

# Incoming President's Message 1978

—Clifford J. Crandall

PAST PRESIDENT CARTWRIGHT, fellow Officers of ASP, distinguished guests, ladies and gentlemen. As I look around me at this assembly of outstanding photogrammetrists from industry, educational institutions, and government, I cannot help but be proud of the fact that I am standing here as President of this great professional organization we call the American Society of Photogrammetry, and because you are the technical leaders in this field, the honor of holding the office is even more meaningful to me. It is a high honor and I appreciate the faith you have shown in making me your new President.

And speaking of faith, I recently heard a story in New Orleans about three very dedicated Catholic Nuns who had been working hard in a Catholic hospital. The Mother Superior was concerned about them and told them they should take the next Sunday off and go for a nice picnic. They were very pleased, and spent the rest of the week preparing for their big day off. On Sunday, they jumped in the hospital station wagon and headed for the country. But, before they had gone too far, they ran out of gas. Looking down the road, they spotted a gas station, so they began searching in the wagon for something to carry the gas in. However, the only thing they could find was an old bed pan; so off they trudged to get the gas. When they returned, one of them began pouring the gas into the car from the bed pan. About that time a big truck pulled up, the driver rolled down the window and peering down from his cab, said, "I don't believe that's going to work, Sister, but I certainly admire your faith." I think that describes pretty well how I feel today. I admire your faith in me.

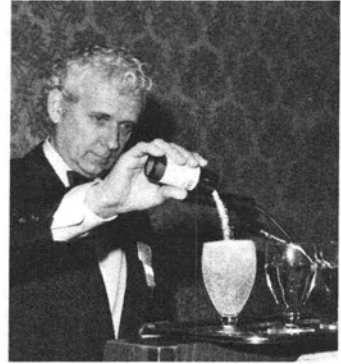
Over the past few years, I have seen a membership that has dedicated itself to the scientific excellence of the various photogrammetric disciplines; a membership supportive of continued Society growth, and a membership that has been acutely aware of their professional interrelationships. I have worked with the officers, the Executive Director and a Board of Direction who are continually vigilant of the present and progressively aware of the future with regard to the impact of photogrammetry on the continued development, medicine, and surveillance, not to mention its application to peace and security. I dedicate myself to uphold the precedents you have set and the leadership responsibilities manifested in this high office.

During the past twelve months, I have spent considerable time trying to prepare for the coming year's assignment. I have written to all the Past Presidents, seeking out their wisdom and drawing on their experiences. I have talked to dozens of our members around the country, and I have consulted with the officers and the Executive Director. In addition, I have talked with my counterpart in our sister Society, the ACSM, so that we can have a meaningful relationship during our tenure. Many have come to me with suggestions to better our Society and still others have volunteered their services. I plan to rely heavily on all this support, and I hope it will continue throughout the year.

As each new President outlines his program objectives, he has hopes of achieving a "SPECTACULAR" during his term of office. More often than not, however, this isn't possible. In fact, accomplishments during one's term of office are usually the result of efforts of one or more past presidential initiatives.

I believe the assumption of the presidency can best be compared to the gestation period of the elephant. First, it always begins with loud trumpeting; second it is always accomplished at very high levels; and third, it takes a minimum of two years to see any results!

With this in mind, I plan to build on the foundation set by my predecessors. As you know, the ASP is a large and growing organization. We now have over 7200 members, and like all growing organizations in an inflationary economy, management and funding become more



President Crandall

difficult with every passing year. This year will be even more difficult due to the many unusual expenses we incurred during the year. In spite of this, we must continue to be progressive. Our Society is basically an organization designed to provide services to our members in the form of publications, meetings, workshops, symposiums, and training aids. But we can only provide these services if we have the revenue and if we plan ahead for future contingencies. Therefore, I have taken steps to establish a Long Range Planning Committee to look at the future and chart our ever-changing course. Mr. Walter Boge has agreed to be the Chairman of this advanced planning effort, and several others have already agreed to serve with him.

