



# *The Connecticut Surveyor*

October 2009

Volume Fourteen: Issue Nine

## **- ATTENTION ALL NSPS MEMBERS -**



Our very own Bob Dahn is running for an executive office (vice president) within the NSPS organization. Bob's dedication to CALS and NSPS have been recognized by his peers in the form of several awards, including: NSPS Presidential Citations (2006 & 2008), CALS Presidential Citations (1995 & 2000), CALS Surveyor of the Year and CALS Distinguished Surveyor Award. He has also chaired several committees locally and nationally, and served as President of CALS. I can tell you he has the respect and confidence of many NSPS members at the national level. Please consider providing your support by casting a vote on his behalf when the ballots arrive.

Rick Howard, NSPS Board of Governors



## **CALS ANNUAL MEETING SET FOR NOVEMBER 6, 2009**

Invitations for the 42nd Annual Meeting have been sent out and we all look forward to seeing you on Friday, November 6th at MountainRidge in Wallingford, Connecticut. Brent A. Jones, P.E., L.S, Industry Manager for ESRI will be the main speaker. Other presenters include Richard Vannozi, L.S., Peter Hill, a Surveyor/Educator and GIS practitioner, and the Environmental Land Use Restrictions Coordinator at the CT DEP.

There will be a vote of the Licensed Land Surveyors in Connecticut on revisions to the code. Be sure and cast your vote on this important document.

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## CALS Annual Meeting

Be sure to stop by the publications booth to pick up your 2010 Annual Reference Book. While you are there, look at the assortment of clothing that can be ordered to fit your size and color preference on a computer that will be available.



We will also have CALS Triple Crown Max with the CALS logo and an American Flag on the side. These hats are very stylish and are available for just \$10.00 each. They will make a great holiday gift for your staff and crew members.



### Do you know these names?

- ✦ Mark Pranger - 1998
- ✦ David Deaver - 1999
- ✦ Tony Deane - 2001
- ✦ Mike Shevlin - 2002
- ✦ Tony Deane - 2003
- ✦ Jason Domena - 2004
- ✦ Mark Domingos - 2005
- ✦ Michael Masalski - 2006
- ✦ Gary Giordano - 2007
- ✦ Bill Kules, P.E., VT - 2008

All are winners of the coveted CALS Pacing Contest.

**Word has it that Bill Kules will be back again this year to try to humiliate the Connecticut Land Surveyors by taking the title back to Vermont for a second consecutive year!**

**DON'T LET HIM DO IT!**

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# Increase Revenue at No Cost

by F.C. Hutchinson, BA, NSLS, CIS

## CUSTOMER SERVICE

People love to shop, but most of all they appreciate customer service and value for the money spent. No matter what a business is selling, the client expects to have to pay for the product. The product might be a new lamp, auto repairs or a professional service. The price of lamps can vary from a few dollars for a small table lamp to several thousands of dollars for a Tiffany lamp at an estate auction. Auto repairs can also fluctuate based on repairs requested, age of vehicle and suggested preventative maintenance. Surveying services also vary depending on the nature of the job and time required to provide the service. Now remember, people love to shop and their phone call is the opportunity for the surveyor to get the customer to buy something. The shopper may have visited the survey store before and is well aware of the items for sale, or the shopper may be new to the store and just browsing. It is the salesperson's job to be a pleasant "greeter" and ask how they can help the caller. The caller may not know what they want to buy, but they do know that they have to buy something from someone before the end of the week. At least this is what they were told and thus the reason for the call.

**Caller:** "Hi, I would like to have my property surveyed."

**Surveyor:** "So, why do you want a survey?"

**Caller:** "Well, I am building a fence and I need to know where to build it."

**Surveyor:** "Is there an existing fence?"

**Caller:** "Yes, but it is in poor condition and my neighbor says that it is not on the boundary."

**Surveyor:** "Do you and your neighbor get along?"  
(Hoping the answer will be yes.)

This is typical of calls, but how the surveyor or office manager deals with the call is critical in determining if the client will buy anything. The caller may want time to think about the day's shopping experience and come back the next day to kick a few tires. Remember that the caller wants service every bit as much as you would if you were shopping for a new car. The product is one thing but how you are treated during and after the sale is what a professional is really selling.

