

Report of the President

—Clifford J. Crandall

SOME OF YOU may recall my demonstration from last year for building enthusiasm into our Society. Well, I want you to know that it was *so successful* in *stimulating* our members that I've added a little something new this year.

Ladies and gentlemen, may I introduce my new assistant—Miss Alky Selzer!

I thought that perhaps after a long year you could use a little more stimulation.

All kidding aside, folks, that "plop, plop—fizz fizz" is really great stuff. The results last year were instantaneous: Starting with our Board Meeting the next day, and continuing throughout the whole year, the officers, staff, and members have been *overwhelmingly* responsive, *enthusiastically* supportive, and *outstandingly* effective in breathing new life into our great society. In all my years as a member and officer of ASP, I have never seen so much consolidated dedication and enthusiasm in one organiza-

tion.

Everyone just seemed to get into the swim of things this year. You know Bob Hope used to say he learned to swim because his dad threw him into the river. The toughest job, Hope said, "was getting out of the sack." Well, I want you to know that ASP is *out of the sack* and as a result we have had just a fantastic year of growth and rejuvenation. I would like to share a few of the activities we undertook during the year, and give you a status report on our programs at this time.

Nowhere has our organization been more progressive and nowhere has progress been more evident than in our Board of Direction. Debates were heard and positive decisions were made on the President's Award for Practical Papers, the publishing of the *Handbook of Non-Topographic Photogrammetry*, the ASP Foundation, and the proposed name change of our Society, to mention only a few examples of the major decisions made during the year.

LONG RANGE PLANNING COMMITTEE

The Long Range Planning Committee under Walt Boge has been selecting committee members and developing a plan of attack including the necessary by-law changes to make it a permanent committee. Setting up long range goals is a monumental task that is impossible to accomplish in one year. But I feel certain that next year will see this Committee really begin to function in a more positive manner.

CLOSER LIAISON WITH OTHER ORGANIZATIONS

You may recall from last year that I wanted to see us expand our relationships and have closer liaison with other professional societies. During the past twelve months, we have had numerous meetings and contacts with other groups. In April we participated in the 1978 Society of Photo-Optical Instrumentation Engineers (SPIE) Symposium East and held serious discussions concerning closer liaison and exchange of membership services. In May we did the same thing with the Society of Photographic Scientists and Engineers (SPSE). Also in May, Pat and I attended the Canadian Institute of Surveying (CIS) meeting in Canada, and I am pleased to announce that CIS and ASP have established a Joint Liaison Committee.

Bob Scott, outgoing Director of the Puget Sound Region will serve as our representative to this committee, and Mr. Jack M. Byrne, Vice-President and General Manager of North West Survey Corporation (Yukon) Ltd. will represent CIS. I expect a lot of activity and many new members for ASP as a result of this relationship.

During the summer, we attended meetings of the Legislative Council on Photogrammetry, the International Cartographic Association, the Harvard Computer Graphics Week, the American Society of Civil Engineers, and had representatives at all seven International Society for Photogrammetry Inter Congress Symposia. In addition, we met with such



President Crandall.

organizations as the American Association for the Advancement of Science (AAAS), Environmental Research Institute of Michigan, NASA, American Institute of Aeronautics and Astronautics (AIAA), the California Remote Sensing Council, and others to discuss ways in which we can work together to reduce the number of meetings and symposia being held and to provide more and better service to our members.

I also attended several of the regional symposia held during 1978, such as the Coastal Mapping Symposium in Rockville, the DTM Symposium in St. Louis, and the Thermosense I in Chattanooga. All of these symposia were held in cooperation with other societies or organizations such as ACSM, ERIM, SPSE, ASHRAE, TVA, and DOE. In addition, we cooperated with the National Wildlife Federation in the Pecora IV Symposium.

Looking to the future, we have been planning joint meetings with ASCE, American Resources Association, SPSE, Society of Motion Picture and Television Engineers (SMPTE), and with a number of universities such as the University of Idaho, Minnesota, Purdue, George Washington, American University, and others. I have also appointed Harry Parker as the ASP representative to the National Council of Engineering Examiners (NCEE) and Sumner Irish to the North American Institute for the Modernization of Land Data Systems (MOLDS). And finally, with the cooperation of President Leverenz of ACSM, we will be a full co-sponsor of Auto Carto IV in the fall of 1979, fulfilling agreements reached a year ago on co-sponsoring symposia with ACSM.

