

DIMA2009



The “trailblazing” event at PMA 09 explores the trends emerging in the next 18 months.

Welcome to DIMA 2009 – The No. 1 venue for innovators in the imaging industry to catch a glimpse of the latest technology, learn the best ideas about marketing new products and services, and network with peers at the highest level.



Steve Olock

The DIMA conference has consistently been so valuable to me and my business. This year, we pushed the organizers for more content, so we can stay on top of industry changes and the latest trends, which is proving to be more important than ever before. I'm happy to announce that we have added two more days of DIMA sessions that will take place throughout the PMA 09 trade show.

We're also excited about the new "all parks pass" format (the All Conference Connection Pass) for access to all of the conferences happening at PMA, which includes high-level education on school photography, sports photography, and picture framing. In short, your DIMA 2009 badge will get you access to everything PMA 09 has to offer.

This year's DIMA conference, built for us by us, will undoubtedly be the most important event of the year for all members of the digital imaging community. Digital photography is creating endless opportunities, and we welcome you to join us in discovering and maximizing these opportunities for your business.

I look forward to seeing you in Vegas.

Steve Olock, Dan's Camera City, Inc.
2008 DIMA President



SUNDAY, MARCH 1

All events take place at the Las Vegas Convention Center (LVCC), South Hall, unless otherwise noted. The DIMA 2009 website is updated often – www.pmai.org/dima2009.

12:00 noon - 6:00 p.m.

DIMA Registration

Level 2, South Hall

Session Breakouts – choose one per time period.

2:00 p.m. - 3:10 p.m.

COMMERCIAL IMAGING

D11

Color Management 101 for Your Customer

Basic color management skills are essential to any professional workflow. These same skills should also be part of your customers' workflow as well. What can you do to maximize efficiencies by teaching basic color management skills to your customers, while reducing headaches in your shop? This session offers practical tips to implement for getting your customers on the right track.
Speaker: Eric Magnussen, Left Dakota
Who should attend? Commercial Imagers, Production Managers, Photographers



RETAIL IMAGING

D12

Creative Kiosk Usage

We all know photo kiosks can make 4-by-6-inch prints, but that's not going to pay the bills in the long haul. There are some very creative applications being offered on kiosks that promote highly profitable, photo-based products and services. Find out the latest and greatest photo kiosk applications and strategies from the retailers that are making them

work. (Traducción simultánea al Español)

Who should attend? Retail Imagers, Sales Managers

SALES AND MARKETING

D13

Contact! How to Communicate and Connect With Clients

From the first point of contact, having the necessary communication skills can mean the difference between getting and developing relationships with customers or losing them. To satisfy customers, you must now, more than ever, thoroughly understand and use communication skills to your advantage. This program will give you practical and tangible ways to be proactive in winning over and keeping potential customers.

Speaker: Bob Losyk, Innovative Training Solutions Inc.

Who should attend? Retail Imagers, Sales Managers

ALTERNATIVE PRINT PRODUCTS

D14

Photo Gifting 101

The heyday of the 4-by-6-inch print is long gone. Retailers now have to be more creative in their product offerings to make up for lost revenue. From photo books to ties and from mousepads to shot glasses, customized photo products are the hottest things going right now. Learn from leading creative minds in the photo retail industry what they're selling and how they're doing it.

Speakers: Phil Gresham, Fotofast digifoto; Gabrielle Mullinax, Fullerton Photographics, Inc.

Who should attend? Retail Imagers



All Conference Connection Pass: \$299 member/\$399 non-member

(Full Trade Show Badge and tickets to DIMA and PMA receptions included) Attendees are entitled to as many PMA®, PPFA®, DIMA®, PSPA™, SPAA®, or PSRO® Breakout Sessions as they wish (no overlapping sessions may be ordered), along with tickets for primary conference receptions and luncheons each day. Special events and additional sessions are available at a reduced rate with the purchase of the All Conference Connection Pass.

A la carte pricing:

Individual Sessions: \$45 member/\$70 non-member

Computer Labs: \$79 member/\$129 non-member; \$69 member/

\$119 non-member for All Conference Connection Pass

DIMA Receptions: \$30 member/\$35 non-member

DIMA Keynote Luncheon: \$30 member/\$35 non-member

DIMA Roundtable Luncheon: \$30 member/\$35 non-member

WHAT'S NEXT?

D15
Wacky Ideas for Photo Stores

This session will *not* give you practical ideas for new products you can add into your product mix. This session may not even be remotely relevant to your current business. This session will, however, open your mind and highlight some of the coolest ideas using digital photography and how brick-and-mortar retailers can get involved. This will definitely be one of the most talked-about sessions at the DIMA Welcome Reception.

Speaker: **Amit Gupta**, Photojo
Who should attend? Retail Imagers, Photographers

2:00 p.m. - 4:40 p.m.

COMPUTER LAB

CL1
Black-and-White and Color Effects

Sponsored by Adobe, Wacom, and X-Rite
This fast-paced and fun class explores creative techniques for combining black-and-white photography with the intrigue of color. You'll learn how to create images to take the "so-so" to "spectacular" and how to provide added-value services to make you stand out from your competition. Learn to control the color-to-grayscale conversion process; add soft-focus, romantic aura, and film grain effects; experiment with hand-colored and antique tinting techniques; and add high-key glows and other special effects. You may share access to an imaging workstation (up to three per workstation).



