

# Reach for the Skies

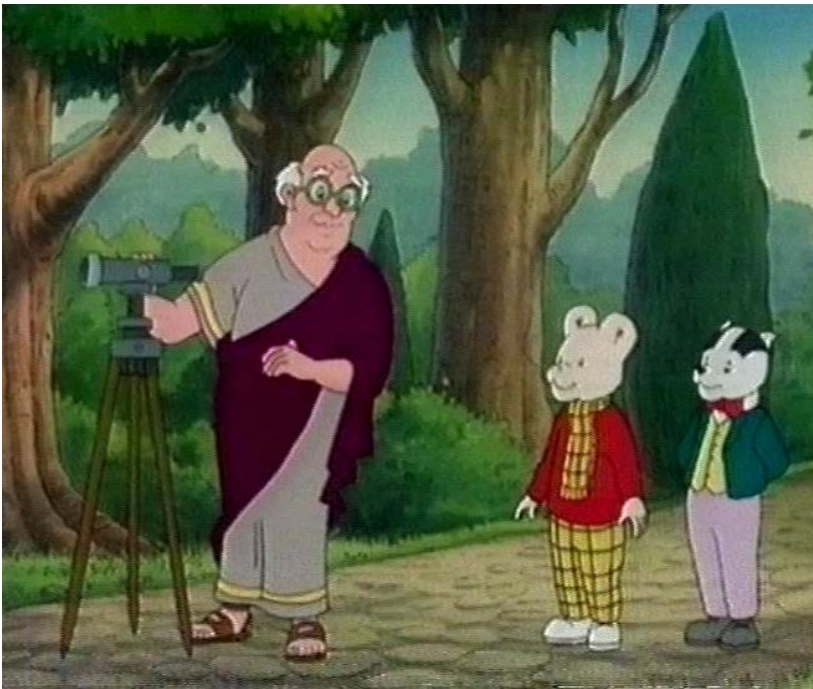
Surveyors in Prominent Places

# Prominent Surveyors

- Creating an impression is so very important when marketing
- Consider well known Surveyors, in:
  1. Film & TV
  2. Gender equal
  3. Exploring New Frontiers
  4. And Africa High Office

# 1. TV Stars –

Courtesy of John Brock (Australia FIG)....



RUPERT  
THE



THE SIMPSONS

# 1. Movie Stars –

Courtesy of John Brock (Australia FIG)....



**BRAD  
PITT**

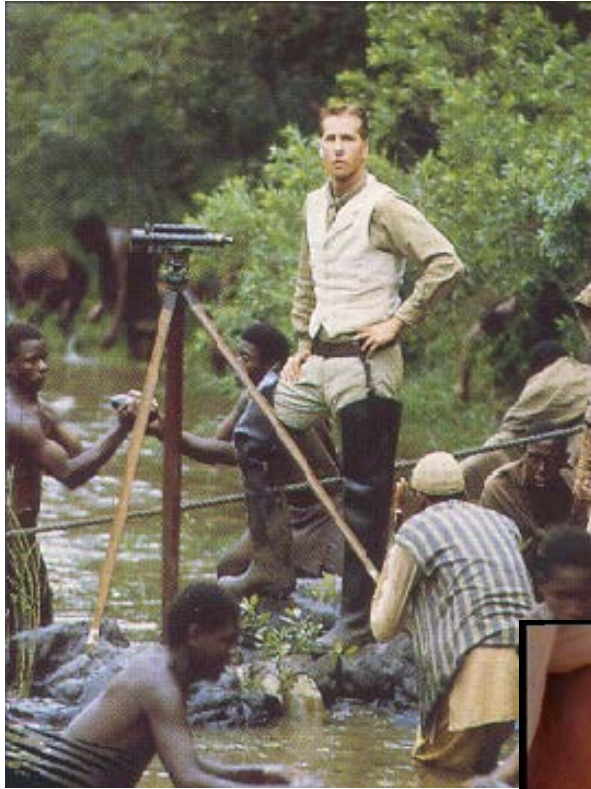
- The surveying profession is often featured in box busters....



