

## Report of the Executive Director

—William D. French

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

I am pleased to second President Moffitt's welcome to our 46th Annual Meeting, and only the second held outside Washington, D.C.

The St. Louis Convention Staff, capably headed by George Cline, has done a tremendous job and we have a large audience here today. Even the weather has been mild!

*Society Administration.* There seems to be one sure thing that I can report to you about the Society staff. I have a new secretary again; Sheryl Sauer. She is back in Washington watching the office.

Here in St. Louis we have Mrs. Virginia A. Bowyer, our office manager, and Mrs. Jean Engel, who handles publications and advertising billing. I also want to introduce our consultants, Mr. Hugh B. "Red" Loving, our Advertising Manager, who continued his winning ways by increasing ad revenue another 34%, and Mr. Morris M. Thompson, our Publications Consultant, who has been invaluable in handling all aspects of publications during the past year.

During 1979, we have continued to streamline our office procedures. We have managed to operate at reduced staff because of these procedural changes. Mrs. Donna Leeds, our Membership Clerk, has done an excellent job in maintaining our membership records this year.

*Membership.* At year-end 1979, the Society's membership was 7250, an all-time high; 6305 regular members and 945 students. This is up 28 from last year; an increase but not a very substantial one.

By contrast, Sustaining Membership at year end was 133 up 12 from 1978, with 3 more applications in process. Dues collection, now on a calendar-year basis, is going much better than in the past.

The Region membership picture is a little disappointing. Only five Regions increased in size in 1979 and of these only two met their membership goals. In 1978, 12 Regions grew in size.

We need the help of all members to encourage their colleagues to support ASP and become active.

*Publications.* The *Handbook of Non-Topographic Photogrammetry*, edited by Dr. H. S. Karara, was published during 1979.

Editor-in-Chief, Chet Slama, promises to have the 4th Edition of the *Manual of Photogrammetry* out by December. I sure hope so, because we sold the last copy of the 3rd Edition about five months ago!

We published several proceedings: Thermosense, The 7th Color Workshop, and the technical papers from the Annual and Fall Technical Meetings. Several others are in progress, including Thermosense II and Auto Carto IV.

We are having a special sale at the ASP desk, so if you haven't stopped by, I suggest that you do so.

Dr. James Case and his staff continue to make *Photogrammetric Engineering and Remote Sensing* better. We still need more practice-oriented papers, so let's hear from the private sector.

*Finance.* Income continues to climb. \$460,000 in 1979, up about 7 percent over 1978. However, our expenditures were \$524,000, about \$100,000 more than 1978. Our Board has approved a deficit budget, but the deficit was less than we anticipated, mainly because no money was spent on the 4th Edition.

The 1980 budget being presented to the Board tomorrow forecasts another deficit. Income is estimated at \$528,000 and expenditures at \$576,000, a deficit of \$48,000.

The officers are exploring ways to pay for the 4th Edition of the *Manual of Photogrammetry*. It's not easy to plan to spend \$130,000 on one publication, with a \$525,000 budget, but we will do it.



Executive Director, French

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## CONCLUSION

We are most fortunate to have in our Society those dedicated members who serve as Officers, Board Members, Division Directors, Committee Chairman, Editors, and Convention Staff Members. These relatively few people make our Society run for the benefit of all. I want to express my appreciation to these dedicated people for the effort they have put forth during the past year. I would like to suggest that everyone become active in Society affairs whether on the Chapter, Regional, or National level. Everyone has something to offer to the Society. Please make your something known.

In closing, I want to again express, on behalf of the Society, our appreciation to the donors of the Awards whose generosity has done so much to stimulate the intellectual growth of the American Society of Photogrammetry.

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ASP spends most of its money on publications, which are becoming more expensive. Rather than raise dues every year, we feel that our publication prices should try and cover the cost within a measurably short time. That is why our publications prices are rising. Our books are still the best buy anywhere!

*New Programs.* Last year, we purchased a new ASP display, which you can see in the lobby. This has been used to spread the word about photogrammetry and remote sensing.

Our Insurance Program will offer enrollment to all members, without a medical examination, in a few months. Look for the announcement in the mail.

The ASP Foundation was established in 1979 and a fund raising program begun.

ASP continues to carry out its major objective, the dissemination of technical information, but we need your help. Let us know what we can do to make our Society the best in the world.

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## Call for Papers

### The Eighth Biennial Workshop on Color Aerial Photography in the Plant Sciences and Related Fields

Skyland Lodge, Shenandoah National Park  
Luray, Virginia  
21-23 April 1981

Papers will focus on three topics: (1) Use of color and color infrared aerial photography for vegetation damage assessment, (2) vegetation mapping and inventory from high altitude color and color infrared aerial photography, and (3) quantitative densitometric measurements from aerial photography.

Those interested in presenting a paper should submit the title, author's name, and a 200 word summary (for review purposes) by 15 August 1980, to Roy A. Mead, Program Chairman, Department of Forestry, Virginia Tech, Blacksburg, VA 24061. A carbon copy should be sent to David A. Mouat, Office of Arid Land Studies, University of Arizona, 845 North Park, Tucson, AZ 85719.