



# Cleveland Surveying News

December 2009

Are these  
Christmas  
Lights?  
See page 3

- Chapter By-Laws Amendment
- 2010 Chapter Annual Meeting
- N.E. Ohio GIS Review Updates





# Cleveland Chapter of PLSO

**P. O. Box 81713  
Cleveland, OH 44181-0713**

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Contact: Robert Hoy, [k666@cox.net](mailto:k666@cox.net)

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## 2009 Executive Committee

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Secretary	Michael A. Ackerman	216-642-1130 x115	<a href="mailto:mackerman@dgbassoc.com">mackerman@dgbassoc.com</a>
Delegate	George A. Hofmann	440-234-5544	<a href="mailto:george_hm@ameritech.net">george_hm@ameritech.net</a>
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Communication	Robert G. Hoy	216-389-7677	<a href="mailto:k666@cox.net">k666@cox.net</a>
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Program	Eric W. Short	440-366-9618	<a href="mailto:shorte@windstream.net">shorte@windstream.net</a>
Membership	Sean T. Snezek	216-970-0752	<a href="mailto:sneezeman21@yahoo.com">sneezeman21@yahoo.com</a>

## President's Message

[Cleveland Surveying News - December 2009](#)

Although it has been a challenging year, we have all survived one of the most turbulent economic times in history. We were all forced to manage our business differently, look for new ways to innovate and stay optimistic about the future of our profession. Frequently, it is during the toughest of times that we discover the best ideas and have the most fun. As we put the wraps on 2009, it is time to be thankful for our accomplishments, our colleagues, our friends and family. Let us all look to 2010 as an opportunity to work toward Peace, Joy and Prosperity. Have a great Holiday Season!

[Timothy Feller, P.S.](#)  
Chapter President



**Timothy Feller**  
President

## Editor's Notes

This is a specially added 9th 2009 **CSN** issue as an extra "thank you" for our chapter members and advertisers of this newsletter. It is slightly abbreviated but it gets timely PLSO information out. *Random Lines* and *G.I.S. Layers* will return next month.

### Monument Boxes

The cover photo is not of Christmas lights, unfortunately it is of 3 painted monuments in a box. Below are other photos I have received so far. **Please keep sending me photos of any "problem" monument boxes.**



Let's get an idea what surveyors in our area are encountering. The Cleveland Chapter might send a letter with supporting evidence and photos to city engineering departments about monument boxes. And tell me if any specific cities or townships need education on monument boxes.

[k666@cox.net](mailto:k666@cox.net)





## Annual Meeting Thursday January 28, 2010

Tony K's  
841 W. Bagley Road, Berea  
[tonyks.com](http://tonyks.com)      **Cost: \$23**

Another year has come and past, bring in the new at our chapter's annual meeting!

Share your experiences from 2009 and get out of the house during dull January.

Make reservations now to *bring your spouse* for a good time with good people.

**Reservations (with dinner choice)**  
**must be in by Jan. 21**

Contact: Eric Short 440-366-9618  
[shorte@windstream.net](mailto:shorte@windstream.net)

[Click Here](#) for a full map page for the restaurant.

## Cleveland Surveying News - December 2009

### Schedule

5:30 Social Hour  
6:30 Dinner  
7:15 Annual Meeting

### Menu Choices

Beef Kebobs- 2 tender beef tenderloin kebobs with green peppers and onion, a Mediterranean specialty; sides include - roasted redskin potatoes, and California Medley (steamed broccoli, cauliflower, and carrots.)

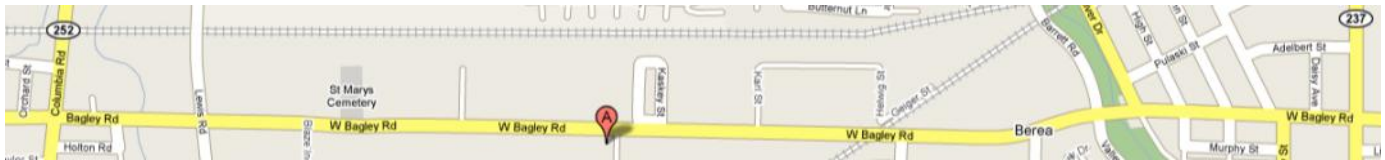
Chicken Parmesan - 2 baked chicken breasts topped with melted marinara sauce and melted mozzarella, served with spaghetti marinara

Crusted Tilapia - baked, flaky tilapia covered in chipotle-lime seasonings, healthy and full of flavor; sides include - rice pilaf and California Medley

Non-Alcoholic drinks are included along with house salad and rolls.



