

IMAGE LINE

March 2006



Mission Statement:

To provide a forum for leadership to ensure the future health of the imaging trade by fostering the highest quality of standards, ethics and practices

AGM looks to future

With 50 years solidly under its belt, the Canadian Imaging Trade Assoc. conducted its Annual General Meeting with a solid acknowledgement of where the industry had been, and hopeful expectations for its future.

CITA's annual statistical review press release went out to the media a few days before the AGM. In the release, Statistics Committee Chairman Kent Hatton, Fuji Photo Film Canada, noted "it's an exciting time for our industry."

In his opening remarks to the AGM, President Mike Finch, also of Fuji,

agreed, adding there also will be elements of stress, plus challenges and opportunities. Last year will be remembered as a very difficult and challenging year, he said, with this year demanding adaptation, reinvention and change.

The same goes for CITA, which has to reinvent and redefine what it is.



New CITA President Glen Sealy, above. Right, voting on a change to the Association's by-laws.





On the agenda for the meeting was a discussion of, and vote on, a change to the Association's by-laws. He explained the amendment of the corporate charter was needed to fully recognize the nature of the North American market, how membership fee structure and voting rights would be affected by the change, and how this would benefit the association and its statistics program.

The motion was carried, followed by a discussion looking at the need to

ensure current and future members of the Board of Directors understand the issues and criteria required.

Returning to the topic of the annual statistical overview, Kent Hatton noted how the press release had been picked up by a number of different media, including newspapers in Vancouver, Edmonton and Calgary, as well as Canadian Newswire and CanWest Global.

He went on to explain that film

camera statistics will not be reported in 2006 as the numbers will be negligible. He noted digital cameras showed marginal growth, forecasting a decrease in numbers for the next two to three years.

He also suggested there could be an increase in the number of prints made over the course of the next three years.

He advised that another mid-year review and press release will be forth-





coming.

He also advised that the Association was looking ahead, considering adding new categories to its statistical gathering, including media cards and cameraphones. This would require adding new members.

Glen Sealy, Pentax Canada, and Chairman of the Golf Committee, described how successful the 2005 golf tournament was, raising \$3,000 for the Warren Winkie Charity Auction. To date, he advised, \$16,000 has been raised for charity by the event.

He recommended that everyone mark the 2006 event in their calendars: May 31 at Nobleton Lakes.

The AGM is the venue for the election of the new Board of Directors and officers. This year saw the addition of three new members to the Board. Elected were:

- Glen Sealy, President
- Greg Vance, Vice-President
- Margaret Adat, Treasurer
- Mike Finch, Past President/Director
- Bryan Asa, Director
- Doug Borbath, Director
- Chris Fudge, Director
- Barry Magill, Director
- Phil Metford, Director
- Mary Mulder, Director
- Guy Poirier, Director



Stephen Richards, Director

The new members are Bryan Asa, Sanyo; Doug Borbath, Panasonic; and Chris Fudge, Hewlett-Packard.

During the latter stages of the meeting, a question arose from the floor whether CITA had been involved in any way with PMA about its Canadian Expo. Mike Finch advised that the Board had, indeed, been in discussions with PMA, but that at the time of the AGM, no decisions could be reported. However, CITA very definitely is open to involvement in the show.

In his first official task as the new

President of the Association, Glen Sealy thanked everyone for the opportunity to serve at this post. He thanked Mike Finch, not only for three years as President, but also for 10 years as a member of the Board.

He welcomed the new members of the Board, thanked Kent Hatton for his work on the Statistics Committee, and welcomed everyone to take the opportunity to sit in on a Board meeting.

The AGM was followed by a presentation by Murray Souter, President and CEO of Black Photo Corp. His talk, "I'm not dead yet – Life in the



Murray Souter, left, Black Photo Corp.

trenches of retail and where we can go from here,” looked at what has been happening in retail and offered solutions for how to fix its problems.

“We need to reinvigorate the consumer and we need to re-establish the value proposition,” he suggested.

We need to talk up the benefits of photography, promote the satisfaction of sharing photos. We need to show them the value of chronicling their lives.

Who should be doing this? “PMA. It has the best tools.

But it can’t do it alone. It needs the support of manufacturers and retailers.”

All photos, except above: Steve Sam, Gentec Int'l.



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