

Report of the President

*Frederick O. Diercks**

IN REPORTING TO YOU on my stewardship of our Society during the 1970-71 term of office, I am struck by the rapidity with which the year has passed, and yet, on the other hand, by how long and arduous some aspects of it were. I am happy and proud to have had this year; I would be less than honest if I did not say I am glad in many respects that it is over.

I began the year, as all presidents do, with an incoming, acceptance address. I would like to key some of my remarks today to the points I made in that address. I listed seven points, some of you will recall, and said I hoped to devote my term of office to pursuing them.

First was the implementation of the Society reorganization plan. This has been accomplished. Directors have been elected in accordance with the Constitution and By-Laws changes approved earlier in the year by the membership, by all Regions which did not have representation on the Board of Direction under the previous at-large election procedure; and these new Directors begin their three-year terms of office at the close of this meeting. They will attend, along with the hold-over Directors from the previous at-large system whose terms have not expired, the first Board of Direction meeting scheduled by incoming President Burns to be held on Friday afternoon of this week. The ASP Regional Council held its last meeting at the time of the Denver Fall Convention; it becomes unnecessary in view of the Regional election of Board members, and was abolished by the Constitutional changes.

The new Divisional structure of the Society came into full flower during the recent Society year. The firmly established Remote Sensing and Interpretation Division continued to flourish and expand under able Director Jack Rinker. The Photography Division under Abe Anson, activated under President Doyle's regime, began full operation. And a new Division, Photogrammetric Surveys, was organized, staffed and began functioning under the capable leadership of Charles

Theurer. All three Divisions held important meetings in Denver in October, all have active committees which have met and conducted projects during the year, and all have assumed responsibility for major portions of the ASP technical program at this convention, and for special editions of *Photogrammetric Engineering*. All three will hold meetings during this Convention.

I have information that some members are seeking sufficient support to petition for a fourth technical Division on Close-Range Photogrammetry, which is now a part of the Photogrammetric Surveys Division. We shall have to see what develops from this. And while I do not believe we should divide into so many parts as to weaken our Society, neither do I believe that any Society element which is large enough, and distinct enough, to warrant Division status should be prevented from having it.

The second point I made last year concerned certification of photogrammetrists and adoption of a Code of Ethics for the Society. A Code of Ethics, as you know, was approved by the Board in mid-1969; and a plan for the Society to certify its members who meet certain qualifications as professional photogrammetrists, as proposed by Al Quinn's Professional Activities Committee, was approved by the Board at its last meeting under Fred Doyle, in Washington in February 1970. It fell to me to begin implementation of these Board decisions. I am happy to report that Past President Jim Webb agreed to head an ad hoc Implementation Committee to try to work out the details of the certification program and policing of the Code. He has secured the assistance of an extremely able group of distinguished members to form his Committee, and they are at work. Jim made a preliminary progress report at the Denver Board meeting, another at our meeting in Urbana, Illinois, in January, and received approval of his statement of purpose and plans. These will be published in an early issue of *PHOTOGRAMMETRIC ENGINEERING*. He held further meetings, as you know, at this Convention. There are a great many details to work out, as you can imagine, and many diverse points of view to reconcile. Some of the implementation actions will undoubtedly involve changes

* Presented at the Annual Business and Awards Meeting of the Society in Washington, D. C., March 10, 1971.

to the Society Constitution and/or By-laws and would ultimately, therefore, require approval of the voting membership. I am extremely grateful to Jim Webb for volunteering to undertake this arduous task and I ask all of you to give him your support and counsel.

Thirdly, in connection with Society publications, I stated my firm belief that the most important function our Society performs is to publish our internationally renowned journal, PHOTOGRAMMETRIC ENGINEERING, and that if we carried out no other activity, our Society's existence would be fully justified. I am sure you will agree that we performed this most important function last year in an outstanding manner, thanks to Editor Tewinkel and his able staff, and to our many members who gave freely of their knowledge and effort in the preparation of outstanding papers. I did not, however, accomplish my stated purpose of making the Newsletter once more a separate, rather than part of the Journal, for financial reasons. I was not even successful, except in the Yearbook issue, in getting it printed on a different colored paper in the Journal. These improvements I must leave to my successor.

My fourth point emphasized the mapping aspect of photogrammetry and stated our Society efforts and activities should be weighted in this direction. I think they are, and I think they should be. A look at the Convention Exhibit area will convince anyone of this. We formed the Mapping Division this year, naming it Photogrammetric Surveys to make it more inclusive. Our Convention technical program and our Journal make-up show emphasis in the topographic and closely related aspects of photogrammetry. Yet I am glad to see the expansion in other areas, remote sensing and close-range for example, and I agree with General Jacobs we should enter all fields where our science can be beneficial.

