

Report of The Executive Director

—Lawrence P. Jacobs

PRESIDENT WICKHAM, officers and members of ASP, distinguished guests, ladies and gentlemen:

As usual, we are competing with Father Time and his hour glass, so my report this morning will be brief. My remarks in the areas of membership, finance and Society publications are designed to give you a general picture of Society administration during the past year, and a brief look at what we face in the year ahead.

Membership. During 1975, Society membership increased for the eleventh consecutive year. In 1974, the percentage of increase was about 1½ percent. At the end of 1975, individual membership (regular plus student) had risen to 6770—a gain of about 6 percent year-to-year. Student membership was particularly strong, reaching a total of 774—the highest recorded in the Society's history. This, I believe, is much more important than just another statistic. It shows growing interest at the career level, and about 25 percent of these students will become regular members of the Society each year.

Overall the regions did well in promoting membership. I will have more to say on this matter in connection with the Region of the Year Award. Suffice to say, practically every region showed an increase in regular membership over the previous year, and five regions exceeded their assigned goals by substantial margins. It was not the highest annual increase we have experienced in regular membership, but it was broad-based and encouraging in the light of the general economic climate.

The number of sustaining members stayed about at the 1974 level of 110. Some companies understandably have experienced cash flow difficulties during this rather difficult period. We have made it a policy not to arbitrarily discontinue a company, but carry it for a reasonable period of time with the hope that it will be able to continue its dues payments. Sustaining membership should be a two-way street—normally they sustain us but, when necessary, we should sustain them.

Publications. During 1975, the Society sponsored four seminars and symposia, the proceedings of which either have or will be published. These, plus the bound papers from the 1975 Annual and Fall Technical

Meetings, make a total of six new additions to the Society's inventory.

The sale of proceedings from Society technical meetings continued strong during 1975. Sales of the Manual of Photogrammetry and the Manual of Color Aerial Photography were slightly lower than in the previous year, but remained fairly steady.

Of primary significance in the area of publications, the long awaited Manual of Remote Sensing became available during December 1975. Advance orders at the end of 1975 were approximately 2200 and shipments against longstanding orders were begun immediately. By late January 1976, these advance orders had been filled, and shipments are now being made on a current basis.

I am sure that those who follow me will comment on the appearance and technical excellence of this newest of the Society's primary publications. It represents the combined work of more than 200 contributors, authors, and editors, all giving their time and expertise on a purely voluntary basis. The result is, I believe, one that will be recognized by the remote sensing community worldwide as a truly outstanding achievement. But beyond that, it will reflect most favorably on the American Society of Photogrammetry. Together with the Manual of Photogrammetry and the Manual of Color Aerial Photography, it will manifest and support the Society's definition of the field of photogrammetry—that it is not limited to quantitative or metric considerations, but also embraces the qualitative or interpretive aspects of photographic images.

But like all things of value, there are two sides to the coin. In spite of all efforts to keep the size and the content of the manual in bounds, the final result was far in excess of the original specifications. One item in particular was the increase in the number of color plates to almost double the initial estimate. We have also received an unexpectedly high bill for author alterations which we are in the process of contesting. As per agreement, we have paid the printer \$100,000 as of the completion of the printing and binding of the first run of manuals. We will do our best to negotiate the best settlement possible on the balance, but in any event, it is going to have a very definite impact on the 1976 budget. This leads me to

(Continued on page 970)

Address of the Incoming President

—Hugh B. Loving

YOU HAVE JUST BESTOWED on me what I consider to be the highest professional honor a photogrammetrist can receive—the Presidency of the American Society of Photogrammetry. I accept the responsibility with humility and pledge to you my very best effort. I look back with profound respect at the succession of distinguished men who have preceded me, and I only hope that I can measure up to their high standards of performance.

For many years I have known and worked with General Jacobs and his capable staff, and I am always amazed at his remarkable talents as an administrator, financial advisor, and sound businessman. He deserves a great deal of credit for the present healthy state of our Society. He makes every president look better. He has a way of saying, "I am not a photogrammetrist and never will be one, but as a layman this is the way I see it." At that point your Board of Direction usually gets some really sound advice. I look forward to working with Larry and his staff even closer during the next year. As I assume the responsibilities of the top office, I am going to need all the help I can get, and I will not hesitate to call on any member for help.

I will lean heavily on the good counsel of our past presidents, particularly outgoing President Wickham; Jack Davidson and his distinguished Certification Committee; Jim Case, editor of *Photogrammetric Engineering and Remote Sensing*; and Charlie Theurer, editor-in-chief of the 4th edition of the *Manual of Photogrammetry*.

On the matter of professionalism, I am glad to report that Al Quinn will chair the Professional Conduct Committee, and Dick Evans will chair the Professional Activities Committee.

As I discharge my duties as your president, I think it is important for you to know my thoughts on some important matters needing the attention of the Society.