In spite of all this, we have barely scratched the surface this year. Our members belong to almost 400 professional organizations and we must develop closer ties with some of these to promote our ASP work. I hope these efforts will continue . . . so far they have paid off handsomely in new memberships, increased publication sales, and scientific interchanges.

In March 1978, Presidents Cartwright and Stanley appointed separate ASP/ACSM study committees for the purpose of examining the areas of closer cooperation between our two Societies. At the Fall Convention in Albuquerque, a series of meetings was held with the officers and staff of both ASP and ACSM to further define the results of the ASP Study Committee chaired by Bill Radlinski.

It was concluded at that meeting that Messrs. Andregg and Radlinski would develop a series of proposals that they mutually agree could be areas where a joint effort between ASP and ACSM would be possible.

The report from the Committee was received in December, and it outlined several broad areas of consolidation, primarily in the management of the headquarters operation of both Societies. The report anticipated that savings could be effected by such a merger. However, I felt that a more detailed study outlining the *specific* cost savings and organizational benefits to ASP should be carried out before it was presented to the Board. This was in line with the original report submitted by the ASP Study Committee which indicated that detailed analysis should be done by another group. In keeping with this decision, I have asked Dr. Allen Stevens to chair a Phase II Study Committee and he will begin an in-depth investigation shortly after the end of this convention. President Leverenz requested that I make this a joint study and it was agreed that we will have a Joint Committee co-chaired by ASP and ACSM. In addition, a joint statement of the above action signed by President Leverenz and myself will be sent to our respective Boards.

UPDATING OF TRAINING FILMS

Throughout the year considerable effort has been made to obtain support to initiate the development of a Library of Training Aid Films on the utilization of photogrammetry, photo interpretation, and remote sensing. These would replace the five 15-year-old vintage films I mentioned last year, which are still being viewed on an international basis by 60,000 people per year even though they are hopelessly outdated.

This program has been a slow process because of the high production costs involved and the myriad of details in making the data available for filming. However, within the last month, two federal agencies have expressed considerable interest in updating these films to include the latest advances in remote sensing and have offered their resources to assist in this endeavor. With this incentive, I feel certain others will want to help get this film library developed. I have established a committee headed by Mr. Grover Torbert to undertake this project.

It is estimated that it will cost approximately \$120,000 to provide two outstanding thirty minute films. If you believe as we do that this is a worthwhile project, please contact Mr. Torbert and provide your support in the form of funding, manpower, or both.

MEETING THE NEEDS OF A PRACTICING PHOTOGRAMMETRIST

One of the most pleasing aspects of my job this year was to see the practicing photogrammetrists receive the recognition they so greatly deserve. The President's Award for Practical Papers was one step in reaching this goal. We still have a long way to go in getting a steady flow of practical papers for our Journal from our practitioners, but we're moving now and I encourage everyone to write and publish these papers which will be so beneficial to your compatriots around the world.

The second step in meeting the needs of the practitioners was the special session of the ACSM/ASP Fall Convention in Albuquerque called "The Practicing Photogrammetrist in Private Industry" organized by Dave Smith. Many thought this session was the best forum they had ever attended. One lengthy discussion at this meeting dealt with the need for a uniform set of standards for the private mapping community. As a result, I have asked the Professional Activities Committee (PAC) to set up a special task group to develop a uniform set of standards for commercial map products. This will be a great asset to our private entrepreneurs. Also as a result of Dave Smith's session, I have established a new committee to prepare the first comprehensive survey of the profession. This committee will be headed by Tony Follett of Anchorage, Alaska, and will determine such things as types of equipment, salary ranges for workers, and other pertinent information required by the community. I encourage all who receive the survey to cooperate by providing the information required. Due to the enthusiastic response in Albuquerque and on the premise that success begets success, we held another successful session for the practicing photogrammetrist on Monday.

THE ROLE OF ASP IN PUBLIC OFFICE

During the last year, I have initiated discussions with many members of our Society regarding ways in which ASP can become more involved in public affairs. This resulted in meetings with various governmental agencies concerning the role of ASP. In addition, we have discussed the possibility of working with other societies to provide input and testimony on issues of common interest that are being considered by Congress. Areas such as the future of remote sensing, impact of FAA "Controlled Visual Flight Rules," changes which affect the practicing photogrammetrist, and government policy on contracts for photogrammetric services. The registration of photogrammetrists, for instance, will have a great impact on our profession and ASP has an obligation to provide policy makers with information based on the expertise of our members.

