



PRO IMAGING  
GOLF CHAMPIONSHIP

# PRO IMAGING NEWS

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Special "Pro Imaging offers" to Tournament Participants

## Registration Deadline Approaching

You can't afford to miss the 24th Annual Pro Imaging Golf Championship, where friendly competition and invaluable networking opportunities meet!

The tournament will be held

**April 24-27, 2010** (Full schedule click here)

at the Renowned Mission Inn Resort & Club in sun-filled Howie-in-the-Hills, Florida, just North of Orlando!

Both Mission Inn courses hold a 4-star rating and have been recognized as "Best Places to Play", North America, by Golf Digest. Traditional golf design and extraordinary gifts of nature only begin to define the golf experience at The Mission Inn Resort & Club.

**Register Today at: [www.proimaginggolf.com](http://www.proimaginggolf.com)**

## Why Pro Imaging Golf?

Pro Imaging Golf Championship invites you to join over 140 industry leaders from around the world at its highly acclaimed invitation-only golf tournament. Since 1986, Pro Imaging Golf Championship enhances the standing and visibility of industry leaders while providing unparalleled access to key suppliers. Pro Imaging Golf offers a chance to meet face-to-face with the industry's key suppliers, gain valuable business connections with peers, and get access to "Attendee Only" pricing on equipment and supplies. The Pro Imaging Golf Championship is where you get all of this plus an exceptionally well-run event in an outstanding location, that is entertaining, enjoyable, and fun. See the event that industry leaders have been attending for 24 years.

## Sponsors

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**LexJet:** Dean Lambert - dean.lambert@lexjet.com or Tom Gruss - tom.gruss@lexjet.com

Be sure to thank all our sponsors for hosting such a great event.



## Pro Imaging News: News Links

### 5 Reasons Why Face-to-Face Meetings Are a Great Tool for Relationship Marketing

Friday, October 30th, 2009 | Author: John Boyd [www.meetingwave.com](http://www.meetingwave.com)

Relationship marketing recognizes the value of forming good and lasting relationships with customers in order to add value to a service, create loyalty, increase referrals and help offer more personalized and targeted sales. With email, website pages and online networks being used more often in marketing strategies, the value of face-to-face meetings for creating these relationships is being neglected.

Face-to-face meetings, e.g., a networking event, allow service providers to meet with potential customers to develop these good and lasting relationships. You might be a real estate professional hosting a forum event for people wanting to invest in real estate to discuss their ideas. Or you might be a financial planner hosting an event for those seeking financial advice to help overcome the economy downturn. Whatever your profession or type of event being hosted, here are five ways that face-to-face meetings will help you reap the benefits that relationship marketing has to offer.

#### 1. Building Friendships

When you take the time to meet your potential clients face-to-face at an informal event, you open the door for a friendship to develop. You have a chance to ask them questions about themselves, their lifestyles, their needs. It is a chance to understand them as an individual, not just another potential customer. This means you are more likely to understand their concerns, problems and needs in relation to the services you may be offering. If you can demonstrate you understand these, a potential client will be more willing to employ you. On the flip side, with face-to-face meetings, potential clients have the opportunity to get to know you. This is a great basis for a 'friendly' and more personal relationship to develop between a service provider and potential client.

#### 2. Selling as an Experience

Developing relationships through face-to-face events allows you to wrap and deliver a product within a service. This service is an experience which involves the relationship between the service provider and client. After meeting a potential client once at an event, you may then choose to nurture the relationship through additional meetings, sending emails, telephone calls, sending birthday and Christmas cards and other ways of maintaining contact to stay in touch. For you, regular contact will mean you are aware of your potential client's changing needs and circumstances - helping you deliver a better service if needed.

#### 3. Defeating Modern-day Marketing Problems

Today, traditional marketing tactics may not prove so successful. Traditional advertising is now more expensive but less effective because of the increase of media forms available. Direct marketing is no longer as effective as customers are becoming weary of the constant barrage of this type of marketing that they encounter on a day-to-day basis. Also, product proliferation means there is increased competition trying to gain a customer's attention. One solution to this is to meet potential clients face-to-face to develop relationships that will create a more personal, more subtle channel for advertising and marketing.

