

In Point of Fact —

—The Survey Summit 2011 wants you!

Deadline for submitting abstracts has been extended to January 31st, 2011. To learn how YOU can participate in this business-to-business forum, go to <http://www.surveysummit.com>. Registration is already open and the program of the 2011 forum is being filled with presentations on emerging technologies [http://www.surveysummit.com/get_involved/presentations.html].

— NSPS and ALTA Boards approve 2011 ALTA/ACSM Land Title Survey Standards

The Board of Directors of the National Society of Professional Surveyors approved the new 2011 Minimum Standard Detail Requirements for ALTA/ACSM Land Title Surveys during its meeting in Orlando on November 15th. The new requirements were previously approved by the Board of Governors of the American Land Title Association at its October 13th meeting in San Diego. The 2011 Minimum Standards represent the latest and 8th version of the Standards which were last revised in 2005. It is also the first major rewrite of the Standards since their initial adoption in 1962. The new Standards will become effective on February 23, 2011, at which time all previous versions will be superseded. The ALTA/ACSM Standards are nationally recognized by title companies, surveyors, lenders and attorneys as the survey standard to rely upon in conveyances of real property when extended title insurance coverage is required by one or more of the parties. The final, approved version of the 2011 Standards may be downloaded from the ACSM Web site at www.acsm.net under the "Standards" section, or from the ALTA Web site at www.alta.org/forms under the "Recently Approved for Final Publication" section.

—Social media and associations: What would my association look like if I started it today using only social tools? In their new book "Open Community" Lindy Dreyer and Maddie Grant suggest that the important questions to ask initially are:

- What would its governance structure be?
- Would there be incorporated chapters?
- How will your magazines, newsletters, and journals be published?
- What special interest groups would spring up?
- Will they be the same as those you have now?
- How will your local and national events be different?

Then, since social media tools make many changes possible and some desirable, another set of issues arises around communication with and among members using social media. Which outlet, for instance, might be effective in achieving an organization's membership goals. Are they inhouse tools such as listservs and private social networks or LinkedIn and Facebook? Spam and privacy issues may detract from the use of social media to promote association business, but these minuses are outweighed by "near-real-time connectivity" so valued by the "on-the-move" generations that many associations are trying to woo. The number of technical companies on Facebook is growing, and Google has become a convenient way of sharing documents, conducting meetings, and encouraging other forms of collaborative activity.

—NOAA's PR: Under a contract with EarthSky Communications, the National Oceanic and Atmospheric Administration will create a series of interviews and podcasts over the span of a year to promote its good works. Interviews with 12 NOAA scientists conducting research benefiting the NOAA Pacific Region will be used to create 90-second podcasts which will be distributed to traditional and new media outlets.