THE ASP FOUNDATION

As mentioned earlier, one of the functions of the Board of Direction a year ago was to approve the establishment of a non-profit tax exempt ASP foundation. After much effort during the year, a Certificate of Incorporation was prepared and this certificate was reviewed by the Executive Committee. Our attorneys were then instructed to file for incorporation as a non-profit organization in Washington, D.C.

I am happy to report that we now have the ASP Foundation established, and once our attorneys receive a 501 (C) (3) tax status from the IRS, our Society will be able to accept monetary donations from individuals or companies that will be tax-deductible as a contribution. With these funds we will be able to conduct research, hold continuing education programs, make awards, conduct studies, and undertake numerous other programs. A Board of Trustees has been appointed and will be holding their first meeting this week. Full notice of the establishment of the Foundation will be carried in the Journal, and members will be encouraged to support the Foundation through contributions and bequests. This is a significant step for our Society and deserves the support of all our members.

NAME CHANGE OF THE SOCIETY

One of the main topics of conversation for the past few months has been the issue of changing the name of our organization from the American Society of Photogrammetry to the American Society of Photogrammetry and Remote Sensing. There have been strong feelings on both sides of this proposal, and the number of ballots received indicated a real concern by our members.

It should be noted that a two-thirds majority, or 66 percent of the members responding to the vote, is required to make a constitutional change. The ballots have been counted and the Membership has spoken. The final vote was 62 percent in favor of the name change,

with 38 percent opposed. Therefore, our name will remain the American Society of Photogrammetry. However, remote sensing will be an integral and indivisible part of our profession and we will continue to move forward together.

CERTIFICATION

One of the programs I have been promoting strenuously this year is our Certification Program. As I traveled out to the Regions, I found a lot of confusion over the purpose of this program by some of our members: and every effort has been made to clarify this during the year. As a result, I believe that more members are now applying for Certification. During 1978, we had 52 applications, of which 43 have been approved to date, and 4 disapproved. This brings our total of Certified Photogrammetrists to 197 or a 22 percent increase over last year.

This is a significant growth rate. Since January First, we have received an additional fifteen applications, so I believe the program is moving at a steady rate now.

ASP INSURANCE

We now have 54 members participating in our life insurance program, and they will receive a 50 percent dividend with the April first billing. In other words, their insurance costs were cut in half this year, so you can see that this is a very inexpensive life insurance program, and it can be a very valuable form of security for our members, young and old. I urge all of you who need insurance to take advantage of this opportunity.

SUMMARY

This has been a very exciting year for me, a year in which I have traveled approximately 90,000 miles in carrying out my duties as your President. During my travels I visited many of our Regions, including Rolla, Denver, St. Louis, Potomac, Eastern and Western Great Lakes, Alaska, etc., and believe me, it was an exciting and beautiful experience. The pace was hectic but worth every bit of the effort it took.

If it hadn't been for the strong support of the members, the Board of Direction, and particularly the headquarters's staff, it would have been impossible to accomplish the goals I set for myself and for the ASP this past year. And speaking of support, I don't believe that anyone has ever had better backup assistance from his two vice presidents than I've had this year. Frank Moffitt and Rex McHail are two of the greatest guys one could have asked for to work with as officers. I suspect I've called on their help more this year than any former president has on his vice presidents, and they were always ready to help. They've traveled, they've advised, and they've provided technical and moral support this whole year. But more than that, they've been my friends, and I thank them for that. Finally, and perhaps the most important part of this whole experience is that we've all had fun and lots and lots of laughs. If you can't make your work fun, then you've missed the best part of doing the job.

I'm reminded of a story a man told me about his childhood. He said when he was twelve, he and a friend went to the county fair. They'd waited all year for this big event and were really excited. Well, at the fair they became separated and didn't see each other until the next day. As they discussed their experiences, his friend would say, "Did you see this?" Yes, he'd seen that. "Well, did you see that?" Yes, he'd seen that. "Well, did you see the so and so?" Well, no he hadn't see that. And his friend said—"Gee whiz, you missed the best part of the whole fair." The man said, "You know, I felt just terrible. Here I'd waited all year long to go to the fair, and then I found out I missed the best part."

And that's why, ladies and gentlemen, I've tried to encourage each member of ASP to become active in the Society this year. You can be a life-long member of this organization and never do more than take the wrapper off your Journal, or attend a meeting, or criticize what others have done. But, if you don't become active and work at some function within the Society, whether it be at the Region or National level, you've missed the best part of membership in the American Society of Photogrammetry.