

Executive Director's Report



PRESIDENT WELCH, Officers and Members, distinguished guests, ladies and gentlemen: Welcome to the 51st Annual Meeting of the American Society of Photogrammetry and the 1st Meeting of the American Society for Photogrammetry and Remote Sensing!

Yes, we have good news today! We have a new name: "American Society for Photogrammetry and Remote Sensing." This will give the Society a new image world-wide as we join our sister societies in other lands and the International Society for Photogrammetry and Remote Sensing. It is effective today and our attorneys are working to handle the legal work.

1984 will be noted for many things. We had a great series of 50th Anniversary events, in Washington, San Antonio, Rio de Janeiro, and many points in between. One of our achievements during our 50th Anniversary was the receipt of a National Award for our 50th Anniversary campaign. The Certificate of Merit in the ASAE (American Society of Association Executives) Gold Circle Award competition was the highest award given in the category. Everything we did for our 50th Anniversary, including new stationery, revision of the Journal cover, tote bags, the 50th Anniversary logo, postal cachets, balloons, etc. was submitted in the category "Internal Communication Program for a Single Purpose." Our thanks go to all those who helped us celebrate our 50th Anniversary; but, thank God, it happens only once! I feel fortunate to have been a part of it.

In the office during 1984, we lost a dedicated worker—Mrs. Peggy Beerbower, who moved to Florida. However, we added a new face at Headquarters, Mr. Don Hemenway, the ASPRS Staff Editor. Don is the first full time person to work solely on publications. We also suffered a loss of another kind. Mr. Morris Thompson, ASP Publications Consultant, retired (once again) in December. He liked his job so much that he still comes in on a regular basis. Ellen Davis is our joint receptionist.

The rest of your dedicated staff is still with us and doing an excellent job. We are fortunate to have them.

At the suggestion of President Welch, we leased three IBM PC-XTs and an IBM PC, with peripherals such as a letter quality printer, dot-matrix printers and modems. Everyone is learning how to use these marvelous machines, but we should never forget that they are only Machines!

In 1984, once again we had a \$1,000,000 income and expense budget with a deficit of \$15,800. We had budgeted a \$4,000 deficit. For 1985, we tried something new; the 1985 budget was presented to the Board at the Fall Convention in San Antonio, revised slightly by the Executive Committee in January and once again we anticipate a million-dollar budget with a small surplus.

Of course, I am always the bearer of bad news: The dues for 1986 will increase from \$40 to \$45 for Active Members and from \$15 to \$18 for students. Your board and staff are dedicated to keeping our dues at this level as long as humanly possible.

We are exploring new ways of increasing our non-dues revenue sources. Publications and Advertising

provide over 60% of our current income. New products will increase income and allow us to keep dues at present levels.

In membership, 1984 was not a very good year; we lost about 500 members, and membership at year-end stood at 7208. However, based on our results so far this year, we look for a substantial increase. I think the new name will help considerably.

In publications, we have produced our usual complement of books, including the *SPOT Simulation Applications Handbook*, and the *Close-Range Symposium Proceedings*. We have sold over 6300 copies of the *Manual of Remote Sensing, Second Edition*, and if current sales keep up, we anticipate being out-of-print by the end of 1986. The *Manual of Photogrammetry, Fourth Edition* is a steady seller and the *Multilingual Dictionary* is exceeding our expectations. We are studying new publications and may have some surprises for you this year.

As President Welch noted, new Review Procedures have been implemented. The goal is to get papers published within 6–8 months. Editor Jim Case and the Associate Editors are doing an excellent job. In September, we are going to publish the results of a 3-day NASA Symposium on the results of the Landsat Investigators Data Quality Analyses (LIDQA) studies which will be held in Indianapolis. A 400-page Journal is planned.

As ASP enters its second half-century with a new name and renewed vigor, we are planning to keep up with the future. The progress of the American Society for Photogrammetry and Remote Sensing is a story without end; you, the members will ensure that our progress continues.

—William D. French



ASPRS Staff (left to right): Delores Clubb, Jean Engel, Pat Stoneburner, Don Hemenway, Judy Shrader, Kim Peesel, Lucia Engel, Judy Peesel, Florence Stevenson, Sokhan Hing, Nora Johnson, Louise Jarrell; not pictured—Ellen Davis.