



Colorado Scientific Society

Lecture Announcement

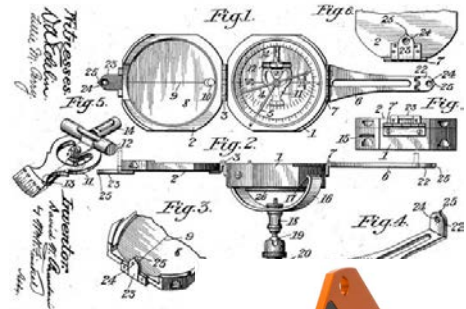
Thursday, April 17, 2025, Calvary Church Golden

Evolution of the Brunton pocket transit from 1894 to 2025

Lauren Heerschap, Owner, CEO, Sales & Marketing Director at Brunton International

Lecture Highlights:

D.W. Brunton (former CSS member) designed the pocket transit as an alternative to bulky surveying instruments used at the time. He received a patent in 1894 and licensed his instrument to watchmaker W. Ainsworth of Denver in 1894. Brunton continued to improve the design until his death in 1927. By then, 30,000 had been manufactured and sold worldwide. In 1972, a group of Wyoming businessmen purchased the Brunton line from Ainsworth & Sons, and moved production and management to Riverton, WY. In 2016, geologists and educators Lauren and David Heerschap invented and patented the Axis transit in 2016, which allows simultaneous measurement of strike & dip, trend & plunge, dip & dip direction, or bearing & angle, making data collection more efficient and intuitive. The Heerschaps bought Brunton from foreign ownership and returned the headquarters and all manufacturing back to Riverton, WY, where the company is now a woman-, geologist-, and family-owned Wyoming business



Speaker Background:

Lauren taught Environmental Geology, Field Methods, Field Camp, GIS, Natural Resources and the Environment, and Natural Hazards geology at Fort Lewis College for a decade. During that time, she co-invented the Axis Transit with her husband, David, and licensed it to Brunton Company in 2014. In November 2021, they became owners and caretakers of this 130 year-old brand.

Education:

MS in Geology/Earth Science: University of Colorado, Boulder, 2003
BS in Geology and Theology: Wheaton College, Wheaton, IL

Keywords:

Brunton, pocket transit, field geology, history, entrepreneurship

