

Report of the Executive Director

—William D. French

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

It gives me great pleasure to echo President Crandall's welcome to our 45th Annual Meeting. Also, it is appropriate to note that today we will welcome the first day of spring! This time last year we had a snow storm, but I am glad to report that President Crandall made special arrangements for the weather we are enjoying today!

Society Administration. Last year I reported that 1977 was a transition year for the ASP staff. 1978 also saw a number of changes. Because we have a small but dedicated staff, each member plays an important role in assuring that the office runs smoothly. In the membership department alone, we had five different people working as membership clerks in 1978.

From April to September of this year, we were able to operate without our normal complement because of the efforts of Mrs. Bowyer, our Office Manager, and Mrs. Engel, our Publications Person. We now have a full time staff of six dedicated people who are the best! This is one less than we had at this time last year. All the staff except Mrs. Doreen Anderson are here at the meeting today, and I would like you to meet them: Mrs. Ann Day, my new secretary; Mrs. Virginia Bowyer, our office manager who has had to train all of the new people on the staff and also keep the books; Mrs. Jean Engel, who takes care of all publications orders and advertising billing; Mrs. Pamela Henderson, who handles subscriptions; Mrs. Donna Leeds, who processes all of our membership applications; and Mrs. Doreen Anderson, who assists Mrs. Bowyer, and who is minding the office today. I'd like them all to stand so that you can see them. These people run one of the best offices I have ever heard of and they are the major reasons why ASP functions so efficiently.

Again I want to pay tribute to Mr. H. B. "Red" Loving, who has continued as a consultant to me and tries to keep me out of trouble although sometimes he doesn't succeed; but who also has become the full time Advertising Manager for the Journal. I am beginning to think that, although Mr. Loving is a distinguished photogrammetrist, he really missed his calling. In 1977 our advertising billings were \$78,700. In 1978 our advertising billings were \$102,700, an increase of 31 percent in our billings. In 1978 cash income was \$98,224. The difference is caused by the fact that the December Journals were mailed late and not all monies were received before the end of the year.

During the past year we have just about completed our up-date of our membership records and conversion to computer record keeping. The response from our membership who paid their 1979 dues and provided us with the proper invoice has been excellent and made the conversion much easier.

We now have much significant data from about 6,300 of our members and we intend to analyze this information and publish the results in the Journal sometime during the coming year. One interesting statistic is that we have members residing in 87 countries. Also, in 1978 we revised our subscription invoice to make it easier and less expensive to maintain our records. Each year we are making changes and modifications to our office procedure that hopefully will allow us to reduce our costs and improve our efficiency.

Membership. At the end of 1978 total membership of ASP was 7,222; 6,267 regular members, which is a new high for regular members, and 955 students. This is a rather low number of student members and I hope that we will be able to improve in 1979. Our membership is up 40 members from year end 1977, an increase of about ½ percent. The Society must grow at a larger rate if we are going to remain viable.

In comparison, the Sustaining Membership is growing rapidly. We elected 21 new Sustaining Members in 1978, but we lost 16. We now have 127 Sustaining Members on the role and 3 additional firms have had their applications approved by the Board but they have not yet paid their dues. As usual, some of these Sustaining Members are in arrears, but I am pleased to report that the number is far less than those in arrears at the end of 1977.



Executive Director, French.

Also in 1978, 12 Regions increased in size and 3 Regions exceeded their 1978 membership goals. The Executive Committee is submitting a new membership promotion proposal that will directly involve and benefit the Regions if it is approved by the Board of Direction. I hope you will be hearing more about this later.

