

# Report of the Executive Director

## AN INSIDE LOOK AT ASP

—William D. French

**P**RESIDENT McHAIL, Officers and Members of ASP, distinguished guests; ladies and gentlemen: I am pleased to second President McHail's welcome to our 47th Annual Meeting and our return to Washington, D.C. The Convention staff, capably headed by Val Sellers, has done a great job in organizing the Convention. The new format of holding consecutive Business and Awards Meetings for ASP and ACSM seems to be working. We have a large and enthusiastic audience here today.

In preparing for my report, the fifth I am making to you as your Executive Director, I noticed that the format over the past several years had not varied much. So we decided that it might be a good idea to update a slide presentation that the officers have used for several years at Region meetings throughout the country.

We can call it, "An Inside Look at ASP."

Fig. 1 shows the ASP Headquarters building at 105 N. Virginia Avenue in Falls Church, Virginia, a city of 12,000 about 8-9 miles from downtown Washington, D.C. The Society occupies 2,400 square feet on the first floor.

### ASP ORGANIZATION

Fig. 2 illustrates the organization of ASP. This has been somewhat simplified for clarity, but you can see just how the various parts of ASP fit together.

Figs. 3, 4 and 5 outline the areas of interest and/or committees of the Primary Data Acquisition, Photogrammetric Applications and Remote Sensing Applications Divisions. Members are always needed to work on these committees. If you are interested, just write to me at Headquarters and I will pass your letter to the right Division.

Fig. 6 shows the newest Society effort, the areas of interest of the Professional Practice Division of ASP. Every Society member is invited to participate in these activities no matter what your employment or technical interest.

Fig. 7 is one that I find fascinating. A careful look at this chart will show that ASP occupies a unique spot in the Society world. ASP members belong to over 400 other Scientific and Engineering Societies. ASP is the most heterogeneous Society of which I am aware. This is both its greatest strength and weakness. It really makes life interesting for the staff in dealing with so many different kinds of members!

### A BIT OF HISTORY

Fig. 8 is the exterior of Captain (then Lieutenant) O. S. Reading's house at 5108 38th St., N.W. in Washington, D.C., where the 12 founders of the Society met on a hot summer evening, July 29, 1934 to form the American Society of Photogrammetry.

In fig. 9 you can see the ASP Founder's Table in the dining room of Captain Reading's home. Through the generosity of Captain and Mrs. Reading and their daughter and son-in-law, Mr. and Mrs. Carlos Luria, the table now belongs to the Society and can be seen at the Society office. (Fig. 10).

A complete account of that founding meeting appears in the December, 1980 Journal, pp. 1603-1605.

### SOCIETY ADMINISTRATION

It seems that each year I report the same news, I have a new secretary. Only this year, I have no secretary and I am looking for one! (Since writing this, we have hired a new secretary, Ms Judy Shrader.)

Fig. 11 will give you an idea of how the ASP Staff is organized. Your convention program lists the names and titles of all our Staff, but I want to recognize 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 for the fourth straight year and Mr. Morris M. Thompson, our Publications Consultant, who has been invaluable in handling all aspects of Publications during the past year, including the 4th Edition of the Manual.

During 1980, we have continued to streamline our office procedures. We are doing more work with the same number of people. I would also like to recognize Mrs. Cheryl Dahl, our Membership Assistant, Mrs. Sokhan Clary, our Subscription assistant, our bookkeeper, Mrs. Yvette Mastroleo, and our newest Staff member Mrs. Pat Stoneburner. We have been able to prepare for this meeting with the additional help of our own, "Mrs. Mac" (Mrs. Louis McDavitt) and Mrs. Gloria Adcox, Mrs. Sue Anderson and Mrs. Judy Peesel. Thanks to all!

Figs. 12-18 show some of our staff at work.

## MEMBERSHIP AND REGIONS

As you can see in Fig. 19 membership growth in ASP has been stable since 1976. During 1980 our membership reached 7265; 6318 Regular members and 947 Students, a small increase over 1979. Sustaining membership was 133, no change. Dues collection, now on a calendar year basis, is better than in the past, but the new basis makes comparison difficult.

The Region Map on page 1111 shows the 18 Regions of the Society. In 1980, 15 of our Regions increased in size, and of these, 6 met their membership goals. However, we need more members and I ask every member to go out and get a member.

## PUBLICATIONS

Publications are the life blood of ASP. In 1980, 54% of our income was received from publication and advertising sales. This helps to keep dues low!