**Eric Short**  
Program Trustee

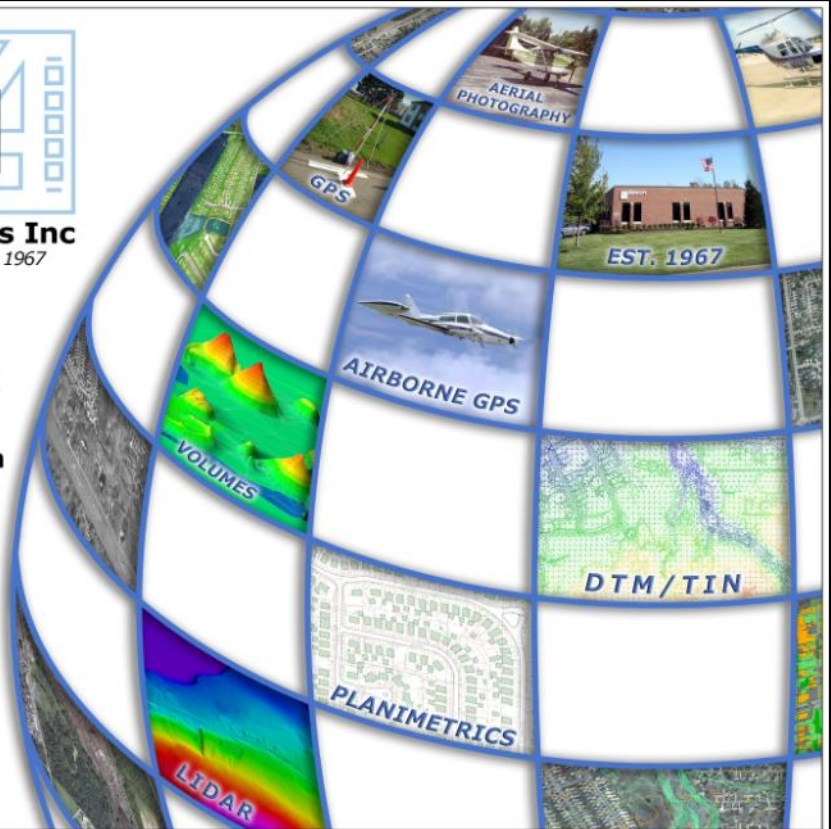


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**Survey Discs****Disc 1 \$100****Disc 2 (1 DVD or 4 CDs) \$25**Disc 1 of Scanned Surveys

Approximately 7,000 larger surveys (stored in flat files) were scanned in 1999 in part for preservation because the document storage location at the time was not very well protected against weather extremes.

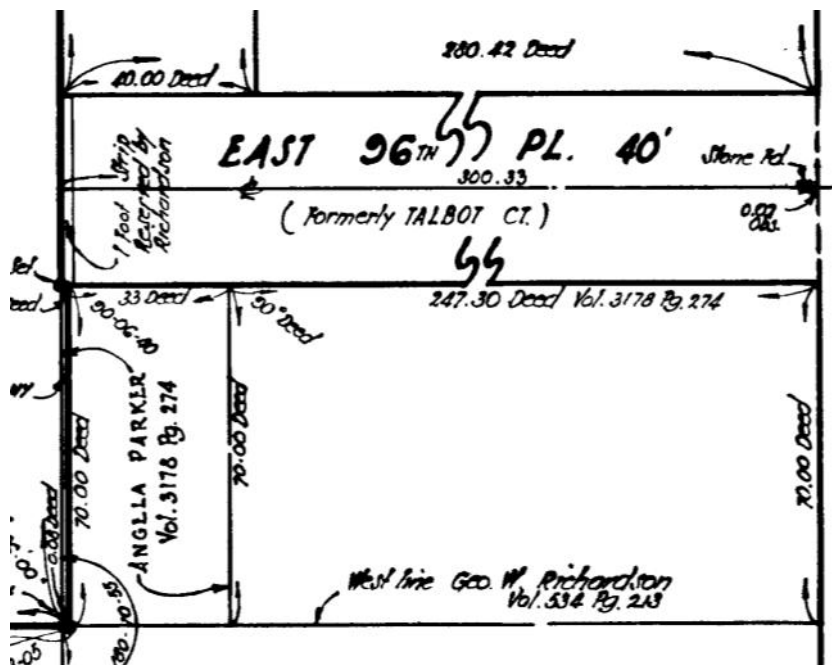
Disc 2 of Scanned Surveys

At the end of 2004, about 2,700 folded surveys were scanned using proceeds from the 2004 Annual Conference the Cleveland Chapter hosted. These surveys vary in size and also include unrecorded subdivision and county road records.

*Available to PLSO Members only.*

Proceeds from donation amounts for these Survey Discs go to the chapter's scholarships.

Questions or want to obtain the discs?  
Call or email [Robert Hoy](#) 216-389-7677

**By-Laws Amendment - Scholarship**

At our November 16th meeting the Executive Committee passed amendments, shown in **red**, to our constitution section By-Law I as shown below. These amendments establish a standing Scholarship committee.

