

THE

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OCT/NOV 2010

OREGON SURVEYOR

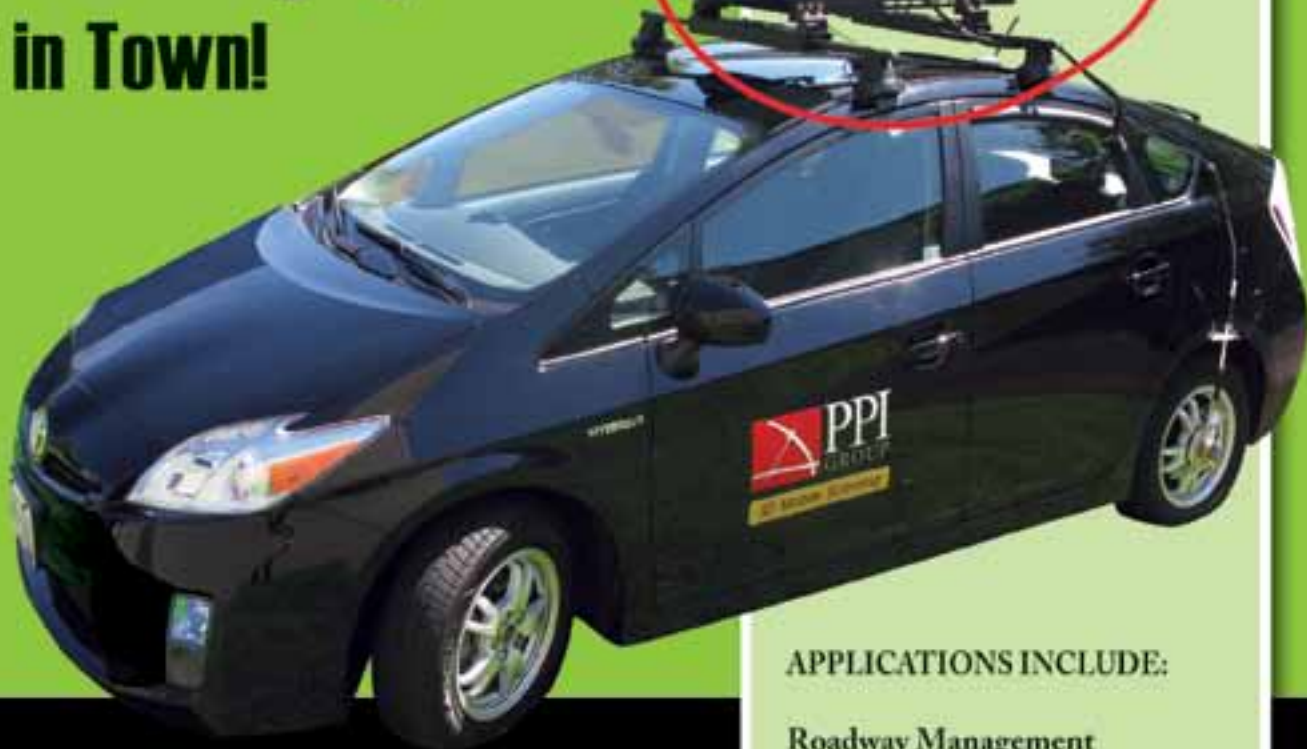
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THE OREGON SURVEYOR

Volume 33, No. 5
October/November 2010

Professional Land Surveyors of Oregon

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On the Cover

Tigue Howe of Portland Precision Instrument Group (PPI Group), set up this display of old survey instruments at the PPI Store in Portland. He has some interesting stories about some of these instruments and may share them (if asked) at the Pioneer chapter meeting in December, which is sponsored by the PPI Group. If you are going by the Portland Airport, stop in and see them.

The Lost Surveyor

From the back cover

LAT 45° 22' 58" N
LONG 122° 45' 04" W

Answer: It's the city of Tualatin 7th Annual West Coast Giant Pumpkin Regatta with a race between the Army Corp of Engineers and ODOT. Who won? Who cares? It's a giant pumpkin race!



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From Your Chair

■ *Tim Fassbender, PLS*

We are approaching the end of another year with the Annual Conference just a short time away. I have discussed many issues with you during my year as Chair. I realize many of the points I tried to make may not have any bearing on your work or worries, however, many national magazines are discussing the same ideas as I have. I discussed earlier this year that advancing technologies in Land Surveying have placed us in a position where more can be done with less, at least in the field. It still takes quality personnel to make those decisions on what to do with the information brought in from the field. The same is true about how PLSO is going to move forward with services for its members.

PLSO has and will always strive to provide the best professional benefits for its members to enhance their careers in Land Surveying. During these hard economic times PLSO has stepped up to provide some monetary relief in attending the PLSO Annual Conference. This is what makes PLSO stand out above others—members working hard to enable fellow professionals to maintain and advance their knowledge in the profession. We have many hardworking volunteers working for PLSO, providing excellent conferences, seminars and chapter workshops. We don't lack for talented people in the organization to bring our membership quality educational opportunities. Our conference committee has proven they can deliver a conference that rivals (or exceeds) those put together by the national societies for a fraction of the cost you would pay elsewhere. Our chapter seminars are very informative with excellent speakers and timely topics. Our monthly chapter meetings bring workshops and speakers to the local level to address the concerns of our members in their region; an excellent way to stay current with hot topics.

The point is that PLSO brings you numerous ways to stay informed and current with what is important to you and your profession. These opportunities are made possible by members who take time from their schedule to bring the information to you through all the venues I have highlighted here. The best element of the way PLSO brings this to you is how any member can help put these



activities together. Each one of you has the ability to step forward and suggest a speaker or a topic or help in any capacity you feel comfortable. None of us who has worked for a conference or seminar went to a special class on "How to do it". All anyone of us said was, "I'll give it a try" and away we went. Volunteering to work on these projects is also an excellent way to get to know your fellow professionals and network with them.

The same can be said about serving as a chapter officer. On the outside looking in you may think it is a lot of time and effort. That is not entirely true. Being involved as a chapter officer brings truth to the saying "you will get more out of it than you put into it". This being my third time serving as Chair for PLSO has once again proven that saying to me. Meeting and working with chapter presidents, president-elects and committee chairs opens up different ways of thinking and resolving issues. During your tenure you learn and grow as a professional and as a person. This year's Board of Directors, like those in the past, handled their tasks and at the same time got to know others they may not have ever had the chance to talk to and work with. I have had the pleasure to serve on many PLSO Board of Directors over the years and each one was very well represented and served, which proves we have talented professionals in PLSO.

So, if ever you have a chance to work on a seminar committee, conference committee, or serve as a chapter officer or chair of the board, do it. You will soon realize, as those ahead of you already have, that the rewarding feeling you have at the end of your work far exceeds the effort you put into it.

Thank you for allowing me to serve you this past year as your PLSO Chair. ◉

THE OREGON SURVEYOR

The Oregon Surveyor is a publication of the Professional Land Surveyors of Oregon (PLSO). It is provided as a medium for the expression of individual opinions concerning topics relating to the Land Surveying profession.

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CONTRIBUTIONS OF MATERIAL

The Oregon Surveyor welcomes your articles, comments and photos for publication. PLSO assumes no responsibility for statements expressed in this publication. Send prospective materials to Lisa Switalla, lisa@llm.com.

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All editorial copy must be submitted by the first of the month preceding publication.

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Editor's Note

■ Oran Abbott, PLS, oranabbott@gmail.com



In East Multnomah County we had an east wind today and I noticed a seagull flying directly into the wind doing about 25–30 miles per hour without moving its wings. There are ways to go against the flow if it is done right. In our society of varying professions, surveyors are like the seagulls. We are ethical, honest, and trustworthy no matter what the client or culture thinks; and sometimes we are flying against the wind.



We have rules to abide by no matter what the client wants. We explain what we can and can not do, and we get closer and closer to the same corner each year. When I started out in the profession 1:10,000 was a good boundary closure. Now we can reach 1:1,000,000 rather easily. We have not changed the laws and 30 years from now we could be within 0.01 feet of another surveyor's measurements clear across the country.

Since most of us are in small businesses (less than 500 employees), there is a lot of wind going against us. We have the federal, state, regional, county and city municipalities which impact us with taxes, regulations, labor laws, health benefits, retirement benefits, etc.—all the paperwork and associated costs that make a lot of wind. The surveying profession stays out there by itself with its own regulations unaffected by the changeable winds.

This reminds me of my son Tymun, a surveyor, and a 5.13+ rock climber. Rock climbing routes are graded by several factors that determine the level of difficulty. Depending on which part of the world the location of the climb is in, the grade ratings generally start at 5.0 and currently go to 5.15b, with increments such as 5.12a, 5.12b, 5.12c, 5.12d, each progressively harder, with only a few people in the world accomplished enough to do the 5.14 levels, and only a handful to have ever done 5.15. Twelve was the highest climbing rating in Oregon and Washington when I was just starting out in surveying. Is rock climbing dangerous? Are surveyors not honest or ethical? In actuality when there is a comparison between rock climbing and other activities it is surprising what is statistically more dangerous—whitewater rafting, alpine mountaineering, hiking, biking, skiing, hunting, swimming, group sports and crossing the street or road by foot.

We have three surveyors and some other guy on Mt. Rushmore. The men are not depicted on Mt. Rushmore because they were surveyors, but because of their character. We just had another election which may increase the wind or decrease the wind, but the evidence in the past is that the surveying profession continues unchanged. Walk with your heads held high and a grin on your face knowing that you give the best and most honest results for surveying reflecting that you work in one of the best professions on earth.

