

# “MISCLOSURES” NEWSLETTER



Website: [www.lsjaj.com](http://www.lsjaj.com)

Land Surveyor's Association of Jamaica Newsletter

July 2019

## Business Angle: Staying Current with Marketing



**Michael Dix**, owner of Spatial Brand

*For small- and medium-sized businesses, marketing tasks can be difficult to establish and keep current. Many times, simply determining what the marketing tasks should be for your firm can be challenging, especially if there isn't an employee assigned to manage them full time. This can result in problems like an archaic corporate website, existing clients not being up to date with your latest offerings and achievements, and an unsettling first impression to prospective clients.*

Most firms in the industry today are here because of their strong reputation, quality work, and relationships they have built over many years. Some firms have found that they can rely on their reputation alone to perpetuate their business cycle and can be quite successful with little or no marketing efforts at all. Others have found that even with a strong reputation, they are not as competitive because of a lack of marketing resources. Wherever your company finds itself in this marketing spectrum, there are a few ways that you can build up your marketing efforts on a shoestring budget and with limited personnel resources.

### **Presentation Templates**

Everyone has been subjected to “death by PowerPoint”; however, PowerPoint is still the predominant presentation platform. Presentations seem to be put aside until the day before (or hours before) they are to be presented, so saving time here is important. Consider creating a PowerPoint template with a layout that can accommodate all of the media (images, graphics, animations, text) that you use. This will help to streamline the creation of new presentations and save you from searching for that company logo image file that is always saved in a hard-to-remember folder.

If you already have a template, you may want to spend time updating the lay-

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## Editor's Notes



*Timothy A. Thwaites BA, MSc., CLS*

**Dear readers,** thank you for taking the time to share this quarter's issue of the LSAJ's Misclosures newsletter with us.

The administration is now well settled into their roles, with goals set, and actions underway. But even as we on Council dig in our heels, new changes have been coming at a frenzied pace.

This month we will be welcoming our own Dr. Glendon Newsome as the Director of Surveys and Mapping at the NLA, following the 17 year tenure of his predecessor, Mr. Trevor Shaw; this presents us with great hope, opportunities and challenges. Mr. Keneil Roberts has recently been promoted to the role of director of the land surveying program at the UTech Ja.—the training ground for many of our future employees and colleagues. And we are also looking forward to the full membership of the four candidates who were recently successful in their examinations to receive Commissions as Land Surveyors.

Change is the only true constant; and the future seems to be coming at us with increasing pace, and little patience for the established and status-quo. We are forced to question and rethink everything. The very nuts and bolts of what we consider as successful and sustainable professional practices, how we invest and expand our offerings, market to and educate the public, and ultimately how we realize profit from our efforts.

Operating viable businesses will not necessarily make us good surveyors. Unviable businesses however, are very likely to compromise our judgement and decision making processes, limit the opportunities we can create for ourselves and other, and lessen the overall attractiveness of the profession.

What stays, and what goes? What is sacred, and what is ripe for innovation and renovation? The future is going to happen whether we like it or not; our challenge is to choose how we participate in it!

*Timothy A. Thwaites, Newsletter Editor*

## LSAJ Council & Committees 2019-2020

### LSAJ President

Chairman: Christopher Grant

### LSAJ Immediate Past President

Chairman: Noel Brown

### Legal Affairs

Chairman: Charles Johnson (LSAJ Vice-President)

### Finance and Events Planning (Treasurer)

Chairman: Duel Thames

### Grievance and Complaints

Chairman: Michael Spence

### Education

Chairman: André Gordon

### International Affairs, Newsletter and Public Relations

Chairman: Timothy Thwaites

### Planning and Development

Chairman: Al Taylor

### Secretariat

Chairman: Karsten Johnson

### Membership & Professional Practice

Chairman: Tristan Wiggins



The LSAJ is becoming more environmentally responsible! Our Misclosures newsletter will now primarily be circulated in electronic format. This will increase our reach through e-transmission to a wider readership, and also drastically reduce our collective carbon footprint!