As you all know by now, the *4th Edition; Manual of Photogrammetry* is available for sale here at the Convention (Fig. 20).

Editor-in Chief Chester C Slama and his staff have received many kudos at this meeting (see story on page 1059). I want to add mine. However, we can never adequately thank these dedicated volunteers for the thousands of hours they spent working on the Manual.

I am pleased to report that we have sold 2750 copies of the Fourth Edition so far; and on Tuesday, I had the privilege of handing the final payment on the Manual to Mr. Champ Sheridan, President of Everybody's Press.

During 1980, Morris Thompson was very busy. We published the Proceedings of the St. Louis and Niagara Falls Conventions; Auto Carto IV; Analytical Plotter Workshop; Thermosense II (Figs. 21 and 22) and what I consider the most valuable book for anyone in our profession, "The Complete Index to Photogrammetric Engineering and Remote Sensing." Most of the latter was compiled by Mr. Carper Tewinkel, former Editor, Past-President and Honorary Member. The Index is the key to all articles published in the Journal from 1934 through 1979 (Fig. 23). We are having a special sale on publications, so don't miss out.

The Manuals have gained a world-wide reputation for the Society and represent the state of the art more completely and authoritatively than any other publications. (Fig. 24).

Our Journal "Photogrammetric Engineering and Remote Sensing" (Fig. 25) provides the profession with the latest information on techniques, instrumentation and applications. Dr. James B. Case and his staff make every effort to improve the Journal and it is the best in the world. However, we still need more papers on practical aspects of photogrammetry and remote sensing. If you don't see these kinds of papers, ask yourself, "When was the last time I wrote one?" We are also studying ways to speed up the review process.

## FINANCE

As shown in Fig. 26, income (and expenses) continue to climb. In 1980, income was \$673,700, and expenses were \$569,000. The apparent surplus results from not paying the final bill on the 4th Edition of the Manual until now. Your Board approved a deficit budget but thanks to the tremendous response from the membership to the advance sale of the 4th Edition, increased advertising income and annual meeting income, we came out in the black. For 1981, we are presenting another deficit budget to the Board tomorrow. Income is pegged at \$607,000 and expenses at \$658,000, mainly because of the final payment on the 4th Edition.

## 1982 DUES

One of our basic aims in ASP has been to keep dues low. However, inflation is eroding our funds and the Executive Committee is recommending that beginning January 1, 1982, Regular members dues increase \$5.00 (from \$25 to \$30) and Student member dues increase \$2.50 (from \$10 to \$12.50). In addition, because of a substantial increase in postage rates, a \$5.00 postage fee will be applied to all international members and subscribers. (These recommendations were approved by the Board).

## CONCLUSIONS

In 1980, I was fortunate to be able to attend the ISP Congress in Hamburg, Germany. The attractive display designed and staffed by ASP members was like a magnet (Fig. 27). We attracted large crowds and I could see just how important the Society is to our colleagues abroad.

With our many programs we carry out our major objective: The dissemination of technical information concerning photogrammetry and remote sensing.

For every member and potential member ASP offers one other benefit you may not have considered: "An Opportunity for Usefulness."

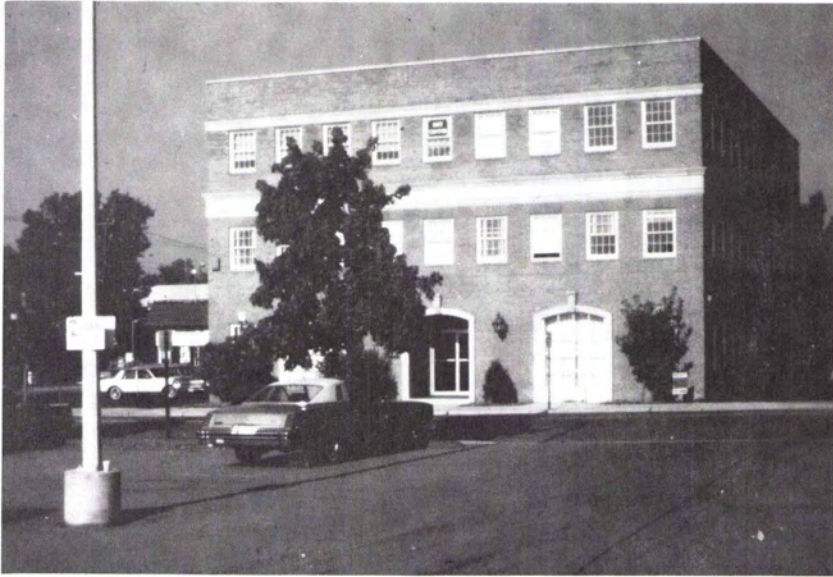


FIG. 1. ASP Headquarters Building.