#### 4. Instantly Connect and Build Rapport

Meeting potential clients at a networking event gives you the opportunity to create something of immense value. It allows you to build a connection and rapport with the people you meet. You can use your body language, thoughts, ideas and opinions to build connections with people. By listening to their points of views and what they have to say, too, you have an opportunity to build a rapport with them. Connecting with people and building raptorts are effective ways to help you influence the decisions people make.

#### 5. Visibility and Trust

If you were an immigration lawyer who decided to host an event to meet people with asylum problems, you may not gain anything financially by offering free advice or information. However, you will be helping to improve your visibility and building yourself a trusted position. Further down the line, your initial meetings and the relationships which were formed may result in referrals and an increase in your word-of-mouth marketing.



## Featured Sponsor

Fore! The Kodak Team is looking forward to teeing it up with our many friends at the 2010 Pro Imaging Golf Classic. Once again, we will draw upon Kodak's PGA Sponsorship to add a little excitement to your game and possibly help you improve your results on the course. Based on the popularity at prior events, we are happy to offer the Kodak Swing Analysis hosted by a PGA professional golf instructor and to provide tips & techniques along with a 9 frame Kodak print of your swing (yes—you need to see what you look like!). Come visit us at the driving range during the practice rounds for your session. Additional counseling sessions will be conducted at the 19th Hole.



We will also leverage the PGA "Kodak Challenge" in 2010 by offering 8 pairs of PGA passes that will be awarded to the lucky individuals who win a test of skill on the Par 3's to be defined by Toren. Feel free to lobby him directly with your ideas. Each of the 8 winners will receive two complimentary tickets to attend the PGA event of their choice for the entire week's festivities.

Off the course, Kodak has many new products and initiatives teed up to help Pro Labs further innovate and differentiate their offerings to grow their top line. Early this year Kodak launched six (6) new media products within the Pro Imaging industry including two most recent introductions: KODAK PROFESSIONAL UV-Curable Display Film and KODAK PROFESSIONAL UV-Curable Display Paper. These new film and paper products leverage the KODAK PROFESSIONAL ENDURA photographic film and paper platforms, featuring a high-quality photo base with outstanding color consistency required for the most demanding photographic applications. These products bring the premium look and feel of photo to ultraviolet-curable inkjet printing for commercial display applications.

# Kodak

PROFESSIONAL Products

Other media introductions include KODAK PROFESSIONAL Electrophotographic Paper which replicates the look and feel of photographic paper for digital press printing applications. This paper leverages our KODAK PROFESSIONAL ENDURA Paper support and features a two-sided luster (E) surface for high quality economical duplex photo printing. Pro Labs can enhance the quality of digital press output with true-to-life photorealistic quality, ideally to generate incremental revenue at a premium price.

In addition to the many media introductions, our DP2 software development team is hard at work on DP2 version 12, scheduled for release at this year's Pro Lab Workshop to be held the week of June 14th in Rochester, NY. Each year, Kodak hosts over 125 Pro Labs at the 3 day workshop that delivers business information to owners and general managers on market trends, growth ideas, and thought-provoking concepts to help fuel business growth in today's challenging market.

In addition, the workshop offers valuable DP2 technical content for production managers and IT staff to help drive productivity and enhance image quality and increase operational throughput of an ever expanding catalog of offerings. DP2 software continues to be a powerful tool that integrates virtually all lab operations to maximize workflow efficiencies, reduce labor, and improve first-print yield, while enabling a wide range of output products, regardless of lab size or output volume.

Kodak is in full swing on behalf of Pro Labs with many new product introductions to elevate output quality, and new business development initiatives to help labs expand their business into new growth opportunities. That's good shootin' folks! I wish you all the same in your business and on the course. See you all in Florida!

Featured Sponsor



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Pro Imaging Golf Classic attendees receive special offers on laminators, precision print trimmers and motorized board cutters. Contact one of our sales professionals for details.