Happy Holidays to you and your families. ◉

View from the PLSO Office

■ *Mary Louise VanNatta, CAE;*
PLSO Executive Secretary



PLSO Conference More than knocking out the PDHs

I'm in your shoes. To keep my CAE (Certified Association Executive) designation, I have to have continuing education hours that are approved by the American Society of Association Executives. I get to take a bunch of classes and pay a good sized fee to make sure I can claim this little-known designation for three more years. Usually, I wait until the last minute and desperately search for a class on association budgeting, membership recruitment or a legal update conference call.

Everyone in PLSO has an opportunity to get a good number of PDHs at the January conference at the Salem Conference Center (SCC). The group is returning to Salem to benefit from familiarity and ability to negotiate great meeting space with a two-year agreement. For those who are in reasonable driving distance of Salem, this is one of the most affordable ways to knock off those PDHs all at one time.

There is actually more than just PDHs at the PLSO Conference this year. The SCC has a beautiful hotel (The Grand Hotel) attached to the Conference Center, so you can bring a spouse and stay in a very nice facility. Salem also offers a good number of other lodging options and we have even talked about "surveyors hosting surveyors," so if you have a local friend who will put you up for a night or two, why not ask?

The PLSO Conference is also "going green". Part of the reason PLSO chose the SCC is because they have a commitment to sustainability. The SCC received certification from Marion County as an EarthWISE business. To obtain EarthWISE certification, a business must meet criteria for recycling, waste reduction and prevention, environmentally preferable purchasing, energy efficiency and conservation, and water pollution prevention. When you visit the SCC notice the carpet is made from recycled nylon and plastic, the first floor is made of recycled material from the previous building on the site, the upstairs flooring is made from recycled plywood ends. They also purchase green seal and energy

efficient products and are LEED compliant. The conference committee is working to limit the production of paper handouts by offering materials in electronic format.

Finally, the PLSO Conference is always a great way to get your PDHs while keeping up with the trends, meeting your colleagues and having a great time with great food. See you there! ☺

Salem Links

www.SalemConferenceCenter.org

www.GrandHotelSalem.com

www.TravelSalem.com



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PLSO Board of Directors Meeting Minutes

September 11, 2010—Eugene, Oregon

Attendees

Officers

Chair	Tim Fassbender
Chair-Elect	John Mathews
Past Chair	Gary Johnston
Executive Secretary	Mary Louise VanNatta

Board Members

CENTRAL (1)

Scott Freshwaters, President
Parneli Perkins, President-Elect

MIDWEST (2)

No representatives were present

PIONEER (3)

Joe Ferguson, President

ROGUE RIVER (4)

Craig Claassen, President
Stephan Barott, President-Elect

SOUTH CENTRAL (5)

Mason Marker, President

SOUTHWEST (6)

Walter White, President

UMPQUA (7)

Randy Smith, President
Ron Quimby, President-Elect

WILLAMETTE (8)

Lee MacDonald, President-Elect
Tyler Parsons (alt. for Jack Burrell)

BLUE MOUNTAIN (9)

No representatives were present

Committee Chairs

Finance: Gary Johnston
Legislative: Scott Freshwaters

Guests

Jean Ferguson

Call to Order

The meeting was called to order at 10:06 am by Chair Tim Fassbender. Welcome and introductions were made.

Review and Approve Agenda

The agenda was reviewed and approved.

Approval of Minutes

The June 19 minutes of the PLSO board meeting were reviewed.

MOTION: Quimby moved the minutes be accepted as printed. White seconded. Motion passed.

Report FROM THE EXECUTIVE Secretary

(VanNatta) The PLSO accounts stand, as of 5/31/10: Total assets—\$110,255.31. There are 731 members; five members less than the end of 2009.

- Membership—Two campaigns were undertaken for membership. One was “how are we doing?” phone calls made to members this summer by Gary Johnston, Joe Ferguson, Randy Smith, Gary Anderson, Shaun Fidler and Pat Barott. A second was an online member survey using Survey Monkey. This program allowed us to do a quick internet survey that can be used by chapters when needed. About 235 people answered the survey and results were available at this meeting. We are starting discussions with Lori Servin at Action Registration about the upcoming membership renewals.
- The office has been working with committees, monitoring the Conference Committee and helping with program solicitation as needed.
- Updates to the Strategic Plan are being made as necessary.
- The legislative committee met September 10 in Eugene. They are looking at a few drafts of legislation for the upcoming session.

- The office has been dealing with two separate incidents of check fraud relating to the closed PLSO account. Those have been forwarded to the police and we have an active case. We don't have any information on what has happened on these to date. Continual monitoring of the finances and coding has been done.
- The office worked on articles for *The Oregon Surveyor*. Twitter and Facebook is staying updated. Most of the people calling have been looking for surveyors in their area.
- A second order of the BLM 2009 edition of the *Manual of Surveying Instructions* is in the works. Over 20 people have requested manuals.
- Member calls: Ferguson reported that he got positive feedback. Most people thought we were doing okay. They were appreciative about the call and pleased someone took the time to call. Johnston said he had positive feedback. People liked the chapter discussions and meetings. Members in southern Oregon were concerned about the economy and wondered what PLSO will do to help. Fees were a concern.

Conference Report

Johnston provided updates from the Conference Committee. He reported that the committee has nearly completed filling the program schedule. They have most of the speaker commitments. They are working on the budget, with projected income of about 30k.

There are a few changes: On Wednesday, there will be an awards banquet with an extra cost. They will sell tickets at a loss to entice more to attend. They will award raffle prizes at both Wednesday and Thursday dinners. On Thursday,

Continues on page 8

there will be an auction. Lunch on Wednesday–Friday are included in registration. Cost is tentative at \$395. Ferguson supplied “Save the Date” postcards.

Fassbender brought up the idea of having a fundraiser to generate money to provide financial relief for the conference to members. Ideas were looked at for limiting the cost of the conference. Quimby suggested that we cut the cost by \$100. A discussion was held on conference costs.

MOTION: Quimby moved that conference price be set as break-even based on 400 attendees. Motion passed. Parsons voted no.

- Fundraising: The chapter presidents were asked to go back to the chapters and discuss fundraising ideas to create funds to subsidize the conference. VanNatta reminded the group that their primary purpose is to promote the profession of surveying and whatever they do that meets that goal is what matters. PLSO is a 501(c)6 and contributions are a business expense, not a tax credit.
- Having a PLSO speaker’s bureau was discussed. Fassbender said we need to diversify. Johnston noted that PLSO dues are some of the lowest in the country. Income sources for PLSO only include dues and the conference. A list of alternate lodging was proposed. Staff would put that together.
- Fassbender asked how we will communicate the conference relief to the members. Surveyor-L was suggested. The conference committee would do the calculations and let people know.

Committee Reports

Finance—

(Johnston) Review of the profit/loss by class from Oct 2009–Sept 2010. In reality, the PLSO conference netted \$53,000. The cost of the conference was discussed.

Legislative Committee—

(Freshwaters) Five committee members, Ron Singh and Ken Bays with ODOT, and Mark Armstrong, NGS Advisor met at the legislative committee meeting on September 10 in Eugene. Proposed legislation was discussed.

ODOT is proposing changing ORS 93, which speaks to state plane coordinates and putting that into the ORS’s. ODOT would remove outdated language and add language to make the OCRS (Oregon Coordinate Reference System) permissible to use in a property description. This was just a general concept at this point. Boundary line agreements were discussed. Legislative Council has provided their first draft to the committee. Some changes were made and Fred VanNatta will take it back to legislative council. Waiver of monument setting language would be requested to be removed. Also language that would not require the county surveyor to sign off on the BLA was removed from the bill. Quimby said it is a good bill. It is still a work in progress. The chapter leaders were asked to go back to their chapters to share the ODOT legislative concept with them and decide whether to support ODOT in this endeavor. The importance of having monuments in the ground to define the ODOT ROW was emphasized by the members. One of the major concerns about the ODOT legislation is the proposal to remove verbiage from ORS 93 that defines the SPC system and place it in an OAR along with the definition of the (at this time) 12 OCRS zones, along with other regulatory language. This is a concern to some members due to the relative ease in changing OARs.

Chapter Activities

Pioneer—

Ferguson reported on his chapter activities. On October 15 they are having a seminar on research. There was a meeting last week and legislative issues were discussed, especially

removing the word “monument” from ORS Chapter 92. There was a discussion that there might be better ways to do that. He is thinking about elections for new chapter leadership.

Report FROM THE Chair-Elect

Mathews discussed possible conflicts that would prevent him from fully handling his duties. Bylaws and succession of officers was discussed.

Report FROM THE Chair

Fassbender reiterated some of the items mentioned before. It was discussed that the Bylaws need to be reviewed in their entirety. Fassbender will contact Bacon and asked the Chapters to review the Bylaws for areas that need to be updated.

New Business

Review of Membership Survey—

Each survey question was reviewed. Members valued *The Oregon Surveyor*, the Conference discounts and PDHs. Claassen suggested we have an FTP site to post and download documents. Johnston said the survey was well done and people liked the opportunity to answer it and give opinions.

Conference Costs were discussed. The cost savings from print and possibly limiting gifts was considered.

Ferguson discussed possibly creating messaging around “knowing your property line.” Fassbender asked Ferguson to sketch out a few thoughts and send them to him.

Elections and Awards—

The Umpqua Chapter nominated a life member. Chapters need to present their nominations for election of officers.

Manual of Surveying Instructions—

Johnston reminded that there will be extra BLM manuals available for sale with the order that will be placed.

Adjourn PLSO Board Meeting

Being no further business, the meeting was adjourned at 2:38 pm. ◊

Never to Late to Develop Relationships

■ Fred VanNatta, PLSO Governmental Affairs

Call a successful candidate (House or Senate) in your area and ask if they have a campaign deficit.

Remember in Oregon a campaign contribution is a TAX CREDIT on your state income tax return. The first \$50 of a single return or \$100 of a joint return can be used as a tax credit. This is not a tax deduction, but a full offset on your state income tax return. This credit can only be used for political purposes, not for your church, your charity or any other purpose.

