

IMAGE LINE

June 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

What's a little rain?

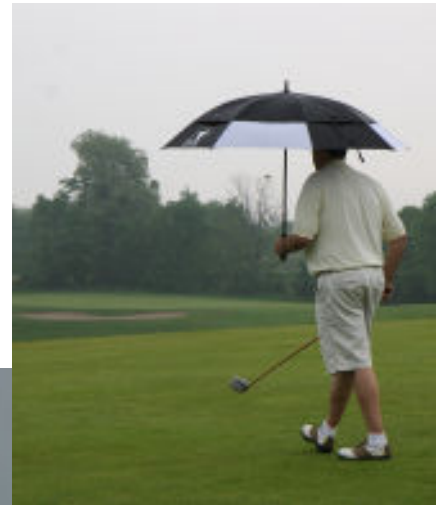
For the first time in many years, it rained on CITA's annual golf tournament. But that didn't stop golfers from enjoying the day, and the Warren Winkie Charity Auction that followed.

Congratulations to Steve Patterson, Tim Hurl, Jack Windover and Lana Calder, winners of CITA's annual golf tournament, held May 31 at Nobleton Lakes.

For the first time in at least 14

years, rain, thunder and tornado warnings interrupted the tourney, but didn't stop it, as everyone got nine holes in.

A total of almost \$2,600 was raised for charity from the auction and



Dark skies just makes it easier following the white ball in flight, right?



Too dark to play? Heck no, I can still see his hat!



sponsorships, bringing to \$17,580.45 the total the golf tournament has contributed to charities since 1999.

The tournament saw second prize awarded to the foursome of Bill Poole, Ryan MacLennan, Stan Gal and Basil Hall, with the “most honest” award going to Jennifer Lee, Brenda Logan, Christine Persaud and John Thomson.

The foursome of T. Latlla, B. MacKenzie, P. Charron, and A. Patenaude was third.

“Closest to the hole” winners were Stan Gal, Kelly Lind, John Crewson, Jeff Feltrin, and Sylvie Paulet.

The “most accurate drive” award went to Hiroshi Kobayashi.

This year’s tournament was the first with hole sponsorships, with *Marketnews*, FedEx and Pattison Outdoors participating. This brought

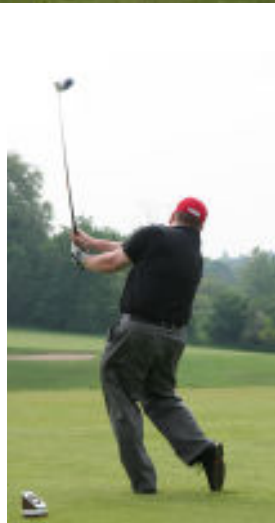


in extra revenue for the charity contribution.

Thanks go to all those companies

who donated items for the Warren Winkie Charity Auction. This year, Warren’s widow, Mary, and children





Photos courtesy
Dori Gospodaric, Canon, John
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Gord, Will and Laura MacLennan attended the auction, and Warren's grandson Ryan played in the tournament.

Statistics expanding?

June 20 saw a meeting take place involving several companies representing a major percentage of the Canadian marketshare for flash memory, a preliminary discussion focusing on the addition of flash memory to CITA's statistical gathering efforts. If this comes to fruition, it would mean new members for the association and would provide the only flash memory data for Canada.

CITA also has announced that members will have a template for monthly statistical tracking by August.

Because of the volatility of the

digital camera market, a meeting was held May 15 to check the forecast for the year.

Recycling

A fall meeting is in the cards to discuss the requirements of Alberta's Recycling Management Authority (ARMA). Electro Fed is sending information to CITA for distribution to the association's members, to assist in the discussions.

PMA's Expo 2006 set for Ottawa

PMA's Canada Exposition 2006 will take place September 11-13 at the Ottawa Congress Centre, Ottawa.

The event will feature no less than 16 sessions and approximately 70 exhibiting firms participating in the second annual event.

One of the sessions – "What's Next in Consumer Digital Photography?" features Kent Hatton, Sr. Director of Marketing, Strategy; Fujifilm Canada and Chairman of CITA's Statistics Group with an indepth presentation of trends and projections into digital cameras, printing, products and services.

Expo will serve as the PMA North American event for the fall season.

"This year we are going to concentrate our North American fall event efforts on the PMA Canada Exposition," says PMA Executive Director Ted Fox. "This event enjoys strong support from all the major buying groups in Canada, as well as independent photo retailers, framers and scrapbook retailers. We are looking at the Canada Exposition as a model for future events in North America."

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