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## Famous Golf Quotes:

“The reason the pro tells you to keep your head down is so you can’t see him laughing”.  
~Phyllis Diller

“If you drink, don’t drive. Don’t even putt.”  
~Dean Martin

“Golf balls are attracted to water as unerringly as the eye of a middle-aged man to a female bosom.”  
~Michael Green, *The Art of Coarse Golf*, 1967

“They call it golf because all of the other four-letter words were taken.”  
~Raymond Floyd

“If you’re caught on a golf course during a storm and are afraid of lightning, hold up a 1-iron. Not even God can hit a 1-iron.”  
~Lee Trevino

“If you think it’s hard to meet new people, try picking up the wrong golf ball.”  
~Jack Lemmon

“Golf is the closest game to the game we call life. You get bad breaks from good shots; you get good breaks from bad shots - but you have to play the ball where it lies.”  
~ Bobby Jones

“How did I make a twelve on a par five hole? It’s simple. I missed a four-foot putt for an eleven.”  
~ Arnold Palmer

“Nobody ever remembers who finished second at anything.”  
~ Jack Nicklaus

“As you walk down the fairway of life you must smell the roses, for you only get to play one round.”  
~ Ben Hogan

“You don’t know what pressure is until you play for five bucks with only two bucks in your pocket.”  
~ Lee Trevino

“Why am I using a new putter? Because the last one didn’t float too well.”  
~ Craig Stadler

“A tap-in is a putt that is short enough to be missed one-handed.”  
~ Henry Beard

A “gimme” can best be defined as an agreement between two golfers, neither of whom can putt very well.  
~ Unknown

“Rhythm is best expressed in any swing directed at a cigar stump or a dandelion head.”  
~ Grantland Rice

“Swing hard in case you hit it.”  
~ Dan Marino

“It took me seventeen years to get 3,000 hits in baseball. I did it in one afternoon on the golf course.”  
~ Hank Aaron

“I know I am getting better at golf because I am hitting fewer spectators.”  
~ Gerald Ford

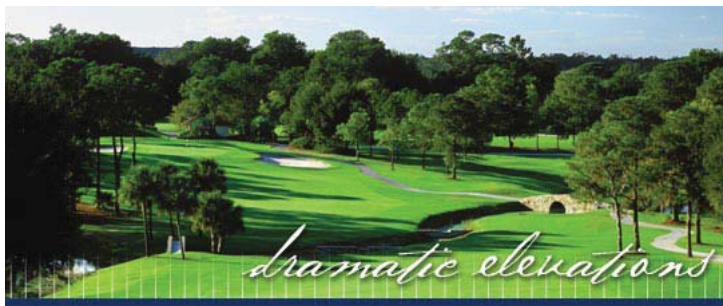
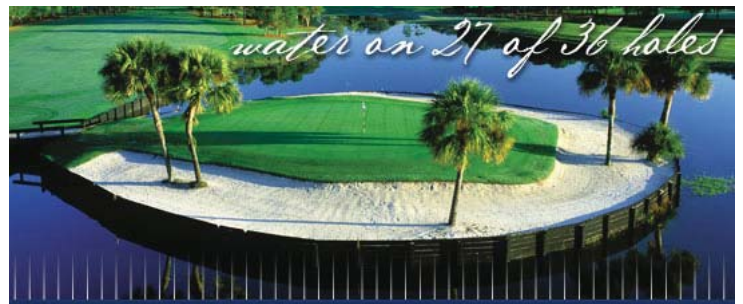
## Kodak again brings swing analysis and PGA Passes to Pro Imaging Golf

Kodak has once again stepped up to the plate for all Pro Imaging Golf Championship attendees. They will again be bringing the Kodak Swing Analysis Equipment and staffing the machine with a golf pro to analyze your swing. Maybe some of you are experts, maybe some are afraid to have their swing emblazened in full color on a 8.5x11 sheet, whatever your excuse you cannot pass up a great opportunity for free input on your swing from a golf professional. As if that were not enough, Kodak in conjunction with its Kodak Challenge program [www.kodakchallenge.com](http://www.kodakchallenge.com), will be providing Pro Imaging Golf with PGA vouchers good for tickets to any PGA event. Typically we put these on the par 3's and create long putt holes for these. Thanks again to Dave Shelp and Kodak for making this happen once again.