**SEVEN  
YEARS  
IN  
TIBET**

# Lady and Gentlemen

## MOVIE STAR - SURVEYORS



VAL  
KILMER

THE GHOST  
AND THE  
DARKNESS

THE ENGLISHMAN THAT WENT UP A  
HILL BUT CAME DOWN A MOUNTAIN



HUGH  
GRANT

RAIDERS OF THE LOST ARK  
HARRISON  
FORD



MY SECRET PLACE

NAOMI NISHIDA

## 2. A Profession for Men & Women

- ... Surveying is increasingly becoming open to both men and women, and
- Demonstrably it is
  - extremely desirable,
  - extremely accessible, and
  - extremely contributive to society and individual's goals,



Courtesy of John Bock (Australia FIG)

**JENNIFER  
GARNER  
IN ALIAS**

# 3. New Frontiers

...Another block buster, but

On a serious note:

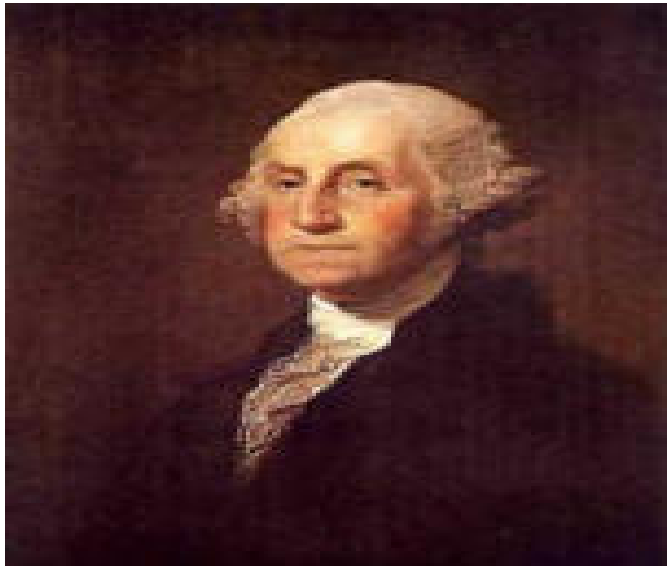
Throughout generations of human exploration across the world, Surveyors are key to breaking new frontiers



