

Report of the Executive Director

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I WELCOME THIS opportunity to again report to you on the status of our Society.

President Doyle gave you a complete report on the major developments that have taken place during his tenure of office. I shall therefore concentrate my remarks on the financial and administrative aspects of Society operations.

Budget and Finance. Last year I reported to you that the higher than anticipated cost of producing the MANUAL OF COLOR AERIAL PHOTOGRAPHY had placed a severe strain on our cash resources. In 1968 we had to draw down on our cash, and in addition secure a rather substantial balance by longer term notes with George Banta Company, Inc. who published the new MANUAL. We also faced a series of steep increases in the cost of printing PHOTOGRAMMETRIC ENGINEERING, which cumulatively would amount to almost 30 percent in a period of about 2½ years.

In the face of these severe financial demands, I promised that we would do our utmost to live within a strict budget, and to keep expenditures to a minimum.

I have made a complete report to the Executive Committee at the end of each quarter of the past year, comparing every item of actual income and expense with equivalent budget figures, and indicating what steps we were taking to increase income and keep expenditures down. The Executive Committee has expressed satisfaction with these measures, and with our general financial position at year end.

A completely audited financial statement will be printed in a later issue of PHOTOGRAMMETRIC ENGINEERING. In my report today, therefore, I will give you only a brief summary of our financial operations.

The total income for the year was \$242,500—considerably above what we had estimated. This was due to several factors. First, through the admirable efforts of the Annual Meeting Committee, we received a return substantially higher than expected. Also, we conducted a series of very successful seminars and symposia, and we received higher than anticipated orders for extra copies of the proceedings of these meetings.

For example, we have sold all of the 300 extra copies of the papers from the symposium held on Earth Observations from Balloons. From our joint seminar with SPSE at

Photo Expo 69 last summer, we have filled orders for over 700 extra copies of the proceedings. In addition, 1969 was the first year that we have had bound copies of papers from both the annual and fall technical meetings. These too have been quite popular.

The success experienced with these special publications helped to offset slightly lower than anticipated sales of our regular manuals. The MANUAL OF PHOTOGRAMMETRY and the MANUAL OF PHOTOGRAPHIC INTERPRETATION were very nearly on target. Sales of the COLOR MANUAL, while steady, were some \$7,500 below the expected figure. Our MANUAL Sales Committee needs strengthening and this should be one of our key objective areas for the coming year. Don Orr is currently working on an attractive brochure that will list and describe all of the Society's publications.

Income from advertising was on the plus side exceeding expectations by some \$5,000.

Total expenditures for the year amounted to \$235,000. This, too, was higher than the budget figure, but it reflected the additional costs incurred in printing and mailing extra copies of the seminar proceedings and of the seminars themselves. With more cost-experience data now available, we should be able to forecast budget figures on these seminars more precisely.

I can report to you that salaries, general operating expenses, and the cost of inventoried items (MANUALS, etc.) all were held equal to or below the budget figures approved by the Executive Committee.

Costs chargeable to producing PHOTOGRAMMETRIC ENGINEERING were up about \$5,000. However, in the light of pyramiding costs in the printing industry, this could have been much higher. I would like to convey to you my sincere admiration for the fine work that Carper Tewinkel has done in keeping *Journal* costs within bounds—without lessening the appeal of this fine publication.

In summary, in spite of increased prices all along the line, payments of notes and interest on the COLOR MANUAL, and without raising corporate or sustaining member dues, we have managed to end the year with all major bills paid and a net of income over expenditures of about \$8,000. We started 1969 with a balance of \$35,600 and our cash balance on 31 December 1969 was \$43,050. This is within

\$1,000 of the figure that we forecast at the beginning of the year.

Please do not misinterpret these figures. We do not have a surplus of \$43,000 that we can commit to new programs or even hold in reserve. Later in the year we will have to draw down on this amount to meet operating expenses until 1971 dues come in. We will continue to work toward building a true reserve that will absorb the impact of unusual expenses such as publishing new *MANUALS*.

Membership. This is the third full year of our five-year membership effort which we have called *7,000 by '70*. In each of the three years we have had an increase in individual membership. Last year there was a net increase of almost 200 corporate members. There was, however, a decline in student membership for the first time in three years. The drop from 653 to 603 student members is probably linked to the dues increase from \$3 to \$5. We are hopeful that this year will again see student membership on the rise.

At the year's end, the total individual membership in good standing was 5,500. Today it is probably very close to 6,000. If we get the 700 corporate and student members we hope to get between now and the end of the year, total members on our books at year end will be about 6,600.

While this favorably approaches our goal of 7,000, we would like to see the figure represent 100 percent of that number of members in good standing. This is the only real way to count membership. We will continue to work toward this goal.

New membership continued strong. Last year we had 817 new corporate members, making it the third consecutive year that we had over 800 new members. The record for any one year is 845. The national Membership Committee, under the leadership of Bernie Reeves of Aero Service Corporation, will be out to break that record this year. Our attrition rate of about 10 percent per year is much better than it used to be, but it is still too high.

Chapters and Regions. Regional participation in the affairs of the Society improved considerably during the past year. Columbia River Region, with fewer than 100 members in the entire region, showed that even the smallest of ASP regions can put on a successful national meeting. Other regions like Central New York, Potomac, and Great Lakes, sponsored national seminars or symposia. The local programs of most regions were well planned and interesting. There was some improvement in reporting on regional activities

and canvassing delinquent members, but we still have a long way to go in this regard.

The program to establish chapters within regions has continued to gain headway. At the joint meeting of the Board and Council this afternoon, the first of our chapters—the Arizona Chapter of the Southwest U.S. Region—will be making a strong bid for the 1975 Fall Meeting. The Puget Sound and Alaska Regions will also present bids.

Also, at the meeting today, we will be receiving a petition for a new region to be known as the "Georgia-South Carolina Region". If approved, this would bring the number of ASP regions to 17.

Technical Program. You have already seen that our objective of holding at least two national seminars each year is well established. This did not just happen. The Technical Program Planning Committee, under the direction of the First Vice President, met three times during the year and reviewed the Society's overall technical program. It considered what aspects of photogrammetry would be appropriate for in-depth analysis, and what region or geographical area should sponsor each meeting. At its last meeting, it laid out our technical program through the end of 1971. You will hear more about the areas and subjects selected later during this meeting.

Another area where definite progress has been made is in connection with our Fall Technical Meeting. We are gradually changing the image and the structure of this meeting to make it distinctive—not just another meeting or a *junior version* of the annual meeting. The Portland meeting featured the applications of photogrammetry to forestry and conservation. As a result, we had many attendees from industries in the American and Canadian Northwest. In Denver this year, they will feature applications to geology with emphasis on mineral and oil exploration. In this way we will be bringing in the potential users of photogrammetry in that area and spreading the word on its capabilities.

I believe that overall we have had one of our best years. We have problem areas—particularly in the area of publications—that need attention. But across the board, this year has brought real progress. It is a tribute to the dedicated presidents that you have selected over the years, and in no small way to President Doyle who is ending his tenure today.

ASP is a dedicated, enthusiastic society in a growing, exciting field of endeavor. I am very proud to be associated with it.