Be sure to provide your contact information and ask your legislator to keep you informed on any issue which may affect surveying or changing of property boundaries.

In January, your State Representative or State Senator will be off to Salem for a Legislative Session filled with very difficult decisions regarding balancing the state budget. The PLSO will have at least three bills in the legislative halls that they are supporting and possibly several bills they are opposing. The relationship you develop as a result of your contacts could easily make the difference in a committee or floor vote on these bills.

The three bills that PLSO currently plans to introduce are:

1. A bill creating a “Boundary by Agreement” statute for Oregon, patterned after the existing Washington State law.

2. Improvements to Oregon’s “Notice to Property Owners” statute
3. To increase the upper limit of the recording fee, devoted to improving monuments, to \$20. It is presently \$10.

Legislation is being drafted by Legislative Counsel and should be available from your PLSO office towards year end.

If you enjoy getting involved in the legislative process, make a point to talk to your PLSO Legislative Committee chair, Scott Freshwaters. He’s doing a great job and will find a place to plug you in! ☺

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2011 PLSO Annual Conference

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“Building a Foundation Today for Success Tomorrow”

Cost Reductions and Highlights

All surveyors are reminded to plan on attending the PLSO conference in Salem on January 19–21. The PLSO Board of Directors and the conference committee, recognizing the prolonged economic challenges facing many surveyors, have reduced conference registration fees by nearly 20% from last year’s event. This has been done without diminishing the quality or content of the conference. Reduced registration income will likely provide less revenue for 2011 PLSO business, but the PLSO Board supports offsetting any shortfalls by utilizing reserve funds.

Some elements of the conference will be changed or eliminated to support cost reduction. One example is the effort to “go green” by providing handouts through links posted on the PLSO website. This eliminates mostly all of our printing costs; yielding an estimated savings of \$2,000.

The conference theme is “Building a Foundation Today for Success Tomorrow”. It stresses the importance for surveyors to learn new applications, improve skills, and maintain proficiency to better serve clients, employers and the public. Details about the conference program can be found on the PLSO website at www.plso.org.

The annual Awards and Entertainment Banquet will be held Wednesday evening. New incentives are being provided to enhance attendance. They include lowering the cost of dinner tickets to \$20 per person, and awarding great door prizes at the banquet. The dinner event recognizes outgoing board members, and bestows the PLSO Surveyor of the Year award, Associate Member of the Year awards, and other PLSO awards. Presentations will be followed by some inspiring entertainment.

Wednesday’s entertainment will feature Helen Thayer, a National Geographic explorer, gifted storyteller and inspirational speaker. She will be presenting “Polar Dream”, a fascinating program about her solo expedition to the magnetic North Pole. The program will be appealing to all who attend.

PLSO’s annual Scholarship Auction will be held on Thursday evening. The event is included with registration, so every conference registrant may attend at no added cost. Individuals and groups are reminded to contribute items to the auction. Silent auction items will be available for bid throughout the day, and a number of unique items will sold at the oral auction following dinner. Attendees will also be eligible to win one of two

large raffle prizes—but must be present to win. For information about the scholarship program and this year’s winners, see the related article appearing elsewhere in this issue.

Online registration for the conference is available now. Preregistration will close January 5, 2011. In addition to regular registration, options are offered for an extended payment plan and a hardship discount. ◉

Featured speakers and topics:

Dennis Mouland—BLM
PLSS in the 21st Century
Surveyor Ethics

Thinking Beyond Technology

Tony Cuomo—PLSO
Land Surveyor Exam Review
Fundamentals Exam Review

Jim Coan
Random Error Theory
Survey Math

**Mary Hartel &
John Farnsworth—BLM**
BLM Case Studies
Extending Survey Applications
into New Fields of Work
Business Practices and Financial
Management Presentations

For information, visit www.plso.org

PLSO Scholarship Auction Update

As we near our annual conference, it is time to ask for your support to the PLSO Scholarship Auction. PLSO is a non-profit trade organization and all proceeds from the auction are put into the PLSO Scholarship Fund. Annual awards are made to students enrolled in surveying programs in Oregon by the Oregon Community Fund.

This year's auction, to be held Thursday evening, is our primary fundraiser for student scholarships. Many students in Oregon that are enrolled in a surveying or mapping program are eligible for these scholarships. We have averaged nearly \$10,000 annually with these auctions and look forward to your support for continuing that trend.

In order to reach our goal, we need your help in procuring and/or donating items for the auction. Please use the attached procurement form for so that we may give you the proper credit for your donation.

Best scenario: Arrange to get items to the PLSO office in Salem in advance of the conference or bring items to the conference, packaged and ready to go with procurement forms (*SEE PAGE 12*) completed by noon on January 13.

Please let the PLSO office know if you have any questions. ☉

JUST IN CASE—

Reports of incidents involving surveyor impersonators and questions/suggestions related to the issue can be sent to:

Curt Sumner, LS
Executive Director, NSPS
curtis.sumner@ascm.net

Items for consideration include

- Vacation package
- Golf/lunch package
- Wine tour
- Season tickets/hotel package
- Skiing package
- Condo timeshare package
- Airplane tour
- Boat/fishing trip
- Dinner package
- Old survey instruments
- Photographs/paintings
- Surveying equipment
- Surveying books
- Yard and office decorations
- Electronic games
- Home-made gifts
- New re-gifted items
- Gift cards
- Classic novels
- Collectibles

Chapter Auction Basket

We are requesting that each PLSO chapter fill a silent auction basket for the conference. Please fill the basket with as many items as you can, bring it to the conference and leave it at the front desk.

Think of a theme and remember “regifting” of a new or gently used item is okay in this environment. It’s all for the students!

Ideas are below!

Kid and Family Donations

Birthday Parties—Ask indoor play places or kids’ gyms, attractions, children’s museums, etc. to donate a birthday party package.

Catering Companies—Ask to donate dinner or catering for a small party.

Alternative Retail Donations

Local Artisans and Growers • Local Artists • Web Businesses

Donations for the Home

Upkeep Services • Construction and Improvement • Yard and Garden

Trips and Getaways

Use of vacation home • Bed & Breakfast • Hotels and resorts
Limousine service • Airline tickets • Hot air balloon ride

Sports and Sporting Events

Pro Game tickets • Rounds of golf or tennis • Pro instruction
Riding lessons • Skiing lessons • Sports memorabilia • Equipment

Gift Certificates

Restaurants • Books and CDs • Clothing • Beauty salon • Car wash

Cultural Events

Concert tickets • Theater tickets • Movie tickets • Personal museum tour

Special Events

Hosted dinner • Hosted kid’s party • Catering • Music for a party

Electronics

I-Pod • Digital camera • Laptop computer

Food and Drink

Bottles of wine or spirits • Gourmet foods • Cooking lessons

PLSO Scholarship Auction



Procurement Form

Donor/Business Name
Contact Name
Street Address
City, State, Zip
Phone
Email
Donation Item
Description
Fair Market Value
Bidding Restrictions (if any)



Please return this form and send items (if not attending conference) to:

PLSO
PO Box 2646 (or drop off at 3340 Commercial St SE #210)
Salem, OR 97308
503-585-4551 • office@plso.org

PLSO Conference Alternate Program

Wednesday, January 19 • Starting at 9:45 am

Greenbaum's Quilted Forest and **McGrath's Fish House, Salem**



Ladies, we have a great day planned for the Alternate Program on January 19. While your partners are earning their PDHs, relax and attend our free program.

Attendants will leave the Conference Center Hotel at 9:45 am for the short 1-½ block walk to Greenbaum's Quilted Forest—named one of the Top 20 Quilt Shops in the United States and Canada by *American Patchwork and Quilting Magazine*.

This program will run for two hours beginning at 10 am and will include a step demo by Owner, Sylvia Dorney. Dorney will show fast and fun quilts, purses, lock bar rug hooking, a burrito method (no raw edges) pillow case, a baked potato bag for the microwave and lots more interesting and fun sewing and craft ideas. There will then be an hour for browsing and shopping at the shop.

At 1 pm attendees will adjourn to McGrath's Fish House just around the corner for a no host lunch. After lunch participants may continue shopping or walk back to the Conference Center to prepare for the Membership & Awards Banquet that evening.

If needed, transportation will be provided to the quilt shop and then to the Conference Center after lunch at McGrath's Fish House.

Again this is a free program, but we do need a count to prepare the Greenbaum's and the restaurant for the number of people attending. There will be a check box on the registration for the conference when registration opens. Please see the PLSO website at www.plso.org.

Announcing the Annual

CONTESTS!

SURVEY TRUCK/ VEHICLE CONTEST

January 19-21, 2011
PLSO Conference
Salem Conference Center



Do you or your company have a special or unique survey truck or vehicle? Why not showcase it at this year's Annual Conference for all to see.

Entries must be received by January 5, 2011 for consideration.

SURVEY MAPS CONTEST

COME ONE, COME ALL!
SUBMIT YOUR MAPS FOR A FRIENDLY CONTEST!

Any record of survey map, plat/condominium, ALTA or topographic survey map. Please submit one paper copy (24" x 36") maximum (without your stamp and firm name). Limit 3 maps (4 sheet max) per firm.

Maps must be submitted by 5 PM Monday on January 13, 2011.

PRIZES AWARDED TO THE TOP THREE (3) ENTRIES IN EACH CONTEST.

First prize: 2011 Annual PLSO Conference fee paid (for 1 person)
(Last year's winner not eligible) Second prize: \$100 Third prize: \$75

For additional information and the entry forms please see the PLSO website at www.plso.org. Or contact Kenneth Cochran, ken.cochran@hotmail.com, 503-256-6877.

Scholarships Make a Difference!