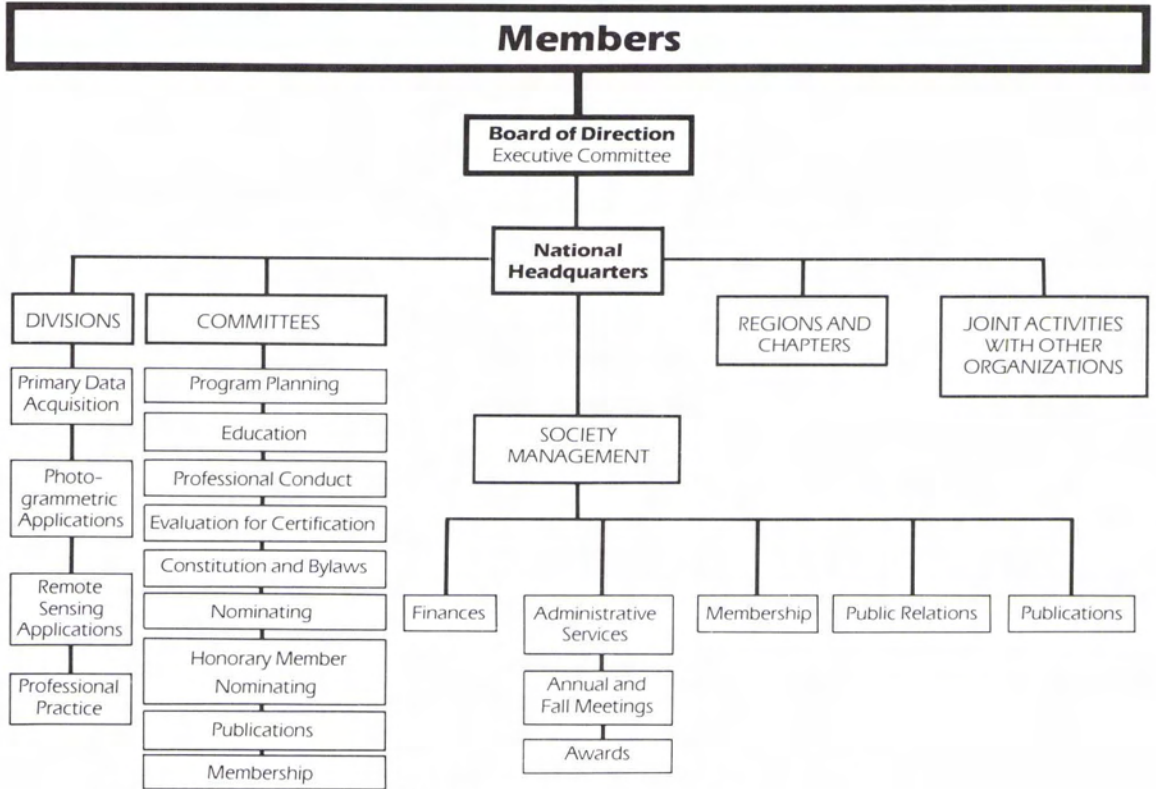


FIG. 2. ASP Organization Chart.

**Primary Data Acquisition Division**

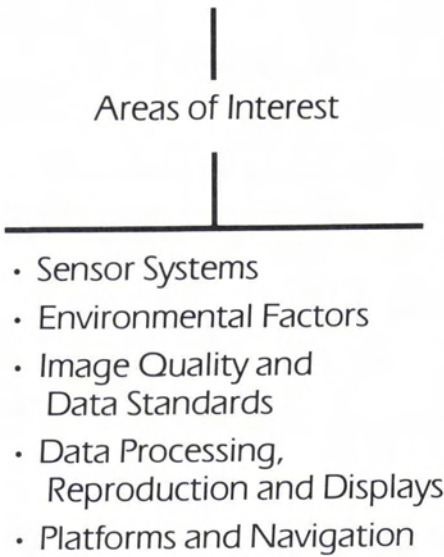


FIG. 3. Primary Data Acquisition Division.

