



**PRO 2009  
Convention  
and Trade  
Show**



## **DIMAcast #164 ♦ Monday, August 3, 2009**

*We go live to Westin Rancho Mirage Resort, near Palm Springs, California where the Photographic Research Organization (PRO) is holding their 51<sup>st</sup> Annual Convention and Trade Show.*

**Ginger Gauthé,  
Lakeside Camera Photoworks,  
Metairie, LA**

**Bill McCurry:** Metairie, Louisiana, right? That's Ginger. The reason we've got that picture of Ginger is because we're going to chat for ten seconds about what really this industry is all about and that's the memories of our customers.

Ginger, come on up here and tell me what this is. Can you all see exhibit A here?

What – what is this?

**Ginger Gauthé:** It's a box.

**Bill McCurry:** Yeah?

What do you do with it?

**Ginger Gauthé:** You fill it with pictures. We wanted to give people an easy way that they could get old photographs out of their closet and get them into us to be scanned and



Ginger Gauthé, a few days before she started work at Lakeside Camera Photoworks. These are the types of images Lakeside customers are pulling out of their closets.

shared and reused and repurposed and people had a big problem with going into the closet to get the pictures out. So we decided put them in this box and bring them to us and we'll do the rest.

**Ginger Gauthé:** The box is normally 11 x 8 ½ x 5 1/2 ...and if it's packed properly, we estimate you can put 16 hundred 4 x 6's in that box. The price for that um is \$139. We thought that we really needed to come up with a good price that would make the customer want to go into the closet and get those pictures out. And then we offer services on the sliding scale. They can have a concierge service which would enhance the photos a little bit, they can have them scanned in a

particular order and that would make them easier to do stuff with them later.



**Bill McCurry:** And also just slightly increases Lakesides revenue?

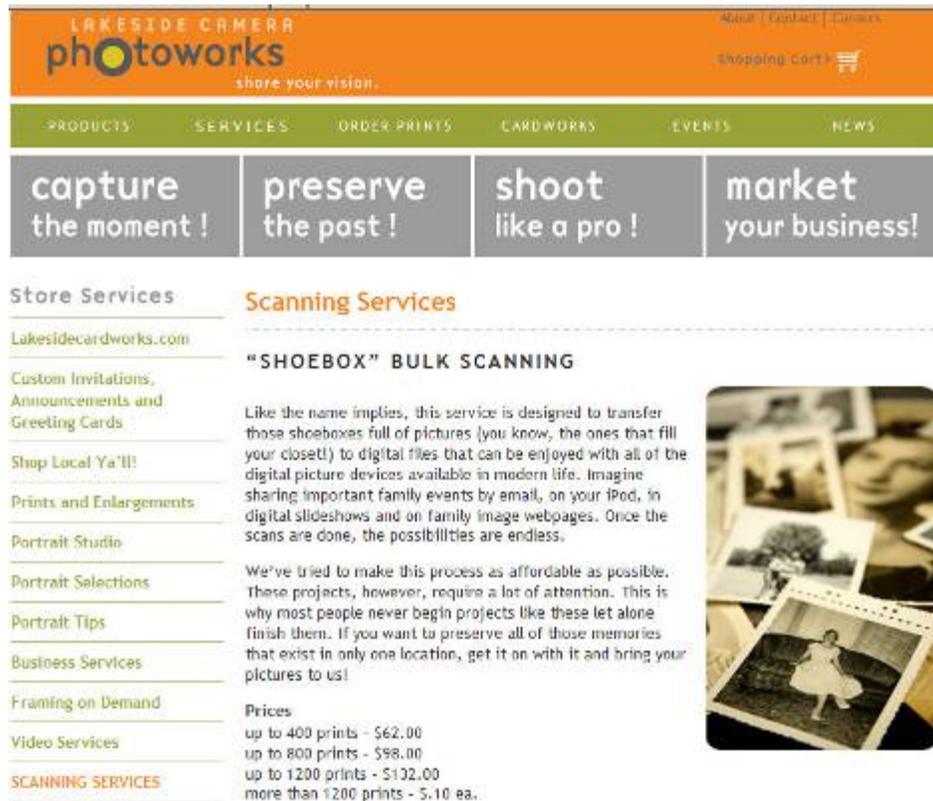
**Ginger Guathe:** Exactly, exactly. We typically take five days to turn this box around, if it's filled. Sometimes we take a little bit longer when people bring in multiple boxes, which happens. And sometimes we do them a little bit faster if there's a special event involved or you know, something we can do some express service.

