Overview – Elaine Ball Ltd developed and launched a series of posters called “Get Kids into Survey”. The posters and campaign were created to encourage younger children to be interested in the surveying profession. When the company created its poster featuring NYC, NYSAPLS decided to sponsor the poster. As part of the sponsorship, the NYSAPLS logo appeared in the poster, and NYSAPLS received multiple copies of the poster to distribute. The PR Committee and NYSAPLS Board of Directors decided to leverage the use of the posters and expand the awareness and promote the campaign further. Working with the PR Firm, Gramercy Communication, the NYSAPLS PR committee created a letter, sample press release, and list of NY senators and assembly members to contact to encourage their participation in promoting the “Get Kids into Survey” NY posters.

Campaign Goals –

1) Encourage assembly members and senators to actively promote land surveying in their region of NY.
2) Motivate schools and community organizations to share information and peak interest in students about land surveying as a profession.
3) Bring awareness to the profession of Land Surveying

Plan – NYSAPLS would send a letter, sample press release, and small illustration of the “Get Kids into Survey” poster to NY Senators and Assembly members. The packet would make it easy for officials to participate and limit the amount of additional work they needed to do to support the campaign. NYSAPLS headquarters was available to provide additional information about Land Surveying, as well as mail out the requested number of posters for distribution in their local area.

Result – NYSAPLS received 14 responses to the “Get Kids into Surveying” campaign (11 Assembly members and 3 Senate officers). Each office requested the “Get Kids into Survey” posters to be distributed throughout their region. Some offices issued a press release showing their support for the program. Senator James Sanders Jr. office requested a meeting with our NYSAPLS President (at the time), Greg de Bruin, PLS, PE. Lem Morrison, PLS, the NYSAPLS PR Committee Chairman, joined Greg for the meeting with Senator Sanders and they toured the district, discussing types of surveying programs and projects that they could get involved in within the community.

Overall, we didn’t expect to have such a large response to the poster at an off time of year. The posters alone, are a wonderful resource for any community to get children involved. Our decision to bring awareness to the Land Surveying profession, combined with the unique, child friendly posters encouraged senators and assemblyman to get behind our efforts. As result, NYSAPLS had to request more posters to be printed for distribution.

NYSAPLS Public Relations Committee: Lem Morrison, LS, Chairman; Kenneth M. Slaugenhoupt, LS; Stephen Miller, LS; Wesley Chase, LS

Attachments:
A) Letter sent to senators and assembly members offices
B) Sample press release included with letter
C) Picture of “Get Kids into Survey Poster”, sponsored by NYSAPLS
D) Spreadsheet of responses received
E) Snapshots of postings by local officials regarding the campaign
July 8, 2019

The Hon. Andrew Cuomo
NYS Capitol Building
Albany, NY 12224

Hon. Andrew Cuomo,

On behalf of the 1,434 land surveyors across New York State, we are writing to ask for your participation in promoting “Get Kids into Survey,” a campaign led by the National Society of Professional Surveyors (NSPS) Foundation. The intention of this campaign is to educate children on the important and exciting work surveyors do while encouraging them to go out into the world and explore.

Land surveying is one of our country’s oldest professions, however the need for new surveyors to enter the profession is greater than ever. “Get Kids into Survey” was designed to motivate organizations and schools to share information to increase excitement surrounding the profession in youth. For some, like those who enjoy math or the outdoors, it is the perfect STEM career path.

To that end, the New York State Association of Professional Land Surveyors is now asking for your help.

Enclosed, you will find a sample press release that you are welcome to utilize to promote your participation in the program. Additionally, we would be delighted to provide you with posters promoting the campaign.

This is an excellent opportunity to display your support for one of our country’s oldest professions while encouraging children to get active!

Thank you again for advocating on behalf of our communities, and we hope you will continue to do so by sharing the importance of land surveying.