■ *Stephen K. Haddock, PLS; PLSO Scholarship Chair*

This year's scholarship selection process was again a success. PLSO awarded \$10,500 in scholarships to the following eight students:

PLSO Bill Guiles Scholarship

Michelle McBride—Junior, OIT

PLSO Brian Weigart Scholarship

Brian Bays—Junior, OIT

PLSO general scholarships

April Chase—Senior, OSU

Greg Wheelhouse—Junior, OSU

Timothy Brown—Freshman, OIT

Jason Weisz—Sophomore, OIT

Jason Weller—Sophomore, BMCC

The Pete Maring Scholarship

Molly Moore—Will attend OIT to study medical imaging.

I believe that the scholarship program is one of the PLSO's most significant efforts at guiding our profession into the future. I would also like to remind PLSO members that this program depends on our contributions and the fundraising efforts at each PLSO Annual Conference. With the convention coming up in January, it is time again to think about what items you can donate for the silent auction or how much money you may wish to donate directly to the scholarship endowment fund.

The scholarship program is making a significant difference for students and, as you read the following notes of thanks from this year's recipients, I encourage you to be a part of this year's ongoing efforts to support them. ◊



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- Pay by credit card or print your completed form and send with a check.
- Renew by Dec. 31 to get the member rate for the 2011 PLSO Conference and receive the updated password to access the member's section of the website.



Thank you, PLSO

Dear PLSO,

I am so grateful to receive the PLSO Scholarship. Thanks to your support I am able to spend more time with my children while attending school since I do not have to work regularly in addition to my classes.

I am beginning my junior year at Oregon Institute of Technology. While at OIT, I am working towards my major in Geomatics and a minor in GIS, which will be completed this term. I really enjoy the curriculum that OIT has to offer and I look forward to completing my degree with the help of your scholarship.

My sincerest thanks for your generosity.

Sincerely, *Michelle McBride*

.....

Dear PLSO,

I want to thank the PLSO for the generous scholarship that you have given me. It will be very useful in my pursuit of a Geomatics degree in the field of Land Surveying. I am excited to start college this fall term and I will continue to work hard in my ongoing education. I am especially honored to receive this scholarship.

Thank you once again for your support.

Sincerely, *Tim Brown*

.....

Dear PLSO,

I extend my gratitude to all PLSO members and those who have helped to provide funding for the PLSO scholarship. I feel honored to have been selected as I know there are many other qualified candidates attending classes around the state. Receiving this award is going to really help with affording my tuition and allow me to spend more time with the student chapter of the PLSO at OIT. It is very nice that members care enough to support the few younger/new surveyors entering the field. This support is not going unappreciated and I can't wait for the day when I can return the favor.

Sincerely, *Jason Weisz*

Dear PLSO,

I appreciate the award of the PLSO Scholarship through the Oregon Student Assistance Commission for the 2010–2011 academic year. Returning to school has been a good influence for my children by demonstrating the importance of a college education. Receiving this scholarship has enabled me to concentrate on my educational goals as a single mother.

I live on a hillside in a small rural community and know first-hand the dangers of improperly retained slopes and the impact of disregard for natural resources and wildlife habitat as a small community begins to grow. I chose a career in Civil Engineering and Forest Engineering to address these issues.

The fall term of 2008 was my first exposure to OSU and the academics involved with Civil Engineering and Forest Engineering resulted in an enlightenment of my chosen career. Exposure in each of these areas has permitted me to view the broader picture, ask more questions, seek more available information and resources, to be more careful in the kind of facts I utilize to make decisions, and enhance my skills as a professional Land Surveyor.

I am looking forward to the opportunity to participate in a career of Land Surveying which is very rare, exciting, and full of tremendous accountability. The PLSO Scholarship allows me to complete my educational goal of obtaining both a Civil Engineering and a Forest Engineering degree in 2011 with the knowledge gained to safely provide community and professional service in land development projects and accommodate for the needs of a society as communities grow.

Thank you for making a difference by supporting the education of the future generations that will make decisions on the stewardship of our public and private resources.

Sincerely, *April Chase*

.....

Dear PLSO,

Thank you for choosing me for the PLSO Scholarship. I appreciate it very much. I will be attending Oregon Institute of Technology and majoring in Medical Imaging. The money will be very useful to pay for books and help me with my financial responsibilities.

Thanks again, *Molly Moore*

PLSO Member Survey Results

■ Mary Louise VanNatta, CAE; PLSO Executive Secretary

One of the best ways for our organization to know if we are going in the right direction is to ask. That's exactly what PLSO did this summer through a web-based survey designed in mid-July and offered to members through October 10. The 10-question survey garnered 238 responses. The majority of the respondents were corporate members who have been in the industry more than six years and are between the ages of 56-65.

Answers to the open-ended questions were vivid and honest and have allowed the Board and the PLSO Conference Committee to evaluate which programs and services are the most important to members. The survey was partnered with personal phone calls made by volunteer PLSO board members. They simply asked, "How are we doing?" to a randomly selected group of PLSO members around the state. They reported it was a good experience and while there was not nearly enough time to talk to everyone, they received good feedback about what members liked and wanted from PLSO.

Overall, members were complimentary of the association and answered that the ability to get PDHs and keep up on trends were some of the most important benefits of PLSO. They appreciated the camaraderie of colleagues and its publications like *The Oregon Surveyor*. The anonymous survey allowed people to be candid with their comments and a few were less than complimentary, criticizing the use of Surveyor-L, costs of the conference and communication with the eastern part of the state.

Following is how the questions played out with some of the selected comments. Your chapter president should have a copy of the results and comments in their entirety. ◉

Results

1. How long have you been a member of PLSO?		Response Percent	Response Count
less than 6 months		0.8%	2
6 months to one year		2.5%	6
1-3 years		11.0%	26
4-6 years		11.8%	28
More than 6 years		73.8%	175
answered question		237	skipped question 1

2. What is your membership class?		Response Percent	Response Count
C = Corporate		82.3%	195
A = Associate		8.4%	20
Sp/L = Special/Retired, Life		6.3%	15
Don't know		3.0%	7
answered question		237	skipped question 1

3. What is your age?		Response Percent	Response Count
18-22		0.0%	0
23-28		2.5%	6
29-35		8.0%	19
36-45		15.2%	36
45-55		24.1%	57
56-65		39.7%	94
66 or older		10.5%	25
answered question		237	skipped question 1

5. Rank the value of the following PLSO member benefits, with 1= least important and 5 = most important.

	Least Important 1	2	3	4	Most Important 5	N/A	Rating Average	Response Count
Oregon Surveyor Magazine	2.6% (6)	8.2% (19)	28.3% (66)	45.1% (105)	15.9% (37)	0.0% (0)	3.64	233
Surveyor L Updates to all members via emails	5.2% (12)	16.5% (38)	30.7% (71)	32.0% (74)	14.3% (33)	1.3% (3)	3.34	231
PLSO Website	2.6% (6)	8.6% (20)	25.8% (60)	37.3% (87)	24.5% (57)	1.3% (3)	3.73	233
Networking & Social Events	9.6% (22)	15.7% (36)	22.6% (52)	35.7% (82)	16.1% (37)	0.4% (1)	3.33	230
PLSO Annual Conference Discount	4.3% (10)	10.3% (24)	23.2% (54)	30.0% (70)	30.0% (70)	2.1% (5)	3.73	233
Chapter workshops	5.2% (12)	8.2% (19)	23.2% (54)	35.6% (83)	27.9% (65)	0.0% (0)	3.73	233
Chapter Meetings	7.3% (17)	15.4% (36)	26.5% (62)	29.9% (70)	20.5% (48)	0.4% (1)	3.41	234
Opportunities to obtain PDH's	2.6% (6)	5.6% (13)	13.4% (31)	32.0% (74)	43.7% (101)	2.6% (6)	4.12	231
Legislative Updates	2.6% (6)	9.5% (22)	25.1% (58)	39.4% (91)	22.9% (53)	0.4% (1)	3.71	231
Opportunities for Community Service/Youth Education	7.3% (17)	23.5% (55)	36.3% (85)	23.5% (55)	9.4% (22)	0.0% (0)	3.04	234
Job or business leads	20.9% (48)	30.9% (71)	28.3% (65)	13.5% (31)	5.7% (13)	0.9% (2)	2.52	230
Discounted books/materials/doorhangers	17.7% (41)	25.5% (59)	34.2% (79)	16.0% (37)	6.1% (14)	0.4% (1)	2.67	231

answered question 236 skipped question 2

6. In which of the following PLSO activities have you participated?

	Response Percent	Response Count
PLSO Annual Conference	94.9%	223
Local Chapter Meetings	89.4%	210
Local Chapter educational events/workshops	69.4%	163
TrigStar	16.2%	38
Job fairs or trade shows	32.3%	76
Community Service Activity	22.6%	53
PLSO Board	32.3%	76
PLSO Committee	26.0%	61
Legislative/Lobbying Activities	16.2%	38
Social events	42.1%	99
Regional or National Conferences	27.7%	65

answered question 235 skipped question 3

7. Let us know how important is it to include the following items in the total registration cost for the annual conference or offer ala carte?

