

Incoming President's Message 1979

—Francis H. Moffitt

MR. PAST PRESIDENT, Officers and Directors of ASP, members and distinguished guests, awards donors and recipients, ladies and gentlemen. In the summer of 1934, I was out shocking wheat on my uncle's farm in north-eastern Ohio when the Stark County agent for the Agriculture Adjustment Administration came out to discuss acreage with my uncle. He had with him some of the earliest AAA aerial photographs used for measuring acreage as basis for payment to farmers for planting soil-conserving crops like clover and soy beans. He told my uncle that the determination of acreage from measurements made on the photographs was as good as the same determination made from ground measurements and could be made in substantially less time. Although I was only a 12-year old kid at the time, the agent nevertheless let me look through a pocket stereoscope at the pair of photographs which covered the farm. You can, of course, imagine how impressive it was to me to be able to see the entire 80 acres in all its three-dimensional splendor and all at one time. That was my introduction to the science and art of photogrammetry and remote sensing, and I never got over it. This happened to me, interestingly enough, in the year of the founding of the American Society of Photogrammetry.



President Moffitt.

I can't imagine any profession to be more interesting or more satisfying than photogrammetry. And I'm proud to be a member of the profession and its noble Society. It is an overwhelming feeling to realize that I am standing here speaking to you as the President of the American Society of Photogrammetry. It is the highest honor which I could receive from the members of the Society. Believe me, I will do my utmost to live up to your expectations of what the president of the Society is supposed to do, that is, to work for the good of the Society. I applied for, and received, approval of a sabbatical leave from the University of California which will cover all but three months of my term of office. You can be sure that a substantial portion of that time will be spent on the affairs of the Society. (I might say, parenthetically, that my colleague, Professor Jim Anderson, is going to be awfully busy running the store all by himself.)

As you have heard from Executive Director French and Past President Crandall, the Society is in sound shape both from the standpoint of finance and of programs. The reorganization of the divisions a year and a half ago has injected a new dynamism into division activities. It is a credit to the members of the Society that they *consistently* select highly motivated and highly qualified people to direct the divisions.

I do not, at this time, plan to propose any startlingly new programs. This is, of course, subject to modification, depending upon how events develop which affect the Society. I do believe, however, that this is a time for the Society to consolidate the efforts we have made in our existing programs, many of which have been established just in the last couple of years. These new programs, all of which I endorse wholeheartedly, include The Speakers Bureau, under the Chairmanship of Sky Chamard; the Long Range Planning Effort, directed by Walt Boge; a whole new plan of presenting the Society to the public, which has been developed by the Public Relations Committee under the leadership of Ed Tibbels; the Awards for Practice-Oriented Papers, established by President Crandall; and setting up the American Society of Photogrammetry Foundation. New programs invariably take time to bear fruit, but I believe we have made a good beginning on these new programs during the past couple of years, and I intend to follow their progress quite doggedly.

One area which I will pursue quite actively during the coming year is the development of new photogrammetric mapping standards for the profession which will carry the seal of approval of the Society. I've solicited and have received suggestions for names of members of the Society who would serve as a sub-committee of the Professional Activities Committee, people who are well aware of the problems faced by practicing photogrammetrists when dealing with clients. We have got to have standards which are accepted

and adhered to industry-wide, including all echelons of city, county, state, and federal government as well as private practitioners. I feel that, in this one area alone, the American Society of Photogrammetry can perform the greatest service to its members. It is a most difficult task, but in this era of consumerism it must be done for the protection and well-being of our members.

The strongest suit of the Society is its ability to produce high-quality publications. Our Society is blessed with an executive director who has a love of books and a solid grasp of the whole field of publishing. You can be sure that a great deal of his effort is devoted to this work of the Society. We also are fortunate to have a hard-working Publications Committee under the continuing chairmanship of past president Mike Swanson, and also to have our dedicated editor, Dr. Jim Case.

Probably the most delightful part of the job of the president is his visits to the regions where he has the opportunity to meet a whole new host of friends. I've had some of the most pleasant experiences of my professional life in the last two years through visits to some of the regions. The sabbatical leave will allow me to travel throughout the coming year, and I hope that I can live up to the expectations of the regions established by my predecessor, Clif Crandall. With such a far-flung organization, and with headquarters fairly remote from the regions, visits to the regions are vital to the sustained interest in and growth of the Society. In my travels, I intend to stress the Certification Program, and to urge the members to make application if they feel they are qualified. I will encourage the regions to make use of the Speakers Bureau and to take advantage of the generous offer on the part of the speakers to make themselves available. I will urge the members to consider submitting practice-oriented papers for publication in the Journal, stressing the awards which go to the authors of selected papers. And I'm going to ask that each region form a committee to solicit names for input to the various awards committees of the Society. I do not feel that there is sufficient input at the present time from members outside these committees, and I would like to try to improve the situation.

Of interest to the Society is a workshop sponsored by the National Science Foundation which will be held immediately outside the Washington area this coming June. The purpose of the workshop is to identify areas in the Civil Engineering profession in which basic and applied research is needed. Ten different sub-disciplines of Civil Engineering will be studied. The Society is well represented in this study. None other than our illustrious past president Fred Doyle will lead the group, which is to study research needs in the area of photogrammetry and surveying. The members of this group are all members of the American Society of Photogrammetry. They are past president Art McNair, Duane Brown, Sam Baker, who is past president of ACSM, Ed Sokolowski from San Antonio, and myself. The results of this study by the photogrammetry and surveying group will be published in the Journal and should furnish much valuable information to those Society members who are oriented toward Research and Development.

Before closing, I would like to take this opportunity to thank, on behalf of the Society, the donors of the Awards whose generosity over the years has done so much to stimulate the intellectual growth of the Society, and also to congratulate the winners of these awards, each winner of which we can be most proud.

Finally, in conclusion, I would like to solicit your help in the coming year. This is a great Society, and its members give most generously of their time and effort in order to keep it great. I will need all the help I can get. Thank you.



President and Mrs. Moffitt meet with their old friends, Past President Fred and Mrs. Doyle, along with Paul Rosenberg and Mr. Fred Doyle, Jr.