

IMAGE LINE

March 2007



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: full speed ahead

Le Parc in Thornhill, Ont., was again the site of the CITA Annual General Meeting – its 52nd – providing a collegial environment and plenty of opportunities to consider the challenges and opportunities facing the imaging business.

The Annual General Meeting of the Canadian Imaging Trade Assoc. took place on February 6 at Le Parc in Thornhill, Ont.

In his opening remarks, the association's president, Glen Sealy, noted

information is power, and the statistics produced by CITA in co-operation with Electro-Fed empower many of the members. The annual statistical summary, released to the media just before the meeting, contains



Below: the CITA Board of Directors (missing: Kent Hatton, Mary Mulder) with General Manager Dori Gospodaric. Right: President Glen Sealy addresses the AGM.



data surprising to many members, he said.

In thanking those who helped put the press release together, he also noted CITA is well on its way to adding flash memory as a category in 2007.

“To add a category takes a long time. With flash memory it has been a year and a half. We’re confident we’ll have it very shortly.”



The first of two presentations to the luncheon following the AGM was made by Francois Rivard, Senior Category Sales Manager, Digital, of the 330-store The Source by Circuit City headquartered in Barrie, Ont. He spoke about how the company kept relevant and profitable in a transition market.

The key to the company’s success, said Rivard, was not just finding the right mix of private and branded products, but also differentiating itself from its competitors, changing its corporate culture, having knowledgeable staff, and having both the products and services customers want.



This is an indication CITA has changed as the industry has changed, he added. The flash memory manufacturers and distributors are now well aware of CITA, and soon will be helping us to grow the stats, he concluded.

Statistics Committee

Kent Hatton, chairman of the Statistics Committee, advised the size of the Canadian imaging market is roughly \$1.85 billion, based on data from several sources, including CITA. Online finishing is about \$91 million, with on-site finishing sitting at about \$212 million.

Digital growth was more than 20 percent from 2005 to 2006. “That’s robust,” he noted.

Digital picture frames sales are about \$10 million, with film and OTUC about \$100 million.

He went on to say the association is forecasting growth of about 5.6 percent for all digital camera sales in 2007, then based on a variety of sources, he suggests a further 3.8 percent rise in 2008, then a decline of 3.6 percent in 2009.

In the finishing sphere, he said, digital is now the largest segment, and growing, with a total of the equivalent of 479 million prints produced to the end 2006, up 42 percent. He

forecast a rise of 29 percent in 2007, and 18 percent in 2008, with the equivalent of more than one billion prints forecast for 2009.

“People are more photo active, they’re taking more pictures than they did with film.”

Golf Committee

Greg Vance, who headed up the Golf Committee, told the AGM the 2007 tournament will again be at Nobleton Lakes, and is set for May 30.

New this year is a shotgun start.

Nobleton Lakes “has been a great venue for us,” he noted.

As with past years, in 2007 there



2004		2005		2006	
Digital Still Cameras	13.5%	Digital Still Cameras	12.2%	LCD TVs	14.6%
Projection TVs	11.2%	MP3 Players	8.9%	Digital Still Cameras	11.5%
DVD Players	8.1%	Projection TVs	8.2%	MP3 Players	10.4%
Tube TVs	7.7%	LCD TVs	6.6%	Plasma TVs	7.0%
MP3 Players	5.4%	DVD Players	6.3%	Notebook Computers	5.4%
Total Top 5	45.9%	Total Top 5	42.2%	Total Top 5	50.3%



Randy Carr, Director, Technology, Entertainment & Home, The NPD Group, was the second speaker at the AGM luncheon. According to data compiled by NPD, December 2006 sales accounted for about 20 percent of annual sales in Canada. December 2006 sales were up 6 percent compared to 2005.

This was less than the 10 percent growth in December 2005 compared to December 2004.

The top-selling item in December

was the LCD TV category, with digital cameras at number two. December point and shoot digital camera sales were three times higher than November sales, and unit sales were 10 percent higher than in December 2005.

For all of 2006, point and shoot camera sales were up 14 percent, although dollar value was up just one percent.

Digital SLR sales climbed 93 percent in December 2006 compared to

the same month of 2005.

Carr noted half of all December digital camera sales in the U.S. are gifts, and about one-third of all such sales during the year also are gift purchases. He suggested Canadian data is probably the same.





will be an auction for the Warren Winkie Charity, part of Canadian Cancer Society, as a segment of the post-tourney events. In 2006, \$2600 was raised, for a total to date of about \$18,000.

Nominating Committee

Phil Metford reported on the nomination process for the board of directors.

Nominated were: Glen Sealy, President; Greg Vance, Vice-President; Margaret Adat, Treasurer; Directors: Bryan Asa, Doug Borbath, Kent Hatton, Richard Nadel, Barry Magill, Phil Metford, Mary Mulder, Guy Poirier, Stephen Yanofsky.

With no further nominations, all were elected by acclamation.

Richard Nadel and Stephen Yanofsky were welcomed as new members.

In his closing remarks to the AGM, Glen Sealy thanked all for the sup-

port given to the board, and singled out the work of Mike Finch, Chris Fudge and Stephen Richards who have all stepped down.

He reiterated an appeal he has made in the past to the association's members to give their support and help during year, and to contact CITA's general manager, Dori Gospodaric if you would like to participate in the association's activities.

AGM photos courtesy Jeff Kirkpatrick, Nikon Canada



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