**ARTICLE X - BY-LAWS**

Such By-Laws as are essential to the conducting of the affairs of the Chapter may be enacted and revised by the Executive Committee. Any new or revised By-Law will not become valid until thirty (30) days after the membership is notified in writing

**BY-LAW 1-COMMITTEES**

A. The TRUSTEES COMMITTEES established under Article VII shall have, but are not limited to, responsibility for the following:

1. MEMBERSHIP
  - a) New membership promotion
  - b) Membership retention.
2. Communications Committee:
  - a) Newsletter
  - b) Chapter Membership Roster
3. Program Committee:
  - a) Meeting sites
  - b) Speaker/content



**Robert A. Papotto**  
Education Trustee

[\(Continued on Page 7\)](#)



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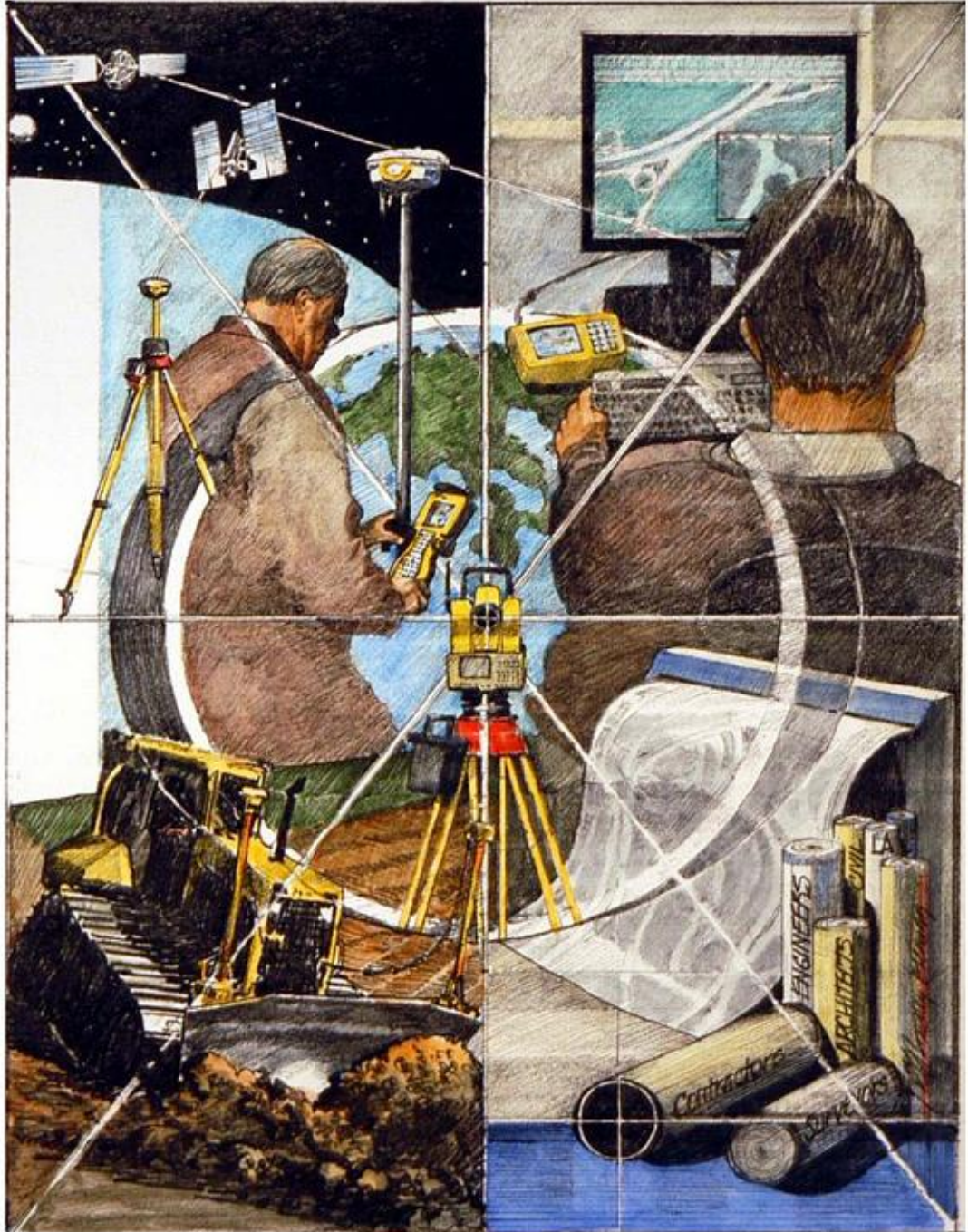
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## By-Laws Amendment

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(Continued from Page 5)

4. Education
  - a) Survey School
  - b) Seminars
  - c) Professional advancement

**B. Standing Committees established under Article VII are as follows:**

1. Finance:
  - a. Financial Review
  - b. Budget
  - c. Investments
2. Public Relations
3. Nominations
4. Tellers
5. Scholarship

**C. Special and/or Ad Hoc Committees:**

1. William J. Haas Memorial Golf Outing
2. Summer Social Event
3. Past Presidents Advisory Committee.
4. Data Bank Liaison.

**D. Additional Committees may be formed as needed.**

**E. COMMITTEE RESPONSIBILITIES:**

1. A Finance Committee consisting of three (3) members, one of whom shall be the Treasurer, shall monitor the Chapter finances and suggest methods of attaining financial stability.
2. A Budget Committee consisting of at least the President, President-Elect and Treasurer shall prepare an annual budget for the subsequent year and present it to the Executive Committee at its November meeting.

