

# Report of The President

—Marshall S. Wright, Jr.

JUST A YEAR AGO at the Society's annual Business and Awards Meeting in Washington, I made the statement in my acceptance speech that the ASP is so solid and so well organized that no one man (specifically the President) could do much harm to it in just one year. The wisdom and truth of this statement is borne out by the fact that here we are a year later and, if anything, in better shape than ever before. I attribute this, really, to three basic factors. (1) *People*—that is, the members of ASP, and particularly at the Regional Level. I have attended a number of Society meetings and symposiums in various places in the past 12 months and the enthusiasm and the willingness to work long and hard, which has been exhibited by so many individuals, demonstrates clearly that the real strength of the Society lies with the Regions and their members. (2) *The organizational set-up of the Society*—We are blessed with a very well thought-out Constitution and By-Laws (most recently revised during the presidencies of Bill Radlinski, Fred Doyle and Fred Diercks) which *permits* us to be efficient and *allows* the Division chairmen and the many committee chairmen to operate smoothly and with a clear purpose. And (3) *the highly professional and dedicated full-time staff in our Headquarters office under the leadership of General Jacobs*. These people have made it possible for me to really enjoy this past year.

Let us now take a brief look at some of the events of the past year.

*Corporate and Student Membership.* I am happy to report that, due primarily to the efforts of Bill Hemple, the National membership chairman, all of the regional membership chairmen, and the headquarters staff, 1973 was an excellent year. We set a goal of a 4-percent membership increase, both nationally and also by regions, and actually our total membership increased 6.2 percent net and with 12 out of the 17 regions exceeding 100 percent of their goals, 3 more exceeding 99 percent of their goals and the other 2 achieving 95 percent of their goals. I am speaking of *net* increases. 816 new members signed up (a new record) and over 91 percent of our members renewed (also a new record). This overall record seems remarkable to me, especially in a period of economic slowdown and Government cut-backs.

*Sustaining Membership.* 1973 was also a good year in this area. With the momentum generated by Past President Joe Burns in at-



tracting new sustaining members and the persistence of General Jacobs in pursuing possible members, 14 new members were signed up during the year. We now have a total of 106 sustaining members. The support of these organizations is of critical importance to the Society.

*Photogrammetric Engineering.* With an experienced staff, headed by Carp Tewinkel, and a new printer, I am pleased to say that the excellence of the Society's monthly publication has been maintained for another year. It is my opinion that no other professional society in the United States can match us in the quality of our technical publication.

*Manual of Remoted Sensing and Interpretation.* I am very happy to say that great progress has been made in the past year in producing this *magnum opus*. I predicted a year ago that the manual would be published in 1973 and, although we did not quite achieve that goal, I can state with certainty that the manual will be a reality by the fall of this year. We are projecting that all materials in Volume I will be in the hands of the printer this spring and that all materials in Volume II will be to the printer by early summer. The major credit for this undertaking goes to Dr. Bob Reeves, Editor-in-Chief of the manual, Mike Swanson and his Publications committee, and Larry Jacobs, who initiated a formal request for financial support for the manual from the National Science Foundation and refused to give up a year ago when it seemed quite doubtful that the grant would be forthcoming. He continued to press the matter and the

resulting \$65,000 NSF grant made a tremendous difference to us in this undertaking. I would like to add a personal note here. In this past year, I have seen first-hand what goes into producing a manual of this type and I can only say that it is a truly staggering undertaking. I cannot really think of any adequate way to express my admiration and appreciation for those who have the ability and willingness to take on such a task, and *without monetary compensation!* And so, to repeat, the *Manual of Remote Sensing and Interpretation* will be published during 1974. Although the price of the two-volume manual cannot be established precisely until the bids for printing are in, all members will be receiving information on the price and availability soon.

*Programs.* The following major meetings, workshops, and seminars were held during the year:

- *Mexico.* ASP participated in a two-week scientific program sponsored by the American Association for the Advancement of Science and its Mexican counterpart. The ASP delegation was headed by Past President Joe Burns and Executive Director Larry Jacobs. This was a very successful meeting and the ASP was commended for the quality of its participation.
- *Orono, Maine.* 4th Biennial Workshop on Color Aerial Photography in the Plant Sciences. This outstanding technical meeting was attended by professionals in this field from all over the United States.
- *Disney World, Florida.* The ASP Fall Technical Meeting held there will certainly rank as one of the most popular ASP meetings ever held. Directed by Jon Beazley and key-noted by Dr. Wernher von Braun, this meeting will be long remembered for the excellence of the technical program, the accommodations, the tours, the setting, the exhibits, and even the weather.
- *Sioux Falls, South Dakota.* The Symposium on the Management and Utilization of Remote Sensing Data was unquestionably one of the finest symposia ever put on under Society sponsorship. The meeting, directed by Harold Rib, was highlighted by a tour of the recently established EROS Data Center located a few miles from Sioux Falls.
- *St. Louis, Missouri.* This, the first annual meeting of the Society to be held outside Washington, D.C. The excellence of this convention is, I believe becoming very apparent to us all.
- The five meetings I have just commended upon are all national, or international, in nature. Many other excellent meetings, more regional in nature, have also been conducted during the past year. Notable among those was the Ninth Symposium on Surveying and Photogrammetry held in

Denver, Colorado in January of 1974 and the Alaska Survey & Mapping Convention, also their 9th, I believe, held in Anchorage, Alaska in February of 1974. There were, of course, many, many other Regional level meetings held throughout the country.

*Regional Visits.* I was not able to visit nearly as many Regions as I would have liked to during my tenure as President but I was pleased to be able to visit the St. Louis Region last June (for a Regional meeting), the South Dakota Chapter, the Florida Region, the Rocky Mountain Region, the Alaska Region, and, of course, my own local region, the North Atlantic Region. I was also privileged to represent the ASP at the annual meeting of the Canadian Institute of Surveying in Ottawa last Spring. My wife, Helen, accompanied me on several of these visits and we will never forget the hospitality and welcome we received wherever we went.

*Certification and Code of Ethics.* Under the leadership of Past President Al Quinn, the Professional Activities Committee has formulated a revised Code of Ethics which was approved by the Society's Board of Directors at its last meeting in January. The Committee has also done a great deal of work in firming up plans for Certification of Photogrammetrists and the Board has requested the Committee to move with all haste to prepare and submit for final Board approval a comprehensive plan for certification.

During the year, an undertaking initiated by Past President Heinz Gruner and executed by immediate Past President Bob Altenhofen was brought to final fruition when a memorial plaque in honor of Col. Claude H. Birdseye, the first President of the Society, was installed on the south rim of the Grand Canyon commemorating the Colonel's career and pointing out Birdseye Point which is visible from the south rim. The Society would particularly like to thank Bob Lyddan, Chief Topographic Engineer of the U. S. Geological Survey, for his help in making this memorial a reality.

Other significant happenings during the year were the initiation of a Working Group on Automated Image Data Processing under the leadership of Seymour Fishbein and Alfred Schuler, and some very excellent work by the Standards Committee under C. S. McCamy, especially in the area of how the conversion to the metric system will affect photogrammetry.

A year ago, I suggested that more thought and attention be given to upgrading the quality of our technical programs by being more

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