



PRO IMAGING
GOLF CHAMPIONSHIP

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GOLF CHAMPIONSHIP

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Discounted Skeet Shooting, and a 15% Discount on Apparel for attendees

Special "Pro Imaging offers" to Tournament Participants

Schedule of Events for The Pro Imaging Golf Championship

The Mission Inn Resort & Club, Florida

April 22-25 **Practic Rounds** El Campeon & La Hacienda Courses

April 24-27 **After Hours** - 9pm-2am - Billiards/fontana

April 23rd **Social Reception** - 7-10pm - Poolside - Drinks & Snacks

April 25th **Pairing Party** - 7-10pm - Plaza Fontana - Drinks and Heavy Hor's D'ourves

April 26th **Tournament Round 1** - Shotgun Start 9am - Las Colinas Course

April 26th **Flighting Reception** - 2-4pm - Legends Lounge

April 27th **Tournament Round 2** - Shotgun Start 9am - El Campeon Course

April 27th **Awards Banquet** - 7pm-10pm - Ballroom

Register Today at: 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

Kodak: David Shelp - david.shelp@kodak.com - 1-585-724-1900

Fuji North America: Bryant Tsutsumida - bryant_tsutsumida@fujifilm.com

Durst US: Christopher Guyett - cguyett@durstus.com - 1-585-486-0340 ext. 5270

Quality Media and Laminating: Art Lyons - art.lyons@qmls.com - 1-800-552-9427

ZBE: Tim Sexton - tsexton@zbe.com - 1-805-576-1600

Liberty Photo: Mike Pearson - mpearson@libertyphoto.com

Independant Photo Imagers: Brenda DiVincenzo - brenda@ipi.com or Brent Bowyer - brent@ipi.com

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.

New Attendees Need to Know:

Practice Round Signup

Practice rounds included in your stay are available by signing up for a tee time at www.proimaginggolf.com. If you have someone in mind whom you would like to play with, please note that in your tee time request, otherwise staff will fit you in with other like individuals so that you can meet new people and have a great time.

Calloway Tournament (Cash Prize)

Each team puts \$200 into a Calloway tournament which pays cash to the top 4 teams in each flight. Your team Captain or "A" player will collect \$50 from you at the Pairing Party. It is important to collect this from everyone so we can calculate the cash prizes prior to the start of the tournament the next morning.

The "Green Jackets"

The coveted Green Jackets have been awarded at The Pro Imaging Golf Championship since its inception 24 years ago. The top team in the Championship Flight is awarded this great honor. The newest Green Jacket winners will be presented with their jackets the night of the Pairing Party. You will see past winners wearing their jackets with pride at most all Pro Imaging Golf events. Each jacket is an exact replica of the Masters Green Jackets. We say replica, because the true Masters Green Jackets do not leave Augusta National where the tournament is held. Unlike the Masters Golf Event, at The Pro Imaging Golf Championship, if you are lucky enough to win one of these renowned jackets, you get to take it home and show off your prize to others.

After Hours

There is usually a meeting of the "minds" of the industry every night. We will have a location set up for everyone to relax and enjoy the comradery of the group in a very welcoming atmosphere. Everyone is welcome to join the group for some drinks, cigars, and whatever topic of conversation. You are welcome to create your own group as well as there are plenty of locations at The Mission Inn Resort to relax and enjoy reconnecting with friends.

Enjoy Yourself

Relax and enjoy the atmosphere that your sponsors have set up. Golf is merely the excuse for reconnecting with this industry's top people in enjoyable locations. The sponsors have worked to create a welcoming warmth for their guests, and you have worked hard to enjoy this invitation only event. Relax and have fun.

Golf Club Rentals at The Mission Inn

The Mission Inn Resort & Club has a number of rental club sets. The price is \$50 per day for a complete set. Contact Randall Noonan at (352) 324-3885 to reserve your set for the tourney.

Durst
Innovation

Featured Sponsor

durst

Durst Image Technology is a Proud Sponsor of the 2010 Pro Imaging Golf Championship

Durst Image Technology U.S., LLC is a world class manufacturer of professional large and grand format digital imagers for the photographic and graphic industries. Durst is a worldwide company involved in the production of high quality products and solutions for the reproduction of images on numerous medias. No one knows how to help the professional imaging industry produce outstanding images in a highly efficient workflow like Durst.

Durst is proud to introduce, the 2009 DPI Product of the Year Rho 500R. The first 5 meter roll-to-roll UV inkjet printer that combines POP quality with billboard speed and versatility. The unrivalled flexibility of the Rho 500R, which will also print three different width rolls at the same time with different image queues for each, maximizes productivity and profitability - 3 machines in one! The Rho 500R delivers production speeds over 4000 sq feet per hour. The printer utilizes Durst's registration and transport system allowing for front to back printing and unattended production operation of the printer. The Durst Rho 500R UV inkjet roll printer is setting the standard for printing quality at high production speeds.