The fifth point I raised last year and I considered it probably the most important, ended in dismal (at least to me) failure. I firmly proposed we make another attempt to merge our Society with ACSM. Admittedly, this stems from my belief in emphasis on *mapping photogrammetry* in our Society, and my belief that we should have one American technical society, not two, devoted to mapping. And I did not and do not believe a merger would denigrate our interests other than mapping, nor ACSM's. I received many favorable responses to this proposal in the mail and in person, and none against it. How-

ever, at the ASP Board meeting in Denver in October, I was soundly—close to unanimously—defeated on my proposal. I accept the Board's decision, of course, but I have not changed my views.

My sixth point was expansion of membership; I was for it. We achieved a growth during the year, to a new high of *almost* 6,000 total membership. More important, we achieved a new high in retention of members, over 90 percent. I doubt if many societies can claim such a retention rate. Both the growth and the retention are due to the efforts of our Executive Director, General Jacobs, to Bernie Reeves, our Membership Chairman, and to the hardworking membership chairmen and committees in the Regions. We are grateful to all of them. As a result of their combined efforts, I do not find it necessary to request a dues increase at this time, as I had indicated last year would probably be necessary. Our financial condition is temporarily sound at the present rate of dues. If inflation continues, however, and costs continue to rise, a dues increase will become inevitable, unless membership, both corporate and sustaining, also continues to rise. Let us hope it will, and work to see that it does.

My last point last year was a plea for help in carrying out my duties as your President. My plea was answered. The hard work of Division Directors and staffs, of committee chairmen and members, of the Executive Director and the Journal Editor and their assistants, of the magnificent Annual Convention organization, all made my job relatively easy, and certainly more effective. I ask all of you to support President Burns as you have me. And I ask more of you to do it. Those who helped were marvelous and made the Society year a success, but if more would come forward, the work of all of us would be easier, and better.

In closing, I would like to mention briefly certain other highlights of the Society year. In addition to the very successful Fall Technical Meeting in Denver in October directed by Paul Blake (which topped all others in attendance and, I believe, in quality as well) and, of course, this Annual Convention, the Society sponsored or participated in five other separate Symposia or Seminars. Great credit belongs to: (1) Dr. S. K. Ghosh for the ISP Commission I, Photography and Navigation, Symposium at Ohio State University in May 1970; (2) Alfred Stringham and Lester Garvin for the Overhead Reconnaissance Systems Symposium at Rome Air Development Center in June 1970; (3) Dr. H. M. Karara for the

Close-Range Photogrammetry Seminar at the University of Illinois in January 1971; (4) Hugh Loving for the Orthophotography Workshop in Washington in January 1971; and (5) Dr. Gerald Norman for the Color Photography Workshop in the Plant Sciences at the University of Florida this past week. These activities certainly reflect both the wide scope and the magnitude of Society technical activities. In addition, Dr. J. I. Taylor's Distinguished Lecturer Program was bigger and better than ever, supported by both National Science Foundation and Society funds. Like his predecessors, Dr. Taylor put a great deal of effort into this important program. And Dr. Robert Reeves continues to make good progress in producing a new Manual of Remote Sensing and Inter-

pretation to replace our present P. I. Manual, assisted by a large group of competent writers and editors.

Finally, I would like to mention that we have two new Regions in the Society, although only one additional in number, with the reorganization and reactivation of the Florida Region under Dr. James Latham, and the formation of the new Georgia-South Carolina Region headed by Professor John Eichler. I had the pleasure of presenting charters to each of these Regions during the year.

On balance, I think it was a good year. The Society is financially and technically sound, with great prospects for growth. I leave it in good hands and I thank you for entrusting me with it for the past year.

Double Date!

**ASP
ACSM**



FALL CONVENTION

San Francisco Hilton

SEPTEMBER

7-11

EXHIBITS

Alonzo C. Hammon
8407 Edgewater Drive
Oakland, CA 94621

GENERAL CHAIRMAN

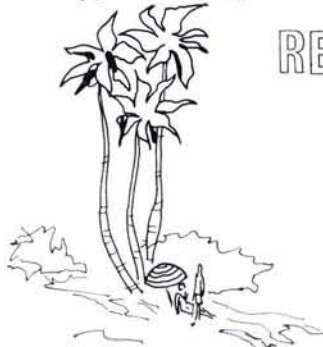
James E. Chamberlain
c/o USGS Topographic Division
345 Middlefield Road
Menlo Park, CA 94025
Phone - (415) 325-6761 Ext. 421

PROGRAM

ASP - Robert E. Altenhofen
345 Middlefield Road
Menlo Park, CA 94205

ACSM - William A. White
1107 - 9th Street, Suite 811
Sacramento, CA 95814

°HAWAII°



RECONVENED SESSIONS

Hilton Hawaiian Village

SEPTEMBER

12-18

TRAVEL & HOTEL ARRANGEMENTS

International Group Tours
369 Pine Street
San Francisco, CA 94104
Phone (415) 391-8150