



Canada

Photo Marketing Association International • Association Internationale du Marketing de la Photo
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PMA 2011 moves to September

PMA – The Worldwide Community of Imaging Associations, headquartered in Jackson, Mich., made a surprising announcement at the beginning of June: The annual International Convention and Trade Show – **PMA 2011** – will be held Sept. 8-10, at the Las Vegas Convention Center, South Hall, Las Vegas, Nev.

For decades, the PMA show has been held in the first quarter. The association states changes in industry buying cycles and in technology developments, however, made the new schedule advantageous.

“Based on input from key suppliers and trade groups, the PMA show is changing dates to better serve the photo industry,” says **Ted Fox**, executive director and CEO.

“Having the PMA 2011 show on the leading edge of the holiday season is the best opportunity to make critical buying decisions for the fourth quarter,” says **Brian Wood**, 2010-2011 PMA international president.

“PMA member retailers and service providers can now use the largest annual photo imaging show and conference to find those new products and services that will make a holiday season successful,” explains Fox. “Also, world-class PMA convention education will provide the most up-to-date retail trends and market information.”

Fox notes the fast-paced business world of today means nimble retailers and service providers no longer need the long lead of a first-quarter event. Conversely, the fall show dates are ideal for those large chain

stores that do place purchase orders long in advance.

“The proximity of early September dates makes PMA 2011 the ideal kickoff for the holiday selling season,” says Fox.

He also noted the PMA show “serves as the media showcase for the photo/imaging industry – generating thousands of blog posts, newspaper articles, and **YouTube** videos. Moving the show to September highlights photography for the holidays. This includes new cameras and camcorders, but also the evolving photo publishing market, including photo books, cards, calendars, and more.”

“Bravo PMA,” comments **Greg Poole**, vice-president, Imaging Division, **Fujifilm Canada Inc.**, Mississauga, Ont., regarding the announcement published on *PMA*

PMA2011
THE ULTIMATE EVENT FOR EVERYTHING PHOTO

Newsline. “A difficult decision, I’m sure ... but the right one.”

To build on the excitement of the photo/imaging category, the PMA 2011 show will be open to photo enthusiasts on Saturday, Sept. 10.

“Our very successful **Digital Expo**, held each year in Australia, has shown the appetite of consumers for hands-on photography experiences is considerable,” says Fox. “For the first time, enthusiast and hobbyist photographers can walk the show floor to see

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Mark your calendar

September

11-13 PMA Canada Photo Expo 2010, Toronto Congress Centre, Toronto, Ont.

September 2011

8-10 PMA 2011, Las Vegas, Nev.

For information on PMA Canada Division meetings, contact **Bob Moggach** at bmoggach@pmai.org.

National Gold Sponsors of PMA Canada Division Inc. Events

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Photo Expo seminar highlights

PMA Canada Photo Expo 2010, which runs Sept. 11-13, at the Toronto Congress Centre in Toronto, Ont., has a solid lineup of educational seminars and, of course, a full course of manufacturers and distributors exhibiting products.

At press time, the final elements of the seminar program were being hammered into place, including the finalization of some exciting programs for the pro imager. The confirmed seminars indicate there are going to be many opportunities to gather information of vital benefit to retailers and pros alike.

Here's what has been announced:

- “High-Volume Green Screen Photography” – How to optimize sales and get the most out of green screen technology.
- “Black’s Portal to the Future of Imaging” – **Black’s Photo Corp.** of Canada shares how the company is expanding product and service offerings primarily through online channels, as well as building valuable corporate partnerships using social media.
- “How to Make Great Prints from Poor Image Files” – **Ron Kubara, Noritsu America Corp.**, an outspoken proponent of the need to properly understand digital imaging, shares specific software settings to turn poor image files into great prints and enlargements for customers.
- “Selling Online: Challenges and Pitfalls” – With consumers and business shoppers turning to the web to comparison shop, check prices or availability, and save time, this session looks at “friendly” e-commerce options and issues surrounding selling online in Canada.
- “Converting Shoppers to Buyers” – Consider in-store marketing programs to obtain competitive advantage by integrating shopper marketing into your overall marketing plan.



- “Driving Sales by Focusing on the Basics” – What strategies drive retail sales? Answer: effective marketing, well-trained employees, updated store design and product placement, and strong in-store sales focus.
- “PMA Retailer Hot Picks” – **Bill McCurry** returns with this popular look at what retailers think are the new and innovative products on the show floor. What could be this holiday season’s hot sellers?
- “The Print Is Dead! How 20-Somethings Use Photography” – Oh my, how things have changed! How can you tap into new activities to create new services and new customers?
- “Photographers, Privacy, and Copyright” – Are you up to speed on the legal issues associated with the use of the images you capture? How about the privacy laws in your province? Get current on the critical legal issues for photographers.
- “Marketing Idea Exchange” – Bill McCurry ramps things up with his ever-popular look at everything from big marketing concepts to little promotional gems in the DIMA Marketing Idea Exchange; it’s guaranteed to provide at least three actionable ideas to implement immediately into your marketing plan.

