

# DIMA 2007

By Jennifer Barr Kruger

Speakers discuss fine-art reproduction, image correction, business management, and more



DIMA 2007, to be held March 6-7, just prior to PMA 07, at the **Las Vegas Convention Center**, Las Vegas, Nev., promises to be full of valuable information and opportunities. Here's a quick look at what some education session speakers have to say about their presentations. For full session details, visit [www.pmai.org/pma07/dima](http://www.pmai.org/pma07/dima).

## Fine-art finesse

"I am passionate about art and I love to share my knowledge. I believe the more you give, the more knowledge and opportunities come back to you," says **Randy Hufford**, digital print master and photographic artist at **Limited Editions Maui**, part of the **Institute of Visual Arts**, Kula, Maui, Hawaii ([www.visualimpact.org](http://www.visualimpact.org)).

Hufford says attendees of his March 7 session, "Fine-Art Reproduction from Capture to Finishing," can "expect to have a lot of fun. They'll learn about direct

digital scanning of art, color management, building a custom camera profile, soft proofing, calibrating a monitor, digital workflow, using Photoshop for art reproduction, what a software RIP is, differences between different inkjet printers, choosing a printer, what a printer profile is and building one, tips and tricks to printing on canvas and other fine art media, and doing gallery wrap."

Additionally, attendees will have lots of hands-on experience in areas such as adding hand-torn edges to fine-art papers, adding protective coating to canvas, building a stretcher bar, stretching a canvas, embellishing a print, and adding texture and brush strokes to a print. Each person will leave with a finished, stretched canvas and a hand-torn fine-art print.

Hufford obtained his knowledge of all these things during 30 years of running a fine-art reproduction facility. He began shooting 8-by-10 transparencies and doing limited edition Cibachromes, but the

facility is now all digital. The transition reduced the staffing requirements from 14 employees to just two.

"I love creating and selling art. There are a lot of people who see reproducing art as mysterious; and I really enjoy seeing the light bulb turning on in students' heads as they learn the simple steps to master this skill," Hufford says.

## Digital image correction

**Brad Malcolm**, president of **Athentech Technologies Inc.**, Calgary, Alberta, Canada ([www.athentech.com](http://www.athentech.com)), is part of the panel session, "Intelligent Software – Automatic Correction and Enhancement Solutions," on March 6.

Malcolm says he wants to cover this topic in a DIMA Session because: "We thought it would be important to educate folks about the power of digital correction. Just as there are differences between analog and digital cameras, there are differences

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between analog and digital corrections. Digital customers today are different than yesterday's analog customers. The photo correction used today should be current with the times."

In the past 4 years, Athentech Technologies has invented several image quality solutions, and has more than 10 patents and patents pending.

"We're very passionate about image quality. We're all about preserving memories, which in turn increases the numbers of photos shared and printed," he says.

Regarding his session, Malcolm notes, "Have you ever read a book and then watched the movie, only to be disappointed? This happens today in photography all the time. One experiences the moment and takes the picture, but then is disappointed by the picture. Attendees can expect to learn about the power of a digital correction, and why it's so critical that the correction be an accurate representation of the original experience. This results in the photographer re-experiencing the emotions of the original moment – in other words, memories perfectly preserved."

### Time management

If you're interested in improving your time management skills, author and professional speaker **Bob Losyk's** session on March 6, titled "How to Manage Your

Time When You Wear Too Many Hats," may be perfect. Losyk is president and CEO of **Innovative Training Solutions Inc.**, Greensboro, N.C.

"I have been researching and speaking about this topic for 18 years. I have written many articles about it, and it is part of my latest book, 'Get A Grip! Overcoming Stress and Thriving in the Workplace,'" he says. "Attendees will discover their biggest time wasters and how to avoid them. They will develop a time control log to improve how they spend their time. They will learn how to control interruptions and stay focused. They will find a method to set and achieve their daily and weekly goals. They will also learn how to control paper work. Finally, they will learn how to delegate effectively."

### Business relevancy

**Ravid Butz**, founder of the **PhotoLounge** franchise based in Philadelphia, Pa., ([www.myphotolounge.com](http://www.myphotolounge.com)), will present "Keeping Your Brand Services Relevant" on March 6.

"DIMA is the best forum for peer sharing and getting expert advice. In recent years, I have mastered important new skills that have become a way of life for me, both as a retailer and consultant. These skills help me think of my customer base as a community to which I speak and

inspire on a regular basis with store events and e-mail newsletters. At DIMA, I hope to persuade retailers to adopt and implement this way of thinking," Butz says.

He explains why he chose this topic: "Any retailer who wishes to stay relevant must start with adopting new products – especially new plain paper products. This new product mix is critical to staying relevant, but it also makes your message to customers harder to follow. Staying relevant used to mean offering 4-by-6 prints for the right price and the right turnaround time, and maybe a choice of borders – a simple message customers understood easily.

"This year, retailers may launch 10 or more new products customers would love, if only they were made to understand them," he adds. "Staying relevant, then, means helping customers see the practical and emotional value new products can have in their lives."

Attendees of this session will gain an appreciation of why communities are more powerful than a simple customer list, and why communities can drive growth with very little need to advertise. The session will touch on key competencies of community building that are must-haves for a successful retailer, especially the technology and psychology of successful e-mail newsletters. ■

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