

Report of the Executive Director*

—Lawrence P. Jacobs

SOME OF YOU may recall that last year, having completed five years with the society, I summarized the highlights of our operations over the period from 1966 through 1970. It was a report of sound and substantial progress in many areas.

I emphasized then, and I repeat now, that it was in no sense a report of the executive director's accomplishments, rather it was a report by the Executive Director of the results of hard work by hundreds of dedicated Members of the Society and loyal support from many hundreds more.

In no small way, it was a tribute to the succession of Presidents and Board Members in whose trust you have placed the affairs of the society from year to year. It is in this vein that I would like the privilege of making a few personal observations about our outgoing president—*Joe Burns*. He does not need my endorsement; the report on his tenure which he himself makes presently, will speak most eloquently for itself.

NONETHELESS, I believe that I have been in a position to observe, probably better than anyone else, the zeal, the enthusiasm, and the personal drive that *Joe* has put into his year at the helm of the society. Through a rare combination of fate, good luck and careful advance planning by the U. S. Geological Survey, our respective offices have been about 10 minutes apart. We have met together an average of twice a week on Society matters. Scarcely a day has gone by that he did not call in, even while on trips to the regions and elsewhere, with an idea for getting something going or to report success in getting a new sustaining member. He has used to best advantage his diverse experience in both government and private industry to move the society forward to new levels of accomplishment.

Through the continued courtesy of the U. S. Geological Survey, incoming president *Bob Allenhofen* will be on temporary duty at the McLean office at times during his tenure. This will provide for an orderly transition of responsibility and excellent continuity. We are indeed grateful for this consideration.

* Presented at the Annual Business and Awards Meeting during the 1972 Convention in Washington, D. C., on March 15.

NOW FOR a very brief summary of our administrative position at the end of 1971. I'll begin with our financial status.

I believe that we will all agree that the year past was one of what the experts refer to as *unusual financial turbulence*. Many areas of the country suffered economically from shut-downs and low employment. Most government agencies and many commercial companies of necessity placed severe limits on travel and related activities. Wage and price controls added to the general uncertainty.

Let's face it; we had and we are still, to some extent under the influence of a recession. Fortunately, not another 1929, but, at the same time, a particularly severe blow to large sectors of the scientific and technical communities of which we are a part. Schools and colleges have felt the backlash and some government agencies have had to institute reductions in forces.

As a result of these conditions quite a few societies have experienced net losses in membership, running as high as 15 to 25 percent. Others have reported lower attendance at meetings and seminars and similar reductions in other income-producing activities. In most instances, their only alternative has been to raise dues and registration fees and to increase the price of their publications.

In spite of this rather gloomy financial and economic picture, I am pleased to report to you that ASP came through the year quite well. Most of our sources of income—dues, manual sales, revenues from technical meetings and other proceedings—were actually up over the previous year. Total income from all sources was over a quarter of a million dollars; \$264,945.23 to be exact.

EXPENDITURES were moderately higher than in the year past. Some of the increase was attributable to the expenses of seminars and symposia conducted during the year, all of which were, however, profitable or operated on a break-even basis. Total annual expenditures amounted to \$251,787.78, or about \$13,000 less than total income. Thus, our cash position at year-end was \$71,388, as opposed to \$58,231 at the end of last year, an increase as I have indicated of approximately \$13,000.

Now, at the expense of repeating myself each year, I must remind all concerned that

this cash position at year-end *is not* a free and clear asset. A substantial part of it comes from advance payments of dues and subscriptions for the succeeding year. Nonetheless, I am glad to report that for the second straight year, we would have been able to make it through to December 31 on *current year* funds! And, for the second year, we are able to place \$10,000 in our manual revolving fund, a reserve to help soften the financial blow of bringing future society manuals into being.

Our very preliminary and unaudited balance sheet shows that members' equity, or net worth, stayed almost exactly level. It remains about \$16 per member, or slightly more than one year of dues. Because we have been able to hold the line during this critical period, I have again recommended that we do not increase dues until we see that it is clearly necessary.

Now, in the time remaining, I'd like to cover a few other areas beginning with *membership*. Regular, or what we used to call *corporate* membership, increased to 5,320. This is the sixth year that regular membership has increased, and under the circumstances we are fortunate to have an increase this year. But two factors occur which merit careful attention in the coming year. Firstly, the *rate* of increase was the lowest in several years. Secondly, our new member acquisition dropped below the 800 mark for the first time in three years. The factor that kept our membership rising was the strong retention rate which, in spite of adverse conditions, remained at close to the 90-percent level of the previous year. We are deeply indebted to *Bernie Reeves* who has for two years headed the National Membership Committee for our strong showing in this area.