#### *Long Range Planning Committee*

Basically, this Committee will be staffed with representatives from all segments of the Society. They will be charged with the following responsibilities:

- (1) To examine the objectives of the ASP to see if they are still relevant, or if they need to be modified to meet current and future needs of the membership.
- (2) To review all existing programs to see if they are designed to meet the Society's objectives as stated, or as modified.
- (3) To review the ASP organizational structure to see if it is responding to the needs of the membership consistent with the Society's objectives.
- (4) To look at long range technical forecasts to see what impact might be encountered by the membership in the out-years when certain technological breakthroughs occur. For example, what impact will the global positioning system have on the private mapping community? and, finally,
- (5) To look at the abolition of committees that no longer serve a purpose or that are duplicative.

These are only a few of the areas that require a long range investigation.

Let's look for a moment at the myriad of other professional organizations around us who are also affecting our future.

#### *Closer Liaison with other Societies*

I would like to see us expand our relationships and have a closer liaison with other professional societies. (Vu-Graph) The ASP holds a unique position as a Society because of its heterogeneous membership, and the wide variety of applications being found for photogrammetry and remote sensing. This Vugraph gives you an idea of the complexity of these interrelationships. Many of our members have close ties with photographically oriented societies such as the Society of Motion Picture and Television Engineers, and the Society of Photo-Optical Instrumentation Engineers. Many also belong to engineering societies such as the IEEE, ASCE, and ASME. And as you know, we have very close ties with the American Congress on Surveying and Mapping (ACSM). In addition, we have members belonging to a great number of other professional societies such as the foresters and geologists.

The question is, "What should ASP's role be with regard to these other organizations?" I believe we should study our existing liaison agreements and eliminate those that are not interrelated, form new ones as desired, and strengthen our existing ones if possible. More co-sponsored symposia or seminars is one way we could become more involved. Nearly every convention or symposium put on by one of these organizations affects ASP technically in some way or other, and often the speakers are ASP members.

I plan to talk to the Executive Committee with this liaison investigation, but as a starter, we will be cooperating with SPIE as a co-sponsor in a symposium on Airborne Reconnaissance later this month.

This brings me to the subject of training films.

#### *Update of Photo-Interpretation Training Films*

It is obvious to me that one of the best ways our Society can serve our members is through a library of training aids in photogrammetry and remote sensing. At the present time, we have precious little in the way of training aids such as films, slide clips, or live presentations available to us. During the past year, one of our members who was aware of my interest in this area wrote to me about the existence of five films which covered the use of aerial photography and photo-interpretation in the analysis of our natural resources, namely, our geologic resources, forest resources, hydrological and soil resources. These films were prepared about fifteen years ago. Not by the ASP, although all of the technical people who worked on these films were ASP members. Frankly, I never knew that they even existed, and in checking, I found that no one else I talked to had ever heard about them either. Yet, they have

been extensively used all over the world, every month for the last 15 years, even though now they are hopelessly outdated. Perhaps you may recognize some of the individuals who put these films together: Dr. S. V. Griffith, Dr. William Fischer, and Dr. Robert Colwell.

The extensive use of these old films tells me that there is a crying need for a modern version of this type of training aid. The drawback is money. It costs about \$2,000 per minute to produce such a product. In spite of this, I have asked Dr. Griffith, who produced the original five films, to undertake a program to begin updating these movies, one at a time. Hopefully, by employing the financial assistance of various interested federal agencies, much the same way it was accomplished before. Bill Fischer and Bob Colwell have agreed to help in this regard. In addition, Chester Kowalczyk, David Landen and Frank Beatty have also volunteered to help make this project a reality. It may take a long time, but I believe it will be a major service to the profession in the years to come.

### *Meeting the Needs of our Practicing Photogrammetrists*

Probably one of the most recurring tunes I've heard in the past year or so, is the ballad of the unsung hero of our profession, the practicing photogrammetrist. Our Society has not met the needs of this dues-paying individual, and I hope to improve that situation this year by carrying out the following steps:

- (1) By encouraging the writing and publication of more practice-oriented papers.
- (2) By the establishment of a new award that will recognize papers that are of interest and value to the practicing photogrammetrist.
- (3) By holding sessions devoted entirely to the problems of the practicing photogrammetrist.