# The President's Notepad



*Christopher Grant, CLS - LSAJ President*

## My LSAJ Family,

It's another quarter in the paradise island of Jamaica. This quarter we mourn the passing of our dear departed member, Mr. H. H. Walker – Commissioned Land Surveyor. We share with his family in celebrating his legacy and the great memories he left with us. May his soul rest in peace.

Member, Dr. Glendon Newsome, Past President of the LSAJ has been appointed to the posts of Director of Surveys and Mapping for the Island of Jamaica and Chairman of the Land Surveyors Board of Jamaica. Dr. Newsome continues to add to this already extensive list of accolades. We're truly inspired to be associated with this "giant" of an achiever. We wish him every success in these new roles and anticipate working closely together to extend the growth and development of the profession of Land Surveying in Jamaica.

The results of the Land Surveyors Board of Jamaica Professional Examination were received this quarter. Congratulations to the successful candidates and their principals: Mr. Jason Murray (principal – Mr. Grantley Kindness); Mr. Mikhail Barton (principal – Mr. Michael Spence); Mrs. Babbet Gayle (principal – The Director of Surveys and Mapping); Mr. Jermaine Russell (principal – Mr. Christopher Grant).

We look forward to your continued growth and anticipate your contribution to the profession of Land Surveying in Jamaica.

I salute the examiners who continue the hard work of assessing the candidates who sit the examinations. We encourage you to continue to procure the highest standards for the profession.

To the candidates who were unsuccessful; there's no such thing as disappointment, it's just an opportunity to ob-

serve that which we've overlooked. We look forward to celebrating with you in the future.

The Disciplinary Committee is now seated. The Chairman is Mr. Jubert Masters and the Secretary is Mr. Ainsworth Dick. We extend our unwavering support to the committee as we work hard to protect the profession of Land Surveying and uphold the highest standard of professional practice among our members.

In celebrating the successes of the candidates in the most recent Land Surveyor's Board of Jamaica examinations, we can't help but observe the protracted timeline between academic and professional qualifications. Recent investigations among the impending graduates of the Surveying and Geographic Information Sciences (LSGIS) program of the University of Technology, reveal that students are less than enthusiastic about their prospects of professional training and qualification as Land Surveyors at an early age. Clearly, this has implications for the growth of our profession which is integral to the economic growth and development of our country.

We have to address this as a matter of priority. We may contribute by: Promoting Land Surveying and mentoring potential aspirants at the high school level or earlier; provide support including mentorship for students who enroll in the LSGIS program; develop Land Surveying establishments which are capable of training Student Surveyors; apply to the Land Surveyors Board of Jamaica to attain the status of Approved Surveyors.

We look forward to all contributions as we "promote the highest level of professional practice among our members in the delivery of the high quality and efficient service to the public we serve".

All the very best for the ensuing quarter and remember to stay hydrated in this summer heat.

Blessings,

*Christopher Grant, President*

***"Don't cry because it's over, smile because it happened." – Dr. Seuss***

# Business Angle: Staying Current with Marketing

(cont'd from page 1)

out and creating new graphics to provide a professional look. Newer versions of PowerPoint have easy-to-use graphics and photo-editing tools.

For those looking to really stand out and engage their audience, try new presentation platforms like Prezi.com and Powtoon.com. These platforms are easy to learn and allow you to create unique graphics and transitions. This can help deliver your message and keep the audience engaged. Many of these new platforms are typically cloud-based, so you may have to log in through a web browser to create and present them. However, the basic accounts are usually free, and you can access your presentations remotely instead of having to keep track of a thumb drive.

## **Website Redesign**

Corporate websites are a must-have in today's business world. While most companies have one, many times it remains unchanged from when it was created in ... when was it ... 1999? If you can't remember, it might be time for an update. Sometimes the person who created the site is no longer at the company, and it's a mystery how to make changes or navigate the site. Even if your site was designed by a professional, it may be inaccessible because no one currently at your company has the knowledge to do "website stuff."