**Photogrammetric Applications Division**

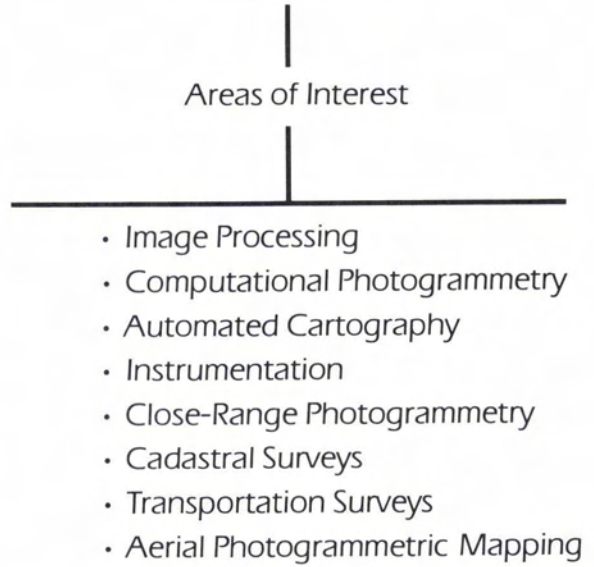


FIG. 4. Photogrammetric Applications Division.

**Remote Sensing Applications Division**

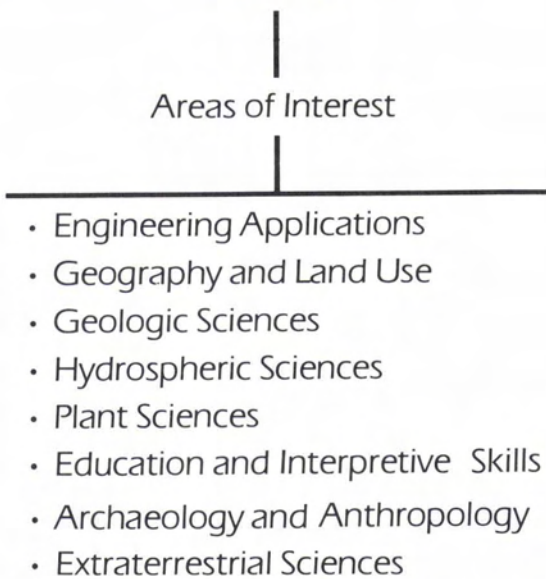
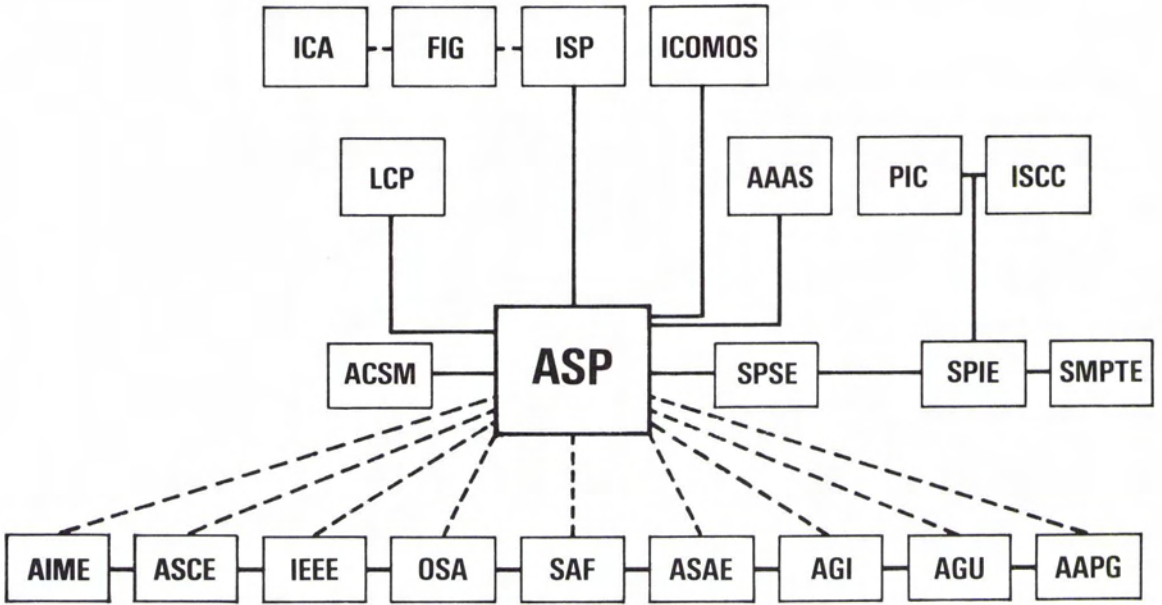


FIG. 5. Remote Sensing Applications Division.