Word-of-mouth can be a very effective promotional tool, but it can be both positive and negative in its results. Without devoted service to our clientele, you will constantly be searching for new clients. The following are a few questions to ask of your business:

- Do you return messages?
- Do you greet clients in a pleasant manner?
- Do you keep appointments?
- Do you let clients know if you will be late for a meeting?
- Do you call ahead to confirm a meeting or appointment?
- Do you advise clients of potential problems or delays?
- Do you advise a client what you will be charging for your services?
- Do you use contracts?
- Do you confirm work orders by email or fax?
- Do you follow-up on a service or product a few weeks after delivery?
- Do you ask if the customer is satisfied?
- Do you handle a customer complaint in a professional manner?

Most people have a high degree of respect for the land surveyor. Some will never consult with a surveyor in their lifetime, while others will use the services of a land surveyor on a regular basis. Those shoppers who do call on the services of a land surveyor do so because they have to. They either hope to turn a profit through development, are having boundary problems, or a regulation of some kind has forced them to get a survey. I am not aware of too many people who have to flip a coin to decide if they will buy a survey or a wide screen TV. Surveying services are generally considered a need, not a want.

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*Increase Revenue continued...*

## **FEES**

Once the surveyor has taken on a surveying project, there should be a project file created so that any work done can be properly documented for billing. A retainer is certainly something to ask for if the project is of any length. No sense acting as both banker and land surveyor. If the client is reluctant to provide a retainer, then you do not start the project and advise accordingly.

However, if you do accept the job, then you need to make sure that the services and payment method are clearly documented and provided to the client. This can be by contract or summary of the agreement provided by fax or email. This is good for both parties in that it spells out what will be done, when it will be done, how much it will cost and when payment is due.

Most professional businesses have set hourly fees or provide fixed fees for various established services. The other aspect of an invoice deals with disbursements or miscellaneous expenses. To get an idea of what might be considered a miscellaneous expense, you should look at an auto repair bill. Such things as bolts, clamps and washers add up over the run of a year if you give them away. I recently had an occasion to review an invoice for legal services and found the experience enlightening.

When was the last time a surveyor charged an hourly rate for reviewing case law on adverse possession or statute law concerning priority of title? Such activities can be charged to a project. I was surprised that an incoming fax was charged at \$0.50 per page. Consulting with client by phone and review of email was also charged at an hourly rate, while on-line research was billed as units of time. The invoice that I reviewed also charged for over 2,000 photocopies at \$0.25 per page. Such things as wood stakes, survey markers, paint, chain saw gas and oil add up and should be billed separately from your hourly rate. Now that you have determined how to apply some cost recovery techniques to your billing practice, you need to look for conventions to attend in exotic places with the extra revenue. Who says that you can't mix business and pleasure?

*Fred Hutchinson is the Executive Director of the Association of Nova Scotia Land Surveyors. He has been a professional land surveyor for 35 years with experience in both the private and public service sectors.*

*Reprinted from SLSA Corner Post/Fall 2006*



Dear Members,

It has been almost a year since we started providing our newsletter digitally. We are pleased with the number of members who are receiving their information in a digital format.

One of the keys to our success is making sure we have your correct e-mail address.