Fortunately there are many ways to get your website current and looking professional. Even if you have no experience at all, there are software platforms that can assist you in creating a website for little or no cost. What do I mean by "platform"? A lot of online platforms have website templates already created for you. For instance, you can select a template that has a color scheme, home page, menu bar, areas to enter text, etc. already created, so all you have to do is enter in the content, such as your mission statement and company pictures. It's almost as easy as filling out PowerPoint templates, and you never have to write a single line of code. For the over-achievers, many platforms will allow you to view the code that's running in the background of the template to help you learn along the way. Selecting a template that is "responsive" will automatically size and format the webpage depending on the device (laptop, smartphone, tablet) that it's being viewed on.

With a little bit of time and creativity, you can create a

brand new website easily. Platforms you may want to start with are WordPress.com, Wix.com, Weebly.com, and Squarespace.com. If it still seems daunting, a good place to start may be to Google "How to build a website using WordPress" (or other platform), where you will find a variety of forums and videos that will help to get you started.

If website creation still proves to be too challenging or you simply don't have enough time, many professional web designers can create a site for you at a reasonable cost. In any case, it is a worthwhile investment to refresh your image with existing clients and give a professional and informative first impression to prospective clients.

## **Press Releases and eNewsletters**

If you want to keep your customers, partners, and industry publications up to date on your business, press releases and eNewsletters are great ways to get the word out. Press releases are the classic method and are typically sent to professional media contacts. I recommend sending out a press release at least once a month. You shouldn't send one out if it doesn't contain something relevant, but it is important to keep the media and industry current on a regular basis, and your company should be doing something interesting or newsworthy each month.

Another way to keep people updated is through eNewsletters, usually targeted towards a company's clients and partners. You likely receive many of these already from other companies and may have come across some that are helpful and informative and others that are annoying and keep your inbox unnecessarily full!

For starters try to send out an eNewsletter each quarter and see how your clients and partners respond. Within the eNewsletter content, include links to your website for more in-depth stories or to the landing page of a new service you are offering. This will drive them to your website and create more traffic for other content to be seen.

To create eNewsletters, check out ConstantContact.com or MailChimp.com. If you're not sending out too many each month, MailChimp offers a free account, and becoming familiar with using their templates may also help you better understand how to use the website platform templates described above.

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# Business Angle: Staying Current with Marketing

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## Social Media

How should social media fit in to your marketing efforts? Maybe you're not entirely sure what "social media" even means. There are many opinions on the best way to approach this. Some say that because social media is generally free and because "everyone is doing it," you should have an account on every social media platform. Others argue that most social media is not professional and that most people aren't searching for your company's offerings there (or that posting on them could even be a PR liability). There is value in each of these opinions, but it is important to find out what fits your company the best.

For example, you may want to create a company profile on LinkedIn. Many job seekers keep an account on this site, and it may help them get a positive feel for your company. However, if many of your current employees are not on LinkedIn and you don't expect prospective employees to be on there, then it may not make sense to focus your efforts here.



Another example is starting a company blog or posting professional and informative videos to YouTube. This may help your company show up before others in search engine results, especially if your competitors are not doing this. .

Reference:

<https://www.xyht.com/professional-surveyor-archives/business-angle-staying-current-with-marketing/>  
(Accessed: 30/06/19)

# Proposed Highway 2000 Toll Rate Increases

Below are the new toll rates to take effect on July 6, 2019.

HIGHWAY 2000 PROPOSED TOLL CHARGES EAST-WEST LINK				HIGHWAY 2000 PROPOSED TOLL CHARGES EAST-WEST LINK			
							
			<b>PORTMORE</b>				<b>VINEYARDS</b>
	<b>CLASS 1</b>	<b>CLASS 2</b>	<b>CLASS 3</b>		<b>CLASS 1</b>	<b>CLASS 2</b>	<b>CLASS 3</b>
<b>NEW</b>	<b>\$240</b>	<b>\$380</b>	<b>\$730</b>	<b>NEW</b>	<b>\$480</b>	<b>\$700</b>	<b>\$1,320</b>
<b>OLD</b>	<b>\$220</b>	<b>\$350</b>	<b>\$670</b>	<b>OLD</b>	<b>\$440</b>	<b>\$640</b>	<b>\$1,210</b>
			<b>SPANISH TOWN</b>				<b>MAY PEN</b>
<b>NEW</b>	<b>\$170</b>	<b>\$260</b>	<b>\$470</b>	<b>NEW</b>	<b>\$120</b>	<b>\$200</b>	<b>\$400</b>
<b>OLD</b>	<b>\$160</b>	<b>\$240</b>	<b>\$440</b>	<b>OLD</b>	<b>\$110</b>	<b>\$180</b>	<b>\$360</b>