Speaker: **Michael Ninness**, Adobe Systems
Who should attend? Retail Imagers, Photographers, Graphic Designers and Retouchers, Commercial Imagers

3:10 p.m. - 3:30 p.m.

Refreshment Break

Session Breakouts – choose one per time period.

3:30 p.m. - 4:40 p.m.

COMMERCIAL IMAGING

D16
5-Minute Print Enhancing Techniques

From sharpening to blurring, from color correction to duotones, from levels to curves, this session will take you through quick techniques to make the best print from your customers' files. Bring your notepad and prepare your brain for a workout, because this session will move fast and furious.

Who should attend? Retail Imagers, Photographers, Graphic Designers and Retouchers, Commercial Imagers
Speaker: **Lee Varis**, Varis PhotoMedia



RETAIL IMAGING

D17
IT for the Small Imaging Retailer

Retailers in the imaging industry have a very specific set of information technology (IT) needs to keep their networks flowing efficiently. Since you may not have a budget to hire Bill Gates to fly out and network your lab, you need to know the basics of networking and integration to keep your highly advanced digital devices playing nicely with one another. This session

will give you practical pointers for setting up and keeping a network running smoothly. It will involve an extended question-and-answer period, so bring a list of your specific IT quandaries. (Traducción simultánea al Español)

Speaker: **Chandara Taing**, Fullerton Photographics, Inc.
Chairperson: **Gabrielle Mullinax**, Fullerton Photographics
Who should attend? Retail Imagers, Production Managers

SALES AND MARKETING

D18
Photo Classes – The Next Great Sales Tool

Want to sell more studio lighting? Give a class on studio lighting! Want to sell more prime lenses and flashguns? Give a class on how to shoot wireless flash portraits! Want to build a community of fanatical customers that only shop with you? You can do it if you offer a whole curriculum of classes and become the local expert. Chris Lydle has started more photo dealers down the road of photo education than anyone else, and now he's going to share his secrets.

Speaker: **Chris Lydle, CPC**, Chris' Camera Center and Digital Photo
Who should attend? Retail Imagers, Sales Managers

ALTERNATIVE PRINT PRODUCTS

D19
The Seven Rings of Photo Books

Photo books come in all shapes and sizes. Which shapes and sizes are best for your customers? What options are available for you to produce in-house versus outsourcing? This session will give you an accurate snapshot of the latest photo book

options from the very low end to the super premium.

Speakers: **John Lacagnina**, ColorCentric Corp.; **Josh Litwin**, Memento Press
Who should attend? Retail Imagers, Photographers, Production Managers, Sales Managers

WHAT'S NEXT?

D20
Green Screen Photography

Green screen technology is certainly not a new concept. There have been big advances in this technology, however, making it very easy for photographers and portrait studios to offer their clients a myriad of options, adding value to the experience and helping you stand out in your market. Take the practical steps outlined in this session back to your business and have fun while profits soar.

Speaker: **Patrick Taylor**, Pat Taylor Photography/Digital Imaging
Who should attend? Retail Imagers, Photographers, Production Managers

6:00 p.m. - 6:30 p.m.

DR1
First-Timer and New Member Reception

This special reception will give first-time DIMA attendees and new DIMA members a chance to get to know the DIMA board and staff. Find out how the association can serve your needs or just show up for the free food and drinks.

Who should attend? All new DIMA members and first-time DIMA conference attendees

6:00 p.m. - 7:00 p.m.

DR
DIMA Welcome Reception

Time to let your hair down and have a cocktail with old friends and meet some new ones, too. Talk about the amazing sessions or just give your brain a rest, but have a drink on us and wind down before exploring the many culinary options Las Vegas has to offer.

Who should attend? All DIMA attendees

5:00 p.m. - 6:00 p.m.

DK1
DIMA Opening Keynote: Unlocking Cool

This presentation is a beginning-to-end exploration of how to leverage viral trends and methodical innovation to generate breakthrough ideas. It is visually engaging and packed with vivid examples, multimedia, and audience participation. Learn the importance of culture and customer obsession. Captivating micro trends will be revealed, providing a tool kit to filter ideas down to "clusters of inspiration." You will walk away knowing how to articulate your messages for viral infection. (Traducción simultánea al Español)

Speaker: **Jeremy Gutsche**, TrendHunter.com
Who should attend? All DIMA attendees



Jeremy Gutsche

MONDAY, MARCH 2

7:00 a.m. - 6:00 p.m.

DIMA Registration

Level 2, South Hall

8:30 a.m. - 9:00 a.m.

Continental Breakfast

Session Breakouts – choose one per time period.

9:00 a.m. - 10:10 a.m.

COMMERCIAL IMAGING
GENERAL SESSION

D21

Tips and Advanced Techniques for Color Control

This session will cover how-to techniques to trouble shoot different color control issues for any output device. When a file does not render as expected, the problem lies in one of three areas: the file is bad, the RIP is not configured properly, or the printer/substrate is not performing properly. This session will cover a methodical process to determine not only where the problem is coming from but also great strategies to solve the problem.