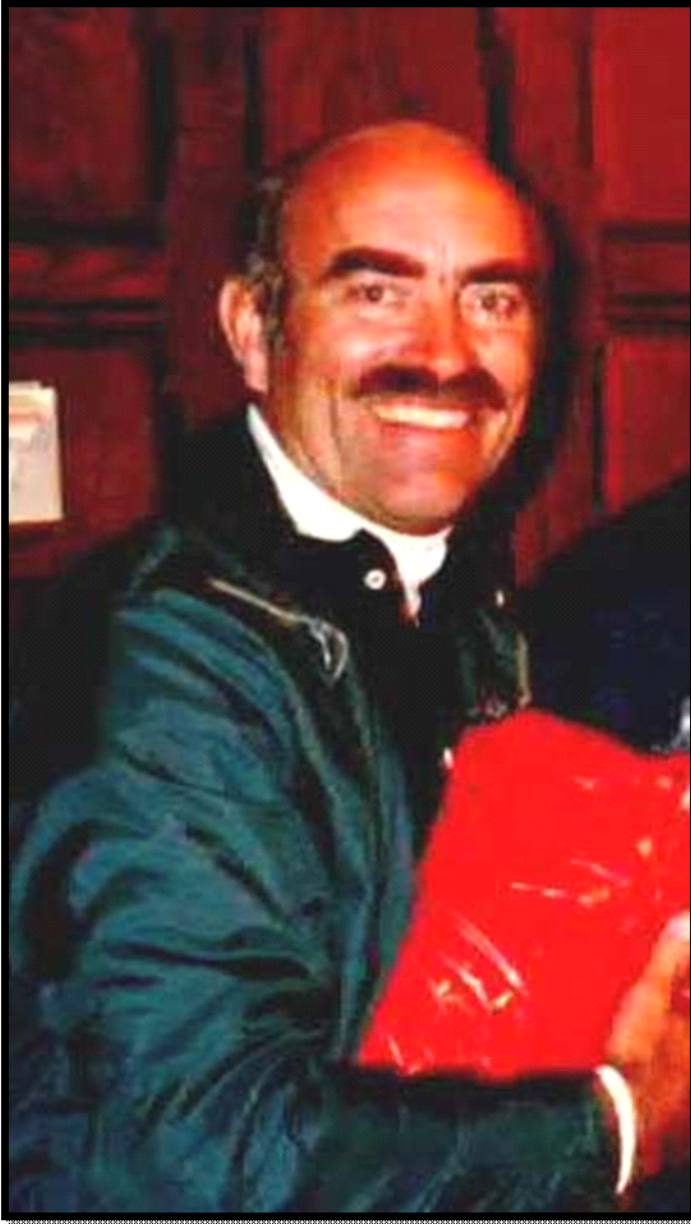
If you know of someone who is not getting their newsletter or any other notices from CALS please share this message with that person or ask him to send his contact information to the CALS office. The information should be sent to [kathy@ctsurveyor.com](mailto:kathy@ctsurveyor.com) or call 860-563-1990.

Thank you,  
Jason G. Racette  
Secretary



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## In Deepest Sympathy



Donald Manley Strong, 70, son of D. Vernon and Pauline Strong of Candor, NY, born on September 26, 1939, passed away on Sunday, October 25, 2009. He is survived by Marie, his wife of 41 years; his sisters, Jean, (Alan) Ahart, Val (Bob) Houck, Nancy (Lynn Johnson) Ward; his brothers, "Hoot" (Diane) and Douglass Strong; and two stepdaughters, Gail(Ray) Varin (Tucson, AZ and Louise (Donn) Nielsen of Albuquerque. He dearly loved his grandchildren Amy, Bret, and Carlie Knapp, and Kelsey Nielsen; and his great-grandchildren Rachel, Ethan, Evan and Derrick; and his Goddaughter, London. He is also survived by many loving nieces and nephews. Donald grew up on the family dairy farm in Candor, NY. After graduating from Cornell University he became a partner of Weiler Associates in Horseheads, NY. He was a licensed land surveyor for 39 years and was owner of Weiler Associates in Norwich, CT. Donald, Marie and Louise visited the Holy Land in 2000 which was a highlight in his life. Donald enjoyed hunting, fishing, golfing, and all sports. Donald, a pilot, loved his Cessna 172 "Donarie-N64178." He was diagnosed with ALL (leukemia) March 2001 spending three months in the hospital, undergoing four surgeries in 31 hours and remained on a feeding tube for seven months. This forced him to sell his plane and his business. In remission from leukemia, and Marie moved to Albuquerque, NM January 2002. He had a bone marrow transplant in 2004, at the University Medical Hospital in Tucson. His sister Nancy was his donor.

*Donald Stong, New London County Director, Gentleman and Friend.*

In 2006 Donald requested to become a member of the Catholic Church. He enjoyed a healthy life until he was diagnosed with brain cancer (glioblastoma) June 2, 2009. A Vigil will be held with a Viewing and a Rosary will be recited at Our Lady of the Most Holy Rosary Church on Wednesday, October 28, 2009, at 7:00 pm. A mass of Christian Burial will be celebrated at Our Lady of the Most Holy Rosary Church on October 29, 2009, at 11:00 am. Love and appreciation goes out for the prayers and generosity of his family and friends, and especially the Holy Rosary Small Christian Community members as they helped Marie and Donald during his journey to Heaven. After cremation Donald will join his deceased family in Candor, NY. Donald often said "God will cure me" and God has. In lieu of flowers, his family requests donations be made to the American Brain Tumor Association, 2720 River Road, Des Plaines, IL 60018.