**Bill McCurry:** So like a funeral or something you speed that through.

**Ginger Gauthé:** Yep, yeah absolutely and in those situations we always waive the express fee.

**Ginger Gauthé:**

Then we try to offer other services that people can do with the pictures after their scanned, because the CD that they get with



[www.LakesideCamera.com/services/scanning-services](http://www.LakesideCamera.com/services/scanning-services)

the scans is not the final product. We don't want that to be the final product. So we offer DVD picture shows and proof books which are the two most common things that people will add on to this box, but we've also done collages and hardcover books.

**Bill McCurry:** What would you guess; do you have a guess as to what your average order is after the 139 bucks?

**Ginger Gauthé:** I would have to guess it's normally about \$300 on this type of box. If they add on the DVD slideshow.

**Bill McCurry:** So they come in for \$139, but they average \$300?

**Ginger Guathe:** Yeah.

**Bill McCurry:** Good odds.

**Ginger Guathe:** Yeah and we're trying to increase that, we're trying to refine some of our offerings to make the add-ons even more attractive so that people have to do them.

**Bill McCurry:** Super. Ginger, thank you very much. Wow, I like that number 139 to 300, that's good.

**Anne Thompson  
Thompson Photo Products  
Knoxville, TN**

**Bill McCurry:** Knoxville, Tennessee, home of Thompson Photo and Anne Thompson has I thought brilliant thing that they did. Sometimes it's the most



obvious that we tend to overlook. Anne, you have a customer right? Who shot some outstanding pictures?

**Anne Thompson, Thompson Photo Products:** Yes he did, we've been working with him for a long time and we've been watching him grow and he's just exceptionally great guy and he told us he was going to put his stuff into the

Dogwood Art's Festival. We were all behind him and all excited about it and so he



One of Phil Savage's pictures which intrigued the staff of Thompson Photo Products entered his photo and he didn't just win the photo contest, he won the entire event. He was the grand prize winner. It's the first time a photo print has ever won the Dogwood's.



**Bill McCurry:** First time photo instead of canvas or oils...

Anne Thompson: Or sculptures or anything else. He was all excited and we would exchange our excitement with each other and hug and jump and he got all of



For the first time in the history of the Festival, the Limited Edition Fine Art Print is a dynamic, interpretive fine art photograph. "Woodruff's on Gay Street: Knoxville, TN" taken by local photographer, Phil Savage, is a panorama of the old historic Woodruff's building on Gay Street. Approximately 15 different shots from a wide angle lens were "sewn" and merged. The resultant distortion creates a heroic image making reference to the history and the "Renaissance" of downtown Knoxville. The photograph is copyrighted by the Dogwood Arts Festival, reproduced, numbered and signed by the artist. For full information see [http://www.dogwoodarts.com/limited\\_edition.html](http://www.dogwoodarts.com/limited_edition.html)

his prize money and brought it in and immediately spent it all with us.

**Bill McCurry:** All right.

**Anne Thompson:** And every time anybody wants to talk to him about it, he wants to bring me along with him and he wants me to be introduced to everybody that he's in contact with and tell everybody "you can only take it to Thompson Photo is you're going to have your pictures framed or printed." So...

**Bill McCurry:** Wow, Anne thank you very much.

**Britt Baker**  
**The Film Center**  
**Altoona, PA**



**Bill McCurry:** We also sell a lot of things to the customers that come to our classes and classes seem to be a – a great thing and the more we can sell to folks in class, the better off we are and Britt Baker from

Altoona, Pennsylvania is going to share with us how he turned some of his classes into money, or no, some of his customers into money and you got that microphone.