Sincerely,

Gregory J. de Bruin, PLS, PE
President of the New York State Association of Professional Land Surveyors
[LEGISLATOR] Urges Kids to Get into Surveying

The “Get Kids into Survey” posters featuring the New York State Association of Professional Land Surveyors are available to the public, highlighting the importance of land surveying.

XXX, NY – [LEGISLATOR] today announced their participation in promoting the Get Kids into Survey initiative led by the New York State Association of Professional Land Surveyors (NYSAPLS). Land surveying is one of our country’s oldest professions, however the need for new surveyors to enter the profession is greater than ever.

The intention of this campaign is to educate children on the important and exciting work surveyors do, while encouraging them to go out into the world and explore. “Get Kids into Survey” is driven towards motivating organizations and schools to order and display engaging and educational posters to increase excitement surrounding the profession in youth.

“Surveying serves as an excellent piece of surviving history that still provides an important service to our communities,” said [LEGISLATOR]. “Our state’s children have been given a unique opportunity to learn and get involved in surveying and I am thrilled to be a part of that. On top of that, it’s a great career path for those who love math or the outdoors!”

“The support our profession is receiving from our state’s legislators could be transformational for surveying as a whole. Encouraging our youth to learn about one of our country’s oldest professions is pertinent to its survival. On behalf of the surveyors throughout New York and the New York State Association of Professional Land Surveyors, thank you to [LEGISLATOR] for their support and for recognizing the importance of surveying,” said Greg de Bruin, President of NYSAPLS.

The New York State Association of Professional Land Surveyors (NYSAPLS), an organization dedicated to the preservation and promotion of the land surveying profession in New York, has been given the opportunity to sponsor a “Get Kids into Survey” poster to spread awareness of the profession and show kids how fun it can be.
In public support of this campaign, [LEGISLATOR] has signed the poster, in hopes that children throughout New York State gain a deeper understanding of what land surveying is and the value it adds to our community.

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**About NYSAPLS**

Founded in 1963 as a membership corporation, the New York State Association of Professional Land Surveyors (NYSAPLS) represents over 1200 members throughout the State of New York and is recognized as the unified voice of the New York surveying profession. NYSAPLS is comprised of 18 regional affiliated organizations and is an affiliate of the National Society of Professional Surveyors.

Headquartered in Albany, the primary focus of NYSAPLS is to foster the establishment and maintenance of uniform high professional standards of work and ethics in the practice of the profession of land surveying; to promote and enhance the profession through its government affairs program, to educate the public about the role and responsibilities of the professional surveyor; and to provide quality professional development opportunities to the land surveying community, ultimately ensuring the health, safety, and welfare of the public.

Additionally, NYSAPLS provides resources to assist consumers, including an online listing of member licensed land surveyors which may be sorted by county or alphabetically. Other valuable public information may be found on this site, www.nysapls.org, including a brochure outlining the services that may be offered by a professional land surveyor.
SAMPLE POSTER – Contact the NYSAPLS office at (518) 432-4046 for your complimentary posters (actual poster size 24” x 36”)

GET KIDS INTO SURVEY®
with Geo Ginger & Professor Topo

DO YOU KNOW THAT SURVEYS UPLIFT A GOOD “TOO” CALLED ISHADN PENETRATING MADING WAY TO SEE “AGE” ASKED EMERGENT ARM CRADL SEVERAL TIMES OF THE DAY. GET YOUR COMPLIMENTARY POSTERS TODAY!

CAN YOU PASS THE SURVEYORS PULL AGAIN WITH YOUR POSTER?

DEPENDING ON HOW MANY TIMES YEAH SEE, THEY CAN’T HELP BUT TO SAY “LAPIN RAVE’ fluid!!

FIND IT...
1. Did you know that without a survey, stakeholders would not know what is going on?
2. Are there 2 different types of surveying going on with this event? Do you think they are used for a cause you don’t know?
3. Something has happened to Larry Surveyor’s surveying (Pave SAM’s and end result date) Is this because he doesn’t want anyone using his equipment?
4. Surveyors use laser scanners to make 3D models of buildings, does this happen to a known person to survey a local object?
5. Surveyors use laser scanners to make 3D models of buildings, does this happen to a known person to survey a local object?
6. What happens when surveyors use laser scanners to make 3D models of buildings, does this happen to a known person to survey a local object?
7. Did you know there were 4 of the 5 people you know of the surveying ones? Try to find them in this chart! Set you try to find the yellow one in the chart?

