

# 1982 Executive Directors Report

## INTRODUCTION

PRESIDENT ZARZYCKI, OFFICERS AND MEMBERS OF ASP, distinguished guests; ladies and gentlemen; I would like to echo Dr. Zarzycki's welcome to the Mile High City, Denver. I would also like to offer you a traditional Irish welcome on this St. Patrick's Day: "Cead Mile Sailte" (pronounced Kad Meda Falta) "A Thousand Welcomes" to our 48th Annual Business Meeting.

From all accounts thus far, Convention Director Jim Plasker and his staff have outdone themselves and we are in the middle of what looks like the biggest and best Convention and Exhibit ever held. Even the weather has cooperated and those of us that arrived early were able to watch the St. Patrick's Day Parade!

This my sixth report to the membership, but in January, I completed 5 years as your Executive Director. Five and ten year anniversaries are often used to report past accomplishments and take a quick look at the future. I would like to let the past speak for itself and report on current programs and future events. Those interested in the Organization and structure of ASP should read my 1981 Report in the July issue (pp 1061-1068). From an organized standpoint, ASP is much the same.

## SOCIETY ADMINISTRATION

Once again, I stand before you with a new Secretary, Mrs. Judy Shrader. She had adapted very well to association life and has been of great help to me.

1981 was a year of transition and great changes for the Staff. In January, Mrs. Pat Stoneburner, Assistant to the Executive Director joined our Staff. With her expertise she immediately began making major contributions. In May, Mrs. Florence Stevenson became our Controller and Office Manager, bringing many years of financial expertise with other associations. During the year, Mrs. Louise Jarrell became our Membership Assistant; Mrs. Peggy Beerbower, Assistant Bookkeeper and in January of this year, Ms. Kim Peesel became our newest staff member as our Program Assistant. Providing continuity were Mr. Hugh B. Loving, our Assistant Executive Director and Advertising Manager; Mrs. Jean Engel, Publications Sales Manager; Mr. Morris M. Thompson, Publications Consultant and resident expert; Mrs. Yvette Mastroleo, Bookkeeper; and Mrs. Sokhan H. Clary, Subscription Assistant. In addition, Mrs. Judy Peesel, served as our Receptionist, and Mrs. Susan Anderson assisted in membership.

Few of your staff are present, but I would like Mrs. Engel, Mrs. Stevenson, Mrs. Shrader and Mr. Thompson to stand and be recognized. ASP has a dedicated staff you can be proud of. I am especially privileged to work with such a fine group of people.

## MEMBERSHIP

Fig 8 shows that 1981 was a banner year for ASP in Membership. In 1980, membership totalled 7,265; in 1981, as a result of a well-conceived promotion by Mrs. Stoneburner, working with our ASP Membership Committee, Chester Kowalczyk, Chairman, Clement Bounds and Paul Alban, membership increased 623, 9%, to 7,888.

Active members were 6,858, Students were 1,030 and we now *have* 144 Sustaining Members.

Further promotions are planned to maintain the momentum. Each member knows a colleague who should be a member. Some people are just waiting to be asked. Remember the new Ford Bartlett Award is a year's dues and a handsome certificate.

## REGIONS

In 1981, every Region exceeded its 1980 membership, and 12 Regions equalled or exceeded their 1982 Membership goals. As reported during the Region of the Year presentation, new levels of activity have been reached and some programs are being planned for 1982.

It is particularly fitting that the charter for our newest Region, the Intermountain Region, was presented earlier at this meeting to President Lola Britton. New chapters were formed in several Regions and others are being organized. (MAP).

## PUBLICATIONS

We now come to one of my favorite subjects: the Publications of the American Society of Photogrammetry. Our reason for being, our life blood and major source of income.

During 1981, sales of the 4th Edition, Manual of Photogrammetry reached 4,300. It is now returning funds to the Society to support new publishing projects. Sales of the Manual of Remote Sensing now total 12,926. We have less than 200 copies left and it will soon become an out-of-print classic. However,

Dr. Robert N. Colwell and his staff of almost 300 volunteers, are working to complete the 2nd Edition, Manual of Remote Sensing before the 1983 Convention.

