

President's Inaugural Address

Members of ASPRS, honored guests,

I welcome you to the 1990 Annual Convention, and a first edition of the ASPRS Awards Luncheon and Installation of Officers. Perhaps we are seeing the establishment of a new tradition—one that will bring more Society members together to celebrate the many notable accomplishments of its members and get a really close look at the new officers!

Congratulations to the 1990 Annual Convention planners, who have done an outstanding job of launching us into the '90s with an excellent event. Having participated in convention planning, I can appreciate the great efforts that have gone into this meeting and commend the local committee for their work.

I am greatly honored and profoundly challenged by the opportunity to serve the Society in this leadership capacity and shall endeavor to meet the expectations of the members who elected me, and the demands of the year ahead.

Change is challenge, and never more so than now, when our technology is undergoing a growing and maturing process in digital information and geographic and land information systems and applications. Changes in our environment and even in our society will demand more and more of all of us in this vital profession.



- Continuing President Colvo's efforts to make the Society a factor in preserving and strengthening of the U.S. role in Earth satellite remote sensing. I have asked him to remain as Chairman of the Earth Remote Sensing Satellite Committee and to continue that committee's efforts in this arena. I ask you all to support these efforts.
- Helping the Awards Committee under the able leadership of Chris Johansen to implement the changes proposed in our awards program. Our members deserve recognition for their accomplishment, and the new program will broaden that recognition.
- Continuing the quest for the fiscal health of ASPRS. Faced with rising costs, declining volunteerism that is a society-wide phenomenon, and increasing demands on all programs, the "balancing act" of providing the best member service at the most reasonable cost is increasingly challenging. Many areas of Society activity are affected:



Hard at work with Past President Hoffer.

The work of the Society is a continuum. The mission of ASPRS remains service to the members through dissemination of technical knowledge and techniques and enhancement of professionalism in application. This service has been provided for 55 years primarily through excellence in technical programs and publications. My primary goal is to keep this basic mission in focus and to foster Society programs that will aid its members in a changing technological world.

To do this, I intend to continue and strengthen some of the excellent programs instituted by my predecessors in this office. Some of these are:

- Strengthening ASPRS Divisions and increasing the Divisions' technical program responsibilities. President Hoffer has emphasized and implemented revitalization of the Division role in providing leadership in technical program planning. The expertise of ASPRS lies in its members at the Division level, and so I am asking the Divisions to continue in this direction and will do what I can to facilitate implementation of this goal. Nearly 40% of our members have not declared a Division affiliation. I urge each member of the Society to become active in the Division that best represents his or her interest, expertise, and area of work, and, through the Division, make a personal contribution to the mission of the Society.





President O'Cuillinn addressing her first Executive Committee Meeting

Publications. ASPRS has been an international leader in publishing books, periodicals, and proceedings in all disciplines of mapping, photogrammetry, and remote sensing. In addition to declining ranks of volunteers to write and edit this material, we are faced with competition from commercial publishing houses in some of our traditional subject matter areas. Printing costs escalate almost weekly. ASPRS must find additional affordable ways to retain the leadership of our PE&RS and continue the traditional excellence in other publications. One step in this direction is the continuation of the very popular "special issue" Journals.

Meetings. Our meeting configurations have changed with technology and the economic realities attendant on, again, declining volunteer force and rising cost. Sometimes traditions must be abandoned or altered and new schedules and configurations adopted. We must constantly evaluate the effectiveness of our programs and be innovative in planning kinds, numbers, and content of our meetings in order to best serve the needs of our members. This week, the GPS Workshop and the other pre-convention workshops proved to be very popular, filling an obvious need. It is this kind of planning that must continue.

Preparing for the 1992 ISPRS Congress, well underway at this time, is our biggest meeting planning challenge for many years. Get involved—let the planners and ASPRS staff know that you'll help.

Our new home. The move to "our own" headquarters facility, five years ahead of the Long-Range Plan schedule, carries with it changes in staff, a period of adjustment and reorganization, and a continuing necessity to strive to meet our building fund goal. I appeal to you all to contribute and urge others to support this effort.

I believe it's time for more public awareness of the importance of the tasks that members of our society do. There are many people "out there" who ought to be members of ASPRS; there are many others who need to know about the benefits of mapping, surveying, remote sensing, geographic information systems, and the other areas of our members' concern. To that end, I am asking the Public Relations Committee to increase and vary its activities to include more media coverage of the work of our members and the activities of the Society. Many times we feel that we are "preaching to the choir." There are many benefits to be gained from wider public knowledge of our work.

And ASPRS members are vitally involved in the greatest challenge of our day—preservation and enhancement of our environment, our planet. The decline of the viability of the Earth for support of life as we know it has been identified by scientists, politicians, and religious leaders as the most serious and immediate problem we face. Almost every member of our Society is in some way involved in meeting this challenge, solving the problem. We measure, record, monitor, and plan. We work on the earth, above the earth, and in some cases under the surface of the earth. We are leading custodians.

I believe that the most basic mission of this society, at this moment in time, is to help its members, whose work touches every aspect of modern life, be the best custodians possible. I assure you that I will do whatever I can do help ASPRS fulfill this mission.

—Marilyn M. O'Cuillinn



Past President Hoffer accepting a constellation jacket from President O'Cuillinn.