Find the answers at www.getkidsintosurvey.com

Our awesome sponsors, helping you to build! GetKidsIntoSurvey Globally!

LIDAR USA MONSEN METERING NSPS PROVEN PRODUCTS RIEGL SAM SEILER TopoDOT

 Highland Surveyors have a clear mission – to educate and elevate the next generation of surveyors through fun and educational contests, materials, and media. Thank you to our Event Sponsors, Brand Ambassadors and our wider community who you are, for supporting our vision all over the world.

To find out more, visit www.getkidsintosurvey.com
### Get Kids Into Survey Poster Campaign 2019

<table>
<thead>
<tr>
<th>Legislator Name</th>
<th>House</th>
<th>District</th>
<th>Contact person</th>
<th>Contact Email</th>
<th>Contact Phone</th>
<th>Notes</th>
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<td>Blake, Michael</td>
<td>Assembly</td>
<td>79</td>
<td>yenely79@<a href="mailto:districtbx@gmail.com">districtbx@gmail.com</a></td>
<td>Requested more info on program and list of other legislators promoting campaign</td>
<td></td>
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<tr>
<td>Blankenbush, Ken</td>
<td>Assembly</td>
<td>117</td>
<td>Suzanne</td>
<td><a href="mailto:edzengas@nyassembly.gov">edzengas@nyassembly.gov</a></td>
<td></td>
<td>Requested 1 poster and sent out press release</td>
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<td>Brabenec, Karl</td>
<td>Assembly</td>
<td>98</td>
<td><a href="mailto:edzengas@nyassembly.gov">edzengas@nyassembly.gov</a></td>
<td>Requested PDF of poster and press release to send via social media</td>
<td></td>
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<tr>
<td>Brynes, Majorie</td>
<td>Assembly</td>
<td>133</td>
<td>Suzanne</td>
<td>Suzanne</td>
<td>(718) 457-0384</td>
<td>Posted press release online. Emailed Stephanie for correction.</td>
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<td>DenDekker, Michael</td>
<td>Assembly</td>
<td>34</td>
<td><a href="mailto:hadjicg@nyassembly.gov">hadjicg@nyassembly.gov</a></td>
<td>Requested digital copy to include in email blast</td>
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<td></td>
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<tr>
<td>Griffin, Judy</td>
<td>Assembly</td>
<td>21</td>
<td>Alexandra Farbenblum</td>
<td>Requested 12 posters</td>
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<td></td>
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<tr>
<td>Morinello, Angelo</td>
<td>Assembly</td>
<td>145</td>
<td><a href="mailto:novakm@nyassembly.gov">novakm@nyassembly.gov</a></td>
<td>Requested brochures and posters</td>
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<td></td>
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<td>Santabarbara, Angelo</td>
<td>Assembly</td>
<td>111</td>
<td>Maria Novak</td>
<td>Requested 50 posted and will post press release</td>
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<tr>
<td>Sayegh, Nader</td>
<td>Assembly</td>
<td>90</td>
<td>Roberto</td>
<td>Requested 2 posters, will write/post press release</td>
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<tr>
<td>Weprin, David</td>
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<td>24</td>
<td>Roberto</td>
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<td></td>
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<tr>
<td>Wright, Tremaine</td>
<td>Assembly</td>
<td>56</td>
<td>Roberto</td>
<td>Requested 5 posters</td>
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<tr>
<td>Antonacci, Robert</td>
<td>Senate</td>
<td>50</td>
<td>Jamie Sheehan</td>
<td>Interested in writing a column on how to become a surveyor for email blast</td>
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</tr>
<tr>
<td>Sanders, Jr., James</td>
<td>Senate</td>
<td>10</td>
<td>Jamie Sheehan</td>
<td>(518) 455-3535 Tour of district with President &amp; PR Chair</td>
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<tr>
<td>Thomas, Kevin</td>
<td>Senate</td>
<td>6</td>
<td><a href="mailto:zia@nysenate.gov">zia@nysenate.gov</a></td>
<td>Requested 25 posters &amp; digital copy for their website</td>
<td></td>
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</table>
News Clippings from “Get Kids Into Survey” Campaign