**Britt Baker:** My girls came to see me, hi girls.

**Bill McCurry:** Well let them come in, c'mon in. C'mon in it's okay.

**Britt Baker:** C'mon in.

**Bill McCurry:** We're not going to embarrass you too much more. Do you want – hey we're family here, do you want to introduce them?

**Britt Baker:** Uh sure.

**Bill McCurry:** Okay.

**Britt Baker:** My wife Sue, my daughter Emily and my daughter Bridget.

**Bill McCurry:** Hi Ladies welcome.

**Britt Baker:** So anyhow that's me. That's a quick shot of the store. I started teaching classes a long time ago at Penn State before I think the stores jumped into

it as a Continuing Ed thing as a way to build business. And then I started using the studio which is two good things, one I get to use the room twice and two, it makes a nice atmosphere for the, you know, fits the photography atmosphere so it gives the class credibility. When I



started at Penn State I tried to keep the classes very pure of selling because I thought that was the way it should be, so I would mention some things but I would be very careful about not selling. Same thing at the store a little bit more and somewhere along the line one of the students raised their hand and she said can I ask a question, I said yeah, she said when can we buy stuff?

And I said mmm, boy, I'm not doing my job here. So I started working on doing some more stuff and –selling some more things during the classes. I went out and I took pictures like this one and then the one right after with and without the polarizing filter. We definitely sold some more stuff.

And then as I was evolving the classes and trying to do more things and getting, you know, the thought process to come through for the students, I started to do live demos with just little stuff right in front of them. I'd set up two little canisters and show them depth of field with different apertures and so on. It went

over really well when they saw it live, happening in front of them, they seemed to understand it a lot more than all of the beautiful pictures that I could go out and take.



While the examples are not “pretty”, Britt takes students to the parking lot to show the true effect of polarizing filters and other accessories.



When it seemed to work, I thought all right well that’s great, let’s

start doing the accessories live demo. And what I would do is I’d take pictures right there, I walk out in the parking lot with the students, I show them something. I mean it’s not pretty, but it’s effective. I put the polarizer on. Show them the stuff goes away. It does two things. First thing it does is it makes them feel like they can do it. It’s not some magic thing that I did at home. The second thing is, they see it happen right then. It gives it credibility.

PROMASTER<sup>®</sup> close up filters; I sell 80% of my classes a set of close up filters before they leave. So simple I just take the box, I set it there, I take the picture as close as it gets and then I put the filters on and I take another picture. It just works.

Same deal. Outside. Sky's too bright. Gradient filter. Doesn't show up that great there, but you know, you get the point so I put the dark – darker gradient filter.



Flash photography. I grab one of my guys, stand them up in front of a whitewall, turn the camera vertical, take a picture. You know, the terrible. Put a diffuser on it, shadow's PROMASTER® flip flash bracket,



shadow's better. Add a goes away. biggest selling

The classes have become my



days every time that we have the class. It's always the biggest day of the week. It's got to the point one of my students, when I start to do the classes and so on will say, "Well there he goes



trying to sell us stuff again." Which my reply was,

to the hammer all the



"If I were teaching you a carpentry course would you want to just use a and nails or would you want to see tools?"

That's basically it.

**Bill McCurry:** Britt, thank you very much and since his family's in the room, should we tell them what we thought of his presentation?

Oh I see a Kodak moment coming here. Ladies, you can be proud of him.

He did well.

**Fred Silvers**  
**Bel Air Camera**  
**Los Angeles, CA**



**Bill McCurry:** From Los Angeles, California please welcome from Bel Air Camera, Fred Silvers.

**Fred Silvers:** At Bel Air Camera we're really a retail camera shop that happens to do processing. We have a lot of equipment we deal with and one of the things we love is used. We love used. For a lot of people it's threatening because when you deal with used you got to deal with moving the merchandise, you got to move it quick. If you buy merchandise and you have it used and you have it over 90 days, you're losing on it. Ya gotta move it.