Speaker: **David Hunter**, Pilot Marketing Group

Who should attend?

Photographers, Production Managers, Graphic Designers and Retouchers, Commercial Imagers

RETAIL IMAGING
GENERAL SESSION

D22

The Customer of the Future

Why are Gen-Y customers – 14- to 28-year-olds – important to



your business? Because they're using photography more than any past generation in their age group. Hear first-hand from a sampling of millennials we will interview live on stage about their thoughts, behaviors, and needs in regards to how they interact with photography. Is there a place for photo retailers in their future? The answer may surprise you. (Traducción simultánea al Español)

Speaker: **Glenn Omura, Ph.D.**, Michigan State University

Who should attend? Retail Imagers, Sales Managers

9:00 a.m. - 11:40 a.m.

COMPUTER LAB

CL2

Advanced Techniques With Adobe Photoshop CS4

Sponsored by Adobe, Wacom, and X-Rite

This workshop will focus on using adjustment layers, blending, masking, and luminosity selections for seamless, smooth-tone image enhancements. Participants will explore full tonal range blending control with RAW multi-exposure development and working with smart object layers as well as



techniques for processing high dynamic range (HDR) images. Speaker: **Jerry Courvoisier**, Santa Fe Workshops

Who should attend? Retail Imagers, Photographers, Graphic Designers and Retouchers, Commercial Imagers

10:10 a.m. - 10:30 a.m.

Refreshment Break

Session Breakouts – choose one per time period.

10:30 a.m. - 11:40 a.m.

COMMERCIAL IMAGING

D31

Turn Digital Photo Images Into Art Products

Learn how to offer your clientele some very unique options to turn their photos into works of art. This session will give you a recipe book, which includes techniques such as black-and-white/sepia/duotones, split tone, poster art technique, cross-processing look, Andy Warhol prints, print collage posters, and more.

Speakers: **Stephen M. Burns**, Chrome Allusion; **Ben Willmore**, Digital Mastery

Who should attend? Photographers, Production Managers, Graphic Designers and Retouchers, Commercial Imagers

RETAIL IMAGING

D32

Analyze Your Website and Implement Improvement

Think your website could use some help? Even with the best marketing, if your website is not easy to use, your potential customers won't stick around to see what great products and services you offer. Website expert Dirk Knemeyer will not only analyze real-life photo imaging sites but will also give practical examples of how to improve and implement changes to your website. (Traducción simultánea al Español)

Speaker: **Dirk Knemeyer**, Involution Studios

Who should attend? Retail Imagers, Photographers, Production Managers, Commercial Imagers

SALES AND MARKETING

D33

How to Give the Best Presentation of Your Life

Whether presenting concepts to potential customers, chambers of commerce, or selling an idea, the best information can get lost in a mediocre presentation. This hands-on, fun-filled, interactive program will show

you how to design and prepare a presentation.

Speaker: **Bob Losyk**, Innovative Training Solutions Inc.

Who should attend? Retail Imagers, Photographers, Sales Managers

ALTERNATIVE PRINT PRODUCTS

D34

Being Photographic: Digital Books and New Forms of Photographic Expression

The combination of digital photography, high-speed internet connectivity, and digital production color printing provides radical new possibilities for photographic expression that we have only begun to explore. Our first instinct is to use these new technologies to do things that we did with older technologies, only faster. But soon we begin to discover photography can break free from its traditional limits in ways we could never have imagined before the new technologies existed. This presentation describes a new body of experimental work challenging traditional notions about the nature of the relationship between photography and books.

Speaker: **Frank Cost**, Rochester Institute of Technology

Who should attend? Retail Imagers, Photographers, Production Managers

WHAT'S NEXT?

Of special interest to 

D35

What's Next in Consumer Digital Photography?

Find out where we're heading with print trends, customized photo products, camera phone usage, social networking, photo kiosk applications, and consumer behavior with all aspects of digital photography. Our superstar DIMA® research team returns to illuminate



12:00 noon - 1:30 p.m.

LK1

DIMA Luncheon and Keynote: Photo Customers Trading Up

Michael Silverstein, senior vice president and executive officer of The Boston Consulting Group's Office of the CEO, is an expert in consumer behavior, helping companies improve their value proposition and brand development. "Photo Customers Trading Up" explores the spending habits of middle-class America in what he calls the "new luxury phenomenon." Silverstein discusses the emotional satisfaction consumers feel in paying premium prices for high-end products. (Traducción simultánea al Español)

Speaker: **Michael Silverstein**, The Boston Consulting Group

Who should attend? All DIMA attendees



Michael Silverstein

what's next in digital photography.

Speakers: **Liz Cutting**, The NPD Group; **Mike McNamara**, The McNamara Report; **Gary Pageau**, PMA; **Lawrence Wu**, J.D. Power and Associates

Who should attend? Retail Imagers, Photographers, Sales Managers, AIE Members

Session Breakouts – choose one per time period.

1:30 p.m. - 2:30 p.m.