Blankenbush Promotes New York State Professional Land Surveyors Campaign to Encourage Kids to Explore Surveying

July 25, 2019

Assemblyman Ken Blankenbush (R,C,I-Black River) today announced his support for the “Get Kids into Survey” initiative led by the New York State Association of Professional Land Surveys (NYSAPLS). Land surveying is one of our country’s oldest professions and remains a wonderful career opportunity. The NYSAPLS reports that the need for new surveyors to enter the profession is greater than ever.

The campaign educates children on the important and exciting work surveyors do, while encouraging them to go out into the world and explore. “Get Kids into Survey” is motivating organizations and schools to order and display engaging, educational posters to increase excitement surrounding the profession in youth.

“We’re raising awareness. This is a storied profession, and it represents a tremendous opportunity for young people who are striving for a rewarding career. It’s critically important to monitor where there’s opportunity. The NYSAPLS is wise to engage people at a young age and plant the seed,” said Blankenbush.

“The support our profession is receiving from our state’s legislators could be transformational for surveying as a whole. Encouraging our youth to learn about one of our country’s oldest professions is pertinent to its survival. On behalf of the surveyors throughout New York and the New York State Association of Professional Land Surveyors, thank you to Assemblyman Blankenbush for his support and for recognizing the importance of surveying,” said Greg de Bruin, President of NYSAPLS.

Blankenbush is encouraging community organizations, faith-based groups, schools and small businesses to call the NYSAPLS office at 518-432-4046 to order a complementary promotional poster to prominently display in their space.

Byrnes Joins Statewide Campaign to Get Kids into Surveying

Assemblywoman Marjorie Byrnes (R,C-Caledonia) has announced her support for the “Get Kids into Survey” initiative founded by Elaine Ball Technical Marketing Ltd. and supported by the New York State Association of Professional Land Surveyors...

August 7, 2019
Byrnes joins statewide campaign to get kids into surveying

Assemblywoman Marjorie Byrnes (R-Caledonia) gives her full and strong support for the “Get Kids into Survey” initiative founded by the New York State Association of Professional Land Surveyors (NYSAPLS). As one of the nation’s oldest professions, surveying has led to enriching careers for countless individuals over generations and is crucial to real estate development and community growth.

This campaign focuses on educating children what the importance of land surveying is, while making them aware of the exciting opportunities it has to offer. “Get Kids into Survey” aims to promote its importance through educational materials offered to schools and partnerships to encourage kids to go out into the world and explore.

“Land surveying is a crucial part of our community that tends to be overlooked,” said Byrnes. “Through this program, children across the state can learn about the enriching career they can have right in their communities that directly benefits them too. For kids who enjoy the outdoors, or are skilled at math, this is the perfect career.”

Land surveyors provide comprehensive data on the landscape and terrain of proposed projects, businesses and community developments using sophisticated tools and technology. It is a field that provides opportunities that are hard to find elsewhere and can lead to enriching careers, which is why Byrnes supports “Get Kids into Survey” initiative.

Assemblywoman Byrnes backs ‘Get Kids into Survey’ campaign

By: Kevin Oklobzija  📰 August 7, 2019

The international campaign, Gets Kids into Survey, has another backer in the form of Assemblywoman Marjorie Byrnes. Launched in 2017, the campaign’s goal is to educate children on the importance of land surveying as well as making them aware of career opportunities in the field. The initiative promotes surveying by offering educational materials to schools and partnering …