# Life And The Law | What A Surveyor's Identification Report With Lots Of Red Marks Means



*Karene Stanley Jones*

Have you obtained a surveyor's identification report with a lot of red marks on parallel boundaries with detailed comments by the surveyor?

The comments indicate that the concrete wall on your western boundary is not the correct boundary for your property, but instead, your neighbour has been occupying part of your land for many years.

The surveyor is also saying that your fence on the eastern boundary is, in fact, not your registered boundary, but instead, you have, for many years, been occupying part of your neighbour's land. How can this be?

As confusing as this report may seem, it is not unusual, and it reflects what is best described as a 'running encroachment'.

The good news is that if you are buying property, this is the sole responsibility of the vendor to remedy. The bad news is that resolving the encroachments could delay the sale by several months. Despite the frustrations purchasers who obtain such a report may feel when seeking to purchase property, they are best advised to give the vendor time to remedy the encroachments and pursue the purchase afterwards.

If you are the registered owner of the property described above, rest assured that the encroachments on both sides can be remedied, albeit involving time and money.

The encroachment on the western boundary is an encroachment by your neighbour on to your property. Put another way, unknown to you, you gave some of your land to your neighbour, and often, this has been so for several years.

There will, of course, be no issue if upon receiving the report, your neighbour agrees over a cold Red Stripe that you may demolish the existing fence at your cost and reinstate it in accordance with the registered boundary, thereby giving you access to your land.

More often than not, however, because the fence has been in its position for many years, an approach to one's neighbour is neither a pleasant nor viable prospect as your neighbour is likely well established on your land through his Simmonds pear tree and part of his clothes line.

Additionally, the law may not be on your side. By virtue of Section 45 of the Limitations of Action Act, once the boundary has been consented to by the owners (knowingly or not) for seven years, it becomes the boundary.

## ***Regularising Your Title***

To regularise your title so that you may use it, the more viable and less traumatic solution is to survey your substantive lot of land, excluding the land which is the subject of the encroachment. With the assistance of an experienced surveyor (Commissioned Land Surveyor), you will need to obtain a pre-checked survey diagram, and your attorney will then do a Section 77 surrender application for boundary rectification to the registrar of titles under the Registration of Titles Act.

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## Life And The Law | What A Surveyor's Identification Report With Lots Of Red Marks Means (cont'd from page 6)

Ultimately, you will be issued with a new title for your substantive parcel of land, excluding the encroachment, and the sliver occupied by the neighbour would remain in your original title. Though highly unlikely, should your neighbour ever come seeking to pay for the part of your land he has occupied over these many years, you would now be able to effect a transfer of that land to him. That would effectively deal with the western boundary.

Now regarding the eastern boundary, where you are occupying your neighbour's land, provided you have done so for over seven years, the position of the existing fence or wall is deemed to be the boundary. Regrettably, Section 45 of the Limitations of Actions Act falls short of telling you how you are to achieve ownership of the land which you are benefiting from which is not included in your title.

No need to despair. The solution is found in Section 3 of the Limitations of Actions Act and Section 85 of the Registration of Titles Act. Provided you have enjoyed the benefit of the land for an uninterrupted period of 12 years, then you may acquire the land by way of adverse possession and obtain a title for that land to be held as one parcel with your existing title or your new title, where you did the Section 77 surrender application.

To proceed, your surveyor (Commissioned Land Surveyor) will need to do a survey and provide you with a pre-checked survey diagram for the land that you are occupying within your boundary but which is in your neighbour's title.

Both applications could be completed in six months with the assistance of the expedition service at the Survey Department. The total cost for surveying services and legal fees could fall in the region of \$500,000.