The world's first continuous industrial UV flatbed printer now provides even faster print output. Durst's family of 98-inch wide board printers can deliver the right solution for any size printing business. The new Rho 800HS and the Rho 900 each have features to satisfy a variety of requirements. You can choose automated or manual media handling, different output speeds and a wide range of ink options - including process color additions, light colors, and the industry's most versatile white ink printing. Output with semi-automated sheet printing system is capable of 72 - 4x8 ft boards per hour in high-speed mode and 34 - 4x8 ft boards per hour in POP quality mode. Other innovative developments, particularly the revolutionary Quadro Array technology along with outstanding workflow, have set the new standard in high-speed production.



Durst offers the Theta 76 / Theta 76HS "Large-Format Minilab". Durst has been building the Theta digital imagers with over 1400 installed worldwide. The Theta 76 was selected for the 2009 & 2010 DIMA Target Print benchmark. The Theta is an all-in-one system with auto-nesting software, true variable back printing, and productivity approaching traditional minilabs thanks to the 30-inch printing width. They produce any size photo, from 3.5x5 inch prints to panoramics 30 inches wide up to 13 feet long, and offers outstanding productivity - up to 550 8x10 inch prints per hour. Durst's Theta 76, delivers capabilities most sought after by imaging professionals - versatility, productivity, efficiency and reliability.

Durst innovation, backed by the award winning Durst service and support, doesn't simply deliver exceptional image quality - it means efficient workflows, a level of versatility, integration and productivity unmatched by other manufacturers; and legendary equipment reliability. When it comes to digital imaging technologies that deliver outstanding images in the most efficient, profitable and user-friendly manner, Durst leads the way - for today and tomorrow!

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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, 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.

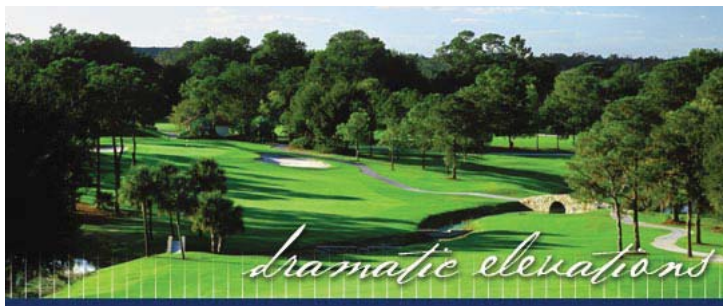
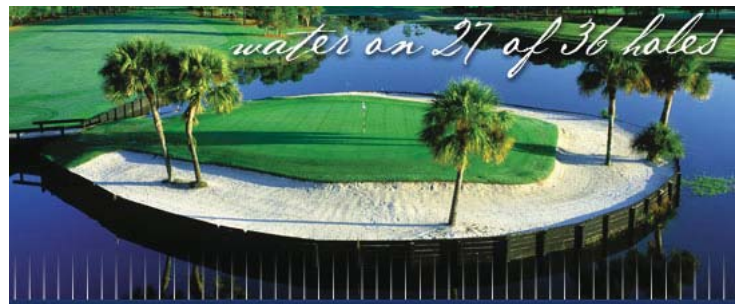
Tee Times Posted Online

Tee Times for the 24th Annual Pro Imaging Golf Championship have been posted online at www.proimaging-golf.com. If you have not set up your practice round tee times, log on and set them up. They are included with your stay and are really where the fun is at.

Special Deals at Pro Imaging Golf Championship

The Mission Inn Resort has been gracious enough to extend two specials to The Pro Imaging Golf Championship attendees. First a 15% Discount on all apparel at the Golf Pro Shop, just mention you are with Pro Imaging Golf. Second is discounted Skeet Shooting. I warned them, this is not the group to give guns to, but they insisted on a \$35 discounted rate for Skeet. Contact the front desk for more information.

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



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chromira^{5x} ProLab



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The Chromira^{5x} 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^{5x} ProLab delivers more than any other printer in the world.

- Enhances DP2, Express Digital, and ROES Digital Workflows
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- 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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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.

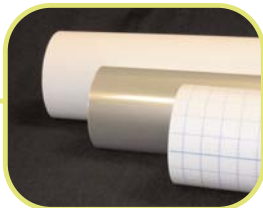
Kodak is in full swing on behalf of Pro Labs with many new product introductions to elevate output quality, and new business development initiatives to help labs expand their business into new growth opportunities. That's good shootin' folks! I wish you all the same in your business and on the course.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



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