## FujiFilm Launches GF670 Pro Medium Format Folding FILM Camera

Valhalla, NY, February 02, 2010 – FUJIFILM North America Corporation today announced it will launch a high quality film camera, the GF670 Professional medium format folding camera, at PMA 2010. Ideal for professional photographers interested in film photography, the GF670 Professional is a foldable model that features 6x6 and 6x7 dual-format shooting for use with 120 and 220 roll film. With its Fujinon EBC 80 mm lens, coupled rangefinder, exposure compensator, and aperture-priority automatic and manual exposure modes, the GF670 Professional produces sharp high quality images. [click here for more.](#)

## Howie-in-the-Hills Florida Facts: Image Gallery of The Mission Inn



ENHANCES DP2, EXPRESS DIGITAL, & ROES WORKFLOW PRODUCTIVITY

# chromira<sup>5x</sup> ProLab



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The Chromira<sup>5x</sup> ProLab gives Professional, Retail, Custom and Fine-art imagers the ability to instantly produce large- and small-format mixed orders more efficiently than ever before.

The ProLab has the smallest footprint of any 30" printer-processor lab system, but we didn't compromise on quality or productivity.

With unprecedented labor-saving capabilities built-in such as in-line XY finish cutting and order collating, the Chromira<sup>5x</sup> ProLab delivers more than any other printer in the world.

- Enhances DP2, Express Digital, and ROES Digital Workflows
- Images perfectly matched, mixed-size prints with one emulsion
- 24" per minute, 1440-4x6, 480-8x10, 35-30x40 prints per hour
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- Smallest footprint 60" x 65" (with onboard chemical storage)
- Available in wash or washless configurations
- Integrates with any photo kiosk hardware
- In-line back-printing (3 lines on every print)

## Life After Chromira ProLab

*"Now, after only 12 months, my business and profitability have actually changed more than I would have imagined. Now I have an even workflow with none of the production bottlenecks I used to have. That means virtually no overtime, totally predictable production scheduling, and flexible production capability even in our Peak Season.*



*Reduced paper waste was a real plus. Since all print sizes are imaged from one 30 inch roll every print is always a perfect match. This is huge! I never have redos because of size matching. Even if I am making a wallet and a 30x40 from the same image, they are perfect matches.*

*Labor Savings was a big surprise. While I expected to cut my production labor expense, what has actually happened is my production labor has reduced to the point where one person does what it took three people to do and the one person does it faster and better.*

*The ProLab gives me very fast turnaround times and allows me to bring in new customers without increased overhead. My former 2-3 day production order workflow used to take 12-14 hours for a normal cycle and now our standard turnaround for printing is less than 90 minutes. But I can very easily produce a completed order in 15 minutes whenever needed without a lot of paper waste.*

*Brooks Clayton, Owner  
Mid-South Color Labs, Jackson TN*



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Brilliant Banner and the Accenta Roll it Up 4 Banner Stand An award winning combination, Quality offers a complete line of print media for tradeshow and retail displays. Brilliant Banner is our most popular product for retractable banners stands. A flame retardant, flexible and water fast-coated polyester banner formulated for water-based ink jet printers. Lighter than vinyl but highly tear resistant, Brilliant Banner is the right choice for indoor banners when a lighter, more flexible drape is the goal. Combine Brilliant Banner with the Roll it Up 4 from Accenta for an elegant portable display that is perfect for tradeshow and point of purchase advertising. The Roll it Up 4 is a reddot design award winner. The top bar and the base unit of the system disappear behind your graphic so customers see all banner, no banner stand. The stylish construction has a uniquely sparkling finish that is as durable as it is attractive. A spring-loaded roller mechanism lets you adjust the tension if needed. Brilliant Banner will lay completely flat when installed in a Roll it Up 4, no cupping or edge curl.

Quality Media's partnership with Accenta allows us to offer you a total solution for your display needs. Select from our extensive offering of print media for solvent, water-based and UV curable printing and match that with one of the innovative display products from Accenta including modular aluminum displays, portable displays, front-loading frames and other unique display solutions.

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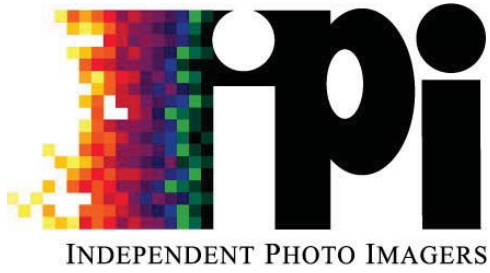
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# Kodak



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