Regrettably, there is no escaping some expenditure from a report with these findings, even if it comes in the form of demolition of the existing fences/walls on both boundaries and reinstatement in accordance with the registered boundaries.

However, to do nothing will mean that you will not be able to successfully deal in your title as it will not be accepted as a good security by any mortgagee. Moving to addressing the issue, therefore, could be considered a relatively small price to pay when you look at the big picture.

It is imperative that we do not let deadlines and money pull us astray from the overall greater good of our work.

Article by Karene Stanley Jones - Karene is the Managing Partner at Karene N. Stanley & Company, Attorneys-at-Law  
Reference: <http://jamaica-gleaner.com/article/news/20190603/life-and-law-what-surveyors-identification-report-lots-red-marks-means> (Accessed: 30/06/19)

## Profiles of Successful Examination Candidates

***Ms. Babbet Gayle***



Babbet Gayle, formerly Brooks, hails from the bread basket parish, St. Elizabeth. She is a past student of the St. Elizabeth Technical High School, where the subject of Land Surveying was introduced. Having enjoyed the arts and sciences, she decided to further her studies at the College of Arts, Science and Technology, where she was awarded a diploma in Land Surveying in April, 1992. In 2008, she received a Bachelor of Science degree in Surveying and Geographic Sciences at the University of Technology, Jamaica (UTech). She has been married for 26 years to Devon Gayle and the union has produced three children, of which one is now a student surveyor. Currently, she is an employee of the National Land Agency, in the Surveys and Mapping Division. She is also a member of the Emmanuel Apostolic Church, where she serves as a Missionary and a Sunday school teacher. Her guiding principles are; "All things work together for good" and never give up on your dreams because one day they can become your reality because her dreams definitely did.

***Mr. Mikhail Barton***



Hailing from the bread basket parish of St. Elizabeth, Mikhail Barton is a proud graduate of Munro College, class of 2007. After successfully completing and receiving a Bachelors Degree, with Honours, in Surveying and Geographic Information Sciences from The University of Technology, Jamaica in 2011 and attaining the Newsome, McCook & Associates Award for the Class of 2011, Mikhail started working at Gordon and Company Surveys Ltd. in 2011.

After leaving Gordon and Company Surveys Ltd. in 2012, Mikhail started, and is currently, working at SCJ Holdings Ltd. He was successful in the recent 2018 Land Surveyors Board Examinations, thus being the first Student Surveyor to receive a Commission under the tutelage of Mr. Michael Spence CLS.

Mikhail got married in December 2018 and is currently expecting his first child in December 2019 with wife Danielle-Raé.



## Profiles of Successful Examination Candidates

***Mr. Jason Murray***



Jason Kurt Murray was born in Kingston, Jamaica on August 24th, 1973. He obtained a diploma in Land Surveying at The College of Arts, Science and Technology in 1993. He has worked at the Public Works department, Horace Manderson & Associates and Casserly, Baugh & Associates before his current employment at Grantley Kindness & Associates (formerly Dear, Kindness & Partners) in Montego Bay. He has over 25 years of experience in Land Surveying. He has a keen interest in the constantly evolving technological aspects of Land Surveying. He strives to keep up to date knowledge about new world technology which directly or indirectly impacts the practice of Land Surveying.

***Mr. Jermaine Russell***



Jermaine Russell started from humble beginnings in the community of Mount Prospect, Manchester. He served as president of the Huntley Community Club and served on many other executive bodies throughout his life and has learnt the valuable life lesson of knowing when to lead and when to follow.

He received his high school education at Manchester High School, and during that period he developed an appreciation for geography, mathematics and the outdoors. He later stumbled upon the profession of land surveying and decided to read for a Bachelor of Science degree in Land Surveying and Geographic information Sciences, this was done between 2007 - 2011 at the University of Technology, Jamaica. The majority of his post university land surveying experience was gained at Christopher Grant and Associates, under the supervision of the experienced, diligent and knowledgeable principal Christopher Grant.

Now in his prime at 31 years of age, he is ready to take on the challenge of being a professional Land Surveyor, and play his part in ensuring the continuation of the profession's integrity and adherence to the laws of the land.

