

IMAGE LINE

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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

Congrats, Mr. Vance

Greg Vance, Kodak Canada, took up the reins of President of the Canadian Imaging Trade Assoc. at its Annual General Meeting, February 27, at Le Parc, Thornhill, Ont.

CITA's AGM – its 53rd – was not just a formal welcome for a new President, it also was the debut of new faces on the Board of Directors, and a grateful 'thank you' to Glen Sealy who was stepping down after his term as President.

Here is the executive and board for the year: Greg Vance (Kodak), President; Doug Borbath (Panasonic), Vice President; Margaret Adat (Gentec), Treasurer; Glen Sealy (Pentax), Past President & Director; Bryan Asa (Sanyo), Director; Phil Metford (C.E. Biz), Director; Mary Mulder (Nikon), Director; Richard Nadel (Nadel Ent.), Director; Guy Poirier (Apex Pub.), Director; John Stevenson (Fujifilm), Director; Tom Safaric (Olympus), Director; Tamara Walsh (Epson), Director.

The meeting was called to order by CITA's General Manager, Dori Gospodarcic, who then introduced the association's outgoing President, Greg Sealy.

He gave a special welcome to Clint Mahlman of London Drugs, the keynote speaker. He thanked the Board and Dori, noting she remains the

constant through all the changes over the years. He also thanked Phil Metford and Greg Vance for all their efforts throughout the year.

Every person who has held the chair of the Statistics Committee, he noted, has undergone a baptism of fire, and thanked all who have undertaken the role.

He centered out John Stevenson of Fuji, who stepped into the position a few months ago..

Glen also voiced thanks to all those who have helped support the Warren Winkie Charity.

John Stevenson, Chairman of the CITA Statistics Committee, offered the meeting

Greg Vance, Kodak Canada, is CITA's new President.

a statistical overview of the imaging business in Canada, pointing out both declines and growth areas, and a 'mid-life resurgence' in digital cameras. He said consumers bought more cameras than expected in 2007.

Film sales continue their steep decline, while single use cameras are showing a slower decline than film, but still dramatic.

Colour roll paper is not the only way to create prints, he said. We're entering a positive, exciting period with very different finishing technologies, and consumers are taking ad-





vantage of them.

Greg Vance, reprising his role as Chairman of the Golf Committee, advised that this year's tournament will again be held at Nobleton Lakes – on May 28th.

provided more promotional prizes.

In the future, other charities will be considered.

Donning his hat as Chairman of the Environmental Seminar Committee, Greg Vance talked about the June

13th event which was designed to improve understanding, give insights, and see how others are handling concerns. It also provided a network of contacts.

While only 17 attended, representing

nine member companies, a post-event survey found those attending agreed it was high value. It was successful despite low attendance, said Greg.

CITA will continue to monitor this matter.

Bryan Asa (Sanyo) presented an update on the status of the revisions to the CITA website, expected to launch in a couple of weeks.

He advised that Margaret Adat (Gentec), Chairperson of this committee, and Phil Metford (C.E. Biz) have worked diligently to make improvements and give the website a more contemporary, modern look, maintain current information and make it easier to find members.

Site visitors will be able to search by category, making it a much more convenient website.

Following the acclamation of the Board of Directors, Mary Mulder (Nikon), Chairperson of the Nominating Committee, thanked Phil Metford (C.E. Biz) for his work on the nominations.

Mary then made a presentation to Glen Sealy (Pentax), the outgoing President, and thanked him for his work as President and his years on the Board.



The 2007 tournament was very successful, and saw the auction raising \$5,374 for the Warren Winkie Charity, with it being donated to the Canadian Cancer Society. More than \$23,000 has been donated to charities over the years.

The new format for 2007, he said,



Greg Vance returned to the podium, now as CITA President, and thanked the really superb people on the Board. He also thanked Glen Sealy for his leadership and stated that it was a great honour to serve on the Board.

The AGM was followed by lunch and keynote speaker Clint Mahlman, Senior Vice President, London Drugs, TLD Computers and Sonora Resort. His topic: "A Retailer's View of the Changing World of Imaging."

AGM photos courtesy Steve Sam, Gentec Int'l.



Bright future, if we listen

There's a bright future ahead 'for all of us,' said Clint Mahlman, Senior VP Operations, London Drugs, to the Annual General Meeting of the Canadian Imaging Trade Assoc., especially if the industry listens to the consumer and the retailer.

London Drugs, he noted, with more than 68 stores from Vancouver Island to Winnipeg, is one of Canada's oldest retailers, and one of the longest in the camera/imaging field.

New imaging consumers don't focus as much on image quality, but they sure are enthusiastic about sharing images, he said, pointing to the success of Facebook and similar social networks.

'The purpose of the image is more important than the image.'

Where are the prints? They're being created in non-traditional ways, such as on mugs, t-shirts and of course, photobooks.

Out West, he noted, they're beginning to see signs customers are 'getting tired of the pixel race.'

We're continuing to see models in the 12-14 megapixel range, but we're not seeing sensor tech growing at same rate. The consumer is not benefiting.



Consumers asking why the race if they're not getting better quality images, he advised.

'We have to invest in new sensor tech otherwise we will give this business over to cellphones.'

The industry has to listen to consumers; they want quality from cameras.

London Drugs, he said, has invested \$21 million in one-hour lab changeover and is about to invest \$1 million in a photobook press.

This 'shows how excited we are' about the future

The company also is investing in a new kiosk environment in its stores

and in new department layouts.

We're trying to bring in more products that differentiate us, he said.

'There is an exciting future if we continue to adapt.'



Congratulations, Gentec

Gentec Int'l. has won a 2007 Canada's 50 Best Managed Companies award. This national award is sponsored by Deloitte, CIBC Commercial Banking, National Post, and Queen's School of Business.

"Over the past 15 years, Canada's 50 Best Managed Companies program has recognized the most innovative and Best Managed Companies in Canada. We are delighted to celebrate the accomplishments of Gentec International," said John Hughes, Partner, Private Company Services group with Deloitte, a national sponsor of the Best Managed program.

Established in 1993, the Canada's 50 Best Managed Companies is a national awards program, recognizing Canadian companies that have implemented world-class business practices and created value in innovative ways. Applications are reviewed by an independent judging panel that evaluates how companies address various business challenges, including new technologies, globalization, brand management, leadership, leveraging and developing core competencies, designing information systems, and hiring the right talent to facilitate growth.

Gentec Int'l. was founded in 1990.

PhotoChannel looks ahead

PhotoChannel Networks Inc., Vancouver, B.C., the online digital photo and media solutions provider, reported record revenues of \$4.3 million, up 183 percent, and transactional revenues of \$3.0 million, up 189 percent for the 3-month period ended Dec. 31, 2007.

First quarter net loss for the period increased to \$1,082,600, compared to \$37,1917.

The company said its overall in-



Mary Mulder, Nikon Canada, presents Glen Sealy, Pentax Canada, with a plaque recognizing his work as President of CITA and his years on the Board.

crease in revenues was primarily attributable its Pixology acquisition last July; growth in usage of the PhotoChannel Network from customers of participating photofinishing retailers; and retail push on the convenience of one-hour printing from online through continued marketing efforts during the holiday season.

"We remain confident that 2008 will be a turning point for PhotoChannel as we accelerate revenues from our new and existing retail partners and expect strong growth resulting in continued record revenue and transaction volumes," said Peter Fitzgerald, PhotoChannel's CEO.



Mark your calendar

The CITA Golf Tournament and Charity Auction will be held May 28 at Nobleton Lakes.

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