

Dear Geosynthetics Industry Member,

IGS North America (IGS-NA) is asking for your help to advance geosynthetics education. We believe EDUCATION is essential to attaining the *appropriate* and *widespread* use of geosynthetics as engineering materials. IGS-NA is dedicated to expanding the use of geosynthetics through education. To achieve this the IGS-NA is actively: training future users of geosynthetics, training geosynthetic educators, and promoting geosynthetics as part of engineering curricula.

To facilitate these educational goals we have two exciting programs:

- **Educate the Educators (EtE)**
- **Educate the Students (EtS)**

Educate the Educators | A Geosynthetics Training Program for University Professors
December 2017, Queen's University, Kingston, Ontario, Canada

We know that many undergraduate engineering programs completely lack geosynthetic instruction, often instructors may not have the knowledge, confidence or materials to effectively teach geosynthetics. In order to address this the IGS-NA offers *Educate the Educators (EtE)*, a 2-day, funded program for University professors. *EtE* provides specialized, hands-on training and lecture materials to equip attending Professors with the tools they need offer effective geosynthetics course work in their engineering programs. Attending professors receive instruction, course materials (including power point presentations, hand outs and sample binders) and have continued access to the instructors as they develop their own programs at both the undergraduate and graduate levels. Building on the success of *EtE* Austin, held in 2015, participants will receive training and educational material on the fundamentals of geosynthetics as well as exposure to the state-of-knowledge on geosynthetics in reinforcement and environmental applications. This year approximately 35 Student-Professors will attend our second *EtE* event, to be held in Kingston, ON in December of 2017.

We are very excited to have four exceptional educators and pioneering researchers as the EtE lead instructors: **R. Kerry Rowe** (Queen's University), **Richard J. Bathurst** (Royal Military College of Canada) **Richard Brachman** (Queens University) and **Jorge Zornberg** (University of Texas Austin).



Educate the Students | A Guest Lecture Series for University Students
2017-18 School Year, on location as arranged

Educate the Educators is only part of the long-term strategy to train “future users” of geosynthetics. We also want to directly Educate the Students (EtS) by offer engaging and effective geosynthetic lectures which will immediately impact engineers-in-training. Lectures will be tailored to need of each program, and topics may range from fundamental to sophisticated. Particular focus will be made on large engineering schools. IGS-NA will support the development of the content and the costs associated with the transportation of the professors to/from the guest lectures.

The budget for these two programs is \$80,000 US. The IGS-NA is offering sponsorship programs in order to fund both projects. Please consider supporting long-term quality growth of geosynthetics usage through sponsorship of either or both of these programs. If you have questions please don't hesitate to call or write.

Sincerely,

John Henderson, Immediate Past President of IGS-NA
Richard Brachman, President IGS-NA

IGS North America. Providing leadership in advancing geosynthetics education and research.

www.igs-na.org

Why are we doing this again....?

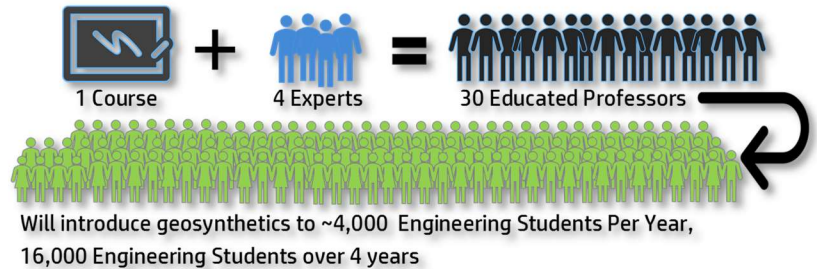
In 2015 we hosted 45 EtE Student-Professors in August of 2016 we surveyed those professors, this is what we found...

40% of 2015 EtE Attendees' University Programs contained NO Geosynthetic Content what so ever of those surveyed, **87% of those professors responded with a plan to incorporate the EtE programming at their institution.**

- 37.5% added geosynthetics content in the 2015-16 school year
- 25 % added geosynthetics content in the 16-17 school year
- 25 % were developing programs to be added in the 2017-18 school year.

Of those ...

- 46% added a 50 minute introduction to geosynthetics lecture
- 69% added EtE content where appropriate in the context of existing course work



Of the 60% of the attendees whose course work already included some mention of geosynthetics **82% indicated that based on the EtE an increase in the geosynthetics content was incorporated for the 2015-16 academic year!**

Sponsorship Opportunities

- **Gold Sponsor \$20,000 USD**
 Table top exhibit space at EtE
 Company name and logo on external covers of printed materials
 Company name and logo recognized as a sponsor at the beginning of each day's presentations
 Opportunity to present a case study to the EtE Students during the program
 Case study presentation included in the Student-Professors' materials for re-use
 Attendee list
 Recognition as Sponsor for each of the Educate the Students events in the 2017-18 educational year
 Opportunity to contribute labeled materials for sample boxes provided to Student-Professors
 Opportunity to distribute electronic materials via the Educate the Students
 Inclusion on all promotional materials including web site and social media regarding both of the programs.
- **Silver Sponsor \$10,000 USD**
 Table top space at EtE
 Company name and logo on internal covers of printed materials
 Company name and logo recognized as a secondary sponsor at the beginning of each day's presentations
 Attendee list
 Recognition as Sponsor for each of the Educate the Students events in the 2017-18 educational year
 Opportunity to contribute labeled materials for sample boxes provided to Student-Professors
- **Bronze Sponsor \$ 5,000 USD**
 Company name and logo on internal covers of printed materials
 Company name and logo recognized as a secondary sponsor at the beginning of each day's presentations
 Opportunity to present a case study to the EtE Students during the program
 Recognition as Sponsor for each of the Educate the Students events in the 2017-18 educational year

If you are interested in sponsorship or have additional questions please contact John Henderson, J.Henderson@TenCate.com or call +1.706 693 1836.