COMMERCIAL IMAGING

D41

Inkjet and Beyond: Pushing the Boundaries of Fine-Art Printing

Explore some of the most innovative options for fine-art printing with Digital Atelier's pioneering artists. The session will begin with some of the processes and products introduced in the groundbreaking book, "Digital Art Studio," co-authored by Dorothy Simpson Krause and Bonny Lhotka. Then the session will move on to current work produced with lenticular imaging, CO₂ laser engravers, and UV-cured flatbed printers. The presentation will also show processes covered in Lhotka's new DVD, "Inkjet Transfer Techniques: Gelatin and Gel Transfer Process for Alternative Photography and Fine Art" and Krause's new book, "Book + Art: Handcrafting Artists' Books."

Speakers: **Dorothy Simpson Krause**, Digital Atelier; **Bonny Lhotka**, Digital Atelier

Who should attend? Photographers, Production Managers, Graphic Designers and Retouchers, Commercial Imagers

Who should attend? Photographers, Production Managers, Graphic Designers and Retouchers, Commercial Imagers

RETAIL IMAGING

D42
Selling More on Auction Sites

Are you selling new and used equipment on eBay? Do you think you could be selling more or operating this part of your business more efficiently? This session will tell you how to sell more stuff, sell more efficiently, and maximize your profits when using online auction sites. There are lots of tips and tricks that will help you make the most of your online auction efforts, and this session will give you three or more actionable items you can implement back at the office. (Traducción simultánea al Español)

Speaker: **Keith Ainsworth**, Photos Ar' Nice, Inc.

Who should attend? Retail Imagers, Production Managers, Sales Managers

SALES AND MARKETING

D43

Storytelling as the New Business Platform

Custom products – photo books, calendars, collages, scrapbooks, and framed images – are story platforms. A platform

can create an ecosystem – like the one built-up around Apple's iPod® – to spur innovation beyond simple products. The iPod is more than a digital music player; it's a collection of products, services, and "cool." The storytelling platform can drive a similar opportunity. Speaker: **Glenn Omura, Ph.D.**, Michigan State University

Who should attend? Retail Imagers, Photographers, Production Managers, Sales Managers

ALTERNATIVE PRINT PRODUCTS

D44

New Photo Book Software Options for the Retailer

Photo book software is the key to a successful photo book business. This session takes a look at the best of the best in photo book software, both online and client-based. Warning: This session is a vendor panel and may include some sales pitch-type messages.

Moderator: **Jennifer Kruger**, PMA
Panelists: **Reiner Fageth**, CeWe Color; **Representative, RocketLife**; **Rachel Van Tassel**, Lucidion

Who should attend? Retail Imagers, Photographers, Production Managers

WHAT'S NEXT?

Of special interest to 

D45

Game-Changing Web 2.0 Technology

Web 2.0 has changed the way we interact with the internet and each other. New applications make the web more flexible and portable than we could have ever envisioned. New development platforms like Microsoft® Silverlight™ and Adobe® Air™ are allowing new imaging technologies to flourish. Find out how the imaging industry will be affected and how you can take advantage of this new paradigm.

Moderator: **Paul Worthington**, Future Image Inc.

Panelist: **Vahe Kassardjian**, Tripod Ventures

Who should attend? Retail Imagers, Photographers, Production Managers, AIE Members

1:30 p.m. - 5:00 p.m.

COMPUTER LAB

CL3**Skin – Skin – Skin!**

Sponsored by Adobe, Wacom, and X-Rite

The greatest challenge for professional retouchers is to make a person's skin flawless by concealing the imperfections, wrinkles, and sun damage. Learn the secrets the best retouchers use to create the flawless skin as seen in magazines and in advertisements. Additionally, this session will address working with a Wacom pressure-sensitive tablet that allows you to apply the most refined retouching nuances.

Speaker: **Katrin Eismann**, School of Visual Arts

Who should attend? Retail Imagers, Photographers, Graphic Designers and Retouchers, Commercial Imagers



Session Breakouts – choose one per time period.

2:40 p.m. - 3:40 p.m.

COMMERCIAL IMAGING

D51**Color Management's Greatest Hits**

Sponsored by X-Rite

"Get exactly the color you need, every time, anywhere in the world." That's what X-Rite claims if you use the company's suite of tools for imaging professionals. Find out how they can make that claim and what new tips and tricks there is for you.



You will also get a first glimpse at the new products to be announced at PMA 09.

Speaker: Representative, **X-Rite**

Who should attend? Photographers, Production Managers, Graphic Designers and Retouchers, Commercial Imagers

RETAIL IMAGING

D52**Optimize Your Web Search Results**

Sponsored by Fujifilm

FUJIFILM

Today's generation is no longer letting their fingers do the walking, unless we're talking about keystrokes. Your customers are using the web to find you more and more, and the least you can do is let them find you. Go home with three things you can do tomorrow to make your business jump to the top of your customers' searches. (Traducción simultánea al Español)

Speakers: **Bob Cavilla**, UpWord Search Marketing; **Ian Epstein**, Coremetrics

Who should attend? Retail Imagers, Photographers, Production Managers, Sales Managers, Commercial Imagers



SALES AND MARKETING

D53**DIMA Marketing Idea Exchange**

From big marketing concepts to little promotional gems, the DIMA Marketing Idea Exchange is guaranteed to provide at least three actionable ideas to implement immediately into your marketing plan. If you've never been to the DIMA Marketing Idea Exchange, come see why this DIMA® tradition is considered the most cutting-edge marketing hour you'll have ... It's a tradition that is 100 percent new, every session with the latest, freshest, and hottest money-making concepts in imaging.