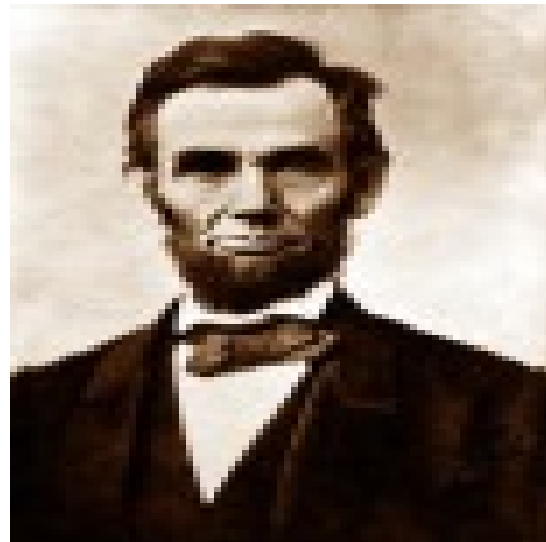
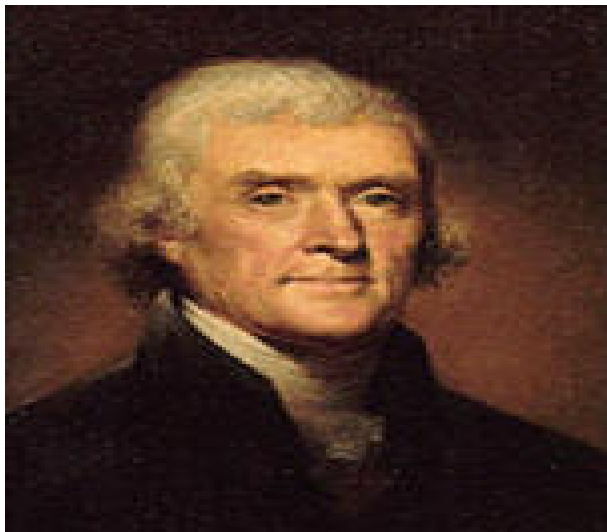
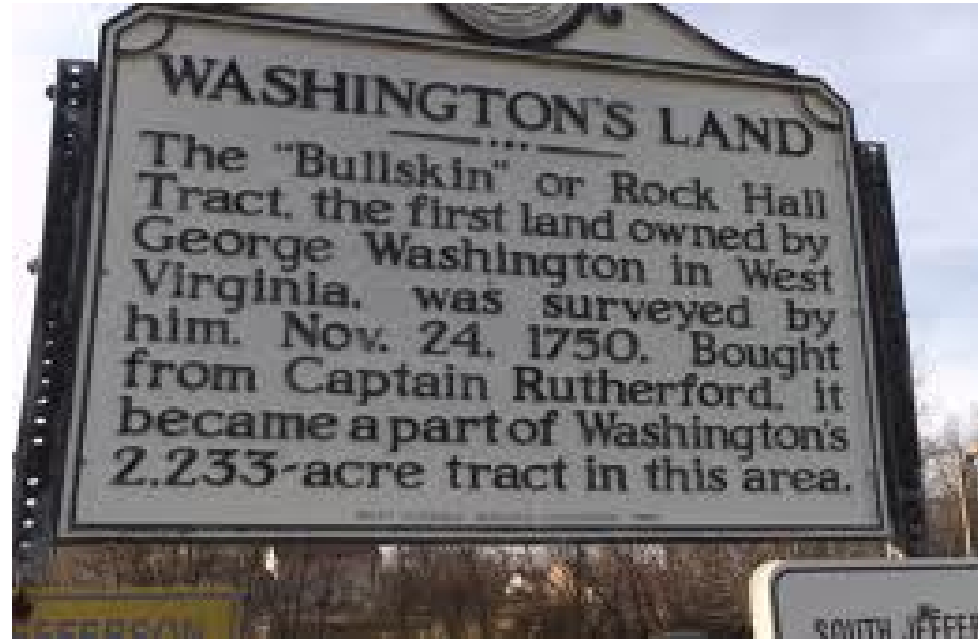
THE FIGHTING KENTUCKIAN