Also, rest your tired dogs, fill up on good food, and pick up some important marketing and sales ideas at the same time – that’s what’s being offered at the two luncheon programs on Sunday and Monday. The Sunday session explores subcultures begging for products and creative inspiration that break the mold. New, profitable, and more creatively meaningful photo product merchandise is the key. Put your thinking caps on for the Monday session, as the development of brand values and marketing methods is explored, using innovative research. How do your customers really make the decisions they do?

PMA and the **Professional Photographers of Ontario (PPO)** will be bringing an enhanced program of photographic seminars to the Photo Expo. The seminars are aimed at the professional shooter, as well as the serious photographer.

PPO will be exhibiting and encouraging its members and associates to join them at the show. PPO also will present its Loan Collection – the premier works of several Canadian professional photographers.

Industry News

Amplis launches new division

Amplis Foto, Markham, Ont., says continued growth has brought it to the point where it is segmenting its business to better serve the needs of its customers.

Amplis started with **Manfrotto** and **Tamron** and, during the past 27 years, has added **Gitzo**, **Tamrac**, **Photoflex**, **Metz**, **Kata**, **Hahnemühle**, and **ILFORD**, among others. Amplis is also a sub-distributor for both **Canon** and **Kodak**.

The new sales division, **Amaya Foto**, will represent the following lines: **BRNO**, **Canon**, **Crane**, **Hahnemühle**, **Harman**, **Ianairo**, **ILFORD**, **Kentmere**, **LumiQuest**, **Metz**, **Photoflex**, **Quantum**, **Stick & Stretch**, **Tamrac**, **VisibleDust**, and **Visatec**.

Amplis Foto will continue to represent: **Gitzo**, **Kata**, **Kodak**, **Krusell**, **Litepanels**, **Manfrotto**, **National Geographic**, and **Tamron**.

The company says retailers will now have an Amplis Foto rep, as well as an Amaya Foto rep, to service their accounts. However, from a retailer standpoint, the ordering process will not change. Since Amaya Foto is a division of Amplis, retailers can still place one order using the current Amplis ordering system, mixing product from both Amplis and Amaya to hit the prepaid shipping minimum.

According to **Hayley Ohlig**, president, each retailer's Amplis Foto sales representative will not change. A new Amaya Foto rep will be in touch with each retailer directly.

“Record” show for Henry’s

The spring 2010 edition of the Photographic, Video & Digital Imaging Show, produced by Toronto-headquartered retail chain **Henry’s** in May, “was a record in terms of sales and attendance,” says **Max Payne**, director of marketing.

It was the result of a combination of a number of Canadian and North American

product launches, a very aggressive marketing campaign, and “the simple fact that the Canadian consumer seems to be waking up from a disastrous 2009.”

As Payne says, this “helped to drive an enormous increase in feet through the door.”

He notes this was the first year the company had “a sizable social media presence, with the show being covered on our **Facebook**, **Twitter**, and **YouTube** channels, including feeds and updates throughout the entire weekend.”

He points to the North American debut of the **Sony** NEX-3 and NEX-5 and a YouTube-posted interview with reps from Sony about the products. The interview went viral, with 2,500 views in the first hour.

Pentax Canada included the new 645D as part of its presence at the event, and that also generated internet and blog buzz.

Payne says the company is eagerly looking forward to its October version of the show.

Background collection expands

36Pix, Montreal, Que., provider of green screen and turnkey business support solutions, has added a Full Body 3D collection to its portfolio of backgrounds.

The Full Body 3D backgrounds are part of the 36Pix Green Screen Background Replacement service. The photographer provides an image on a green screen background; 36Pix then removes the background and replaces it with one from the catalogue.

ACD updates software

ACD Systems International, Victoria, B.C., has released a second, free ACDS See Pro 3 update that provides additional flexibility when processing digital images and publishing those images online. The update,

which includes a **Facebook** upload tool, is now available to current users.

Look up, look way up

Gravity-defying dust will not be a problem for the precision optics astronauts use to capture images from space. **NASA** has approved the LensPen SensorKlear Loupe Kit from **Parkside Optical Inc.**, Vancouver, B.C., for use on the International Space Station. The LensPen Original has been a regular traveler on the Space Shuttle.

NADEL adds Hildozine

Hildozine USA, designer and manufacturer of Remote Transceiver Caddies and Transceiver Storage Jackets designed to fit Pocket Wizard wireless control devices, has appointed **NADEL Enterprises Inc.**, Toronto, Ont., as its exclusive distributor for the Canadian market.

