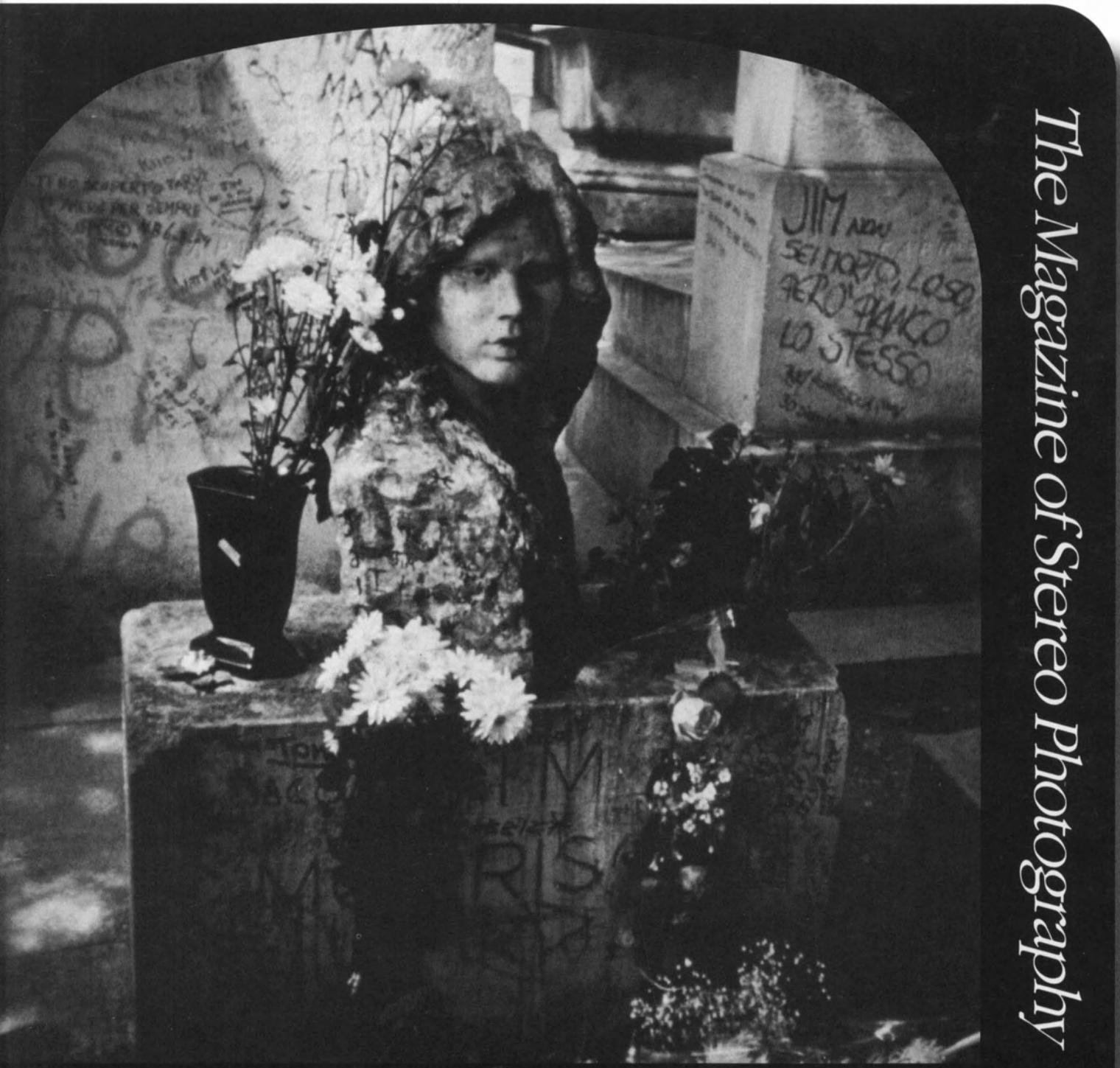


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NATIONAL
STEREOSCOPIC
ASSOCIATION