	Not important 1	2	3	4	Very important 5	N/A	Rating Average	Response Count
Include for lunches only	14.2% (31)	10.0% (22)	20.1% (44)	25.1% (55)	26.5% (58)	4.1% (9)	3.41	219
Include for all meals at the conference	21.1% (48)	16.7% (38)	22.5% (51)	18.1% (41)	19.8% (45)	1.8% (4)	2.99	227
Include awards banquet dinner and entertainment	21.4% (49)	14.8% (34)	25.3% (58)	18.8% (43)	18.3% (42)	1.3% (3)	2.98	229
Scholarship auction with dinner	15.4% (35)	20.2% (46)	27.2% (62)	20.2% (46)	15.4% (35)	1.8% (4)	3.00	228
Include conference gift	27.3% (63)	19.0% (44)	31.2% (72)	11.7% (27)	8.2% (19)	2.6% (6)	2.53	231
Include conference PRINTED proceedings	12.4% (28)	11.9% (27)	22.6% (51)	33.2% (75)	18.1% (41)	1.8% (4)	3.33	226

answered question 233 skipped question 5

8. What do you feel PLSO could do differently to better serve its membership?

- Somehow getting all chapters more involved.
- Help provide a more vibrant South Central chapter. It's the location of an important future of surveying with the OIT program there.
- Provide some workshops for PDHs other than the conference.
- Voice for legislation against regressive bureaucracy that is rampant in this state.
- Public outreach to news organizations and stress the importance of land surveying to the general public.
- Keep the annual dues and conference fees lower to encourage more membership and participation.
- Stress involvement by attendance at monthly chapter meetings, as opposed to the PDH seeking annual conference attendance only.
- PLSO fight to maintain the professional licensure and requirements for land surveyors in the state of Oregon by taking their message to the state legislature. The very worst thing that could happen would be to lose the need for licensure, thereby awarding the ability to survey lands in Oregon to corporations with an overseas workforce; similarly, engineers should not be able to stamp a land survey document.

9. What do you feel is the most important benefit you receive from being a member of PLSO?

- The opportunity to attend chapter meetings and participating in discussions, workshops, and fellowship. (Networking)
- Education and PDH credits
- The sharing of problems, concerns, challenges and successes that we, as professional surveyors, encounter on a daily basis.
- Legislative lobbying and updates
- Protection of the value and purpose that professional land surveyors offer to the state of Oregon, and the country, really.
- Annual Conference
- Its not what I receive as a benefit, but what I contribute through participation in the purpose and goals of the organization.
- Belonging to a group of good men and women who, for the most part, are some of the best people I have ever known. Every annual meeting I am renewed as if at a religious pilgrimage to the source of knowledge. (Of course there are some real bone-headed seminars as well.)
- It is the voice that I should have in the matters that come before the board. Right now it is difficult to conduct communication between the board and the local chapter members that attend those meetings. This needs improvement!

10. How likely would you be to recommend PLSO to a colleague?

	1 Not very likely	2	3	4	5 Very likely	Rating Average	Response Count
Recommend PLSO to a colleague	2.1% (5)	3.4% (8)	11.8% (28)	35.4% (84)	47.3% (112)	4.22	237

answered question 237 skipped question 1



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Report of the ACSM Structure Committee

September 01, 2010

The ACSM Structure Committee met a number of times via conference call during May–August 2010. Original Committee members were: Dan Martin (Chair), Ronnie Taylor, Barbara Littell, Peter Borbas, Coleen Johnson, John Fenn, Craig Amey, and Bill Coleman. Jon Warren was added as a liaison to the NSPS Strategic Planning Committee, Dick Smith was added as a Liaison to WestFed, and Doug Vandegraft was approached to represent CaGIS. Curt Sumner also participated in most meetings.

A significant portion of this report is dedicated to the committee's work product. This information provides the background from which we make our recommendations and is an essential part of this report.

It must be made clear that the recommendations in this report are only stepping off points. The committee has worked hard, considered input from various sources, and developed an outline for what they feel would be a successful organizational structure. There is much more work to be done, and much more input to be sought. The committee also recommends that the report be reviewed by Scott Oser and Kevin Whorton for their input.

Understanding the Issues

In order to recommend a new structure for ACSM, it was necessary to determine what is wrong with the existing structure. The committee began by reviewing the information from the Oser Report. In that report, Oser identified a set of "key challenges" that ACSM must address for the organization to thrive in the future. These challenges are:

- Lack of awareness
- Lack of perceived value
- Perception of ACSM and the MOs as an outdated group that is behind the times
- Negative stereotype of the term "surveyor"

- High levels of competition internally (amongst MOs and NSPS state and local chapters) and externally (other industry associations)

It is important to determine why these challenges exist in order to overcome them. The following explanations, suggestions, and observations are offered.

ISSUE: **Lack of awareness**

Awareness will come from our actions which will be visible to others.

Positive action will develop positive awareness. We want to be respected and valued by others for what we have to offer them. By supporting and being willing to work with, and alongside all of the individuals and groups that we are trying to develop awareness with, we will develop trust. Trust is essential in being listened to and advancing agendas; some of which may be our own self serving agendas. (and that's OK too)

ISSUE: **Lack of perceived value**

Value has a lot to do with the perception as described above in awareness.

An organization can experience growth if the target awareness group is seeing that the organization is actually doing something that has meaning to them.

An organization does its most meaningful things through its members doing committee work. Committee work is targeted for specific tasks to advance agendas and processes that could have meaning.

Looking at a typical state surveying society, it is a structure with regional units or chapters and committees. The regional units were probably developed from older organizational structure models that were dependent on communication that happened from a face to face encounter before telephone, advanced publishing, and the electronic media and communication age. Regional units have become more or less social units; there is some value in the camaraderie of the face to face meeting, but the value does not appear to extend to a larger group, particularly the target

awareness individuals and groups. The significant value comes from the larger (or state) groups actual committee work. The same holds somewhat true for the national organization.

We therefore believe that the national organization's main or significant structure should be committees, not regions. This is not to say that regions do not play a part, but, the increased awareness and value will come from the committee work performed by the organization, which will be its main focus.

ISSUE: **Perception of ACSM and the MO's as an outdated group that is behind the times**

This observation is certainly true. Technology has been developed and implemented exponentially in the past 30 years. Many nontraditional mappers and geospatial practitioners have embraced the new concepts and technologies. They have even obtained college degrees, such as in geography, remote sensing and geodesy. Many have gone on to earn masters and even doctorates. Many individuals have become members of other national organizations that support them and/or represent their interests better.

During the same time, ACSM and surveyors have had limited national discussion on the need for advanced education (BA, BS, MS, PhD) and on creating standards for education. The national organization has focused on providing "continuing education" for the currently licensed members. The question lies in, what education has been continued?

Most of our related professionals who have college degrees view the lack of surveyors' education as being outdated. Their respect for the members of a national organization will come from our increased knowledge and how and what we do with it to advance the welfare of our society.

In older times, a surveyor's geographic region was limited and regional laws were developed to govern them.

Currently, many members of our national organization limit their work or practice to a state that they reside in because of the regional law issue. Many other present day mappers, cartographers, remote sensing and geodetic professionals are crossing multiple state borders with the work that they are performing; they have a global thinking mind. They view ACSM and its surveyors as being stuck in their little regions and perceive little value from us because we cannot cross a state line.

A national organization will be perceived as being current with the times when they not only have and use all of the latest technology, but when they have the education to assist with and develop additional new technology.

The ACSM Conferences *used* to be the place where research was presented in technical sessions and workshops. New procedures, techniques, and applications were highlighted at the conference and manufacturers came to unveil new products. Conference attendees came to get this information and to be exposed to the latest/greatest.

If we concentrated on being the organization that *leads* the profession by developing and fostering the development of standards; encouraging education and research; and making an ACSM conference the place to showcase the advancements in the profession, then many of the other “challenges” would be addressed. Lack of awareness would be less of an issue as new developments, procedures, programs and educational models would be fostered by ACSM and announced and highlighted at an ACSM Conference and in ACSM publications. Lack of perceived value would be less of an issue as positioning professionals would rely on ACSM to provide these programs and would benefit through them. The negative stereotype of the term “surveyor” would be less an issue as ACSM would promote surveying in a much more professional light. And finally, the only way for ACSM and the MO’s to be perceived as less outdated is to truly join together to promote and advance “all things spatial”, not just surveying, GIS, cartography, or geodesy. A modern geospatial professional

integrates these, and a modern professional organization supports and promotes that integration.

ISSUE: Negative stereotype of the term “surveyor”

Many highly educated citizens sit on county, state and federal committees that do planning or review the work of a surveyor. These individuals, at their own jobs, have incorporated publication tools which may be much more professional than what they are reviewing from surveyors.

Because of the lack of education, many surveying and mapping technicians command very low salaries. High school guidance counselors and parents, even if they know about surveyors, are not about to suggest that they become surveyors. They want them to go to college to have an education in a field that provides a more secure future.

Public perception is that a surveyor is the one standing on the side of a highway pounding stakes in the hot sun. They do not see or know about the geodesist in a back room at NGS working up gravity models, or the surveyor who employs a team of geodesists, photogrammetrists, and GIS professionals to provide 3D navigation models for GPS guided aircraft takeoff, flight and landings.

The more that educated individuals from our national organization present to and partner with other educated groups of professionals, the more that the negative stereotype will go away.

ISSUE: High level of competition internally

How could we ask a related professional to join our national organization? What would happen to our own reputation when they find out that our organization is dysfunctional because of internal competition? A healthy, vibrant, dynamic and growing organization identifies barriers that prohibit itself from advancing, and removes them. For an organization to advance itself it must be aligned and respected with all other organizations, even if it feels initially threatened by them.

Organization Mission and Objectives

The committee agreed that it was important to identify what this organization will do. In this light, an early task was to draft a sample mission statement and objectives for the organization, keeping in mind the opportunity to address the challenges that were identified by Oser. Any organizational structure that later unfolds must support the mission and objectives.

Suggested Revised ACSM Mission Statement

The purpose of ACSM shall be to represent and advance the sciences and disciplines of surveying, geodesy, cartography, geomatics and related geospatial fields through education, cooperation and communication, in furtherance of the public welfare and in the interests of those who develop or use surveys, maps, and other geospatial information, and to establish a central source of reference for its members and the public.

Suggested Revised ACSM Objectives

ACSM shall:

- Foster the development of, and set the standards for, the body of knowledge necessary for the teaching of all branches of surveying, geodesy, cartography, and geospatial information sciences both in the technological sciences and the professional philosophies.
- Speak on the national and international level as the collective voice of the professions embodied within the organization to enhance awareness of their value and to advance the general welfare of our world society.
- Contribute to education in the development and use of surveys, geodesy, cartography, and geospatial information systems and maps, and to encourage the further development of national and international spatial information programs.