JOHN  
WAYNE

### 3. Surveying Leaders...



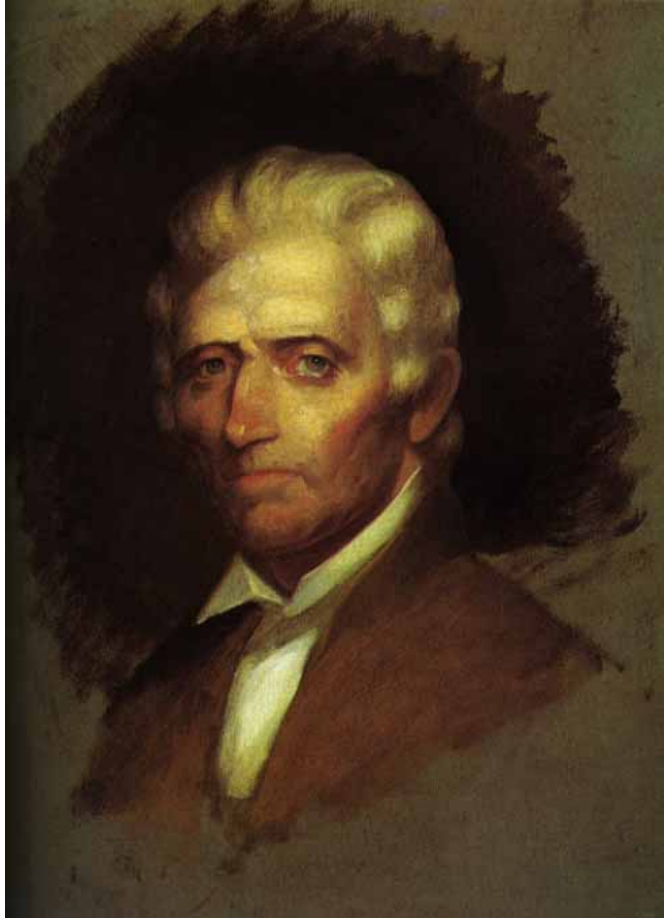
Surveyor George Washington



Surveyor Thomas Jefferson, Surveyor Abraham Lincoln, Surveyor Henry Thoreau



# 3. New Frontiers- Surveyors



- Daniel Boone (November 2, 1734 – September 26, 1820) was an American pioneer, explorer, and frontiersman whose frontier exploits made him one of the first folk heroes of the United States
- Sir George Everest - surveyor of India after whom Mt Everest was named, and
- James Cook British Naval explorer

# 4. Africa: High Office in Kenya



- Hon. Musalia Mudavadi - Valuation and Estate Management Surveyor (ISK)
  - Held the highest office by a surveyor includes Vice Presidency (2002), office of Deputy Prime Minister (term ending 2008), portfolio of Ministry of Local Government , then resigned in 2012 to engage in his Presidential Campaign (UDF)



- Hon. Esther Murugi - Valuation and Estate Management Surveyor (ISK)
  - Minister in charge of Special Programmes (during term 2012)
- Members of Parliament - circa 7 as at 2012

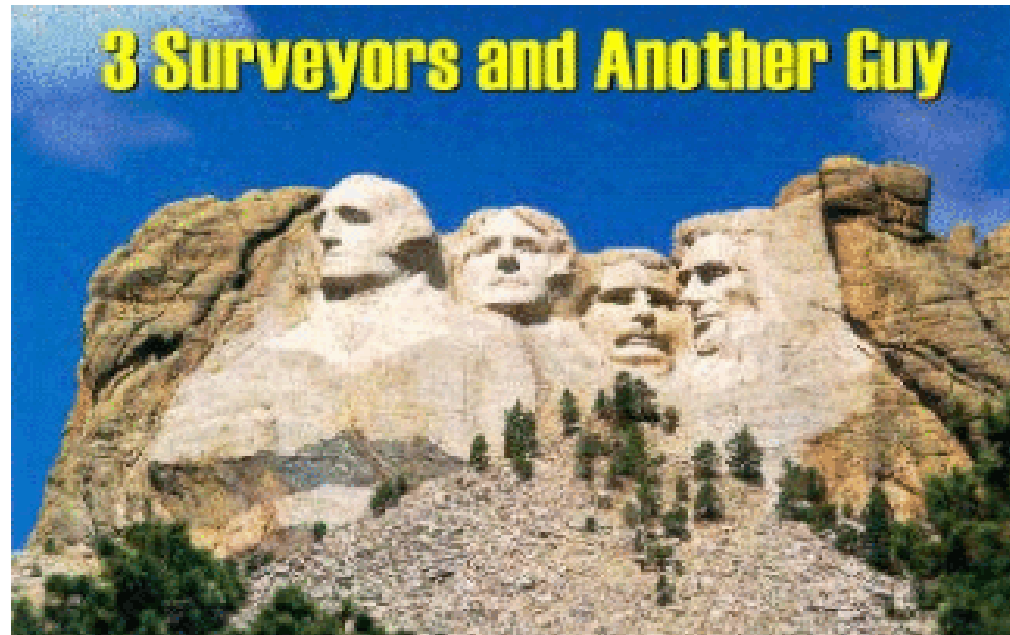
# 4. Africa: High Office in...



Member Association to add their own country

# A CAREER IN SURVEYING

FIG 2012



**“Seems a noble employment which brings you within hearing of the birds...” (Henry David Thoreau, 29 April 1856)**