

Report of the Executive Director

Lawrence P. Jacobs

IT is my privilege to report to you on the status of Society membership and finances at the end of 1972. I shall also give a brief summary of the general administrative outlook for 1973.

All statistics indicate that in general 1972 was a rather difficult year for societies and non-profit organizations. In the unsettled economic climate, and with a continuing high unemployment rate in many areas of the engineering and technical community, people have been understandably reluctant to take on new financial responsibilities, and in some instances to continue existing affiliations.

On the basis of reports from such organizations as the American Society of Association Executives, membership trends in many instances have been downward or steady; and where increases over the previous years have occurred, the percentages have tended to be small.

ASP MEMBERSHIP

Let me briefly summarize our own membership results for the past year. First, I am glad to say, our individual membership (regular and student) did increase, continuing an upward trend that has prevailed since 1966. But, again this year, the percentage increase was low—about 2 percent over 1971. Nevertheless, we did pass a major milestone when membership reached 6,011 at year end. This figure represents members paid and in good standing at the end of the calendar year.

Thanks to the efforts of Past President Burns and the Commission on Industry Participation, we have had a substantial increase in the number of Sustaining Members. The number of Sustaining Member companies is now above the 100 mark and, in the light of the present economic climate, this is indeed encouraging. We will continue our efforts to increase the benefits and privileges of this type of membership.

Non-member subscriptions to *Photogrammetric Engineering* were also up slightly, and again, we are deeply indebted to Carp Tewinkel and his staff for their devoted and professionally competent work on the Journal. The change in printing firms was accomplished with a minimum of disruption, and Bill Harman, formerly of the U.S. Geological Survey, has succeeded Barbara Muir as Advertising Manager.



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FINANCIAL OPERATIONS

In spite of the slower growth rate, no increase in regular member dues for the seventh year, and still rising prices, we are solvent. At the beginning of the year, we believed that if we could keep income equal to expenses, we would be doing well. Our budget actually was projected on the basis of a slight decrease in the cash position at year end. But we have come out better than expected.

At year end, after paying all outstanding bills, our cash position increased an indicated \$13,000 over the previous year. This included payment of extraordinary charges for binding all remaining copies of the *Manual of Photogrammetry*, A new promotional brochure and some unusual expenses incident to the ISP meeting in Ottawa.

Our total income of \$267,431.16 was almost exactly the figure projected at the beginning of the year. The favorable cash position resulted from a combination of things: some in-house economies, a higher-than-expected return from the '71 annual meeting, and lower-than-anticipated expenses in connection with the ISP meeting and with our own work shops, seminars and symposia.

Before leaving the area of finances, I would

like to stress these points. Firstly, the audit of our accounts is not yet complete, and therefore the figures I have given you could be modified. Secondly, the \$13,000 increase I quoted you is in *cash position*—not in equity. When the audit is completed and a balance sheet is developed, we will then be able to see what has happened to our net worth. A complete financial report will be published in a future issue of the Journal.

As the final portion of my remarks today, I would like to touch briefly on the administrative outlook for 1973. Although we may hope for a thaw in the general economic climate, we face a very demanding year. If present projections are met, the two-volume *Manual of Remote Sensing* is scheduled to go to the printer some time around mid-year. With increased printing prices and other costs, this Manual will require an estimated outlay of about \$130,000 in direct expenses. We have made a strong proposal to the National Science Foundation for financial assistance. But even if this does go through, we

must use our total cash reserve of about \$25,000 and possibly sign notes for any balance that cannot be realized from early sales of the Manual. In the meantime, we must continue to support the regular Society programs and activities.

This is indeed a challenge. But we have come through it before, and with luck we will do so again. We will, however, need a major membership effort by all elements of the society, as we can never support this ambitious undertaking on the basis of declining membership.

In closing, I want to thank the Officers, the Executive Committee, and the Board of Direction for their confidence and complete support. I cannot too highly commend to you the untiring work of the staff at Society Headquarters. I am equally grateful for the fine assistance I have received from the regions and technical divisions.

I consider myself extremely fortunate to be associated with this fine society.

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1949	<i>George G. Tschume</i>	1961	<i>Arthur J. McNair</i>
1950	<i>Phillip G. McCurdy*</i>	1962	<i>James P. Webb</i>
1951	<i>Talbert Abrams</i>	1963	<i>R. S. Quackenbush, Jr.</i>
1952	<i>George D. Whitmore</i>	1964	<i>William A. Fischer</i>
1953	<i>Alfred O. Quinn</i>	1965	<i>Gomer T. McNeil</i>
1954	<i>Arthur C. Lundahl</i>	1966	<i>Lawrence W. Swanson</i>
1955	<i>W. Sidney Park</i>	1967	<i>Heinz Gruner</i>
1956	<i>William C. Cude*</i>	1968	<i>William A. Radlinski</i>
1957	<i>Kenneth E. Reynolds</i>	1969	<i>Frederick J. Doyle</i>
1958	<i>John I. Davidson</i>	1970	<i>Frederick O. Diercks</i>
1959	<i>Harry T. Kelsh</i>	1971	<i>Joseph P. Burns</i>
1960	<i>G. C. Tewinkel</i>	1972	<i>Robert E. Altenhofen</i>