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# Employment Opportunities

## SEEKING POSITION:

1) Licensed Land Surveyor, with extensive knowledge and experience, seeking to obtain a position as a Senior Land Surveyor and Project Manager for a Surveying / Engineering firm in central Connecticut that has a goal to grow in all sectors of the surveying market including State, municipal, and private sector projects, using the latest technology. Extensive experience in DOT, DPW, and municipal on-call survey projects. Licensed in CT, MA & NJ. Well versed in project management, GPS & Least Squares Adjustment, and field to finish AutoCAD work. Resume and excellent references available. #4092

2) Associate Member, experienced as field person with ability to use a variety of instruments. AS degree from Mitchell College. Excellent references. Willing to travel anywhere in CT for the right position. Contact the CALS office for resume #4093.

3) 2009 Dean's List college graduate from Wentworth Institute of Technology, BS in Civil Engineering Technology. Has extensive experience as a field surveyor, survey technician. Technical Competencies - Field Work: Total Station, Theodolite & Automatic Level; Software - AutoCAD, Autodesk Land Desktop, ArcView GIS, Microsoft Word, Microsoft Excel & Powerpoint. Excellent references available upon request. Contact the CALS office for resume #4095.

4) Associate Member of CALS looking for full-time position. Hartford County. Eleven years experience. BS in Geography and AA in Mathematics. Skilled in Autocad Mapping, Eagle Point Coordinate Geometry, Trimble, Topcon, TDS, Sokkia total stations and data collectors; Leica and Trimble GPS. Excellent references. Contact the CALS office for resume #4091.

## POSITIONS AVAILABLE:

### Fairfield County

Pereira Engineering, LLC is an established Civil/Environmental Engineering and Land Surveying firm located in Shelton, CT and we are looking to fill the following positions as of August 2009:

### Survey Technician / CAD Operator:

We are seeking a candidate with 0-2 years experience in Land Surveying or Civil Engineering. The qualified candidate MUST be highly proficient with AutoCAD and Autodesk Survey software. Candidate must also be highly-motivated and detail-oriented. Responsibilities will include downloading field survey data, preparation of CAD survey maps, and other office/field work all under the direct supervision of Senior Surveyor.

### Survey Crew:

We are also looking to bring on an additional survey crew. Qualified candidates must be experienced in boundary, ALTA/ACSM, topographic surveys, underground utility location, and construction stakeout. Experience with AutoCAD and Autodesk Survey software a real plus.

Pereira Engineering offers a very competitive salary and benefits package including Major Medical Insurance, Retirement Plan, Life Insurance including Short-Term Disability and AD&D coverage, paid Vacation, Holidays, Sick Days, and Direct Deposit for payroll.

Please email resume and salary requirements to: [joe@pereiraeng.com](mailto:joe@pereiraeng.com) or fax to: (203) 944-9945.

## FOR SALE

**Nikon Total Station DTM-522/3"**, Crain Tri-Max Composite Tripod, 12' Crain Cosmopolite Prism Pole, Omni Advanced Tilting Prism w/bag, Seco Prism Pole w/bag, 36" Survey Crew Vinyl Sign with base. Unit is in excellent condition with only a total use of approx. 100 hours. Call Luis Santos at 203-395-4656 - \$4500.00.



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Finding "shovel ready" projects is like digging for buried treasure, without the right map and tools, you are likely to come up empty handed.

Not so for the people who sign up for the Superior Instrument Treasure Hunt!

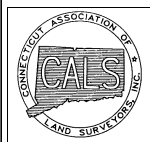
Stop by our booth for a chance to "dig up" one of 50 exciting prizes!

Contest is limited to the first 50 people to sign up, so don't be late.

Details available in our booth the morning of the Annual Meeting.



<http://www.nspsmo.org/documents/October2009NewsandViews.pdf>



## THE CONNECTICUT SURVEYOR

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Daren L. Morgan - (315) 628-4414

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## **LAND INTEGRATED USE (LIU) AERIAL SURVEYS, LLC**

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Maan-Nan Liu - (860) 274-5956

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## **WSP SELLS**

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