# Geomatics@UTech,Ja

*The Division of Land Surveying and Geographic Information Sciences, UTech, Ja. shares the highlights of some of our activities during the last quarter.*

## **Students' Annual Club Dinner & Final Year Professional Practice & Ethics Dinner**

The Land Surveying Club held its 13th Annual Dinner and Awards ceremony under the theme "Foresighting New Horizons", at the Christar Villas Hotel, 99A Hope Road Kingston. For the first time there was a combination of the Club's Annual Dinner and Final Year Professional Practice & Ethics Dinner. During the occasion the students were exposure to etiquette in fine dining as well as public speaking as each student was required to make a brief presentation on a topic from areas such as: culture and society, self development, government/politics, entertainment, business, sports, health, education, science and technology and international affairs.

The club used the event to facilitate their handing over ceremony for the incoming executive body and recognised students who have been actively involved in student life and those that completed their studies.



Figure 1: Akeem Waker addressing his colleagues



Figure 2: Land Surveying Students and Guests



Figure 3: Profession practice and ethics students with members of the academic staff

The event was made possible by a plethora of sponsors from a number of Land Surveying & GIS entities and individuals.

## **Field Trips**

### *Engineering Surveying*

Students went on the site of the Constant Spring Road Improvement Project where they were exposed to pragmatic application of principles of Engineering Surveying. The study tour facilitated a greater appreciation of engineering surveying and reinforced the theoretical aspects that the students were taught.





Figure 4: Students at a section of Constant Spring Road Improvement Project

## *Topographic Mapping*

Students from SGIS and SGIT visited Portland to apply mapping principles in real world scenarios. They used applications such as Locus GIS, and SW Maps along with their mobile phones and mobile mappers to map historical artifacts and other essential features. The students benefited significantly as their learning experience was enriched and enhanced.



Figure 5: Students exploring the site of the lighthouse in Portland

## **Practicum**

First and third year practicums were completed successfully. The first year students as per tradition executed the field

exercises in Negril. The students participated in benchmark levelling, topographical surveying, cadastral surveying and road improvement projects.



Figure 6: First year students about to leave Negril after completing practicum 1 field exercises

The third year students executed their GNSS control survey and topographical surveying field components at the Belmont Park Primary School, Greater Portmore, St. Catherine.



Figure 7: Third students during their practical exercise at Belmont Park Primary School

# Geomatics@UTech,Ja

The hydrographic survey and photogrammetry aspects were done at Hunts Bay Harbour and UTech, Ja., respectively.

Thanks to all our staff members and colleagues to whom the tremendous success of our field practicums can be attributed. These include:

- Practicum coordinator: Julie May Larmond-Dixon
- First year Facilitators: Wayneworth Hamilton and Trecia Williams
- Third year Facilitators: Mr. Noel Francis, Antonio Williams, Thomas Donaldson and Dr. Glendon Newsome.
- Thanks to all the members of the LSAJ who took time from their busy schedule to participate in the interview component for our practicum exercises for first and third year students. Your continuous support for this venture is greatly appreciated.
- We wish to thank Commissioned Land Surveyors: Andy Jackson, Anthony Prendergast, Andrew Gracey, Gary Wright, Janet Taylor, Charles Johnson, Andre Gordon and Kareem Dyer.



Figure 8: Students presenting on their projects

## **Internships**

### *Hope Foundation*

Two of our fourth year students assisted/contributed to the

Hope Garden foundation by providing elevation data to facilitate the redesign of the entrance that was damaged in a collision.



Figure 9: Students at Hope Gardens

We also want to express our gratitude to NLA for continuously providing summer jobs/internship opportunities for LSGIS students.

## **Staff News**

We want to acknowledge Dr. Glendon Newsome for his tremendous work as he demits post of programme director for surveying courses at UTech. Keniel Roberts is the incoming programme director. Additionally, we also congratulate Dr. Glendon Newsome on his new appointment to the post of Director or Surveys and Chairman of The Land Surveyor's Board. We wish you the very best in your endeavors Dr. Newsome

We also acknowledge and congratulate Ms. Clover DeSouza for her 30 years of service to the University. She was awarded at the 49th Annual University Awards Ceremony held in the Alfred Sangster Auditorium on Thursday, May 30, 2019.