STEREO WORLD



The Magazine of Stereo Photography

Post Crypt • Photokina • Havana Glen

Commendation to Tex Treadwell

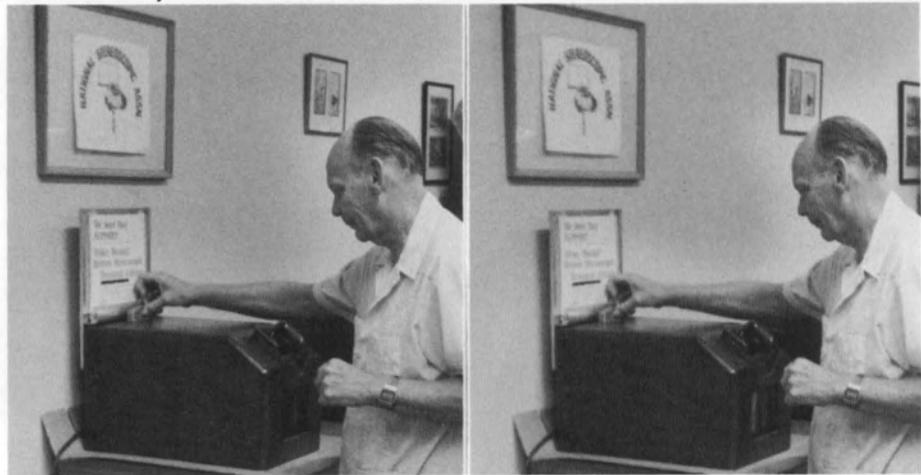
*Upon his Retirement as President of the
National Stereoscopic Association after Nearly
Nine Years of Dedicated Service.*

Tex was appointed President and member of the NSA Board of Directors at the National Convention in Canton, Ohio, Aug. 1980. Since then he has guided and directed the organization to unprecedented growth, more than doubling its membership from a little over 1000 to some 2400 members today. Tex has shown extraordinary devotion to the NSA during his long tenure as President. He has been responsive to the needs of the Association, and to the wishes of the members as the trend has swung more towards active participation in modern 3-D. He has unselfishly shared his great knowledge in the collecting field through his own publications.

First and foremost Tex worked to place the NSA on a firm financial basis, carefully controlling expenditures and building income through substantial donations both in size and numbers (over \$6,300 from 247 members this last year). He personally provided considerable financial support initially to place the NSA in a solvent position and has continued this aid to develop new programs. His has been a hands-on management style, observing and assessing most every detail of the operation.

Tex has provided encouragement and support for the outstanding bimonthly magazine *Stereo World*, which has grown under his tenure in quality, size and circulation. It has become known around the world and is certainly one of the finest photographic magazines anywhere.

Under Tex's leadership the annual national conventions have flourished, moving to a different city each year, alternating between west coast, midwest and east coast. They are now considered the largest image trade fairs in the country as well as providing outstanding and



Tex Treadwell makes yet another contribution via an antique coin operated viewer during a 1987 visit to the Holmes Library.

extensive stereo exhibits and audio/visual presentations.

Many new programs were established by Tex including publication grants to further research on articles for *Stereo World*; encouraging more volunteers to get involved in running the NSA; membership donations beyond annual dues for which he personally prepared acknowledgement certificates to each donor; annual recognition and service awards for: Fellow of the Year, Meritorious Service, Edward B. Berkowitz award for best article in *Stereo World*, Memorial award for best article dealing with a current stereo subject, Generous Financial Support of the NSA and a special Distinguished Support award.

The reprinting and distribution of publishers' and photographers' stereoview catalogs has been actively pursued by Tex and he has introduced the publication of stereograph back lists. In addition he has established the important NSA Book Service to conveniently provide to members numerous publications on stereo photography and a wide range of related photographic

topics, handling the procurement and distribution of the books himself (which he proposes to continue).

When the opportunity surfaced to acquire a substantial stereograph collection, Tex acted swiftly and positively, meeting with the estate executor and providing all the necessary information and assurance for its proper care and safe-keeping. Thus the Helen D. Mosley collection of fifteen thousand views was donated to the NSA's Oliver Wendell Holmes Stereoscopic Research Library at Eastern College, Pennsylvania. Subsequently he obtained a grant for a computer and a file system for the library and an additional grant for further support of the library.

His initiative, drive and enthusiasm as President will be greatly missed, but the NSA is fortunate to have Tex continue as a member of the Board of Directors.

We wish him well in all his endeavors.

Louis H. Smaus
Chairman, Board of
Directors, for the officers
and members of the NSA ■■■

