**ASPRS Outstanding Technical Achievement Award**

**DEED OF AWARD**

**Article I. Description of Award**

1. This Award is known as the ASPRS Outstanding Technical Achievement Award (OTAA), during the life of Clifford W. Greve, after which it will be known as the Clifford W. Greve Memorial Outstanding Technical Achievement Award.
2. Dr. Clifford W. Greve’s professional career as a photogrammetist and image scientist has been at the forefront of new technologies through his contributions in advanced research and development in both industry and government. He has also been very active in ASPRS and has made significant contributions to the Society and is recognized by members both nationally and internationally. Dr. Clifford W. Greve is a past President of ASPRS. He is a Fellow and an Honorary member of ASPRS, and a recipient of the Fairchild Award. He chaired the industry building fund campaign, and was chairman of a symposium on Softcopy Photogrammetry and the editor of the subsequent Softcopy Photogrammetry addendum to the Manual of Photogrammetry. Cliff received his Bachelor of Science and Master of Science degrees from the University of Michigan majoring in civil engineering with a focus in surveying and photogrammetry. Dr. Greve received his doctorate from Cornell University specializing in Geodesy and Photogrammetry.

After completing his doctorate, he served as an officer in the Corps of Engineers, serving at what was then the U.S. Army Engineer Topographic Laboratories, conducting research and development on photogrammetric methods for artillery targeting and on optimization of geodetic networks. After leaving the Army, he joined Raytheon Autometric, which became Autometric, Incorporated. He eventually served as CEO of Autometric for over 19 years. During that time, he developed one of the first on-line mensuration systems for the intelligence community and received a patent for the APPS-IV analytical plotter which was used in a software system to locate target signatures for targeting the Tomahawk cruise missile. He also developed the Wetlands Analytical Mapping System for the U.S. Fish and Wildlife Service, which was the first geographic information system to include topological verification of attributes and geometry, the first direct input from a photogrammetric plotter into a GIS, and the first implementation of superimposed graphics into a stereometric model.

After leaving Autometric, he became special assistant for technology to the Chief of the National Mapping Division of the US Geological Survey (USGS). While there, he managed the development of the National Advanced Remote Sensing Applications Program, the first program to allow for simultaneous exploitation of multispectral, Landsat, aerial, and national technical means imagery. Later while at the USGS, he was the chair of the civil agency contingent in the declassification task force, which led to the declassification of the KH-4 and KH-5 national system imagery. For this work he was awarded the Director of Central Intelligence Medal.

Upon leaving the USGS, Cliff became Senior Vice President at Science Applications International Corporation, where he was the director of imagery and remote sensing systems. In this capacity he coordinated the work in GIS, imagery, and remote sensing across the company. When the National Geospatial-Intelligence Agency (NGA) began to outsource production work in 1999, he wrote a winning proposal and then managed the mapping contracts with NGA over the next seven years.

Dr. Greve retired in 2006 and continued his support to the profession and the Society and has since served on the Board of Trustees of the ASPRS Foundation, while helping local farmers with precision agriculture.

1. The Award is presented by the American Society for Photogrammetry and Remote Sensing (ASPRS) through the ASPRS Foundation.
2. The purpose of the Award is to recognize and reward the developers of specific breakthrough technology which results in major advances in the practice of photogrammetry, remote sensing, geographic information systems or related geospatial sciences in the United States. The achievement must be recent, but need not occur within the year prior to the award, as it is recognized that the significance of critical contributions may not immediately become evident.
3. The Award consists of a silver presentation plaque mounted on a walnut wood panel, plus a cash award of an amount to be determined annually by The ASPRS Foundation Board of Trustees.
4. The intent is to award the OTAA annually.

**Article II. Eligibility**

1. The Award is made either to an individual or a plurality of individuals jointly.
2. The Award is made to the individual or team of researchers responsible for the innovation and not to the companies, agencies, bureaus, or associations for whom they work.

**Article III. Application**

1. No application is required since the nominees are solicited and/or identified by the Award Selection Committee.
2. If they so choose, the Committee may solicit nominations from the general membership and/or specific organizational structures such as the Divisions or Regions of ASPRS.