**Professional Practice Division**



FIG. 6. Professional Practice Division.



### INTERSOCIETY LIAISON

FIG. 7. ASP Intersociety Liaison.



FIG. 8. 5108 38th St. N.W., where it all began.



FIG. 9. The ASP Founder's Table.

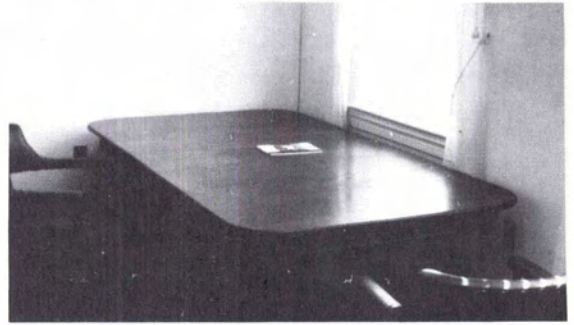


FIG. 10. The Founder's Table in the ASP office.

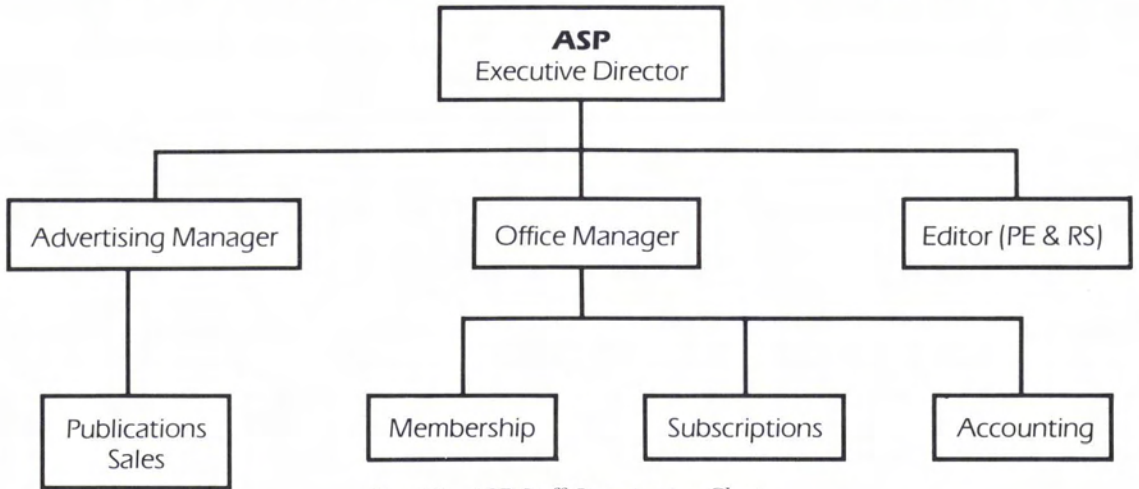


FIG. 11. ASP Staff Organization Chart.



FIG. 12. Mrs. Yvette Mastroleo and Mrs. Virginia Bowyer.



FIG. 13. Mr. Hugh B. Loving.



FIG. 14. Mrs. Jean Engel.



FIG. 15. Mrs. Sokhan Clary.



FIG. 16. Mr. Morris M. Thompson.



FIG. 17. Mr. William D. French.



FIG. 18. Mrs. Pat Stoneburner.



FIG. 19. ASP Membership and Subscriptions 1972-1980.

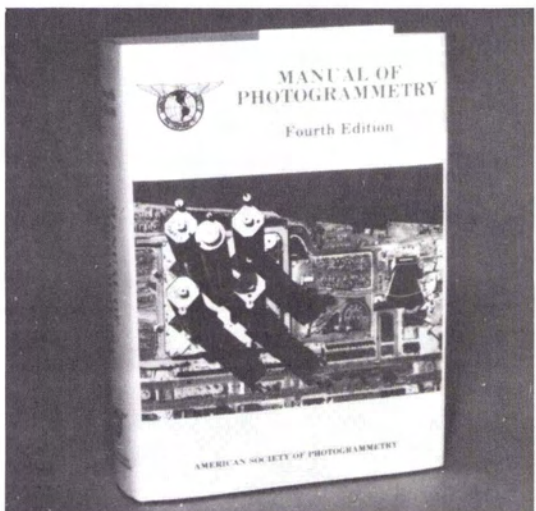


FIG. 20. "4th Edition, Manual of Photogrammetry."



