boater.

Ken is adventurous and very well-travelled, having visited over 50 countries. He enjoys going to places and cultures vastly different from our own and immersing himself completely in the new location. To Ken, really travelling is to touch, taste, smell all things new and letting it be absorbed by all your senses. When asked about his dream travel destinations, Ken replied he would want to go to Ethiopia and Iraq. Ethiopia because there are tribes there that have lived the same for thousands of years or more and he wants the chance to see them before their culture disappears. Iraq because he would like to visit Babylon and Mesopotamia, two ancient cultures that we have all heard about and understand why they are important, but few could point them out on a map. He has travelled through Egypt along the Nile River and by the Red Sea and feels experiencing the ancient places of Iraq would be equally rewarding.

Ken believes that, as Americans, our world view is distorted by whatever is making news at the time, but sadly, the media almost never touches on what makes the heart and soul of a place. He is driven to see the world with his own eyes and without the filters of media and governments.

**IMPORTANT ADVICE FROM KEN:** Regardless of what your business is, or your position in a company, all business is human relationships.

**FUN FACT ABOUT KEN:** Not many people know that, due to Ken's interest in photography, he has an affinity for classical art as well.

**EGLR WELCOMES THEIR NEWEST SUSTAINING MEMBER, [T3 GLOBAL STRATEGIES, INC.](#)**





The featured company for this edition of our newsletter is T3 Global Strategies, Inc., a full-service mapping, engineering, and surveying

firm headquartered in Bridgeville, Pennsylvania, just a couple of miles outside of downtown Pittsburgh. We had an opportunity to catch up with T3's Director of Business Development, Michael Joos, CP, GISP, to ask him a few questions about the company and what it's like to work there.

Michael explained that T3 was founded back in 2000 when a small group of professionals from BAE Systems left the company to start a photogrammetry and survey firm that would serve the engineering and surveying community, as well as local and state government agencies. Many of T3's original employees came from a company by the name of Aerial Data Reduction (ADR), which had been one of the largest photogrammetric mapping firms in the country throughout the 80s and 90s (ADR was eventually acquired by BAE Systems). This year, T3 is celebrating its 20<sup>th</sup> Anniversary (although not in the way originally planned, given the COVID-19 health emergency), a milestone that everyone at T3 is extremely proud of.

T3's professionals bring a broad range of expertise and credentials to the table. The company employs everyone from Professional Licensed Engineers and Surveyors to Certified Photogrammetrists, GISPs, and Project Management Professionals. Team members leverage their talents as photogrammetrists, GIS and CAD technicians, lidar analysts, project managers, engineers, and surveyors. Currently, about 35 people work at T3, many of whom are long-time employees – a testament to how the company treats its team members.

T3 has developed a diverse client mix that includes private sector firms doing business in a lot of interesting areas, state agencies that include Departments of Transportation, and some important work at the federal level, as well. We asked Michael to reflect on some of the more interesting projects completed by T3, and he stated that every project is interesting. "No two projects are the same, with each presenting its own unique circumstances and challenges. There is an excitement that comes from meeting those challenges and the opportunities to earn the trust and respect of clients through delivering a great client experience. We've done this well and developed some wonderful friendships, along the way" he said.

When asked how T3 is managing the Coronavirus crisis, Michael told us that the leadership team at T3 deserves a lot of credit for getting out in front of the COVID-19 health emergency. "They were proactive in making sure the

technology and procedures were in place to ensure that those who were able to work from home were prepared to do so. They also secured the waivers that were required to continue operations for mission critical work that could not go off site.” The team has been diligent about staying connected using the virtual meeting tools available to businesses today. Currently, there are no immediate plans for employees to return to the office.

Looking out over the next five years, Joos said that it is an exciting time for T3. The company has experienced a lot of ups and downs over the last twenty years. However, they are currently enjoying the benefits of having built a great reputation for treating their clients and partners with respect, focusing on getting it right, and delivering quality projects to their valued clients. Going forward, T3 plans to grow carefully and purposefully, never losing sight of their mission of being the best at what they do. “We’re very excited about our future and looking forward to making great things happen”, Joos said.

T3 prides itself in providing opportunities for team members to develop as professionals and in supporting the organizations that advocate for our profession, educate the practitioners and end-users, and promote ethical business practices within the industry. Company leadership saw ASPRS doing all those things well and decided that upgrading their membership to the Sustaining Member level was the right thing to do for both the company and ASPRS. Their belief is that by participating in ASPRS as a Sustaining Member, more of T3’s team members will have opportunities to meet fellow professionals and form lasting relationships with others in the industry. They will also have opportunities to learn about new and emerging technologies and applications in a more intimate setting than the larger conferences.

When asked to share the best part of working at T3, Michael replied “Without a doubt, it’s the people. The team we have assembled at T3 consists of some of the best in their respective fields and they are genuinely good people and fun to work with. A lot of us have worked together and have friendships that span more than 30 years, so it absolutely feels like family. Over the years, we’ve created a culture that encourages our team members to challenge themselves, take on additional responsibility, and take ownership of projects and processes. It’s been fun to watch the younger folks grow as professionals and get excited about what we’re doing. And it doesn’t hurt that we all enjoy good food now and then too!”