Speaker: **William J. McCurry**, McCurry Associates

Who should attend? Retail Imagers

ALTERNATIVE PRINT PRODUCTS

D54**How to Integrate Long Tail Products Into Your Retail Mix**

In 2007, DIMA keynoter Chris Anderson introduced the concept of "long tail" products and

Get the Scoop with DIMAcasts

What's the secret of people in the know? DIMAcast weekly podcasts!



Get the scoop with the latest PMA 09 updates and interviews with keynote speakers. And don't miss the monthly DIMA Marketing Idea Exchange, hosted by Bill McCurry!

Hundreds of business people – maybe thousands – have made this popular podcast grow to 4,000 downloads a month. Check it out at www.dimacast.com.



how many low-volume products can help make up for the loss of few high-volume products. This concept has taken the photo market by storm, and many retailers have implemented this strategy into their business plan. Hear how this can be done both by producing customized photo products in-house as well as outsourcing.

Speakers: **Vahé Christianian**, Lifepics; **Rohit de Souza**, HP; **Massimo Zaccanaro**, Oblo Multimedia Srl

Who should attend? Retail Imagers, Production Managers, Sales Managers

WHAT'S NEXT?

D55**Geo-Tagging, Eye-Fi, DataStream Accessories**

When a digital photo is "tagged" with coordinates showing where it was taken, it can be much simpler to later find, share, print, or use the picture in new ways. Up until now, however, tagging photos this way was a tedious task suited only for enthusiasts. New technologies are coming to the market automating the process and opening up new ways to use photos. We'll showcase the latest hardware and software solutions and explore new revenue streams.

Moderator: **Paul Worthington**, Future Image Inc.

Who should attend? Retail Imagers, Production Managers, Sales Managers

3:40 p.m. - 4:00 p.m.

Refreshment Break

Session Breakouts – choose one per time period.

4:00 p.m. - 5:00 p.m.

COMMERCIAL IMAGING

D61**RAW Process Software Options**

Adobe Camera RAW (ACR) and Adobe® Lightroom® are the center of attention when it comes to RAW workflow, but there are several alternative RAW processing applications available. Learn what they are, their strengths and weaknesses, and how you can incorporate them in your own workflow.

Speaker: **Lee Varis**, Varis Photo Media

Who should attend?

Photographers, Production Managers, Graphic Designers and Retouchers, Commercial Imagers

RETAIL IMAGING

D62**Niche Photography – How Can We Monetize the Cool Things Our Customers Are Doing?**

Creative professionals and prosumers are making amazing works of art with less than conventional techniques. Learn about what's happening and how retailers can take advantage of the convergence of technology and creativity that digital photography is bringing to bear. (Traducción simultánea al Español)

Speakers: **David Hobby**, Strobist.com; **David Honl**, Honl Photo Inc.

Who should attend? Retail Imagers, Photographers, Production Managers, Sales Managers

SALES AND MARKETING

D63
Marketing to Women: R.I.P.

Rest in peace, marketing to women. Long live the female customer! It's time we start talking about the female customer as an individual rather than a member of a grandiose, impossible-to-understand demographic. This session will peel back the layers of the stereotypical view of female customers to reveal the secret of successful marketing campaigns: talking to her with an understanding of her true needs.

Speaker: **Michelle Miller**, Wizard of Ads, Inc.

Who should attend? Retail Imagers, Photographers, Sales Managers

ALTERNATIVE PRINT PRODUCTS

D64
Creating Photo Book Packages to Maximize Revenue

McDonald's wrote the book on value meal pricing and

packaging burgers, fries, and drinks with a perceived savings to the consumer. There are many ways to use this technique using "mini" photo books as "throw-ins" when clients spend more money. Ultimately, it is in the retailer's best interest to sell as many photo books as possible as each book is a potential traveling salesperson for the retailer.

Speakers: **Josh Litwin**, Memento Press; **Mark Zucker**, Zookbinders

Who should attend? Retail Imagers, Production Managers, Sales Managers

WHAT'S NEXT?

Of special interest to  **D65**

Living Room Imaging – 6Sight Insights

The proliferation of high-definition (HD) TVs and home networks is driving new ways for consumers to enjoy their pictures and videos beyond an easier and improved version of the traditional slide show. Simultaneous high-speed internet access to online information

sources and distant friends and family promises to take the experience into uncharted and promising territory. (This session was presented at the 2008 6Sight Future of Imaging

Conference.)

Moderator: **Alexis Gerard**, Future Image Inc.

Who should attend? Retail Imagers, Commercial Imagers, AIE Members



5:00 p.m. - 6:00 p.m.

PMA Welcome Reception 

Reconnect with friends from around the world who share your excitement and anticipation about the opening of PMA 09 tomorrow! Admission and two complimentary beverage tickets are included with full trade show registration or an All Conference Connection Pass.

TUESDAY, March 3

7:00 a.m. - 5:00 p.m.

DIMA Registration

Level 2, South Hall

7:30 a.m. - 8:00 a.m.

Continental Breakfast 

Session Breakouts – choose one per time period.

8:00 a.m. - 8:50 a.m.