FIG. 21 and 22. Recent ASP Publications.



FIG. 23. "The Complete Index to PE&RS" and other publications.



FIG. 25. 1980 issues of "Photogrammetric Engineering and Remote Sensing."

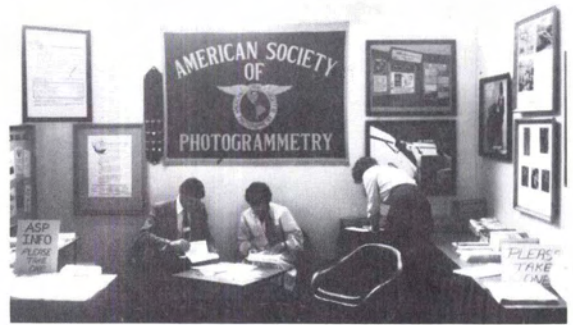


FIG. 27. ASP Displays at ISP Congress, Hamburg, Germany 1980.

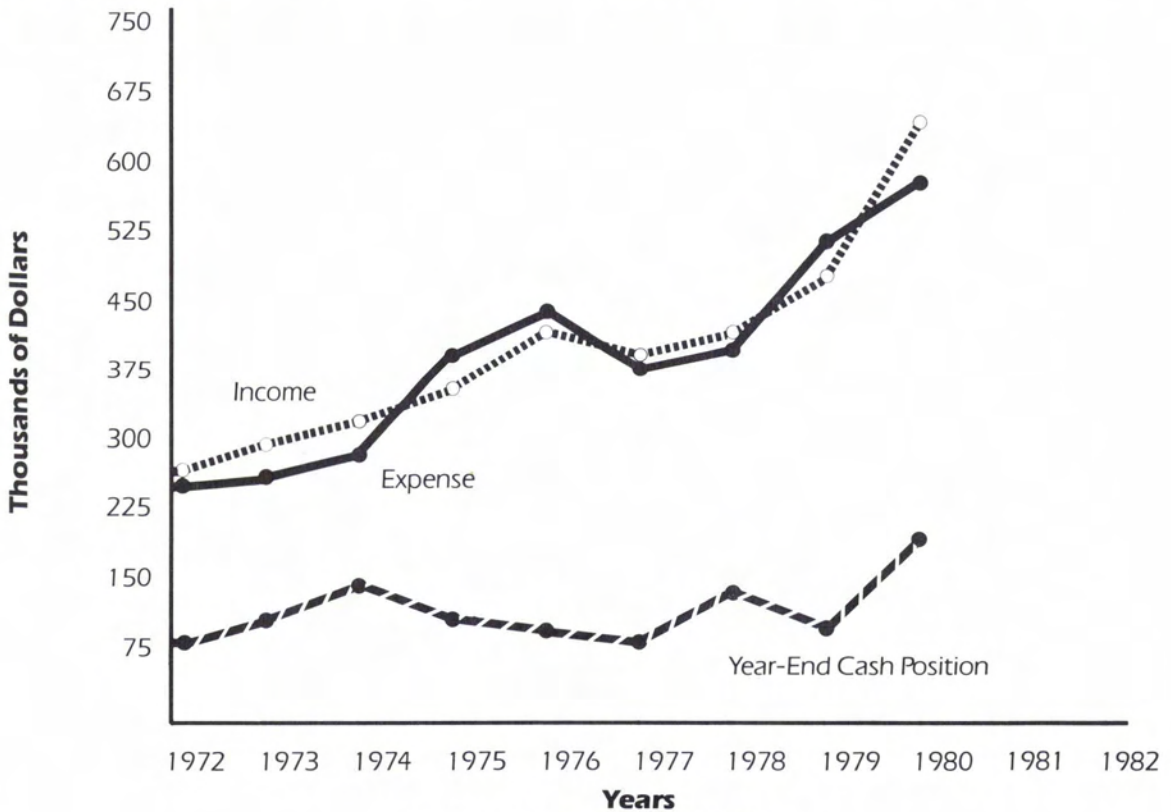


FIG. 26. ASP Finances 1972-1980.