Mr. Wayneworth Hamilton was selected among the Alumni of UTech for Outstanding Contribution. He was award is in the category "Service to University and Country." Mr. Hamilton was presented the Chancellor's Medal and the Outstanding Alumni Awards on March 28, 2019.





Figure 10: Dr. Newsome and members of the LSGIS team



Figure 11: Ms. DeSouza displaying her long service award with colleagues



Figure 12: UTech, Ja President Stephen Vasciannie (left) and Waynsworth Hamilton (right)

### ***Continuous Professional Development Opportunity***

We invite members of the Association who are interested in increasing their knowledge in a particular subject area that they can enroll in surveying module(s) (12 credits maximum) as specially admitted students at UTech.

### ***Equipment***

It is no secret the roles of the surveyor have changed along with the global trends and has influenced the curricular in spatial sciences. Hence we crave your support to garner some of the necessary resources to enable the development of student who will be able to function with a greater level of competence, critical thinking and analytical minds.

Let us continue to collaborate as we seek to invest in the future of the Association.

Please see Facebook: FoBE UTech (<https://www.facebook.com/fobe.utech.5>) for more events associated with the Faculty of the Built Environment.

# Excerpts from 'Modern Surveying: It's Time to Bury the Dead Presidents'

How would you respond if asked to name a famous surveyor? "Well, the joke in the surveying profession is that Mount Rushmore (South Dakota, USA) is three surveyors and another guy: (George) Washington, (Thomas) Jefferson, and (Abraham) Lincoln were surveyors."

While there may not be a contemporary surveyor as famous as (America's) Founding Fathers, the profession has an attractive story to tell.

## **What Modern Surveying Offers**

A career in modern surveying and other geospatial disciplines should be attractive... It is a profession that uses state-of-the-art technology (including UAS, GPS, lidar, CAD, scanners, total stations, etc.), and applies history, law, and mathematics to collect and apply data to solve problems and provide solutions for clients. Improvements and expansion to our service offerings.

Today, jobs can be in a variety of environments, including the outdoors, an office, and a computer lab.

Surveyors today make rewarding and fulfilling contributions and benefits to community and society, such as environmental protection; economic growth; preservation of property rights; collection of data for decision-making; protecting public health, welfare, and safety; and providing a foundation for engineering, infrastructure, and construction.

And salaries for members of survey crews and technicians are above the overall national per capita annual average.

## **Marketing the Modern Profession**

The first step is a consistent, positive, and attractive message, one based on the personally challenging, societal-benefitting, and financially rewarding profession of today rather than a focus on dead presidents (history).

*"Surveying today is no longer just about boundaries,"... "It is much more enhanced and complicated. It's a cool thing. We need to spring forward from the history to attract young people into the profession."*

## **Business Education**

...too many (continuing education) classes are focused on history and technical issues. These fail to address the business management (finance, accounting, marketing, public relations, human resources, public speaking, communications, presentation skills) surveyors' need to improve their self confidence, image, and status.

*"Surveyors are not different than engineers, physicians, or attorneys who are educated in a particular discipline, but that doesn't guarantee you'll be a good business person. A good surveyor also needs to know about contract risks, negotiation, marketing, and how to read a P and L. (Profit & Loss Statement)"*

*"It's all about people. How you come across impacts your respect for yourself, the profession, and your clients."*

*"Communications, language and professionalism in your documents and marketing materials are a factor in my selection of firms to put on a team"*

*"As surveyors, we need to be as astute in our communications skills as we are in our technical skills."*

...a website, social media plan, and other modern marketing tools are the "front door" to business development, which "can be done well at a low cost." Education, business skills, self confidence, and telling the story of modern surveying as an attractive profession and a rewarding career are the keys to success for surveyors and surveying. To do that, it is time to bury the dead presidents.

Article by John M. Palatiello - John is president and owner of John M. Palatiello & Associates, Inc.

Reference: <https://www.xyht.com/surveying/time-bury-dead-presidents/> (Accessed: 30/06/19)