COMMERCIAL IMAGING

D71
Graphics Software You Should Know About

It's not news to hear that Adobe® Photoshop® is the killer app among photo imaging software. However, you need to know the rest of the story. Three-dimensional applications for Photoshop, Illustrator®, Corel® Painter™, Lightzone, ArtRage, and many other innovative programs are out there being used for their unique characteristics. Also learn how

to use them in conjunction to create a single vision. Step outside of the Photoshop box to create new looks. Attend this session to learn how.

Speaker: **Stephen M. Burns**, Chrome Allusion

Who should attend? Photographers, Production Managers, Graphic Designers and Retouchers, Commercial Imagers

RETAIL IMAGING

D72
Scanning as an Entry Point

"Shoebbox scanning" has clearly proven itself to be a useful source of revenue on its own, but what are you doing to suggest add-on photo products? Scanning services should only be the beginning of the revenue you get from your customers' old prints. Progressive retailers are building packages using a fixed price on scanning including prints,

frames, CDs, photo books, etc. Learn how you can take your scanning services to the next level. (Traducción simultánea al Español)

Speaker: **Alan Logue**, Hutt Street Photos

Who should attend? Retail Imagers, Production Managers, Sales Managers

SALES AND MARKETING

D73
How Do Retailers Get Involved With Social Networking?

How do retailers get involved with social networking? Is there a place for the retail imager in the social networking scene? There are many options! Retailers have to think creatively to stay relevant in the minds of their internet-savvy customers. Build your business: participate in the social networking craze.

- Find out what options are available
- Learn innovative ways to

reach out to your current customers

- Discover new connections
- Follow-up to maintain relationships and increase your business

Who should attend? Retail Imagers, Production Managers, Sales Managers

ALTERNATIVE PRINT PRODUCTS

D74
Options for Canvas Printing

Inkjet printer? Check. Inkjet canvas? Check. Stretching system to deliver a beautiful finished product to the customer? ... What? To add real value to your product and service mix, you must provide a turnkey solution. Canvas prints are a very good option, but what do you do with it after it's printed? This session will explore a variety of options to finish canvas prints into true works of art.

Speaker: **Randy Hufford**, Institute of

Visual Arts

Who should attend? Retail Imagers, Photographers, Production Managers, Sales Managers

WHAT'S NEXT?

Of special interest to  **D75**

The Next Evolution of Digital Printing

Inkjet and other dry printing technologies continue to evolve at amazing speeds. With the faster speeds and higher quality, digital printing is encroaching into markets traditionally reserved for long-run business. Hear from our panel of vendors about how tomorrow's printing technology is going to change your business and what you can do about it now.

Panelists: **Steve Hoover**, Xerox; **Glen Hopkins**, HP

Who should attend? Retail Imagers, Photographers, Production Managers, Commercial Imagers, AIE Members

8:00 a.m. - 11:50 a.m.

COMPUTER LAB

CL4

Adobe Photoshop Lightroom for Portrait Photographers

Sponsored by Adobe, Wacom, and X-Rite

In this hands-on session, learn how to use Adobe® Photoshop® Lightroom® to handle important production tasks such as importing, managing, developing, and showcasing portrait and wedding images. Specific topics include creating and applying develop settings to one or dozens of images; printing and presenting high-quality contact sheets and large-format prints; and organizing and preparing images for slide shows and web galleries. You may share access to an imaging workstation (up to three per workstation).

Speaker: **Julianne Kost**, Adobe Systems
Who should attend? Retail Imagers, Photographers, Graphic Designers and Retouchers, Commercial Imagers



9:00 a.m. - 10:15 a.m.

PMA Official Business Session Keynote, PMA 2009 Hall of Fame Award, and PMA Distinguished Service Awards

Dealing With Darwin: Breaking the Back of the Innovator's Dilemma 

Why is innovation such a challenge in established enterprises? Dr. Geoffrey Moore shows it is not because they cannot innovate. Instead, the trouble starts with a tendency to innovate in too many different dimensions at the same time and then comes to a head when they try to deploy their next-generation offerings, leveraging resources shared with their established franchises. Knowing these to be the real challenges, Moore then shows audiences how they can intervene to unblock the flow of innovation in their enterprises.

The PMA 2009 Hall of Fame Award will be presented prior to the keynote presentation. This is the association's highest honor and is determined by the PMA Board of Trustees based on career success and the individual's role in the advancement of the photo imaging industry.

The PMA Distinguished Service Awards are presented prior to the keynote. PMA® recognizes individuals who have built lifelong careers in photo imaging and have contributed to the advancement of the industry. Simultaneous translations: Deutsch, Español, Français, and Português.

Speaker: **Geoffrey Moore, Ph.D.**, TCG Advisors LLC

Who should attend? All DIMA attendees

Free for all registration types; no ticket required.



Geoffrey Moore

10:15 a.m. - 6:00 p.m.

Trade Exhibits Open

1:00 p.m. - 2:00 p.m.

LK2

DIMA Roundtable Luncheon 

As part of DIMA 2009, you'll have access to the best knowledge of the trade through networking with your peers. Join us for lunch and informative discussions about what's most pressing in the industry today.

Who should attend? All DIMA attendees

2:00 p.m. - 3:00 p.m.

