



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

IMAGE LINE

February 2009

CITA a 'trusted voice'

The uncertain economy delayed the release of CITA's annual statistical report and forecast at the Annual General Meeting, February 4, at Le Parc, Thornhill, Ont.,

CITA is a "trusted industry voice," said John Stevenson, Chairman of CITA's Statistics Committee, during its annual general meeting. With that in mind, the association decided to delay the release of its annual statistical review and forecast so it wouldn't be delivering a flawed set of numbers.

Stevenson said the industry was facing "a perfect storm of uncertainty": the industry had experienced a difficult December, is now seeing consumers struggling with

the country's weakening economic situation, and is uncertain what the federal government's stimulus package will do for the economy and consumer confidence.

"We're now in uncharted waters."

In addition to a worsening economy and uncertain consumer confidence, the value of the Canadian dollar is suffering at the same time manufacturers and distributors are facing a need to raise prices. So the initial forecast for camera



John Stevenson, Chairman, Statistics Committee.

sales, put together in November and reassessed in December, just isn't accurate now, he told the AGM.

He noted these statistics are a "cornerstone of CITA," and called for the association's members to come together to "reassess and re-forecast" within two weeks, with the goal of putting together more accurate numbers.

The rest of the association's statistical review and forecast was released at its annual meeting, with Stevenson providing data on film and paper sales, as well as binoculars and spotting scopes.

CITA President Greg Vance welcomed those attending the AGM,

The new CITA Board of Directors (missing: Mary Mulder.)





Maria Pezzente, with her youngest child, describes how photography helped save her son Leo from retinoblastoma.

noting the keynote speaker who would follow lunch: Ian Landy of Henry's.

Vance described 2009 as an "in-

teresting" year, an uncertain year: players entering and players leaving; price erosion; lack of consumer confidence and fear for their jobs; media focus on the economy. The industry will adapt, he said. CITA will try to facilitate dialogue, including on environmental issues that affect us all.

He said the association will continue to work on the expansion of its membership base.

Vance also noted the importance of the annual golf tournament, not only for the opportunity to get together with friends and associates, but also to augment the association's charitable work. CITA's charitable donations were up significantly in 2008; contributions to the York Region epilepsy group proved to be a major contribution to its efforts, he advised.

Glen Sealy, who heads up the Golf Committee, noted the success of the 2008 tournament, including the raising of more than \$13,000 raised for charity, bringing CITA's totals to more than \$36,000 over the

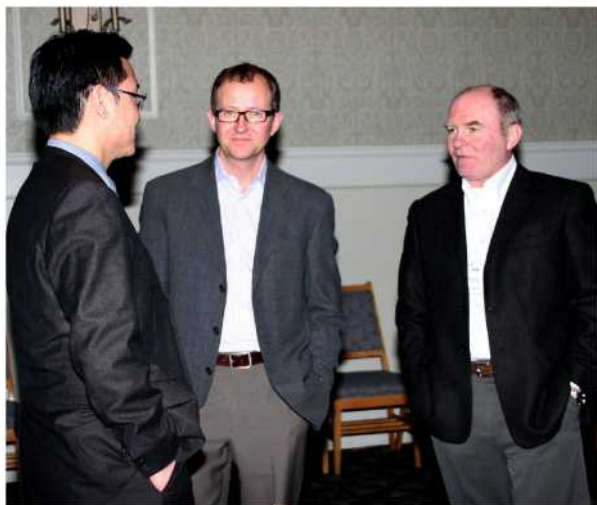


Greg Vance, CITA President.

years. He thanked all the sponsors. Glen advised the 2009 tournament will be held May 27, again at Nobleton Lakes, with the proceeds going to the Retinoblastoma Society in conjunction with Sick Kids Hospital.

John Stevenson again took the podium to talk about CITA's interest in assisting the Retinoblastoma Society. He noted CITA has decided to get involved with it because of the connection with picture-taking. A handout was given to all in attendance showing the case of Leo Pezzente, whose retinoblastoma was discovered because of pictures his parents took of him.

His mother, Maria, talked to the



meeting about Leo and how the pictures helped in his diagnosis. Because of CITA's involvement, two studies are now underway at Sick Kids, Stevenson said.

