

## President's Inaugural Address

Thank you, ladies and gentlemen, distinguished guests. I am deeply humbled by the honor and responsibility you have bestowed upon me as the 55th President of this Society. Although I am the fourth person from academia to hold this position, I believe I am the first person with a forestry and watershed management background, and the first President of ASPRS whose career has primarily focused on teaching and research dealing with multispectral scanner and radar remote sensor data, particularly from satellite altitudes.

It is indeed a rare privilege to have the opportunity to serve our Society and our profession in this position. I pledge that I will use all of the energy and the capabilities that God has given me to further advance the programs, activities, and goals of ASPRS during this coming year and beyond.

There are many opportunities that stand before us as we enter the last decade of this century. I would like to focus my remarks today on several groups of activities, goals, and concepts that I believe need to be vigorously addressed during this coming year and beyond — some are rather specific and others are more general in scope.

- ASPRS Headquarters — clearly one of the major activities during the coming year involves the Headquarters Fund Raising Campaign. This campaign will have a significant impact on our Society in that, for the first time in our 55-year history, we will be in a financial position to *own*, rather than rent, our Headquarters facilities. In the long run, this will mean a much better financial position for ASPRS than has ever before been possible. Many people have generously supported the individual campaign initiated last fall, and we are now starting the corporate fund raising effort. As a result of this fund raising program, sometime during the coming year, ASPRS and ACSM will buy and occupy our new Headquarters facility. This change will allow our ASPRS professional staff and volunteers to better serve the needs and interests of the members throughout the United States and the world.
- Geographic Information Systems Division — the tremendous ground swell of interest in GIS resulted in the formation of a new Technical Division in ASPRS. The first Division meeting for those interested in GIS will take place this afternoon. The leaders of this GIS Division have an abundance of ideas and enthusiasm, and I know that this coming year will see a wide variety of programs and activities being implemented. I urge you to join in helping to develop our Society programs in GIS technology, and help to make this a truly significant and meaningful part of the local and regional, as well as national activities of ASPRS.
- Quality of Technical Programs — the quality of our technical programs is good, but we can make them even better! I'd like to see several tutorial sessions at conventions, and an increased number of invited papers and better structured technical sessions at our conventions, and more regional and local one or two day technical meetings (which could be cosponsored with other societies in many cases). Other areas of improvement include more GIS and other types of papers, as well as an even higher quality of papers being submitted for review and publication in *Photogrammetric Engineering & Remote Sensing*, and an increase in the variety of format and subject matter of our ASPRS publication series. Journal articles, tutorial workshops, books, and other materials dealing with all aspects of GIS technology must be given very high priority. I firmly believe that it is the quality of the technical programs and activities of this Society that creates the foundation upon which the rest of our activities are built. If the technical programs are abun-



dant and top-notch in quality, we will have a professional Society that is second to none in the world!

- Communication — we need to develop better communication with people *outside* the confines of our current membership as well as at all levels within our Society. It is important to tell others who we are, what we do, and what we are striving to accomplish. This may not be an easy thing to do when many people aren't sure how to pronounce "photogrammetry" and have no idea what "remote sensing" involves, but we need to work hard to educate our friends and colleagues about our profession and our Society.
- Within ASPRS, we need to develop better communication strategies at national, regional, and local levels. I have already initiated some programs toward this end, and have asked the headquarters staff and appropriate committees to develop written guidelines to assist volunteers in functioning knowledgeably and effectively. There are many other areas of activity where we all need to strive to improve the process and the level of communication in order to make this a more efficient and effective organization.
- Recognition — there are many hard-working, dedicated individuals in ASPRS and our profession who deserve greater recognition for their efforts and accomplishments. Some small steps toward this end have been implemented at this convention. In addition, I have requested the Awards Committee to provide a complete evaluation of our awards and recognition program, and to recommend appropriate changes.
  - Involvement — ASPRS members are involved in many interesting and worthwhile activities. However, there are many people who are not aware of these activities or the opportunities to become involved. There are others who are not members of ASPRS but who, I feel certain, would want to become active if they just knew more about who we are and what we do. We need to reach these people and get

- them involved! I'd like to ask every member of ASPRS to practice the "with me" principle, whereby we ask someone else to "come with me" to a regional meeting or other activity of the Society. Don't be afraid to ask others to join us in our endeavors — we think these activities are worthwhile and important, so let's ask others to become involved! Let's make ASPRS an even better, more dynamic, technologically outstanding, and fun organization!
- Integration — today, 5 April 1989, we are in the midst of a revolution — a technological revolution! When you walk through the Exhibit Hall or listen to the technical papers being presented, you see and hear abundant evidence of this in the form of computer analysis and display capabilities that were only a dream a very few years ago, as well as discussions about the Eos (Earth Observation System), GIS (Geographic Information Systems), the GPS (Global Positioning System), and a host of other developments that are rapidly becoming a part of our everyday lives. One of the truly exciting aspects about much of what one sees is that there is a convergence of many of these technologies — a merging, a developing interdependence, an integration! This integration of many highly complex technologies is particularly evident in many aspects of GIS technology. Such growing interdependence is beneficial in drawing people and professional societies together, resulting in more joint activities and interdisciplinary communication. The annual GIS/LIS meeting that ASPRS initiated just three years ago, has already become THE major national GIS/LIS meeting of the year! This year GIS/LIS '89 will be cosponsored by five national societies — a prime example of a jointly sponsored activity. Such integration of interests and

activities needs to be continued and expanded wherever appropriate.

- Look to the Future — the Board of Directors adopted a Long-Range Plan for the Society two years ago, and many elements of this Plan are in the process of being implemented or have already been met. Now we need to look farther ahead and envision truly noble goals for our Society — goals that will lead us to fly where the eagles fly! There is tremendous concern these days about our global ecology — the greenhouse effect, deforestation, and many other aspects of global change. Surely, to effectively assess and monitor conditions on a global scale will require significant contributions from each of the technologies represented by our Society — remote sensing, photogrammetry, and geographic information systems. *ASPRS must become a leader* in the scientific community that is beginning to deal with many of these issues! What can possibly be more important than the future of mankind — a future which will depend on a properly balanced global ecosystem on this beautiful planet we call Earth? We have many opportunities before us. I ask each of you to come with me, and to ask others to join with us in moving ahead to meet these opportunities and to create new and loftier goals for the years ahead!

This next year will see significant progress along previously charted paths as well as many possibilities for setting our sights on new goals and new directions that will take us soaring into the next decade and the next century! With the help and support of each one of you, with the understanding and love of my wife, Connie, and my family, and with God's guidance, I look forward to an exciting and fruitful year!

— Roger M. Hoffer



Represented here are only some of the authors who contributed to *Non-Topographic Photogrammetry, 2nd Ed.*, the first volume in the Society's new *Science and Engineering* series.