Student Membership, which fell off somewhat when we raised dues from \$3 to \$5, bounced back well in 1971. It is again above the 600 mark, and if added to our regular membership, our overall individual membership at year end was at an all-time high of 5,938.

Those of you who have read your Journals regularly will probably have noticed the appearance of quite a few new Sustaining Member companies. This is a very important source of funds to the society, and we were apprehensive that it might be rather hard hit by the economic slump. So, early last year we decided to go out and meet the problem rather than wait for it to come to us. The Sustaining Membership Committee was re-

activated under the able chairmanship of *Ray Mays* and made a continuing drive for new membership. As a result of this effort, and with considerable personal persuasion from *President Burns*, instead of a drop in Sustaining Members, we have realized a net gain of seven companies.

But, even more importantly, all but a very few of our existing Sustaining Member companies kept their memberships. In spite of shrinking profit margins, Phase I and Phase II, they stuck with us and we are deeply grateful. We shall do our utmost to merit their continued support.

PUBLICATIONS are another key area of the society's operations. As I mentioned earlier, sales of our manuals and special publications were slightly higher than our budget projection. As a matter of interest, sales of the Manual of Photographic Interpretation are very strong 12 years after the original printing. All copies will probably be depleted before the end of this year. Volume II of the Manual of Remote Sensing will be the replacement for this very popular manual. Overall sales of manuals and special publications totalled approximately \$35,000 for the year.

Revenue from advertising in *Photogrammetric Engineering* decreased slightly from the previous year. *President Burns* has something to say about actions already taken to strengthen this important source of society funds. It is not in my official province to report on the content of our Journal, but as a dues-paying member, I can congratulate *Editor Tewinkel* and his Editorial Staff for the continued excellence of the journal. It might be of interest to know that peak circulation of *Photogrammetric Engineering*, which usually occurs with the Yearbook Issue, is now in excess of 9,000 copies.

Only about three years ago we began programming seminars, symposia and workshops in the periods between our annual and fall technical meetings. They were designed to accomplish several specific objectives: to examine technical areas in depth; to appeal to and attract the *users* of photogrammetry; and, very frankly, to provide an additional source of income. During the last three-quarters of 1971 and the first quarter of 1972, The Society held five such seminars or symposia. *President Burns* presently covers the highlights of some of these meetings in connection with the activities of our three technical divisions.

I simply want to make the observation

that, in addition to meeting the original objectives, these seminars and symposia have given the society a great deal of very favorable publicity, and have undoubtedly increased its stature in the scientific and technical community.

I am also pleased to report continued progress on the part of most of the 17 Regions in establishing strong local organizations, conducting technical programs, and stressing membership activities. This area is covered more specifically in connection with the region-of-the-year award.

IN SUMMARY, then, I think you will agree that our society has shown considerable strength during a very difficult and demanding period. Financially, it has increased its cash position and held its net-worth level. It has set new attendance records at both the national and fall meetings and has attained increases in all categories of membership. For all this we can be most thankful. But it also is a good time to remember two of Newton's very convenient laws, which (slightly paraphrased) are "A movement can lose momentum while still going very strongly in a given

direction and, if opposing forces become strong enough, it will eventually turn and go the other way." We must, in no way, relax in our efforts to increase membership and maintain the interest and participation of our members.

Tomorrow, at the combined meeting of the Executive Committee and the Board of Direction, I shall present our budget for the coming society year. It contains a number of unusual expenses which we cannot avoid. Among these are initial expenses for the Manual of Remote Sensing, the binding of the 5,000 remaining copies of the Manual of Photogrammetry, and participation in the ISP meeting in Ottawa. It also appears that we will not receive National Science Foundation support for our Distinguished Lecturer Program. We will continue our efforts to increase income to the society, but this in itself will not be enough to meet these special demands. Accordingly, we are in the process of instituting additional economy measures which we hope will make up the difference.

My final statement this year is the same as in preceding years, and no less sincere. I consider it a very real and high privilege to be associated with this fine organization.

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Remote Sensing		
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American Society of Photogrammetry, 105 N. Virginia Ave., Falls Church, Virginia 22046.

* Includes papers from Symposium on Computational Photogrammetry.