In 1981, we published the Technical Paper volumes from the Annual and Fall Conventions; The Proceedings of the Pecora VII Symposium "*Remote Sensing: An Input to Geographic Information Systems in the 1980's*"; "*Workshop for Automated Photogrammetry and Cartography for Highways and Transport Systems*"; and the "*8th Color Workshop*". We also have a supply of the Proceedings of the "*7th Machine Processing of Remotely Sensed Data Symposium*" for sale. The Panama-Central America Region produced, in both English and Spanish, "*Proceedings of Technology Exchange Week II*."

Again this year, I want to thank Dr. Jim Case and his staff for continuing to excell in publishing the world's best journal in the field "*Photogrammetric Engineering and Remote Sensing*." We continue our search for more papers from the private sector, and papers that present practical applications of photogrammetry and remote sensing. We need *your* help to get these kinds of papers.

#### FINANCE

Fig 12 shows the increase in revenue and expense in 1981. Our income was \$732,936, our expense \$715,068, producing a surplus of \$17,867 and a year-end cash position of \$231,578, the highest in ASP history.

I also want to note that for the first time in many years, the 1981 Financial Report will be presented to the Board tomorrow. Mrs. Stevenson and Mr. Rudy Ruga of Burton Myers, our CPA firm deserve the credit for the early reporting. The Financial report shows an increase in net worth from \$171,253 in 1980 to \$220,198 in 1981.

The 1982 budget, being submitted to the Board for approval shows income of \$855,000 and expenses of \$943,425; a projected deficit of \$88,375. The deficit is primarily caused by our heavy investment of over ¼ million dollars in the 2nd Edition Manual of Remote Sensing.

#### 1983 DUES

Our publication income helps to keep dues low, but inflation and rising costs keep eroding our dollars just as your personal expenses keep rising. Therefore, the Staff and Executive Committee is recommending to your Board that, effective January 1, 1983, Active Member dues increase from \$30.00 to \$35.00; a \$5.00 dollar increase. Student dues from \$12.50 to \$15.00; an increase of \$2.50. Membership in ASP is still a bargain; a 1981 association survey revealed that engineering and scientific societies in our budget range have dues that averaged \$41.25.

#### CONCLUSIONS

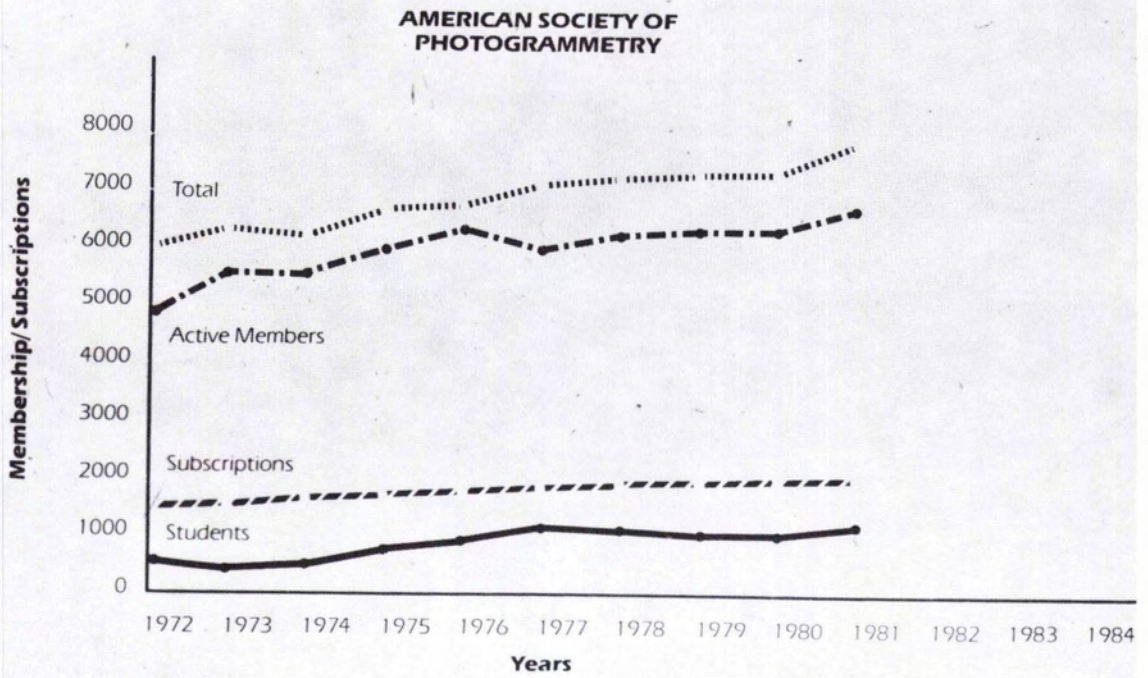
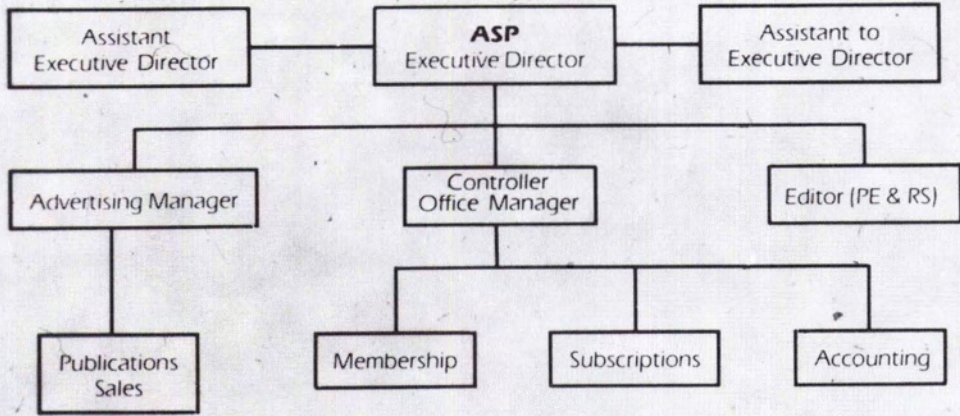
As I complete my fifth year as your Executive Director, I can truthfully say that these past five years have been the most exciting and rewarding of my career. I want to recognize a special obligation to the person closest to me, the one who has suffered many absences from home, long office hours and other upsets, but who makes it all worthwhile, my wife Mena. It is especially appropriate to ask her to stand and be recognized on St. Patrick's Day, since she comes from Co. Roscommon, Ireland. Mena thank you and also thanks to all the members of ASP for their help and support. (Note: when the lights came on, my wife was not sitting in the front row where she was when I began my report. She had left with some of the other ladies to get ready for the President's Banquet!).