I will propose that the Board of Direction establish an award of \$500 to the first place winner, \$300 to the second and \$200 to the third place winners of practical papers written and published during the 1978 period and thereafter. I have already approached one possible sponsor, but if none are forthcoming, I will ask the Board to sponsor this program until a benefactor can be found. In addition, program chairmen will be encouraged to set aside sessions for this type of paper at all our conventions and workshops. And, if individuals need help in organizing the contents of such papers for publication in our *Journal of Photogrammetric Engineering and Remote Sensing*, our Society should be able to assist in this area, too. Therefore, I call on all of the regions to get behind this program, to publicize the effort, and encourage all the practitioners in your region to participate. We have been remiss in the past for not providing this opportunity, now let's make this effort a big success during 1978.

### *The Role of ASP in Public Affairs*

As our Society continues to look to the future, we need to ask ourselves, "What is the role of ASP in public affairs?" We have already seen the effect of our 1974 Position Paper on Landsat. It has had a decided impact on the upcoming Landsat C effort and the entire Landsat program in general. And our most recent Position Paper on "The Future of Landsat" is also having a decided impact. I believe we have a moral obligation to the American people and the Congress of the United States to speak out on the issues that fall within our technical purview. The position of our Society on such matters is sought by those who need inputs from unbiased sources on technological matters. What should we be doing, how should we do it, or are we doing enough? These are the real questions that need to be answered. Please let me know how you feel about these issues.

### *Establishment of an ASP Foundation*

One of my duties this past year was to chair the Talbert Abrams Award Selection Committee. The very nature of this effort and my interest in setting up an award for practical photogrammetric papers caused me to delve a little deeper into the problems associated with obtaining sponsors for such awards. Most of the problems seemed to stem from the lack of the proper vehicle to allow sponsors to donate money to such programs in such a manner as to use the donation as a tax exemption. Therefore, I propose that the Board of Direction establish, as soon as possible, an ASP Foundation that would be a non-profit organization which would be tax exempt under the internal revenue code; and that the administration and consolidation of all the ASP Awards be incorporated under this foundation. This would provide us with a non-profit, tax exempt project to which individual Society members could make contributions. Later, we could expand our foundation to support education, training, and scholarship programs thus providing a really outstanding service to our profession.

In closing, I would like to mention that we are holding the line on dues next year, but we do need to develop more non-dues sources of revenue in order to meet our ever demanding needs. This is where we require the help of all our members in encouraging more people to become affiliated with our Society, helping to solicit more advertising, promoting the certification program, trying to get more firms to become Sustaining Members, developing more publications for sale, and holding more symposia and workshops. We really need the support from you in order to continue as a healthy organization.

And, in this regard, I'd like to give you a demonstration of the kind of support I mean. In any organization there are three kinds of people, and I'm going to show you who they are. Here we have three glasses of water. I'm going to drop two aspirin in the first glass. You'll note there's no activity. They just sort of get soft and crumble. That's one kind of individual—he doesn't want to get involved and just shys away from doing anything in his organization. Now in the second glass, I'm going to pour this powder. You'll note how it just went crazy and flowed right over the top of the glass, and then seemed to die away. You've all met this type of supporter—rather verbose about what he's going to do but somehow it's all a big act, and he never quite gets around to the help you need. Now in this third glass, I'm going to drop two Alka Seltzers. Note how it starts immediately to effervesce and continues to generate those tiny little bubbles. This symbolizes a lot of enthusiasm and that's what we're looking for in this Society—a supporter with enthusiasm! I hope we can build a lot more of this enthusiasm in our Society this year. Now, if you'll feel under your seat, you'll find a package of Alka Seltzer there. What I want you to do is carry them with you from now on as a constant reminder that you're going to be an enthusiastic supporter of ASP this year. And, if you have too good a time at this convention, you may find them very useful during the week for other purposes, too.

Ladies and gentlemen, I look forward to an exciting year. My one great concern about each individual member, and the membership collectively, is that we do more than just keep the wheels of organization turning. We must press toward the mark of technological excellence and let *involvement* and *dedication* be the benchmarks of our American Society of Photogrammetry membership.

Have a nice day!



Presidents thank Convention Directorate. L. to R.: Director Kosco, Past President Stanley (ACSM), President Leverenz (ACSM) and President Crandall (ASP).