(Continued on Page 8)

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## By-Laws Amendment

[Cleveland Surveying News - December 2009](#)

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3. A Financial Review Committee shall be appointed by the President to conduct an internal review of the Treasurer's books in accordance with Article IV Finances, C.
4. Public Relations Committee shall advance causes deemed worthy by the Executive Committee or the membership.
5. Golf Outing Committee shall be responsible for the planning and execution of the Chapter's Annual William J. Haas Memorial Golf Outing.
6. The Summer Social Committee shall be responsible for the annual Chapter Summer Social.
7. The Nominating Committee to be chaired by the President-Elect shall be appointed by the President and the Executive Committee no later than September 1 to provide a slate of candidates in accordance with Article V-C, OFFICERS.
8. A Tellers Committee shall be responsible for the receiving and counting of the ballots in accordance with Article V (D).
9. The Past Presidents Advisory Committee shall advise the President and the Executive Committee on matters of long range planning as requested.
10. The President-Elect shall co-chair a Membership Committee responsible for attracting new members and retaining current members.
11. **Scholarship Committee.** The President shall appoint five Chapter members to two-year terms, with appropriate overlap, to serve as the Scholarship Committee. The Scholarship Committee shall be responsible for reviewing and verifying the recommendations and the applications submitted by the students seeking a scholarship from the PLSO Cleveland Chapter, and shall make the final recommendations to the Executive Committee. The Scholarship Committee shall also be responsible for maintaining and updating the 'Scholarship Award Rules and Qualifications'.
12. All Standing Committee and Special Committee Chairs shall submit an annual written report of their activities to the President no later than the Executive Committee meeting in January.

## Executive Committee Meeting highlights

**November 16, 2009**

**Parma City Hall.**

In attendance: Jack Hoy, John Hoy, and all officers except Sean Snezek.

Communication: The last mailing of Issue number 2 of the Cleveland Land Surveyor will be sent out this month.

Education: A motion to amend the by-laws reflecting changes for the new scholarship was approved. Membership will be notified of the changes in the December newsletter.

Program: The topic, cost and location for the December CPD was finalized.

Old Business: The 2010 budget was reviewed and discussed.

New Business:  
Eric Short discussed the spring seminars.



**Michael Ackerman**  
Secretary



Parma City Hall





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## Delegate Report

[Cleveland Surveying News - December 2009](#)

### MEETING AGENDA Thursday November 13, 2009

#### 4.0 Unfinished Business

- 4.1 Surveyor of the Past Plaques - Barb Jones
- 4.2 Website Proposal - Paul Dinan & Melinda Gilpin
- 4.3 Soil Scientists Issues - Dean Frederick
- 4.4 Proposed Removal of PS Requirement for County Engineer - Dean Frederick
- 4.5 Statute of Limitations - Rose Coors
- 4.6 2010 Budget - Finance Committee

#### 5.0 New Business

- 5.1 New Members (See Attached List) - Bob Akins
- 5.2 Appointment of Teller's Committee - Dean Frederick

#### 6.0 Inter-Association Delegates

- 6.1 CEAO - Dean Ringle
- 6.2 ODOT - Jim Kenyon/Brett Shearer
- 6.3 State Board of Registration - Paul Dinan
- 6.4 OGRIP - Stu Davis

#### 7.0 Committee Reports

- 7.1 Special Committees
  - 7.11 Political Action - Brad Kramer
  - 7.12 Standards - Brad Kramer
    - 7.121 Change in Law Regarding Metes and Bounds
    - 7.122 Monumentation of Railroads
    - 7.123 Preservation of Monumentation
    - 7.124 Minimum Standards for Plat Revision
    - 7.125 GPS Standards - Jim Kenyon
    - 7.126 FEMA Flood Mapping
  - 7.13 State Line - Dean Ringle
  - 7.14 Historic Review - Mike Besch
- 7.2 Newsletter Editor - PLSO Staff
- 7.3 NSPS Governor - Mike Besch
  - 7.31 Trig Star - Paul Dinan
  - 7.32 CST Coordinator - Pat Leonhardt
  - 7.33 Geocaching Coordinator - Bob Akins
- 7.4 Standing Committees
  - 7.41 Program - Bud Payne
    - 7.411 Annual Conference Updates
      - 2009 - Central Ohio - Brad Patridge
      - 2010 - Miami Valley - Brad Kramer
      - 2011 - Cleveland - John Hoy
      - 2012 - Central Ohio
      - 2013 - Cincinnati and Southwestern
    - 7.412 Fall Seminar Updates

- 2009 - Thomas Hutchins - Dan Susany
- 2010 - Firelands - Phil Rosebeck
- 2011 - Tuscarawas Valley - Bob Akins
- 2012 - Toledo - Pat Leonhardt
- 7.42 Membership - Bob Akins
- 7.421 Membership Brochure Draft
- 7.43 Interprofessional Affairs - A. J. Myers
- 7.44 Education - Dean Frederick
- 7.45 Legislation - Melinda Gilpin
- 7.46 Finance - Paul Dinan
- 7.47 Past Presidents Council - Paul Dinan, et al.
- 7.48 Scholarship - Rion Myers
- 7.49 Scholarship Fund Board - Frank Snyder
- 7.50 Management Review - Dean Frederick



