

## Report of the Executive Director

**P**RESIDENT CARTWRIGHT, officers and members of ASP, distinguished guests, ladies and gentlemen:

President Cartwright has already welcomed you to this 44th Annual Business Meeting of the American Society of Photogrammetry, but I just want to tell you that it is a real pleasure being here, making this report on the affairs of the Society to you.

As you know, this is my second annual report to the membership and I feel a bit more comfortable than I did a year ago. I've met a lot of people, attended numerous meetings, did some travelling; although not as much as I would have liked, written a lot of letters and spent what seems to me to be about half of my life on the telephone.

1977 was a year of transition for the staff of ASP. I was appointed Executive Director. Mr. Bill Harman, who is now on the high seas, enjoying a trip around the world, retired in November after five years as the advertising manager of the Journal. Our beloved Mrs. Mac (Louise McDavitt) will retire next month after 19 years of service to the Society.

I want to express publicly my thanks and appreciation to all of the Staff for their assistance during the past year. They're all here this morning and I would like you to meet them; Ms. Debra Knight, my efficient secretary; Mrs. Virginia Bowyer, our super bookkeeper who will also be assuming Mrs. Mac's responsibility as office supervisor; Mrs. Jean Engel, our publications' expert; Mrs. Desi Tranfaglia, who keeps our computer records in order; Ms. Laura O'Keefe, our newest employee who handles subscriptions; Mrs. Doreen Anderson, who helps Mrs. Bowyer is not with us today. She is back in the office minding the store. AND—Mrs. McDavitt.

I also want to recognize Mr. Hugh B. "Red" Loving, who for the past twelve months has been a tower of strength. I don't think he has been too successful in teaching me the basics of photogrammetry and remote sensing, but in every other area, he has been a tremendous help. In addition to working with me on Society affairs in general, he has also been serving as Acting Advertising Manager until a replacement for Bill Harman can be found.

ASP is moving thanks to its members. Our members are working at the cutting edge of technology. For example, Sunday March 5, Landsat C will be launched and placed in orbit. Our members helped design it and our members will use the information obtained from it for many years to come. The pace of Society activity continues to accelerate.

**Membership.** In 1977, Society membership continued over 7,000 for the second straight year. I wish I could report an increase in membership over 1976, but I can't. At year's end, total membership was 7182, down 54 from this time in 1976. There were 1027 students and 6155 regular members. I am sure that the slight loss of membership was caused entirely by the dues' increase last year.

The new membership card and dues' invoice has saved the Society several thousand dollars and helped to bring in greater amounts of dues dollars much more quickly than in the past. Student membership is almost the same as last year, but there are thousands of students taking remote sensing and photogrammetry courses and we should exert greater efforts to encourage students to become members of ASP. Our Sustaining Membership situation is rather mixed. Sustaining Members are not billed for their dues on a calendar year basis as are the other members of the Society. They pay dues on a yearly basis from the time they are elected to membership in the Society.

Since my last report to you, eight new Sustaining Members have joined the Society and we now have 124 Sustaining Member firms on the rolls. However, many of these firms are in arrears for their dues, and special efforts will have to be made to reach our Sustaining Membership goals for 1978.

In the Regions, six increased in size during 1977, but only two regions exceeded their 1977 membership goals. We need active regional membership recruiting programs in every region to keep the Society growing.

**Publications.** Big news in 1977 in the publications area was the continued heavy sale of the *Manual of Remote Sensing*. Over 2400 sets were sold and the *Manual of Remote Sensing*

—William D. French



Executive Director French

is completely sold out. The Manual is being reprinted and the Editor in Chief of the Second Edition, Dr. Leonard W. Bowden has been appointed by the Board and he is beginning to plan for a revised edition which will be published in the early 1980's.

A special book sale with new low prices for the *Manual of Color Aerial Photography* and the 3rd Edition of the *Manual of Photogrammetry*, dramatically increased sales of both of those manuals in 1977. In addition, we added four new publications to our proceedings and symposia list: Proceedings of the 1977 Annual and Fall Technical Meeting and the Proceedings of the Fifth Color Workshop and the Second Pecora Symposium. These publications are available at the Publications Center and I urge you to stock up before they go out of print. The sale of other ASP publications continues at a high level.

Dr. James Case, the Editor of *Photogrammetric Engineering and Remote Sensing* continues to do an outstanding job in producing the world's best publication in photogrammetry and remote sensing. Changes are being made to the Journal which will maintain its quality and keep costs in line.

**Finances.** Because of increases in advertising revenues and publications sales, receipts for 1977 were at a record high, \$436,613.00. In addition, disbursements were kept low for a total of \$407,900.00—resulting in a surplus of almost \$30,000.00 which was much higher than anticipated. Copies of the 1977 budget are available for those who are interested from ASP Headquarters. The surplus was good news—NOW the bad news!

Because of the need to reprint the *Manual of Remote Sensing* the 1978 budget being presented to the Board tomorrow, will be a deficit budget. We project income to be approximately \$419,600.00 and expenditures to be approximately \$447,000.00. This deficit of approximately \$30,000.00 will use up the \$30,000 surplus from the 1977 budget. This should leave us with a cash position approximately equal to our cash position at the end of 1976. We need to explore new sources of income to avoid having to raise dues. You can be sure that we will exercise tight control over the budget during the next year and if anyone has ideas about ways to raise money without raising dues, please let us know.

**What's Ahead for ASP?** I've already mentioned that the new membership card and dues' invoice has saved the Society thousands of dollars. The membership information form sent out with the 1978 dues is now providing us with a detailed profile of the ASP membership. Using information obtained from the forms, we will be able to develop division rosters and identify the many publics which make up the membership of ASP. Hopefully, this will allow us to provide better service to the members.

In the mail now, is an announcement from President Cartwright of the new ASP Group Insurance Program. When you get home, read it carefully. I think it is one of the best insurance bargains available from any source today.

Remember that you, the Members, are the Society. Speak out! Attend meetings! Write letters and papers! Let us know what you want! Communication is a two-way street and we need your inputs if we're going to forge ahead in the years to come! This has been the most exciting year of our life. It has been a real pleasure becoming acquainted with the members of ASP and a privilege to work with all of you.

Thank you.



Engineering Applications Committee Meeting (Remote Sensing Applications Div.).