- *The Program Planning Committee*—I would like to make it a more useful body. In addition to just planning for events, I would like to have the committee take on the added responsibility of looking deeper into programs that can best serve the membership of the society. My direction will be to propose objectives and tasks to the divisions and committees through the Program Planning Committee. For example, I believe we need interdivisional tutorial

seminars to bind the many activities of photogrammetry together.

- *Certification*—When I was a member of the Board of Direction some eight years ago, the proposal for certification of photogrammetrists by ASP was discussed and vigorously debated. It has taken years for the plan to mature and develop to the reality of today's certification program. Little did I realize at that time that I would be your president when the first certificates are issued. Past presidents Steakley, Wickham, and Quinn have worked untold hours with the Professional Activities Committee, leading and prodding to bring us to our present status. The first "class" will close on May 1, and certificates will be issued on July 1. We are going to have many growing pains during the next year, and I am sure many critical issues about certification will have to be decided. Your governing body will keep the interests of the entire membership in mind when making decisions on questions as they arise.

If certification is to be a meaningful and useful program, continuing education should be a requirement. We should set up a mechanism for revalidating or updating certificates, and a good way to do it is through a systematic program of continuing education. Perhaps attendance at tutorial seminars, such as those I mentioned earlier, would be one means of keeping a certificate valid. This is an important issue, and I maintain that the time to begin work on it is now.

- *Education*—As you all know, we have heard a great deal about the confused status of photogrammetry and *registration*, but I ask you what is the status of photogrammetry and *education*? I do not believe that our status in education is any clearer than it is in registration. In some universities photogrammetry is taught in the engineering school; in others in forestry; in others in cartography; in others in geography; and so on. In education as well as registration, photogrammetry seems to be a foundling; no one knows where it belongs. I believe that to correct the situation we must develop a policy on education, and I challenge our education committee to tackle the problem.
- *The Regions*—One of the things that I look forward to as president is visiting the several regions. They are really the backbone of our Society. Past President Wickham did a first-rate job in this respect, and I will try to do as well.

I want to encourage all the Regions to adopt a pattern or policy of holding regular

annual meetings, such as those in the Alaska, Rocky Mountain, North Atlantic, and Florida Regions. These can be held jointly with ACSM or some other society or another ASP Region. I have attended a number of these meetings and consider them to be successful and productive both for the Society and for our profession in general.

- *Publications*—We have the finest publications on photogrammetry in the world today. I will do my best to maintain the high standards of these publications. As you know, we have just published the *Manual of Remote Sensing*, which is an outstanding publication thanks to the dedicated labors of Bob Reeves and all the contributors. Our monthly journal, edited by Jim Case, is unquestionably the world's most frequently quoted publication in the field. Under the

leadership of Charlie Theurer, we are currently producing the 4th edition of the *Manual of Photogrammetry* to replace and update the popular 3rd edition, which is just about sold out.

There is a lot of work involved in these tasks, as I know from first-hand experience, but I am confident that our standards of excellence will prevail as they have in the past.

Finally, you have provided me with a team of highly competent officers and members of the Board of Direction; but the American Society of Photogrammetry belongs to you, its members, and I will not hesitate to go to you individually for comments, advice, and help. Together we will lead the Society forward in the true spirit of '76. Thank you for your vote of confidence.

(Continued from page 968)

the third area of my remarks.

Finances. Due primarily to sales and expenses involving the new manual, the level of our 1975 budget was at an all-time high. Receipts from all sources totaled \$369,000 and expenditures were \$404,000. The deficit was directly attributable to the down payment on the manual and was fairly close to the deficit we had projected.

I will not regale you with a lot of figures at this time, but I will be glad to answer any questions on the budget or send a complete copy to any member that requests one. Income and expenditures in each major category were reasonably close to our projections except in the area of printing and mailing the *Journal*. Because of new postal rates and the rise in printing costs we are probably going to have to make some change in our charges for advertising and cut back on the amount of color pages in *Journal* issues.

For reasons already indicated, the 1976 Budget results will be heavily influenced by sales of the *Manual of Remote Sensing*, and the residual amount we have to pay the

printer. We have projected overall income at \$394,000 and expenditures of \$414,000. This will further reduce our operating reserve, but if we can keep from going into debt, as we have had to do in the case of other manuals, we should, I guess, be satisfied. At this time, I can only say that we will do our best to stay as close to the budget as possible in the coming year.

As a general observation on the year just passed, I would say that the Society made very good progress. With the Certification Program initiated, the *Manual of Remote Sensing* completed, and all 17 regions now active, I think President Wickham can look with pride on a very successful tenure.

From the standpoint of ASP headquarters, I want to again commend to you the exceptional attitude and the outstanding work of the people on my staff. They do not appear as a line-item in the annual balance sheet and financial statement. But let me assure you that they are definitely one of the greatest assets the Society has.

Thank you.