**George Hofmann**  
Delegate

#### 8.0 Chapter Delegate Reports

- 8.1 Askega Chapter - Jim Donathan
- 8.2 Central Ohio Chapter - Brad Patridge
- 8.3 Cincinnati Chapter - Bob Heidkamp
- 8.4 Cleveland Chapter - George Hofmann
- 8.5 Congress Lands Chapter - Isaac King
- 8.6 Firelands Chapter - Tim Riley
- 8.7 Miami Valley Chapter - Ray Payne
- 8.8 Mohican-Killbuck Valley Chapter - Jim Kenyon
- 8.9 Muskingum Valley Chapter - Rob Lowe
- 8.10 Northwest Ohio Chapter -
- 8.11 Ohio State University Student Chapter - Jon Link
- 8.12 Ohio Valley Chapter - Larry Gardner
- 8.13 Scioto Valley Chapter - George Seymour
- 8.14 Southwestern Chapter - Rose Coors
- 8.15 The Thomas Hutchins Chapter - John Francis
- 8.16 The Univ. of Akron Student Chapter - Andrew Kis
- 8.17 Toledo Chapter - Tom Silva - Pat Leonhardt
- 8.18 Treaty Lands Chapter - John Jauert
- 8.19 Tuscarawas Valley Chapter - Dave Bodo
- 8.20 Western Reserve Chapter - Jeff Mallison

#### 9.0 President-Elect's Report - Rion Myers

#### 10.0 Executive Director's Report - Melinda Gilpin

#### 11.0 President's Report - Dean Frederick

### Executive Committee Meeting - Thursday November 13, 2009

Meeting call to order 6:07 P.M.

1.4) Quorum present

2.0) Secretary's minutes for Oct. 2009 were accepted.

3.0) Treasurer's report for Oct. 2009 accepted subject to audit. Fall Seminar appears to of made 32,660.+

4.2) Website, should be up and running next week still some glitches. Melinda will send email when it's live.

4.4) Removal of P.S. H.B . 232. Melinda is drafting a letter stating our position.

4.5) Statute of Limitation. Looking to set at four years. The big question is from what point of time.

4.6) 2010 Budget. Motion made and passed.

5.1) New Members, 11 student, reinstatement, Motion to accept passed.

5.2) Ballots are in the mail for 2010 officers. Teller committee of Dean Fredericks, Rion Myers, Melinda Gilpin, and Barb Jones appointed.

5.3) University of Akron Student Competition Financial Support: Mike Besch asked for donations to send and support the students at the 2010 ACSM competition in Phoenix, AZ, April 24-28, 2010. The technical theme will be, " Forensic Surveying related to Accident Scenes. Motion made and passed to

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## Delegate Report

*(Continued from Page 10)*

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donate \$2,500 which will come from Item 704 Inter Assoc. Support. Chapters/ individuals are asked to consider giving support.

5.4) Ohio Public Records: Tim Riley reported that he has been denied access to obtain public records in a digital format that a county has. It is his belief that if a county has records in a digital format they must be made available. He has asked the Executive committee to consider asking the membership to assemble a list of what documents are available in what county and where to obtain them.

6.2) ODOT: Jim Kenyon reported that discussion took place at ODOT regarding, preservation of monuments, Construction Specification and GPS standards. ODOT is looking to implement an internal education program for their employees on preservation of monuments.

7.11) Political Action: Balance remains at \$2,884.85. There was no income or expense.

7.121) Standards: Refer to ODOT report

7.2) Newsletter available on line. Hard copies are in the mail. Next issue to be by years end. Melinda is looking at having an option next year to receive your copy digital. Hard copies will still remain available. This will both save money and hassles at the printers.

7.3) NSPS Governor: Mike Besch reported that ACSM has a new web site. ACSM.net

7.31) Tri Star: Looking for annual donations for 2010. Large chapters are asked to consider \$75 and small chapters \$25. Due April 2010. Please notify Melinda Gilpin if chapter will be setting up the program with any schools.

7.32) CST: Will be offered at the annual conference. Friday Feb. 12<sup>th</sup>. Application to take exam must be received one month prior. Jan 12<sup>th</sup>.

*(Continued on Page 12)*

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22" x 2" x 2"	\$0.36 ea

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9"	\$0.13 ea
12"	\$0.15 ea

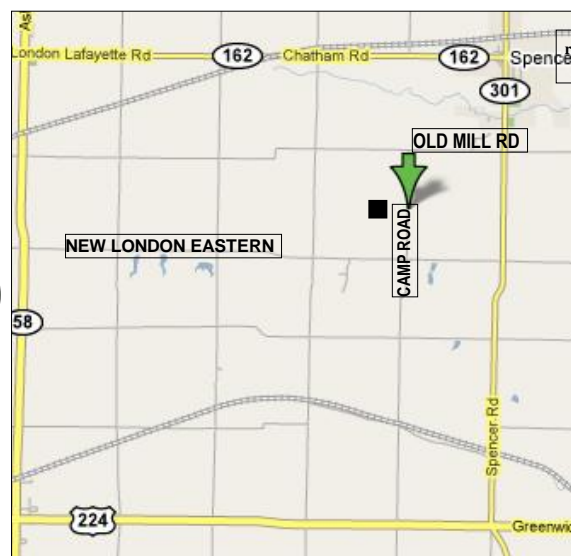
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## Delegate Report

[Cleveland Surveying News - December 2009](#)

[\(Continued from Page 11\)](#)

7.412) 2009 Fall Seminar: 237 attendees, 40+ non members attended.

