

Report of the Executive Director

—William D. French

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

This is my first opportunity to report to the membership on the activities of the Society for 1976. However, it is not really my report. It is a report of achievement under the stewardship of General Jacobs.

Before I report on the statistics of the Society, vital as they may be, I want to talk about people. As I am sure you are aware, an orderly transition of the office of Executive Director was planned with General Jacobs scheduled to retire on March 31st. I began work on January 10th; on January 20th General Jacobs passed away. His death was unexpected and a great loss to the Society and to the profession. Suddenly, the orderly transition vanished, but I was not without help.

The prime assistance was provided by President Hugh B. "Red" Loving, who has been a tower of strength during the last six months. After retiring from the U.S. Geological Survey on December 31st, he has been constantly available, coming into the office each day to assist me in learning the ropes. The Society owes him a debt that it can never repay. He won't admit it, but I will.

My second resource was the staff of ASP, six women and one man who have been of tremendous help during these first few difficult months. My secretary, Ms. Debra Knight; Mrs. Virginia Bowyer, our bookkeeper; Mrs. Jean Engel, publications; Mrs. Louise McDavitt, whom everybody knows as Mrs. Mac; Mrs. Kathy Austin, membership; Mrs. Desi Tranfaglia, subscriptions; and last but not least, Mr. Bill Harman, our advertising manager.

The greatest resource available to any association executive is the members of the society. I have met too many of them to mention them all by name, but everyone that I have talked to has been ready with help, advice, and guidance.

I want to publically acknowledge my thanks to everyone that I have been in contact with, because without their help, my job would have been impossible.

In preparation for writing this report, I reviewed past reports of the Presidents and the Executive Director. They show growth, change, improvement, and achievement. ASP is not *static*, it is *dynamic*! This year's report bears this fact out.

Membership. For the first time in ASP history, total membership passed the 7,000 mark. At year's end membership was 7236; 1033 students and 6,203 regular members, an increase of 6.9 percent over 1975. The trend for 1977 is encouraging, because paid up members as of February 25th were 5010, 356 ahead of 1976, *despite the dues increase*.

Student membership is at a new high, which augurs well for the future growth of the society. Sustaining membership remained at 110, which considering the economic state today, is encouraging. New efforts will be made to attract additional sustaining members during 1977.

Ten of the regions increased in size and six exceeded their 1976 membership goal.

The results are encouraging, but more needs to be done.

Publications. During the last two months I have had my first exposure to all of the publications of ASP. They are quite impressive. During 1976, the Society added two new publications to its list, from seminars and conventions. Sales of the *Manual of Photogrammetry* and the *Manual of Color Aerial Photography* are dropping slightly as the material in these books becomes outdated. However, progress on the 4th Edition of the *Manual of Photogrammetry*, under Editor Charles Theurer, is on schedule.

Sales of the *Manual of Remote Sensing* were extremely heavy and now total over 6500. The *Manual of Remote Sensing* is a milestone in the publishing industry of ASP and would be for any Society. Under the capable editorial guidance of Dr. James Case, the ASP Journal, *Photogrammetric Engineering and Remote Sensing*, continues to flourish. Our Journal is the world leader in photogrammetry and remote sensing and constant efforts are being made to maintain quality and improve the Journal at every opportunity.



Executive Director French

Finances. Because of the heavy expense of printing the *Manual of Remote Sensing*, and also because of the extremely heavy sales of the Manual, both receipts and disbursements were at record levels in 1976.

Receipts from all sources totalled \$426,500.00 and disbursements were \$452,500.00. The deficit was a little higher than expected, \$26,000 versus \$20,000, but is attributable to increased costs of publishing the Journal and settlement of the printing bill for the *Manual of Remote Sensing*.

We don't have time to go over the finances in detail, but copies of the budget are available from Headquarters for any member who would like to receive one. We also hope to publish the auditor's financial statement in *Photogrammetric Engineering and Remote Sensing* when it becomes available.

The 1977 budget being presented to the Board of Direction tomorrow is essentially a balanced budget showing a slight surplus of \$4700.00. We have projected income at \$405,100.00 and disbursements at \$400,370.00. President Loving calls this a conservative budget and I surely hope so. However, we must be constantly on the lookout for ways to increase our income and to reduce our expenses. Publication of the *Manual of Remote Sensing* has depleted the Society's reserves, carefully built up by General Jacobs over a period of several years. One of my primary objectives will be to increase the reserve to take care of the publication of new manuals as they are written.

Things to Come. When my appointment as Executive Director was first announced, someone asked me "What changes do you foresee for the American Society of Photogrammetry?" I was flabbergasted, since I hadn't even begun working yet!

A long time ago, I learned that in successful Associations, two factors predominate: The ability to change and the support of the members. You, the members, make it or break it. You get out of belonging to the ASP exactly what you put into it. The more you put in, the more you get out.

We need ideas and we need people:

People to serve on Committees at the National and Regional level.

People to write papers for the Journal and the manuals.

People to put on conventions, like the excellent one we are attending this week.

And most of all, we need people with ideas.

During the next year, you will be hearing from President Cartwright, your officers, your directors, your committees, and myself. Listen to us and offer your help. But remember, communication is a two-way street. We need to hear from you once in a while also. Send us your ideas, your comments, and your criticisms. We need them.

I look forward to meeting you and working with many of you during the coming year.



Board of Direction Meeting. L. to R.: Walter Boge, William Hemple, Houssam Karara, James Case, Robert Brock, Jon Beazley and Virginia Bowyer.



Board of Direction Meeting. L. to R.: Debbi Knight, Hugh Loving, William French and Vern Cartwright.