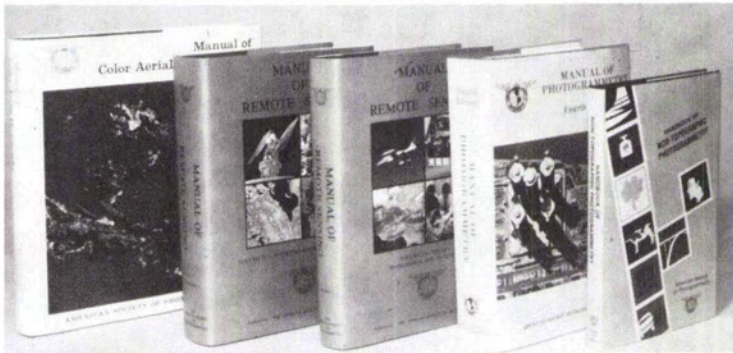
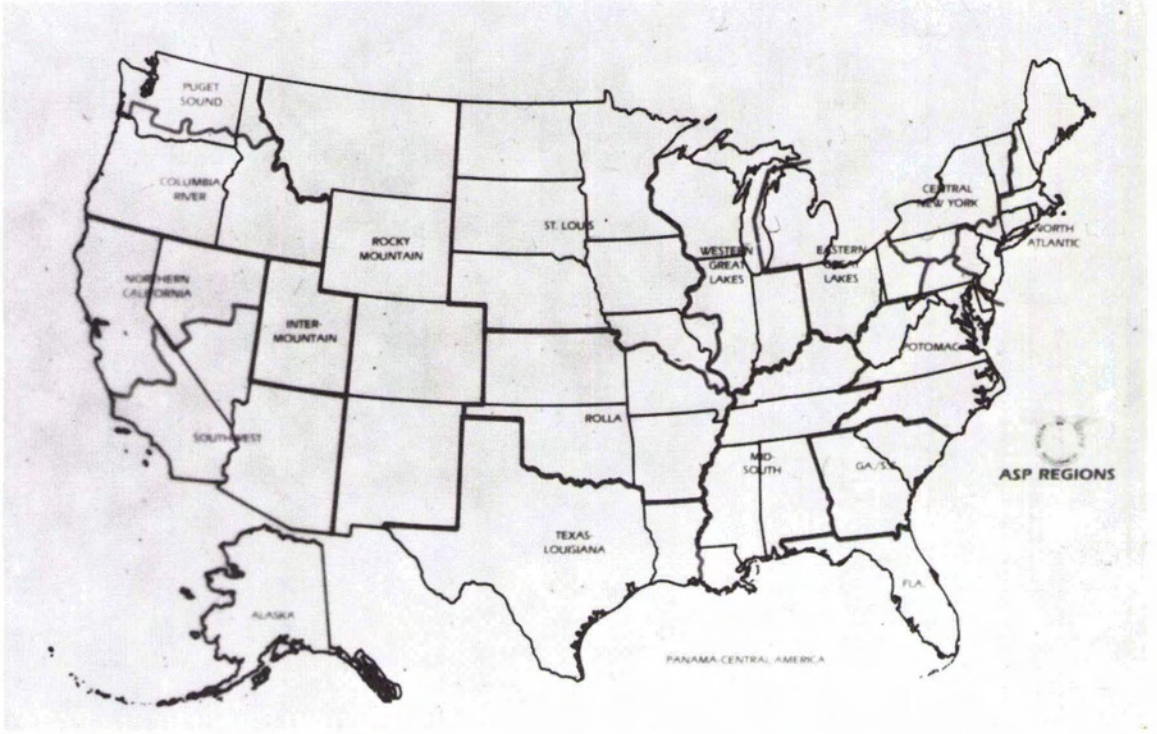