7.44) Education: The survey program at OSU is dying. No new students will be accepted into the program. A BS will still be available to individuals in the civil engineering department who wish to get a minor in surveying (geomatics)

7.45) A motion was made and passed to change our fiscal year to ( July 1 to June 30). A proposed six month budget will be presented in January for the first half of 2010, and

A yearly budget for July 1, 2010 to June 30, 2011. This will affect Chapter treasurers reports. Budgets will be ratified at the annual meeting 5 months prior to taking effect.

7.46) Past Presidents Council: PLSO Logo, A policy will be developed for use of the logo. Discussion regarding seminars. It was suggested that the annual conference shall have 15 CPD available to the membership.

7.49) Scholarship Fund Board: Frank Synder reported that the state executive board wishes to move the scholarship funds into a 501C3 account. Melinda has checked out different accounts and suggested that we go with The Columbus Foundation. We will set up an Advisory Board and will have the option to pick our Investment Advisor. We will also be able to use the same consultant we currently have (Morgan Stanley Smith Barney) . Mike Besch asked that we look at the NSPS Foundation. A motion was passed to establish this new fund using either The Columbus Foundation or the NSPS Foundation.

7.50) Management Review: Dean Frederick set up Fri December 18<sup>th</sup> to conduct this review.

8.0) Chapter Delegate Reports were submitted .

10.0) Executive Directors Report: Melinda reported that they had a computer crash. She received a quote to buy a stand alone server and have all information download to this new server for \$1,299. The cost of the server will be taken from Item 811 Office furniture and Equipment, and the service call be taken from Item 803.

11.0) President's Report: Dean Fredericks stated that his report was covered in the items previously discussed.

Motion to adjourn 10:15 PM

Respectfully submitted,

George A. Hofmann

## 2009 Cleveland Chapter Calendar

December 11  
December 14

State Executive Committee Meeting (if needed)  
**Executive Committee Meeting** (if needed)

January 8  
January 11  
January 12  
January 28

State Executive Committee Meeting  
**Executive Committee Meeting**  
Cleveland Surveying News Deadline  
**Annual Meeting**

February 11-13

[PLSO Conference, Cincinnati](#)

### Executive Committee Meetings

are held at:

**Parma City Hall**

at 6pm and are open to all Chapter members who want to attend.



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**CPD Seminar Review**

November 5, 2009

**National FLOOD INSURANCE PROGRAM for Surveyors**

presented by Alicia Silverio, ODNR Certified Flood Plain Manager



**Peter D. Zwick**  
Past President

According to Alicia, as far as professional surveyors are concerned, “It’s ELEVATION, ELEVATION, ELEVATION,” when it comes to flood plain management. So it was no surprise that her presentation focused on all the details of F.E.M.A.’s National Flood Insurance Program aptly named *Elevation Certificate*. In fact, she handed-out paper copies of the latest edition of this standardized form, which may also be obtained at <http://www.fema.gov/business/nfipelvinst.shtm>. The new form has been revised slightly, and became effective on March 16, 2009.



Alicia Silverio, ODNR Certified  
Flood Plain Manager

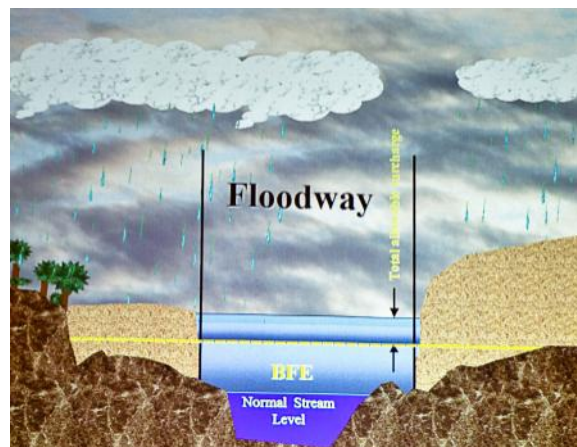
Most of the twenty-eight PLSO members present were familiar with the general concept that the Elevation Certificate is used by NFIP to compare the elevations of a house (or structure) including its basement to established flood elevations, and thus to assess its risk of flooding. Alicia confirmed that in Ohio, **only** Professional Surveyors are qualified to prepare and certify Elevation Certificates.