RETAIL IMAGING

D76

Adapting Your Business From a Transaction-Based Model to a Consultative Model

"Photo labs" and "camera stores" are so 1980s. Gone are

the days of advertising one-hour processing and counting on your fair share of the business to come walking through the door. Today's retailer must become a "memories consultant" to the community. Learn how to rethink your retailing mentality and stay relevant in the midst of internet and chain-store retailers. (Traducción simultánea al Español)

Speaker: **David Guidry**, Lakeside Camera Photoworks

Who should attend? Retail Imagers, Production Managers, Sales Managers

SALES AND MARKETING

D77

DIMA Marketing Idea Exchange Part II

Whether you attended part one or not, each marketing idea exchange is different from the rest. From big marketing concepts to little promotional gems, the DIMA Marketing Idea Exchange is guaranteed to pro-

vide at least three actionable ideas to implement immediately into your marketing plan.

Speaker: **William J. McCurry**, McCurry Associates

Who should attend? Retail Imagers

2:00 p.m. - 5:50 p.m.

COMPUTER LAB

CL5

The Creative Digital Darkroom

Sponsored by Adobe, Wacom, and X-Rite

This session provides a strategy and road map for working in the digital darkroom, covering committing to the image; preparing the file; knowing how and when to apply global and local tone, contrast, and color corrections; and adding the final polish and interpretation to your images. Specific skills addressed include: working non-destructively, reducing noise, how and when to sharpen, enhancing tone and contrast, quick and easy dodging and burning techniques, and adding personal significance with toning and textures. You may share access to an imaging workstation (up to three per workstation).

Speaker: **Seán Duggan**, Seán Duggan Photographics

Who should attend? Retail Imagers, Photographers, Graphic Designers and Retouchers, Commercial Imagers



5:00 p.m. - 6:00 p.m.

PMA Get Acquainted Reception 

Take this opportunity to connect faces with names and network with peers who are just as excited as you about the opening day of PMA 09. Admission and two complimentary beverage tickets are included with full trade show registration or an All Conference Connection Pass.

WEDNESDAY, March 4

7:30 a.m. - 5:00 p.m.

DIMA Registration

Level 2, South Hall

7:30 a.m. - 8:00 a.m.

Continental Breakfast

Session Breakouts – choose one per time period.

8:00 a.m. - 8:50 a.m.

COMMERCIAL IMAGING

D81

Soft Proofing for the Perfect Print

One of the big issues in color management is how to make prints match your monitor. An accurate soft proofing system will save you hundreds of dollars in media and time. This session will cover Delta-E tolerance, viewing conditions, and setting up PS3 to accurately soft proof any media in your product line.

Speaker: **Randy Hufford**, Institute of Visual Arts
Who should attend? Photographers, Graphic Designers and Retouchers, Commercial Imagers

RETAIL IMAGING

D82

Luring B2B Prospects to Listen to Your Pitch – Then Spend Money With You

Dan's Camera City held an event that brought more than 100 business leaders to their store to hear Dan's Camera City team talk about services and products they offer. Immediate sales resulted, plus a large following of sales. Any store with six or more employees can follow the plan Dan's Camera City laid out and enjoy similar success. (Traducción simultánea al Español)

Speakers: **Julie Strauser**, Dan's Camera City; **Mike Woodland**, Dan's Camera City
Who should attend? Retail Imagers, Production Managers, Sales Managers



prints match your monitor. An accurate soft proofing system will save you hundreds of

9:00 a.m. - 10:15 a.m.

PMA Official Business Session Keynote Thinking Through Disruptive Technologies

Michael Raynor is one of the world's leading experts on disruption. In this presentation, he will explain the core principles of disruptive technologies and show how these ideas can help you think through the strategic implications of shifting information technology (IT) paradigms. The answer is to examine your firm's strategy: ask yourself how you differentiate yourself from competitors, whom you are disrupting – or being disrupted by – and how you hope to compete in the future, and then you'll be able to develop a truly strategic perspective on whatever else comes down the pike next.

The members of PMA® will elect their 2009-2010 board of directors at this Official Business Session. Simultaneous translations: Deutsch, Español, Français, and Português.

Speaker: **Michael Raynor**, Deloitte Consulting LLP, Author, "The Innovator's Solution" and "The Strategy Paradox"
Who should attend? All DIMA attendees. Free for all registration types; no ticket required.



Michael Raynor

SALES AND MARKETING

D83

Turbo-Charge Small-Business Marketing With Social Media

A host of new online tools are now available that small business owners can use to showcase their expertise, find new customers, and build their businesses. Blogs, podcasts, digital video, and social networks are revolutionizing markets, offering business owners new ways to find and connect with customers around the world at little or no cost.

This session introduces the most popular social media concepts and provides step-by-step advice on how to put them to work for your business.

Speaker: **Paul Gillin**, Paul Gillin Communications
Who should attend? Retail Imagers, Production Managers, Sales Managers



ALTERNATIVE PRINT PRODUCTS

D84

How to Bind a Quality Hardcover Photo Book

This session covers the process involved in making a photo book from the stage of printed pages to a finished photo book. Attendees will learn the steps involved in producing a quality hardcover book from expert library binders who will discuss leaf attachment, trimming, rounding and backing, head-banding, case-making,

foil stamping, casing-in, and building in.

