

# Report of the Executive Director

—Lawrence P. Jacobs

I AM PLEASED to report that 1973 was a surprisingly good year. In my opinion, it is probably one of the best the Society has experienced. In a time of economic uncertainty, rising prices and other adverse factors practically every category of Society operations has fared much better than was anticipated earlier.

President Wright has summarized the overall accomplishments of the Society in his report. I shall confine my remarks to a brief statement of administrative developments and our year-end financial position. I'll begin with membership.

## INDIVIDUAL MEMBERSHIP

At the end of 1973, membership by category stood as follows:

Regular members	5601
Student members	632
Honorary members	19
Emeritus members	94
Total individual members	6346

This compares with a similar total of 6012 members at the end of 1972, and represents a net gain in regular membership of 6.2 percent. This exceeded our goal of a net 4 percent increase which was set at the beginning of the year.

I think you would be both interested and pleased to hear how well this increase has distributed over the 17 geographical regions of the Society:

- 12 of the 17 Regions exceeded their goals,
- 3 more Regions attained between 99 and 100 percent of their goals,
- No Region made less than 95 percent of its goal.

Two more vital statistics in the area of individual membership:

- 816 new regular members joined the Society in 1973—a record for any one year.
- 9.1 percent of the regular members on the rolls at the end of 1972 rejoined in 1973—also a record high.

We are again indebted to Bill Hemple for his work as Chairman of the National Membership Committee.

## SUSTAINING MEMBERSHIP

Our list of sustaining member companies has continued to grow. 1973 saw the number



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of paid sustaining memberships increase from 92 to 106, a net increase of 14 companies or a 15 percent increase year to year. A look at the total list (page 755) will indicate the great diversity of corporate interests now associated with photogrammetry and its related fields.

## ASP PUBLICATIONS

Subscriptions to *Photogrammetric Engineering* by other than members rose to the 1700 level. Taking all requirements into account, we are now printing on the average of 9200 copies of the Journal each month. In the advertising department, Bill Harman's excellent work has increased the number of paid pages of advertising to an average of about 40 per month. We would be remiss as a Society if we did not take this opportunity to express our deep gratitude to Carper Tewinkel and his entire staff for consistently producing a first-class Journal. In no small way it is responsible for many of the favorable statistics included in this report.

Both the *Manual of Photogrammetry* (Third Edition) and the *Manual of Color Aerial Photography* have been available for several years now and, although sales are not as high as at one time, they are steady. Receipts from special publications such as papers from the annual meetings and the proceedings of seminars and symposia, totalled more than \$10,000—almost twice the anticipated sales

figure. We realize very little net income from these publications, but they provide a basis for wide dissemination of information on photogrammetry, and they are good publicity for the Society. This, as I understand it, is what the founding fathers said we should be doing anyway.

*Manual of Remote Sensing.* The new two-volume *Manual of Remote Sensing* was scheduled for completion during 1973. It now appears that it will not be ready for printing until the latter part of this year. This will add considerably to the cost of producing the manual, and it is most fortunate that we were able to secure the National Science Foundation Grant. I am working with the Publications Committee to try to find a way of funding the remaining costs without outside borrowing at the current high interest rates.

#### TECHNICAL MEETINGS

President Wright has told you of the very successful technical meetings that the Society either sponsored or cosponsored during 1973. I shall only note in passing that they made a very substantial contribution to our financial position. The return from the 1973 Annual Meeting was the highest yet (almost \$13,000) and the residual funds from the Sioux Falls Symposium amounted to another \$7000.

#### EXPENDITURES

Income from dues, advertising, subscriptions, the sale of publications and technical meetings were all higher than expected. Let's look briefly, now, at expenditures. In the area of salaries and other administrative expenses, such as rent, printing, mailing, etc., we actually managed to operate slightly below the budgeted figure—(\$140,000 estimated; \$138,000 actual. The cost of producing *Photogrammetric Engineering* was up \$7000 due to the increased level of advertising pages and a slight increase in rates requested by the printer. The cost of handling publications and technical meeting expenses were up slightly due to increased sales and the higher cost of symposium proceedings. The most significant development on the expenditures side was in connection with the *Manual of Remote Sensing*. Due to N.S.F. support previously mentioned, we only had to expend \$5000 of our own money as opposed to \$25,000 budgeted.

#### FINANCIAL SUMMARY

Looking at the totals for income and expenditures, the year-end picture was very favorable. Total receipts were just below the \$300,000 level, up from \$267,000 in 1972. Expenditures also increased from \$256,000 in 1972 to \$267,000 in 1973, but much lower percentage-wise than the increase in receipts.

As a result, our case position at year-end rose about \$30,000 to \$112,000. Of this amount, approximately \$62,000 is advance dues and subscriptions money that belongs to 1974. Therefore, it is safe to say that our unrestricted operating reserve has now risen to about \$50,000. These figures are as yet unaudited.

#### THE OUTLOOK FOR 1974

It will be very difficult to repeat 1973 results. Good years do not usually come back-to-back, and we have some substantial problems to face. The source of funds for advance publicity, final editing and printing of the *Manual of Remote Sensing* must be found this year as a result of the change in completion date. We have no large income-producing seminars scheduled this year, and the residual funds from both the Annual Meeting here in St. Louis and the F.I.G. Congress in September may reflect tighter travel restrictions and the generally depressed economic climate. Nevertheless, we will accept it as a challenge and do the very best we can.

Considering that this is the ninth year that our dues have remained at the \$15.00 level, I think we have done quite well. Again this year, I want to express my gratitude to the Officers, Members of The Board and the Regional organizations for their assistance and support.

This is billed as "The Executive Director's Report." More correctly, it is a report *by* the Executive Director of the work and accomplishments of hundreds of dedicated persons. In this regard may I again commend to you the tireless and outstanding work of my staff at National Headquarters. They deserve much praise and credit for their interest and dedication.

We shall continue to do our best to merit your encouragement and approval.