On a final note, T3 is pleased to support ASPRS and the Eastern Great Lakes Region with their Sustaining Membership. A longtime member of ASPRS, Michael stated “We strongly encourage more people to get involved with the Region and welcome their participation and contributions to our profession and ASPRS”. Michael currently serves in the role of Vice President of the Eastern

Great Lakes Region, a position that he's able to fulfill due to T3's continued support of the organization.

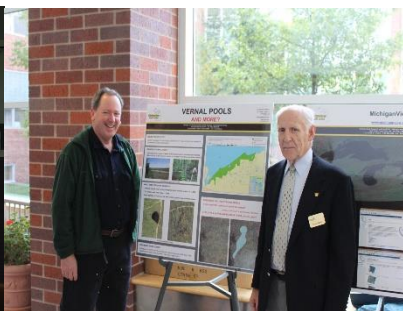
\*\*Credit to Michael Joos for the information contained in this article.

## IN MEMORIAM

ASPRS EGLR is saddened to learn of the passing of long-time member and industry leader, Charles (Chuck) E. Olson, Jr.



**Photo One**



**Photo Two**



**Photo Three**

**Photo One:** Chuck at the joint ASPRS EGLR and WGLR Meeting at Western Michigan University in June 2009, **Photo Two:** Chuck with Brian Huberty at an MTRI poster session in 2009, **Photo Three:** Chuck at the joint ASPRS EGLR and WGLR Meeting at the School of Freshwater Science in Milwaukee, WI, June 2010

Chuck had a truly remarkable career that extended over the course of 67 years, working as an industry practitioner, a researcher, and a teacher. He is known for establishing and promoting the Elements of Image Interpretation (location, size, shape, shadow, tone/color, texture, pattern, height/depth and site/situation/association) used when interpreting aerial photos and analyzing photo-like data. Chuck's contributions to the industry will not be forgotten and his wealth of knowledge will be greatly missed.

Chuck was well-educated, studying at the University of Michigan, the University of Minnesota, and the University of Costa Rica. He earned his MF in Forest Management from the University of Minnesota and a PhD in Forestry (Resource Imagery) from the University of Michigan.

After receiving his MF, Chuck became a member of the Navy, being assigned to Photo Intelligence during the Korean War, eventually becoming a Navy instructor



in photo interpretation and photogrammetry. He was once introduced as “the best photo interpreter in the U.S. Navy”. After being released from active duty, he continued to serve in the Naval Reserve, teaching recruits the science and art of image interpretation.

Chuck spent most of his career in academia. He performed research and taught classes in Forestry and Air-Photo Interpretation at the University of Illinois. He also served as the Executive Secretary and Chairman of the University of Illinois Committee on Aerial Photography and originated the University of Illinois air-photo stereogram series. He also worked at the University of Michigan, again teaching various forestry air-photo interpretation and remote sensing classes. He also served as Director of the School of Natural Resources and Environment Remote Sensing Laboratory. Lastly, he worked as a Senior Image Analyst at Michigan Tech Research Center.

Chuck was a member of various professional societies. He was a long-time member of ASPRS EGLR. He was the recipient of the ASPRS FMA Photo Interpretation Award, as well as three presidential citations. He also served for a time as National Director from the Eastern Great Lakes Region as well as on the Remote Sensing Certification Committee. He was also a member of The Society of American Foresters where he also served for a time as their Secretary.

Those who spent time with Chuck, no matter how briefly, remember him with respect and admiration. Some of those remembrances are shared below:

“I met Chuck Olson at my first ASPRS meeting in the early 90’s when I was the Head of North American Sales for the Earth Observation Satellite Corp. (a joint venture of GE Aerospace and Hughes Aircraft). I introduced myself to him after one of his panel sessions and told him I needed to learn everything I could from an applied science perspective in order to help our clients and channel partners globally understand the value of high quality, accurate remotely sensed images. He said, ‘you have come to the right place and I will help you meet the right people and speak at your distributor and channel partner meetings when you need me.’ Chuck was a man of his word and over the next few decades he spoke with over 800 of my distributors and channel partners at 75+ meetings. He was one of the most positive influences on my career as well and instilled in me continuous education desires when he urged me to obtain my doctorate. Thank you, Chuck, for introducing me to the wonders of your world and helping me navigate and understand it. I pray that I can pass on what you taught and shared with me in order to enrich other’s careers the way you enriched mine. Thank you from the bottom of my heart.”

Dr. Shawana P. Johnson, GISP, President ASPRS EGLR

"I got to know Chuck in 2006 when he joined MTRI as our Senior Image Analyst after a reorganization. I always enjoyed his insights on image interpretation and reminding those of us focused on computer-based image interpretation that we always had a long way to go in meeting his accuracy expectations. I got to introduce him to Waffle House during ASPRS regional trip meetings! He also gave lectures on image interpretation to 10 years of interns at MTRI and gave them photo interpretation quizzes to increase their knowledge. I got to send him to Iowa in 2012 to lead a team on evaluating the accuracy of a new Iowa wetlands GIS layer. He came into the office to work until late in 2019 and he will be missed by old & new friends & colleagues."

Colin N. Brooks, Secretary and Treasurer ASPRS EGLR