**Article IV. Selection Committee**

1. The Selection Committee is composed of Chairperson and six or more members representing the three sectors of the Society (i.e., industry, academia and government). Each sector must be represented by at least one committee member at all times. Members serve for a minimum of three years and with two members rotating off the committee every three years. Committee vacancies and additional members are nominated by the committee members at any time and approved by consensus of the Committee.
2. Committee members should be able to assess the impact of the breakthrough technologies to the practitioner and clearly trace their roots to its inception. Hence the general makeup of the committee should reflect sufficient experience and longevity to understand the developing technologies that prove to be lasting and having a significant impact. Nominations for new committee members should also consider "younger" members with new and different perspectives.
3. The Chairperson of the Committee can be appointed by the President of ASPRS or elected by the Committee and approved by the President. The President will also serve as an ad hoc member of the Committee. Cliff Greve will serve as an ad hoc committee member for as long has he deems appropriate.
4. The Committee may seek nominations from any source it chooses, however, in many if not most instances, the impact of the technology will be so great as to make the recognized technology readily apparent to the Committee without the need for nominations. In the latter case, the Committee may need to query those in the profession in order to determine the person or persons who performed the research and development which led to the technology.
5. The Committee will evaluate each achievement for its practicality which is the essence of the Award. The economic and scientific impacts of the achievement to the geospatial profession are additional criteria for selection. Originality and general interest and overall presentation are additional factors to be considered. Appendix I outlines these rating criteria and the weighting guidelines for evaluating candidates and also includes a suggested score sheet for the Committee’s use, if needed.
6. It is recognized that a particular technology may have more than one contributing key development component. It is acceptable for the Committee to reward these root developments separately in separate years. The key factor is that those who have created quantum change to our profession should be recognized.
7. The Committee Chair will communicate the name(s) of the successful candidate(s) to the Executive Director of ASPRS, by whatever predetermined deadline may be in effect.
8. If in the opinion of the Committee there have been no advances to the profession during the last several years of such significance to deserve an award, no award need be given in that year.

**Article V. Presentation**

1. The recipient(s) of the Award will be promptly notified of their selection, prior to the date of the Award presentation, by the President of ASPRS.
2. The President of ASPRS should promptly notify the donor of the name of the recipient.
3. The presentation of the Award will take place during the annual conference of ASPRS.
4. The Award presentation will be made by the President of ASPRS after a general interest description of the recipient(s) and their work is given. The President of ASPRS will explain the purpose and origin of the Award with such other remarks as deemed desirable.

**Article VI. Management**

1. The title to the Award is the property of ASPRS.
2. ASPRS will be responsible for the administrative management of the Award (i.e., publicity, notification of recipients, preparation and presentation of the Award).
3. The ASPRS Foundation is responsible for managing any funds that may accrue for this Award and the total investment return derived therefrom.

**Article VII. Changes**

At such time as any part of this Deed of Award may be found inapplicable to existing condi­tions, the President and Executive Director of ASPRS may consider and establish appropriate modifications to the Deed.

1. Revision of the Deed per request by donor based on initial experience on overall process since the Award’s inception made on April 09, 2013
2. Revision of the Deed approved by the OTAA Committee and the ASPRS President on October 24, 2015.
3. Revision of the Deed approved by the OTAA Committee and the ASPRS President on October 5, 2017.

**APPENDIX I**

**Rating Criteria and Weighting Guidelines:**

30% Practicality (overall effectiveness),  
25% Economic Impact (results in measurable efficiencies),   
20% Scientific Impact (advances the science of photogrammetry, remote sensing or GIS),  
15% Originality (one of a kind),  
5% General Interest (will be used extensively),  
5% Overall Presentation (elegance of the design).



**EDITS SUMMARY:**

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**Approved by the ASPRS Board of Directors November 15, 2010**

**Article III. C on self-nominations added 8/27/13**

**APPENDIX with Rating Guide added 8/27/13**

**Revision of the Deed per request by donor based on initial experience on overall process since the Award’s inception made on April 09, 2013**

**Article IV. A and C on selection committee composition and rotation; and ad hoc members added 10/24/15**

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