Continues on page 22

- Bridge the activities of academia, government, professional practice, and private industry to facilitate the transfer of knowledge and data between and within these sectors.
- Enhance and advance the image of the surveying, geodesy, mapping, and related geospatial professions in the eyes of the public; build self-esteem and professionalism;
- Lead the development of new technologies, processes, standards and systems relating to surveying, geodesy, cartography, and geospatial data and information
- Monitor state, national, and international laws and regulations that pertain to the surveying, geodesy, cartography, and related geospatial information sciences; develop and promote standards to be used for consistency across political borders.
- Promote the processing, publishing, and dissemination of surveying, geodesy, cartography, and geospatial data and information;
- Promote the scholarship and professional career development of students in surveying, geodesy, cartography, and the related geospatial information sciences.
- Establish channels of communication with other organizations and societies to assist in the exchange of information on laws, education, professional practice, and other areas of concern.
- Maintain affiliate relationships with state and national organizations, and develop similar alliances with other such organizations.

Developing the Structure

The easy way to develop an organizational structure where individuals of each of the current member organizations merge into a single organization of individual members is to go back to the structure we had prior to the last reorganization. Though tempting from a sense of ease, this is a temptation that must be resisted for a number of reasons including the impression that we are “going back” to the way it was before. More importantly, our old (and current) structure pigeon-holes our members

into groups. This does not encourage cooperation or collaboration and definitely does not portray a sense of unity within the profession.

We need one label that we can all use that brings us together. The rest of the world has already done this, they call it a SURVEYOR. Unfortunately, in the U.S., we would have a hard time doing that as historically, the term surveyor was limiting, both to those within the profession and also those outside. So if not “surveyor”, then what? Geospatial Professional? Maybe Geomatics Engineer? This question still needs to be answered. If we all saw and identified ourselves as “one thing” it would solve the biggest part of this problem.

The structure we are recommending does many things:

- Builds one new brand, eliminates stereotypes
- Allows members to have access to a wide range of benefits (lack of perceived value)
- Industry can go to Capitol Hill with one, much larger voice (increased awareness and value)
- It allows for greater growth
- Surveyors and other mappers build trusting relationships and get greater support than being on their own
- More transparent (builds trust)
- Builds team approach, eliminates competition
- Special Interest Groups and Constituent Groups influence builds through collaboration with other fields and other parts of industry
- Leadership board is focused only on success of the organization
- Allows for being able to be part of development of technology and standards
- Deepens our resources
- Work gets done by committees with specific focus and tasks with assistance from staff
- Eliminates competition with state surveying societies

We believe that the organizational structure addresses the recommendations made in the Oser Report. Specifically those recommendations include:

- *“The formation of one industry-wide membership organization that included all of the MOs as well as the state and local pieces of NSPS would address all of the challenges listed above. Industry participants would join the national organization and then they could select one or more special interest groups (formerly MOs) with which they wish to affiliate.”*

The structure above is not exactly what Oser recommended but we believe it accomplishes the same goal. In fact, we believe it does more than that. By eliminating the need to “join” anything other the primary organization, all inner competition is removed by effectively removing the special interest group from the leadership structure.

- *“ACSM staff can market much more strategically and cost effectively as they will primarily be doing larger mailings under the ACSM name instead of multiple smaller mailings under different names.”*

If an organization is looking for members, it is easier to target a segment of the industry rather than a discipline within all of industry. For example, if we were to develop a member drive for surveyors, we would have to create the materials, and then market to “surveyors” across all industry. In theory this would be private boundary surveyors, transportation surveyors, forensic surveyors that work for law enforcement, etc... While this is happening, the other Geospatial Professionals, a GIS Analyst in a transportation agency for example, are not approached because they are not surveyors. Even if that person would have been interested in membership, they do not apply as they do not see themselves as a surveyor. By associating members with a constituency group, our market for membership and resources is greatly increased. One marketing packet can be created that can be used across industry. Instead of targeting surveyors or geodesists, we target all Geospatial Professionals in a

particular segment of industry. This promotes the idea of unity and collaboration and shows that we are interested in all disciplines.

- *“For the new organization to really succeed it is going to be important that the leadership of the organization work together toward common goals. If ACSM becomes a new organization as described earlier in name only and each MO continues to operate individually and the only change is that they are now called SIGs then the organization will struggle to recruit and retain members.”*
The idea of the MO/SIG has effectively been removed as a separate entity that operates individually.
- *“The industry can go to Capitol Hill with one voice and a much larger number of constituents to throw at elected officials. In becoming one entity your size grows significantly and size yields more power on Capitol Hill.”*
With the creation of “Constituency Groups” there is a clearer understanding of who and what we represent.

Organization Implementation

During the discussions concerning the reorganization (realignment) of ACSM it is clear that full scale implementation cannot begin until the final structure is determined. We can, however, discuss some of the ongoing issues and begin to prepare for moving forward when the time arrives.

Communication (both internally and externally) will be critical to successful implementation. Our external communication must contain a clear and concise message. Third party involvement (publicity) will be a key factor. Articles are already appearing in our professional magazines and should continue to do so throughout the re-organization process. (“On The Level, Breaking Down the Silos”, *PoB*, Aug, 2010). The articles should reflect the issues being dealt with by the process. Outside input should continue to be encouraged and incorporated into the plan.

The Survey Monkey generated by NSPS and, as we understand, sent to the membership of all MO’s, is another method of keeping the ACSM membership involved in the process. There seems to be a lot of good data in the 2000+ responses. Email notices, newsletters, discussions on message boards, state society publications, and web postings are key communication lines to be maintained. Periodically the progress of the structuring process could be addressed in a “letter from the leadership”. It will also be important to keep our international colleagues and sister organizations up to speed. The fact that we are all Geospatial(?) professionals working toward the common goals be stated clearly.

Our communications, regardless of final structure, must include a clear and concise message addressing *why* this reorganization discussion is happening. It must be explained first to current and then to potential members that ACSM cannot “go back” and why

the last reorganization did not work. One reason being that because the technology explosion does not support retreating into our individual interest groups, while watching the walls of the silos become very permeable and weak, leading to possible collapse with no organization.

Once a final structure is agreed to, we must develop a transition plan that helps us, our members, and staff move smoothly to the new structure. We will be carefully watched through this process and it is imperative that we appear to know what we are doing.

And finally, as was pointed out in the Oser report, the successful transition will only take place if the leadership is united in purpose and striving toward a common goal. ◉

Respectfully submitted,
ACSM Structure Committee

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A Response to the Report of the ACSM Structure Committee

■ Ilse Genovese, ACSM Communications Director

I found the ACSM Structure Committee report interesting; especially the considerable effort put into establishing a framework to address membership growth and retention in a continuum of geospatial sciences and technologies. Below I comment on some of those issues which would benefit from further attention.

Like the Oser report, the report of the ACSM Structure Committee identifies, correctly, Lack of Awareness and Lack of Perceived Value as the key of the “key challenges” facing ACSM. And like the Oser report, the Committee’s report describes the benefits of greater awareness and greater perceived value. However, neither of the two reports attempts to identify the reasons behind ACSM’s failure to increase both awareness and value of its activities. If indeed there is value in learning from the past, then perhaps this is the time to identify these reasons before we attempt yet another re-organization.

Another concern is the paucity of information in the ACSM report on the proposed recruitment pools for membership in the new organization, i.e., **which audiences would the new entity try to attract, and how.** The Oser report identifies surveying technicians as the main area of membership growth for NSPS. Is this same group being considered as the primary new members’ pool of the new entity or graduates from surveying and mapping programs, or professionals working in federal and state agencies, or...? The objectives proposed for the new organization suggest that it is being conceived as a professional not a trade organization, which leads me to believe that besides targeting the fast growing category of surveying and GIS technicians, every effort will be made to attract the top tier of professionals in each of the specialties forming the continuum of a geospatial professions that ACSM wishes to represent.

Membership growth, as the report intimates, goes hand-in-hand with

perceived value of an organization. The Committee developed a set of revised ACSM objectives, most fostering worthy intrinsic value in the long term. In the short to medium term, however, the new organization will need to engage in activities that foster immediately perceivable, concrete value. Hence, I would suggest that the following be added to the proposed objectives: “*Encourage the development of programs of clear value to members so as to attract new members and retain current members.*” Examples of value programs already pursued within ACSM are the Hydrography certification and CST. New programs need to be developed in areas where we are under-represented—e.g., GIS and other emerging positioning and mapping technologies—if we are to attract new members from communities gravitating toward the further development and use of geospatial science and technologies.

Further to the objectives, I wish to make the following suggestions:

- The objective “Lead the development of new technologies, processes, standards....” (no. 6 in the list) should come first.
- The “Lead” objective could be followed by objective 1 (“Foster the development of body of knowledge...”); objective 5 (“Enhance and advance the image ...”); objective 4 (“Bridge activities....”); objective 2 (“Speak at the national level as the collective voice...”); objective 3 (“Contribute to education...”); objective 7 (“Monitor ... Law and regulations...”); and objective 10 (“Establish channels of communication with other organizations and societies...”).

There appear to be some overlaps in the stated objectives. For instance, *original revised* objectives 6 and 1 both address research and teaching of science which usually occur at institutions of higher learning. *Original revised* objectives 1, 3, and 9 all deal with promoting surveying and mapping

education and could conceivably be part of one overall education objective. *Original revised* objectives 2, 5, and 8 all deal with image building and enhancement via communication. I would add here: “...**via communication generated by programs and disseminated by ACSM communication channels.** Not sure what is meant by “Promoting the processing... geospatial data and information (objective 8), but if the intent was to stress that the new organization needs to support more vigorously its own publishing sources and use them more effectively in image and value building, then this needs to be stated more clearly. Finally, *original revised* objectives 10 and 11 both deal with outreach, and perhaps it would be of value to identify priority outreach areas.

