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Mattole Valley Monument Preservation Fund Survey

Article by Michael J. O'Hern, PLS, page 24

The Surveyor and the Speed of Light

Article by Michael A. Duffy, PLS,
page 16



Another Recruitment Success Story

So there I was . . . at home, devouring the latest Issue of California Surveyor magazine when I came across the article titled "Recruitment Success Story" by Robert M. McMillan, PLS. Rob ended the story with an excellent question, "What can you do to create your own recruiting success story?" I immediately thought of my own experiences and decided they were worth sharing.

As the owner-operator of a small part-time business I purposed early on to find ways of keeping my cost down. Although the type of work that I performed could be done by one man with the right equipment, I could not justify the cost of a robotic total station. Since I only needed someone to hold the rod I decided to try a temp service. The position required no surveying skills except the ability to keep the rod bubble in the center of the circle. My surveys were not demanding or time sensitive (a benefit of the type of jobs I accepted) so I had plenty of time to converse with my helpers.

I took advantage of the opportunity to educate them on the profession of land surveying and the joys that I have derived from it over the years. I told them stories about interesting projects, places, and people that I had experienced. Four wheel drive off-roading, snowmobiles, ATCs, helicopters, boats, mountain tops, scenic vistas, wildlife (up close & personal,) starry nights (celestial observations,) miles from nowhere with only the sound of a bird's wings flapping in the isolated stillness of rural America.

Because my need was so sporadic it was not often that I was able to request the same employee each time. Consequently, I didn't often see or run into the person again. However, there was one very bright young man who was not quite sure what he wanted to do in life. He took an interest in my stories and the technology that we get to utilize as sur-

veyors. I had the joy of working with him several times, encouraging him to explore the field. Then my work dried up for a period.

The next time I needed a helper I gave him a call. He apologized for not being able to assist me due to the fact that he had obtained full-time employment with a larger surveying firm. Obviously, I was thrilled to hear this and once more encouraged him in his pursuit of the rewarding, challenging, wonderfully satisfying career of land surveying. I'd call that a recruiting success story. . .

Then I started thinking. There are probably many other surveyors out there who could have a similar experience. If you are a one-man operation, who finds himself in need of help from time to time, consider using a temp service and avail yourself to the opportunity it provides to share your love of surveying with someone who's not quite sure about their future. You just may be the one who ends up helping them find their way in the world, "choosing their path, making their mark."



Frank Romano, Jr., PLS, is Relinquishment Coordinator, Right-of-Way Engineering, District 12, California Department of Transportation and an Adjunct Professor, Survey Program, Santiago Canyon College, Orange, CA