Moderator: **Debra S. Nolan**, Hardcover Binders International
Panelists: **Mark Hancock**, Utah Bookbinding Co.; **Paul Parisi**, Acme Bookbinding; **Suzanne Wiersma**, Wallaceburg Bookbinding & Mfg. Co.

Who should attend? Retail Imagers, Photographers, Production Managers

WHAT'S NEXT?

Of special interest to 

D85

What's Next With Camera Phones?

Camera phones have crossed the chasm of resolution and quality to make good printable images, but consumer behavior has not kept up (or has it fallen into the chasm?).

This session explores how retailers can get their customers to move their camera phone images to prints, photo books, and other custom photo products.

Moderator: **Pierre Barbeau**, Moblico
Speakers: **Jim Reinert**, Pixway; **Paul L. Rentz**, Rush Hour Photo & Wireless
Who should attend? Retail Imagers, Production Managers, Sales Managers, AIE Members



8:00 a.m. - 11:50 a.m.

COMPUTER LAB

CL6

Work Smart

Sponsored by Adobe, Wacom, and X-Rite
Imagine being able to edit

an image and then days later being able to refine and adjust filter and adjustment settings! In this fast-paced session, you'll learn to harness the power of Adobe Photoshop CS4

Smart Objects and Smart Filters to non-destructively process digital camera files and apply creative filter effects without ever changing a single pixel. You'll discover more productive and flexible ways to construct and manage images with layers and complex effects by mastering smart objects, layer masks and groups, and blending modes.

Speaker: **Julianne Kost**, Adobe Systems
Who should attend? All Business Owners



Adobe



WACOM



x-rite
right on color

10:15 a.m. - 6:00 p.m.

Trade Exhibits Open

1:00 p.m. - 2:00 p.m.

LK3

DIMA Roundtable Luncheon

As part of DIMA 2009, you'll have access to the best knowledge of the trade through networking with your peers. Join us for lunch and informative discussions about what's most pressing in the industry today.

Who should attend? All DIMA attendees

Session Breakouts – choose one per time period.

2:00 p.m. - 3:00 p.m.

RETAIL IMAGING

D86

A Tale of Two Companies

Their owners retired three years ago. One owner is enjoying retirement while the other owner is back at his office trying to rebuild what he used to have. Why? Because of inadequate planning for new company leadership. Learn what went right, what went wrong, and most important what you can do to increase your success if you plan to retire or to sell your business in the next 5 to 10 years. (Traducción simultánea al Español)

Speaker: **William J. McCurry**, McCurry Associates

Who should attend? All Business Owners

SALES AND MARKETING

D87

Make Your Customers Know Just How Great You Are!

Marketing to your customer database is getting harder because spam and advertising overload is making customers resistant to marketing messages of all kinds. Find out how you can get your customers to

ask, nay, beg you to send them cool ideas of how they can spend more money with you. *Who should attend? Retail Imagers, Production Managers, Sales Managers*

2:00 p.m. - 5:50 p.m.

COMPUTER LAB

CL7

Creative Portrait Retouching

Sponsored by Adobe, Wacom, and X-Rite

The whole point of retouching an image is to make it look like it was never retouched at all! This class will address improving skin texture, accentuating eyes, fine-tuning hair, applying digital makeup, and using creative effects to add depth and enhance the personality of your subjects. Working with real-world examples, you'll also learn to apply body lifts and tucks, minimize uneven facial features, remove glass glare, and enhance clothing and backgrounds. You may share access to an imaging workstation (up to three per workstation).

Speaker: **Jane Connor Ziser**, Jane's Media Art

Who should attend? Retail Imagers, Photographers, Graphic Designers and Retouchers, Commercial Imagers



6:00 p.m. - 7:00 p.m.

PMA President's Reception

Relax with peers and share insights about your discoveries from PMA 09! Admission and two complimentary beverage tickets are included with full trade show registration or an All Conference Connection Pass.

7:00 p.m. - 8:00 p.m.

PMA Big Night Reception

8:00 p.m. - 9:30 p.m.

PMA Big Night – Featuring The Beach Boys!

The Beach Boys continue to create and perform with the same bold imagination and style that marked their explosive debut more than 40 years ago.

Let The Beach Boys take you back to younger days with the sounds of "Surfin' USA," "Kokomo," "Fun Fun Fun," "Wouldn't It Be Nice," "Good Vibrations," and other hits you'll easily recognize and eagerly sing along with! Enjoy the legendary vocal harmonies of The Beach Boys, which will continue to evoke fond memories of summertime youth, fast cars, and young love for decades to come!

Tickets are \$49 member/\$79 non-member (discounted price of \$39 member/\$69 non-member with the purchase of the All Conference Connection Pass) and include two complimentary beverage tickets for the Big Night Reception and The Beach Boys performance.



See page 13 for additional sessions and activities.

**NEW
THIS
YEAR!**

Thursday, March 5

1:00 p.m. - 2:00 p.m.

PMA 09 Retailer Hot Picks

With more than 600 exhibitors, finding the new products at PMA 09 can be a big task. Let executives from international buying groups tell you what they think will be the hot sellers this year.

Located on the trade show floor.