Fewer objectives will add clarity to the purpose of the new organization and greatly enhance public awareness about the priorities of the organization. Having fewer but clear-cut objectives and programs tailored to the interests and needs of prospective members will aid in developing a transparent, easily understood organizational structure. The objectives, programs, and structure should all be implemented with one overriding long-term goal—to enhance the value and brand [image] of ACSM. This goal will be achieved with a structure that is agile and capable of quickly responding to changing trends in membership growth.

The currently proposed organizational structure has, in my view, too many layers. I see the “heart” of the structure to be some well defined technical specialties which have the ability to work across lines and create a continuum of programs of value to prospective members. These “specialty groups” would be supported by a limited number of committees and staff and will have representatives in one overall administrative body which, unlike the current Congress, will have decision-making power, and the purpose of its decision

will be to create a national platform of geospatial sciences and technologies.

Perhaps this view of an organizational structure is too simplistic, but at the least, it might be beneficial to revisit the number of organizational layers proposed and the statement: “An organization does its most meaningful things through its members doing committee work.” Only committee work?

Or is this a shortcut for saying that instead of having a “regional” structure, the new organization should restructure itself into groups of technical specialties working in a continuum toward one objective...the promotion of geospatial science and technology?

Further with regard to implementing the structure, the Committee report states, under “Organization implementation,” that: “Communication (both internally and externally) will be critical to successful implementation. Our external communication must contain a clear and concise message.” These two statements are right on the money but the next one really boggles the mind: “Third party involvement (publicity) will be a key factor.”

Relying on publicity generated by “third-party” publishers has not increased awareness of ACSM by the public—the public knows less about us now than it did in the early days of ACSM.

Image enhancement and advancement is a carefully calibrated communication activity aimed at creating RECOGNITION between the originator of information and its recipient. In this sense, the enhancement and advancement of ACSM’s image must be **carefully managed via communication channels controlled by ACSM**—i.e., the *ACSM Bulletin*, *SaLIS*, the ACSM website, and newsletters.

In other words, any accomplishment by ACSM, its participation in activities with a national impact, any victory in the sphere of advocacy on behalf of the geospatial community, any groundbreaking extension of its platform such as the joint 2011 Survey Summit, etc. needs to be disseminated as breaking news via ACSM communication channels *first*, or at least these channels should be given access to the information at the same time as the third-party outlets.

Treating third-party publications as providers of breaking news about ACSM builds their “street cred” as “national publications,” not ours as a national organization for surveyors and mappers. For ACSM there is thus a dilemma to consider: If its members place greater value on getting their “news” from sources we ourselves bill as “national” and if, as a result, our members believe that their message will get “more bang for their buck” by contributing to these publications, rather than to the communication effort of the organization they belong to, then where is the need for them to pay for membership if they can learn about what interests them for free?

Foster’s article “On the Level: Breaking Down the Silos” published in *PoB* this August should have appeared in the *ACSM Bulletin* too. Not only because it is a good article, but because it is an article **about ACSM**. The danger of “creating professional silos” which Foster warns of had been the topic of another excellent article, by Prof. Hazelton, published in the *ACSM Bulletin* no. 244, April 2010.

Some of our members are engaged in a serious debate via ACSM’s communication channels on different issues confronting the profession(s). Yet, how many people [within our own sphere of influence and the public] know that we are fully aware of current developments in the geospatial community and their impact on the surveying and mapping field? In other words, that we are a player within the maturing geospatial community—that we generate relevant knowledge, and that we have much to contribute.

The “Letter to the Editor” by Gunther Greulich (*ACSM Bulletin* no. 246, August 2010) comments on the Letter published by NSPS leadership in the *ACSM Bulletin* no. 244 (April 2010), and draws attention to discussions confronting past and present ACSM, as well as to various commentaries on our times published in the *ACSM Bulletin*. The letter was since published and is accessible via the link below which will take your readers to the dynamic version of the *ACSM Bulletin*. The letter is on pages 32 and 34. ◉ <http://issuu.com/webmazine/docs/bull246web>

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The Man Who Went Everywhere: The 2011 David Thompson Columbia Brigade

■ *Denny DeMeyer, PLS* Reprinted from the *Gem State Surveyor*, Fall 2010

In 1811, David Thompson, fur trader and surveyor for the North West Company reached the Pacific Ocean, adding the Columbia River as the final leg of the Fur Trade Highway from Montreal to the Pacific Ocean and becoming the first person to survey and map the Columbia River from its source near Invermere, British Columbia to its mouth at Astoria, Oregon.

On June, 2, 2011, approximately fifteen Voyageur Canoes will leave Invermere, British Columbia on a 1,100 mile/1,800 kilometer trip to Astoria, Oregon via the Kootenai, Clark Fork, Pend Oreille and Columbia Rivers. They will arrive in Astoria on July 15, 2011, 200 years to the day after David Thompson's arrival in 1811.

This journey will also retrace a portion of the North West Company's and Hudson's Bay Company's "York Factory" or "Columbia Brigade Express" that ran from Fort Astoria/Fort George to Fort William on Thunder Bay, Ontario and later from Fort Vancouver to York Factory on Hudson Bay. They will be stopping at the old fur trading settlements along the way, namely, Fort Colville, Fort Okanogan, Fort Nez Perce, Fort Vancouver and Fort Astoria/Fort George.

The "Koo Koo Sint" Canoe

One of these 25 foot long voyageur canoes is the North American Land Surveyors (NALS) entry; the "Koo Koo Sint", sponsored by the provincial and state surveying societies of Alberta, British Columbia, Montana, Idaho and Oregon along with other local, private, regional and national surveying societies/companies).

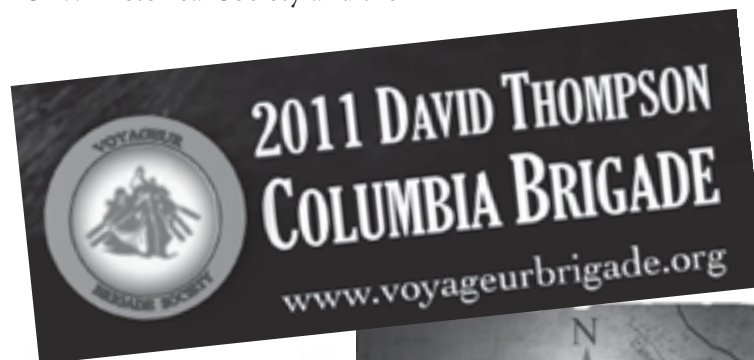
The "Koo Koo Sint" (Salish for "Stargazer" or "One Who Looks at the Stars") is a two-week veteran of the

2008 David Thompson Columbia Brigade. This brigade of 15 to 20 voyageur canoes paddled from Rocky Mountain House, Alberta to old Fort William on Thunder Bay, Ontario between May 10–July 12, 2008. The Koo Koo Sint, paddled mostly by members of the Alberta Land Surveyors Association but also included a British Columbia and Washington State land surveyor, went only part of the way; from Rocky Mountain House, Alberta to Prince Albert, Saskatchewan.

I and my wife, Delores DeMeyer, of Lynden, Washington, representing the LSAW Historical Society and the

Surveyors Historical Society together with Gordon & Floss Thomson of Langley, British Columbia were fortunate enough to paddle in the Alberta Land Surveyors canoe for the entire two weeks (Denny & Gordon paddling and Delores & Floss cooking). It was an unforgettable experience. So much so, I persuaded my wife Delores to allow me to purchase the canoe used by the ALSA from the Rocky Mountain Canoe Club. We picked up the beauty on our way home from attending the ALSA Centennial Conference in Banff, AB in April, 2009.

Continues on page 28



**David Thompson
Columbia Brigade
Route Map
June 1 – July 15, 2011**



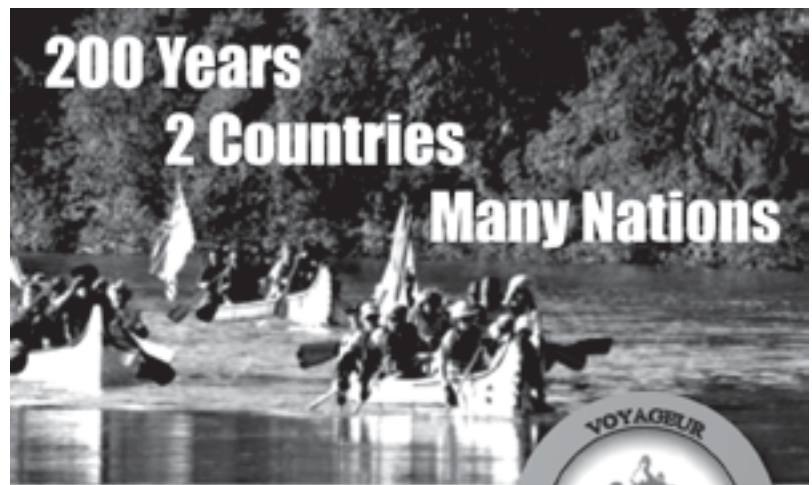
The North American Land Surveyors and the 2011 Voyage of the Koo Koo Sint

On our return, we immediately began plans to participate in the 2011 David Thompson Columbia Brigade that would paddle from Invermere, BC to Astoria, Oregon via the Kootenai, Clark Fork, Pend Oreille and Columbia Rivers. Early support for the canoe was vital and came from friends Robert Allen of Sechelt, BC, Gord & Floss Thompson of Langley, BC and Monroe & Ellen Kinloch (team captain of the ALS canoe in 2008) of Sheridan Park, AB together with the states of Oregon, Idaho and Montana and the provinces of British Columbia and Alberta. Since we were a multi-province and state effort, it was decided to call ourselves the North American Land Surveyors and requests for donations and support will continue.