He also said the association is hoping to move ahead with a campaign to help raise funds and promote awareness, reaching out to the industry for assistance.

Bryan Asa, on behalf of Mary Mulder, gave the report of the Nominating Committee. A full slate had been nominated, so no election was required. The Board was elected by acclamation.

The members of the Board of Directors for the year are:

Greg Vance (Kodak Canada), President; Doug Borbath (Panasonic Canada), Vice President; Margaret Adat (Gentec Int'l.), Treasurer; Bryan Asa (Sanyo Canada), Director; Mary Mulder (Nikon Canada), Director; Richard Nadel (Nadel Ent.), Director; Guy Poirier (Photo Life), Director; Glen Sealy (Pentax Canada), Director; John Stevenson (Fujifilm Canada), Director; Eric Teacher (Osram Sylvania), Director; John Thomson (marketnews), Director; Tamara Walsh (Epson



Canada), Director.

All AGM photos courtesy Steve Sam, Gentec Int'l.

Battling the storm

Ian Landy, president and chief operating officer of Henry's, the country's oldest photo retailer, called upon manufacturers and Canadian distributors to come up with some brand new ideas to help this industry differentiate its products. He made his appeal following the annual general meeting of the association.

Landy said there was "too much 'me-too'" in many companies' marketing efforts.

He suggested distributors should "rethink how you present your new products," including bundling, rebates, gift with purchase, trial sampling, and in-store knowledge sessions.

The Henry's exec called this a "curious industry" if it's looked at as a business case study. "You'd be hard pressed to find another with such a paradigm shift happening," he said, noting how digital imaging has changed the business.

Landy went on to list a number of factors pointing to a "perfect storm" for this business: the foreign exchange rate; product saturation causing slower growth; and price

increases by the manufacturers. The inventory pipeline is backed up, he said, with many marking down prices to open it up. He suggested this will lead to sticker shock in the spring when higher prices come through on new products.

On top of that, we're in the middle of a recession. Can we survive the next 90 to 120 days until things stabilize?

We need to stay focused on the customer, he said. "We have to find new approaches to run our businesses."

Landy also gave an overview of Henry's year-long 100th anniversary celebration, including a peek at some of the things the retailer is doing, including selling exclusive brand products, a staff celebration and an industry celebration on June 11.

He also encouraged the industry to look at ways to take a more responsible approach to the environment.

He gave examples of how Henry's and its 30 stores is trying to do its part: reduced the size of its shopping bags, and including an addi-



tive in the plastic that helps it decompose faster; put timers and photocells on its exterior signs; timers on its HVAC; recycles its fluorescent bulbs; ceased printing its School of Imaging schedules, putting them on the website instead; recycles cans, bottles and cardboard; recycles lithium ion batteries; reuses boxes and shreds unusable ones for filler, so it no longer uses foam chips.

Landy also noted the company has appointed an environmental officer.

Mark your calendar

The CITA Golf Tournament and Charity Auction will be held May 27 at Nobleton Lakes.



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Canadian Imaging Trade Assoc.,
PO Box 71058
570 Mulock Dr.
Newmarket, ON, L3X 1Y8,
(416) 226-2750
cita2@sympatico.ca
www.citacanada.ca

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Your stewardship role

CITA members should have all received a letter sent to the association in mid-January by Ontario Electronic Stewardship, in which was noted the possibility that members may be legally obligated as Stewards under the Waste Electrical and Electronic Equipment (WEEE) Program Plan designated under the Waste Diversion Act, 2002 (WDA) by Ontario Regulation 393/04. The WEEE Program Plan was developed by Ontario Electronic Stewardship (OES) in cooperation with Waste Diversion Ontario (WDO).

The Board of Directors recognizes that many, if not all, members may be on top of the situa-

tion, but as an association there is an obligation to ensure members are aware of this stewardship role.

CITA will continue to distribute information as it is received; please bear with us if you already have received it.

Stats review and forecast

The Statistics Committee was due to submit new numbers by February 17 to produce its final review and forecast, so by the time you read this the final numbers may well be up on the CITA website (www.citacanada.ca) and have been sent to members via email.