Publications. Despite being out of print for almost six months, we sold our 10,000th copy of the *Manual of Remote Sensing* during 1978. In addition, work on two new major publications, the *Handbook of Non-Topographic Photogrammetry*, under the editorship of Dr. H. S. Karara, and the 4th Edition of the *Manual of Photogrammetry*, under Editor-in-Chief, Chester Slama, is progressing more or less on schedule. The *Handbook of Non-Topographic Photogrammetry* will be published next month and we are taking advance orders for the *Handbook* at the ASP publications center; so, stop by and put your order in for the first handbook ever published on all aspects of non-topographic photogrammetry. In addition, we are having a special sale on all ASP publications, including the new proceedings published by the society this year, the proceedings of the 1978 Annual and Fall Technical Meetings, the Vegetation Damage Assessment Symposium, the Coastal Mapping Symposium, the Digital Terrain Model Symposium, and the reprint of the sessions on mapping and remote sensing from the Coastal Zone 78 Conference.

Dr. James Case and his staff are continuing their efforts to improve *Photogrammetric Engineering and Remote Sensing*, the best journal in the world in our field. Although production costs of the Journal keep climbing, Dr. Case and the Publications Committee are exploring ways in which costs can be kept down and quality can be maintained.

Finance. Once again, we are pleased to report that receipts for 1978 set a new record of \$454,000. Expenditures were much less than anticipated, \$426,000. Although your board had approved a budget with a deficit of almost \$30,000 for 1978, we actually ended up with a surplus of \$28,000. Our cash position is excellent, but funds are committed to complete payment of the reprinting of the *Manual of Remote Sensing*. As usual, when it comes to finance, there is good news, which we have just heard, and bad news, which is coming.

The budget being presented to the Board of Direction tomorrow calls for receipts of \$483,000 and expenditures of \$536,000, or an anticipated deficit of \$53,000. This proposed budget can be met only if the Board approves a dues increase for 1980. The Executive Committee is recommending to the Board of Direction that the dues for regular members for 1980 be increased \$5 to \$25.00 per year and the dues for students be increased \$3 to \$10.00 per year.

Our cash on hand plus the increased revenues from the dues increase will allow us to make up the anticipated deficit.

Although the Society has enjoyed several prosperous years, our commitment to publishing the latest technical information costs money. The 4th Edition of the *Manual of Photogrammetry* and the *Handbook of Non-Topographic Photogrammetry* must be paid for and Journal costs are increasing. Many of these costs are beyond our control. For example, paper costs increase 20 percent to 30 percent a year and have done so for the past four or five years, and larger increases are forecast for the future.

In comparison to other societies in our budget range of \$250,000 to \$500,000 per year, ASP has much lower personnel, administrative, and travel costs but extremely higher publication costs. For example, the average publication costs of all of the societies is 18.4 percent of budget, whereas in our 1979 budget publication costs will be 55 percent of the total budget. In addition, since 1976 despite constant vigilance on the part of the staff and the officers our administrative costs have increased 30.4 percent, our journal production cost has increased 25.5 percent, and our total disbursements have increased 31.5 percent.

Just to give you several examples of major areas of cost increase.

Also, in comparison with other societies of our size, ASP is unique in that we draw only 35 percent of our income from dues as compared to 47 percent for other societies. This means that 65 percent of our revenue comes from non dues sources of income. Over the past few years our percentage of non-dues income has increased, but unfortunately it is necessary that we consider raising dues for 1980.

ASP is your society. Your comments and suggestions have led to new programs and services to the membership and additional non-dues sources of revenue. With your help, ASP will continue to prosper and grow. 1978 has been a year of great advance in ASP and 1979 will be even better.

Under the direction of President Crandall, the other officers of the Society, the Board

of Direction, the region officers, and all committee personnel, the Society is moving ahead in many directions. Many of you I am sure have been watching the television series on the life of King Edward VII. If you have been following the series you will know that King Edward was involved in many scandals because his mother, Queen Victoria, refused to allow him to perform any official duties. I am happy to say that in ASP this is not the case since your officers and Board have kept me busy enough so that I have been able to avoid getting into any kind of trouble at all—during the last year!



ASP Board of Direction in session.



Presidents Crandall and Leverenz, Convention Director Perrow and Congressman Lott.



Congressman Trent Lott addresses the meeting as the Keynote Speaker.



Mrs. Kathy Moffitt helps E. Coyote celebrate their first birthday.