There are two challenges to correctly preparing an Elevation Certificate. First, be sure that your elevations are related to the same datum as that of the government-determined flood elevation. Older flood maps usually listed benchmarks on the drawing, although newer maps often do not. Many old maps were based upon the NGVD 1929 datum, while new maps are typically related to the NAVD 88 datum. Speaking of maps, the current Flood Insurance Rate Maps, whether old or new, are available from the FEMA Map Service Center at: <http://msc.fema.gov/webapp/wcs/stores/servlet/FemaWelcomeView?storeId=10001&catalogId=10001&langId=-1&userType=G>.

The second challenge is to ascertain the Base Flood Elevation (BFE) at the location in question. The BFE may simply appear on the Flood Insurance Rate Map, or may be determined by the surveyor from analysis of the flood surface profile (which appears in the associated

FEMA Flood Insurance Study), or occasionally be established by another agency such as the U.S. Army Corps of Engineers.

Hydrologic Engineers remind us that the BFE is merely a statistical representation of the predicted “100-year flood.” The “100-year flood” is more accurately termed the “1% annual chance flood.” Simply put, 1% = 1÷100 years. The land area inundated by this flood is designated as the Special Flood Hazard Area on flood maps. Alicia cautioned that this regulatory zone may not exactly correspond to natural flood plains, historically flooded areas, nor especially to the typical homeowner’s version of what areas should trigger the need for expensive flood insurance premiums.



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## CPD Seminar Review

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It's good for the owner's structure to be elevated above, or better yet, to be located entirely outside of the Special Flood Hazard Area flood zone. Preparation of the Elevation Certificate is the first step, of course. Applying for a Letter of Map Amendment (LOMA) to permanently remove the need for any flood insurance, is a further step. Time constraints did not permit Alicia to elaborate.

Those of us who believe in the value-pricing method, would consider that the value of these professional services should be related to the possible savings in reduced flood insurance premiums. It is reasonable to ask the client how much more expensive his flood insurance will be—he definitely knows this before he contacts a surveyor. Homeowners have told me that their insurance agents have estimated from *one to three thousand dollars extra* per year! Therefore the value of the potential savings over the life of the structure is great. Clients will understand that the cost of the necessary surveying services will be offset by the annual savings.



Tim Feller  
makes his  
announcements

## G. I. S. Updates

A year ago I started reviewing northeast Ohio G.I.S.'s, so it's time to start giving them another look. Let's see what's changed for better or for worse.

### Medina County

Medina's GIS was first to be reviewed here: [Dec 2008 CSN](#) and the GIS can be entered through: [www.highwayengineer.co.medina.oh.us/cgi-bin/query.cgi](http://www.highwayengineer.co.medina.oh.us/cgi-bin/query.cgi)

- Navigation has now has the option to zoom to a city instead of just zoom in or out and also integrated panning arrows.
- The layer control list now contains over 30 additional layers to choose from, including multiple years of cadastral line-work and orthophotography (*very useful data for us surveyors*).

In particular, when two years of orthophotography are selected simultaneously the more recent year is rendered "ghosted" over the older year (there are issues with color ramp conflicts between some years).

- Each layer and key page elements have specialized help available at the click of the "?".
- The "Query" options have been restructured into a drop-down list vs. toggle buttons.
- "Mapview" can now switch between the default Tax-Map and MCDPS Zoning. The Planning view and zoning layers are maintained by County Planning.
- The Scanned Image Search page now contains a link which can alert maintenance personnel if a user finds that a downloaded full size scan is unreadable.
- The datasheets for Medina's geodetic monuments are now available when you click on the blue triangles on their geodetic monumentation map found here: [www.sanitaryengineer.co.medina.oh.us/maps/web\\_page/gps\\_map.html](http://www.sanitaryengineer.co.medina.oh.us/maps/web_page/gps_map.html) The datasheets are very nice with a sketch and good color photos.
- And the slickest update is added parcel line-work overlays to the Buzzards-Eye obliques along with an enhanced interface which allows for panning and a more intuitive perspective rotation. (remember you must select a parcel by "point & click" to get the option for "buzzards-eye" oblique imagery) *This is a great feature for planning purposes! You can also click on the oblique image to view the full resolution*



Robert Hoy  
CSN Editor

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## G. I. S. Updates [\(Continued from Page 15\)](#)

image, yet without property line overlays. One improvement needed to this area is a way to get back out of the oblique image view without having to do many browser “back” buttons.

### Cuyahoga County

The newest of the 6 reviewed county GIS's was also reviewed here: [Dec 2008 CSN](#) and the GIS can be entered through: <http://gis.cuyahogacounty.us> I am happy to see they have put their disclaimer right in the visitor's face.

- Overall site speed has been dramatically increased. It used to be very slow, but it now operates in a similar speed to other online mapping venues.
- Some tax map dimensions are now visible when you zoom in far enough and turn the “parcels” layer on.
- 2008 oblique aerial imagery has not made it into the site yet, and it was expected to be delivered to the county 1st quarter of 2009.
- Graphical parcel selection was added a few months ago. Click the lightning bolt by the “Locate Parcel” area on the right side of the GIS (shown at right) to be able to select your parcel. *You must then click the magnifying glass to “zoom to parcel” in order for the parcel details to show up under the “Details” tab.*

Overall a rather modest list of updates and improvements for a GIS that had a ways to go to catch up to the older more established GIS's. And I remember in a presentation to our chapter, it was said that because Cuyahoga County waited to develop their GIS that they would provide a better GIS because they had learned from mistakes made by other counties.