DayMen has Pelican

DayMen Photo Marketing LP, Markham, Ont., has been appointed exclusive distributor of the complete lineup of **Pelican** Storm Cases. This makes Pelican Cases and Pelican Storm Cases available through a single source in this country.

Gentec has Spider Holster

Gentec International, Markham, Ont., is now the exclusive distributor for **Spider Holster** products in Canada. The line includes the flagship SpiderPro Holster, plus accessories.

Vistek congratulates winner

The **Ontario College of Art and Design**, Toronto, Ont., awarded its coveted Gold Medal to the most outstanding photographer of the year at the annual awards ceremony in early May. **Meryl McMaster**, a graduating student, won the award and a \$1,500 scholarship from Toronto retailer **Vistek**.

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Industry News *Continued from page 3*

Red Raven adds Courtemanche

Red Raven Marketing, Uxbridge, Ont., has appointed **David Courtemanche** as regional sales representative, responsible for British Columbia.

Kerwin Sales is no longer representing the company's product lines.

PNI's not afraid of 13

PNI Digital Media, Vancouver, B.C., supplier of online and in-store digital media solutions for retailers, placed 13th overall in the annual PROFIT 100 ranking of Canada's fastest-growing companies by *PROFIT* magazine.

The PROFIT 100 profiles the most successful growth companies in Canada and is considered the largest celebration of Canadian entrepreneurial achievement. The 2010 ranking marks the second consecutive appearance on this list for PNI.

For the period 2004-2009, PNI revenue grew 3,103 percent, placing it 13th overall and third in the ranking among public companies.

Founded in 1995, PNI Digital Media operates the PNI Digital Media Platform, which provides transaction processing and order routing services for major retailers. It connects consumer-ordered digital content, whether from online, in-store kiosks, desktop software, or mobile phones, with retailers that have on-demand manufacturing

capabilities for the production of personalized products such as photos, photo books, calendars, business cards, and stationery. PNI says it generates millions of transactions.

PNI revenues rise

PNI Digital Media, Vancouver, B.C., announced a 5 percent rise in revenues for the second quarter of fiscal 2010. Revenue for the quarter was \$5.3 million. If foreign currency exchange rates had remained constant, revenue for the second quarter would have been \$5.8 million, or an increase of 15 percent over the same period last year.

The company reported transactional revenue of \$3.7 million, compared to \$3.5 million during the second quarter of fiscal 2009.

Net loss for the quarter was \$0.1 million, compared to a net loss of \$1.5 million in the second quarter of fiscal 2009.

"The company's second quarter saw a 53 percent improvement in EBITDA [earnings before interest, taxes, depreciation, and amortization]," says **Kyle Hall**, chief executive officer, "contributing an additional \$1 million this quarter for a six-month total of \$3.74 million, despite this traditionally being our most challenging quarter due to seasonality."

He states the "strength and efficiency of our platform is just beginning to be realized

and will only be magnified as we continue our expansion into new areas."

According to PNI, its Digital Media transaction platform handled 3.3 million orders during the second quarter, compared to 2.8 million during the second quarter of fiscal 2009.

In other news, the company announced **Scott Brownstein** has stepped down as a director of PNI.

"His experience helped us during our largest growth phase to date," says Hall.

Drytac adds in Canada

Drytac Corp., Richmond, Va., has added **Garry Barkley** as regional sales manager for Ontario, as the company reconfigures its sales territories to improve customer support. Barkley had been with **Mondrian Hall**.

Do you have 6Sight?

The **6Sight Future of Imaging Conference** will focus on the most important and innovative topics in imaging, including augmented reality, 3D cameras and printers, connected cameras, digital video, advanced output, surveillance, and smarter camera phones. The conference will be held Nov. 15-17, at The Sainte Claire in San Jose, Calif.

Visit www.6Sight.com for the latest information about the conference.

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and touch the latest cameras and imaging technology."

PMA member associations – including the **Digital Imaging Marketing Association (DIMA)**, **Photo Imaging Education Association (PIEA)**, and **Professional Picture Framers Association (PPFA)** – will hold their customary conferences Sept. 6-11, in conjunction with PMA 2011.

Understanding the first-quarter time period

is ideal for the school portrait, sports, and event photo markets, PMA is considering a spring 2011 event for the **Professional School Photographers Association International (PSPA)** and **Sports Photographers Association of America (SPAA)**. More details will be available after the leadership of these PMA member associations meet.

Issues regarding future dates of inter-

national PMA events that could be potentially affected by the change, such as the **PMA Canada Photo Expo**, will be addressed at advisory committee meetings, according to Fox.

PMA Canada Photo Expo 2010 continues as planned, Sept. 11-13, at the Toronto Congress Centre.

The PMA 2011 website is www.pmai.org/pma2011.