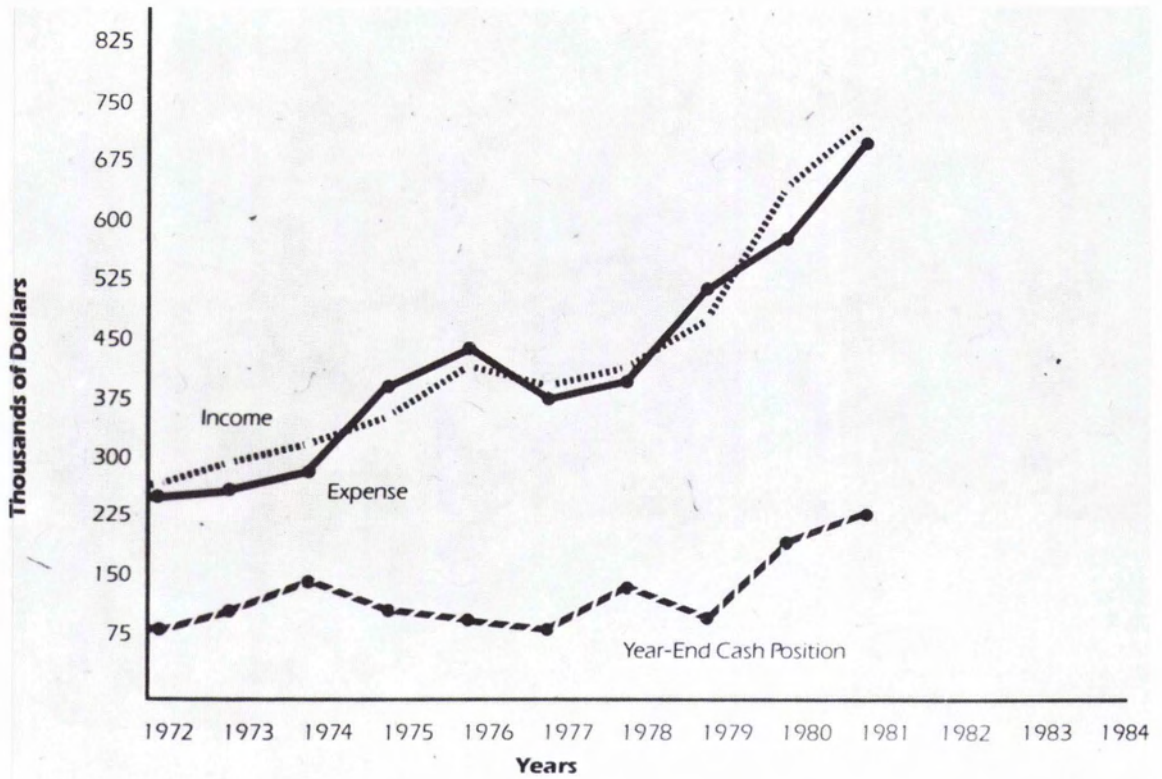
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