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[\(Continued on Page 18\)](#)

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## G. I. S. Updates

(Continued from Page 16)

### Summit County

Summit GIS was reviewed here: [Jan 2009 CSN](#) and the GIS can be entered through: <http://scids.summitoh.net/gis/> and the interface *only* work with Internet Explorer browser (not FireFox).

- 10 foot contours layer has been added.
- 2009 FEMA floodplains have been added.

I will be giving updates on the other 3 GIS's next month in the January 2010 issue.

## Cleveland Chapter Annual Meeting

January 28th

Tony K's (same as last year)

841 W. Bagley Road

Berea, Ohio 44017

See [Page 4](#) for details

## Your Ad Here

Our 2010 Advertising year begins with the March issue.

### 2010 Full Year Advertising Rates:

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Help Wanted or Position Wanted up to one-half page is \$30.00 per issue.

Contact CSN Editor:

Robert Hoy

[k666@cox.net](mailto:k666@cox.net)

216-389-7677



## Executive Committee Meeting Minutes

[Cleveland Surveying News - December 2009](#)

October 19, 2009 Parma City Hall.

In attendance: All officers, Jack Hoy, John Hoy, and John Dailey.  
Meeting called to order at 6:05 pm.

Secretary's minutes: Executive Committee meeting minutes from September accepted as revised.

Chapter Delegate: George Hofmann highlighted the October Executive Meeting from Columbus. (See report)

Treasury: John Bischof submitted a written report for September 2009.

### Communication:

Bob Hoy gave an update on the number of advertisers for the 2010 newsletter. Issue number 2 of the Cleveland Land Surveyor is ready to send out.

### Education:

Robert Papotto was looking for input on the revisions needed to the bylaws for a scholarship application approval committee.

Voting on the acceptance of the scholarship application form is needed at the next meeting to be ready for January.

Robert intends to send an email to high school guidance counselors detailing the PLSO scholarship and Trig-Star competition. Local colleges were sent information about the scholarship.

Membership: Sean Snezek reported new membership is down due to the economy.

### Program:

Eric Short reminded everyone of the November 5 seminar.

Topics, cost and location for the December CPD class offered by John Daily were discussed. (Free for members, \$165 for non members. Price to include membership for next year.)

### Old Business:

John Hoy updated the status of the 2011 Conference. Changes in the conference format to make it more economic for attendees have been approved.

The nominating committee reported candidates for Education Trustee and President Elect are still needed.

### New Business:

- Budget items to remove, Summer Social Event and CST School.
  - Cost for 2010 CPD seminars- \$15 each or \$30 for all 3.
- The January annual meeting will be held on January 28 not January 21. The location will be determined within 2 weeks.

Meeting adjourned at 7:40 pm.



**Michael Ackerman**  
Secretary

Respectfully Submitted,

Michael A. Ackerman

## CHAPTER IV MAINTAINING YOUR MARKET SHARE:

### A. By Service/Fees/Recognition.

Now that you have started your **BUSINESS**, stayed in **BUSINESS** and have been marketing your **BUSINESS**, how do you retain your fair share of the market. If you are doing the jobs correctly and on time for the agreed to fee, you have half the job done. You have built a reputation of delivering on time and on budget. If you are marketing correctly and consistently, you are playing up these strong points and again gaining the recognition you deserve.

There are a lot of times where the lowest fee is not the most important factor. Reliability and dependability play a very big role. Almost as big as these is honor. You must be able to keep your commitments and to maintain your integrity, no matter what the client wants. Clients come and go but your reputation is with you forever.

## CHAPTER V PLANNING FOR THE FUTURE:

### A. SOLE PROPRIETOR, PARTNERS OR CORPORATION?

A **sole proprietorship** is where most companies begin. They are usually smaller, family owned firms that can be very profitable if the proprietor pays close attention to the costs of maintaining that business and the changing marketplace. They are ideally suited for a specific niche in the market place but usually do not have the wherewithal to vie for really large projects.

**Partnerships** are one of the least understood and most dangerous of business relationships. A partnership is just like a wedding except without the minister and the reception. Be as careful choosing a partner as choosing a spouse. Choosing badly in either case can cause the same social, psychological and economic disaster. You have to be able to get along with a partner at least as well as you would get along with a spouse, with the same legal entanglements.

Choosing a partner is a major undertaking of additional liability and financial responsibility. Partners have the right to spend money, take time off, make contracts and incur liability. Different work ethics and management philosophies can spell disaster.

If you find someone that you think could fit in, hire them, then start nurturing them by giving them added duties and responsibility, added compensation and added visibility. Start taking them along on marketing expeditions, to trade shows and to political functions. Let them know that they are an important part of your long range plans. If after a trial period, you feel that you can work in a partnership atmosphere, go for it.

Many sole proprietorships and partnerships evolve into **corporations**. By forming a corporation, you