Our 1,100 mile route will take six weeks (June 1–July 15, 2011) and run through some beautiful country and interesting communities. Practically all communities are allowing us to camp for free. Some are feeding us dinner with some even are serving us breakfast the next morning. The average distance to paddle per day is 30 miles with a day off every 5–7 days to do shopping, laundry, sightseeing etc. The canoe holds six paddlers at a time with one half or all trading out at noon each day so each paddler can expect to paddle 15 or 30 miles per day. (I personally had some 50 to 60 mile days in 2008 and it was not too bad). We will average between 6–9MPH a day pending on current and wind. You are encouraged to visit our two websites: www.2011brigade.org for more info on the 2011 David Thompson Brigade and www.skylark.ca/2011DTCB.htm for more information about the North American Land Surveyors.

David Thompson, North America's Great Surveyor

Why are we doing this? Basically it is to honor the man who may very well be North America's Greatest Surveyor—David Thompson. Thompson was born in 1770 in England, practically orphaned at two years old and entered the Grey Coat School in London at age seven. He was apprenticed to the Hudson Bay Company when only 14 years old when he landed in Hudson Bay in 1784. He would never return to England. When Thompson was only 17 years old he spent the winter with the Piegan Indians near Minnesota. In the winter of 1798 he suffered a badly broken leg. This resulted in a long convalescence in which he learned practical



In 1811, the North West Company reached the Pacific Ocean, adding the Columbia as the final leg of the Fur Trade Highway from Montreal.

In 2011, salute the river basin and its history by following the 1811 route on the David Thompson Columbia Brigade.



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astronomy (early definition of surveying) from the Hudson Bay Company's chief surveyor and astronomer; Philip Tumor. Shortly after learning surveying, he left the Hudson Bay Company and joined the rival North West Company, largely because they would encourage his passion for surveying and mapping. He was insistent on "knowing where he was." His travels over much of North America between 1784 and 1812 would allow him to produce his famous "Great Map" of northern North America that would measure 10 feet x 14 feet, Thompson's maps continued to be the maps of choice for exploration and settlement well into the 1840's.

After leaving the North West Company in 1812, he received a surveyor's ultimate honor—being appointed by the British government as their "Chief Surveyor and Astronomer" for the establishment of a portion of the international boundary between the US and Canada in the area of the Great Lakes. He served in that position between 1817 and 1826.

We are also doing this because David Thompson was practically a pauper when he died at 86 years old in 1857. Since that time, he has become largely unknown and forgotten.

The following is one of the very few descriptions of the man:

"He was plainly dressed, quiet and observant. His figure was short and compact, and his black hair was worn long all around and cut square, as if by one stroke of the shears just above the eyebrows. His complexion was of the gardener's ruddy brown, while the expression of deeply furrowed features was friendly and intelligent."

"He has a very powerful mind, and a singular clarity for picture-making. He can create a wilderness and people it with warring savages, so clearly and palpably that only shut your eyes and

you heard the crack of the rifle, or feel the snow-flakes on your cheeks as he talks."

No known picture or portrait of North America's greatest land geographer exists. The man that mapped over 1.5 million square miles of North American and traveled over 55,000 miles by foot, canoe,

horseback, snowshoe and dogsled is largely forgotten.

In 2011, our land surveying profession has an opportunity to remedy this by "honoring one of our own" and participating in the 2011 David Thompson Brigade.

For more information or to get involved, visit www.2011brigade.org.

Disaster Relief Appeal

NSPS Foundation Disaster Relief Help Available

With the recent weather-related disasters across the United States, the NSPS Foundation stands ready to provide assistance to our fellow surveyors when disasters strike.

Disaster Relief applications are being accepted, whether the applicant is an NSPS member or not. The primary requirement is that the geographic area where the applicant resides, must have been designated a disaster area by a federal, state, or local government authority. Those requesting funds will need to submit a copy of the declaration of disaster along with the request for funds. If no government authority declares an emergency, other supporting evidence of the loss may be considered.

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Annual Map/Plat Competition
Gaithersburg, MD

OFFICIAL ENTRY FORM

The 2011 ACSM/NSPS Map/Plat Design Competition is now open for entries.

This will be a juried contest. A maximum of five maps per style and category will be selected and exhibited at the Annual Conference in Phoenix. No more than two entries per category should be submitted by the state surveyor association affiliates of the National Society of Professional Surveyors, Inc. (NSPS). Map/Plat entries may be: (1) Black and white (halftone/shaded) or blue-line; (2) Color; or (3) A high-resolution JPEG or PDF on CD-ROM. Entrants need not be members of NSPS, however a member of NSPS must sponsor the map or plat. The member's name must be noted on the form. Maps or plats must have been completed after 6/30/09 and may not have previously been entered in this contest. The entry may be frechand, machine drafted, or computer drafted.

Submit SIX PRINTS for each entry with a maximum map size of 34" by 44". Or 6 CDS with a high resolution PDF or JPEG (multiple entries by the same entrant can be on the same CD.) Submissions must be a single drawing; it may originate as a set but must be entered as a single sheet. All entries must be received by 5 p.m. on December 17, 2010. Use one entry form per document submitted. An entry fee of \$30 must accompany each form. Winners will be asked to send a print for display at the conference. Non-surveying map entries should be directed to the CaGIS Map contest - see details at <http://www.cartogis.org/awards/mapdesign/>.

All entries will be judged on adherence to the minimum standards as set forth by NSPS. The judges will consider interpretability, content and layout of data shown, presentation, innovation, applicability to typical client or persons using this type of map, and correctness. Neatness and accuracy of scale will also be considered. Prizes will be given in categories where three or more entries are received. The decisions of the judges are final.

Categories

- 1. Subdivision Plats
- 2. Boundary/Cadastral Maps
- 3. Topographical Maps
- 4. ALTA/ACSM Survey Maps
- 5. Miscellaneous Maps

(Only one category may be checked)

Submit entries with this form to:

NSPS Map/Plat Contest
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Gaithersburg, MD 20879

(Use one entry form per document submitted)

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I give my permission for this entry to be placed on display at any ACSM or NSPS sanctioned exhibit on cartography or map design. Also, I understand that entries may be reproduced in any ACSM or NSPS sanctioned publications, that winning entries may be duplicated, reproduced, or copied and sold by ACSM or NSPS, and that the winning contest entries may be placed in the map collection of NSPS at the Library of Congress. No entries will be returned. The decisions of the judges are final.

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State Affiliate entering Map: _____

Entrant's Name: _____

E-Mail (required): _____

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City: _____ State: _____ Zip: _____

Phone: (work) (____) _____ (home) (____) _____

Employer: _____

An entry fee of \$30.00 must accompany this form.

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Title of Entry: _____

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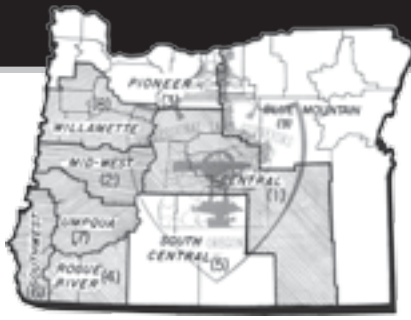
Name and address of Nominator if other than entrant.

Name: _____

Address: _____

City: _____ State: _____ Zip: _____

Phone: (work) (____) _____ (home) (____) _____



News from the Chapters

Rogue River #4

■ Brent Knapp, Secretary/Treasurer

September 20, 2010

Chapter President: Craig Claassen

Location: Elmer's Restaurant, Grants Pass

Called to Order: 6:55 pm | **Adjourn:** 9:00 pm

Attendees: 9 members

Approval of Minutes

Approved

New Business

2011 PLSO Annual Conference is scheduled for January 19–21, 2011 in Salem.

Discussion on how to reduce conference costs.

An article regarding the Applegate Trail was handed out. Roger Roberts has been working with SOU and ODOT in Josephine County to assist in finding evidence of the original trail location.

State Board Reports

PLSO Board Meeting: Stephan Barott reported on meetings held June 19 and September 11. Main points of discussion were the economic downturn and the effects it will have on PLSO and the upcoming conference. Income from last year's conference was \$50,000 for a total of \$110,000 in the account. Methods to reduce conference costs were topics of discussion. Current Vice President, John Mathews, is experiencing medical problems and may not be able to become President next year.

Committee Reports

Workshop: There will be no local workshop this year.

TrigStar: No report

Legislative: A draft on Boundary Line Agreements is being reviewed. Also, Right of Entry laws are being reviewed with probable revisions in the future. ODOT is pushing for legislation for the OCRs to be placed in the OARs. Their hope is that all properties and right-of-ways can be identified by coordinates instead of monuments. Most PLSO members are in disagreement with this position.

Local Jurisdictional/Government Reports

Jackson County: The topic of Jackson County Surveyor and planning fee increase of 200–800 percent was discussed. There was consensus that a representative group from our local PLSO chapter should be organized and meet with the Budget committee and the County Commissions in order to gain more information on this matter.

Josephine County: No report

City of Grants Pass: They are feeling the effects of the recession; department size reduced by 40% due to layoffs and retirement.

City of Medford: New PLA ordinance went into effect as of Sept. 2, 2010. It will need to be reviewed and discussed periodically.

BLM/USFS: No report

Other New Business

Kerry Bradshaw agreed to join Stephan Barrott in a search for a president-elect and a secretary/treasurer.

Program

Stephan Barott and Craig Claassen presented a discussion on low distortion projections which included the Oregon Coordinate Reference System (OCRS) and the Grants Pass Local Plane Coordinate System (GPLPCS). It covered their experiences with the ODOT ORGN system as well. ◉

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THE LOST SURVEYOR

Answer on page 1



Tymun Abbott is really lost here.
If he can get his pumpkin to shore, where is he?

LAT 45° 22' 58" N
LONG 122° 45' 04" W