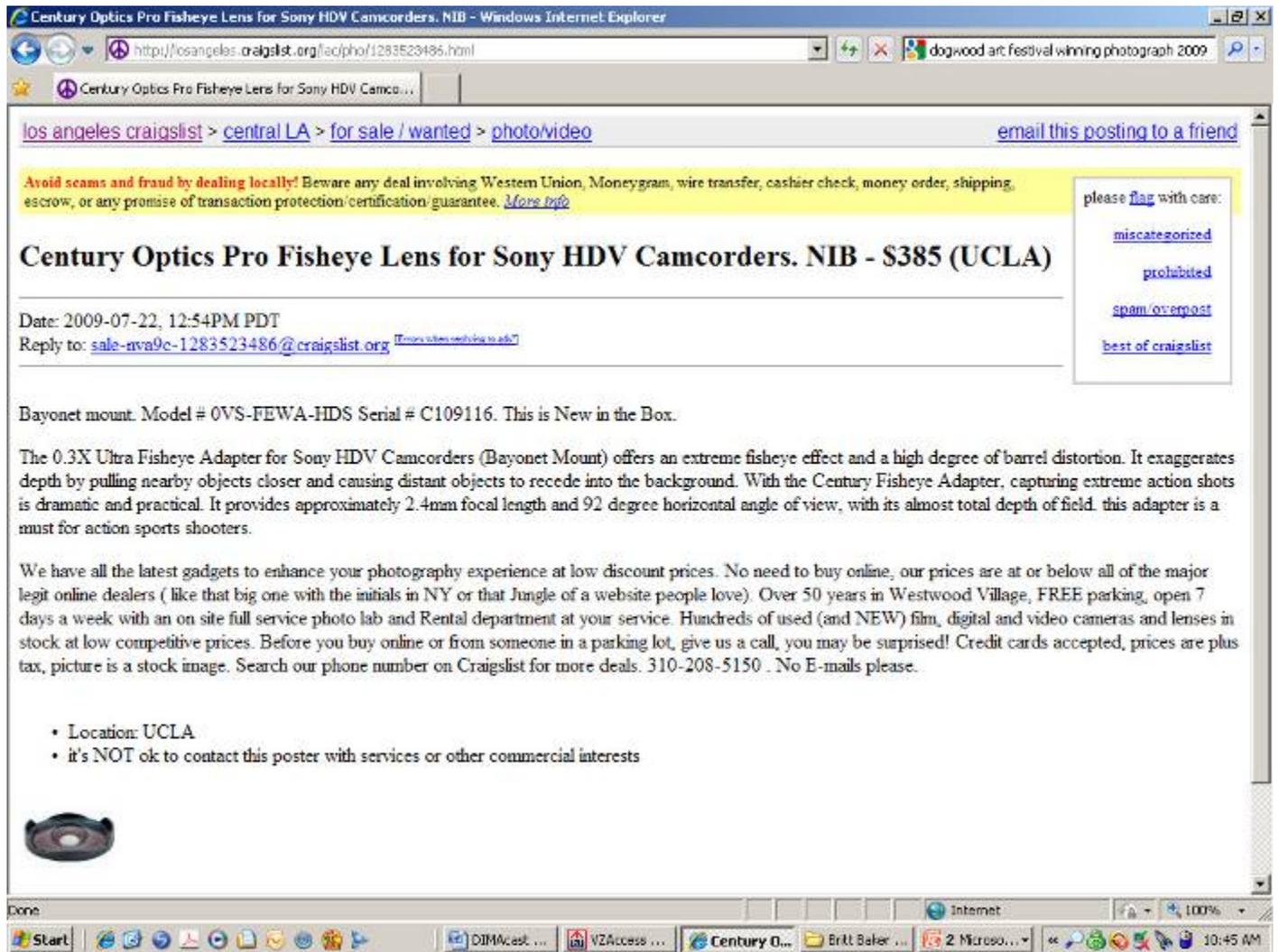
We've run ads full-run Los Angeles Times, radio, flyers with Nikon and Canon, that doesn't move my used, that moves my new. Classified ads in the LA Times that's pppffttt that does nothing, that's a waste. So we started about a year

and half ago trying something new. And we have found it to be one of the most effective way of selling used and it's Craigslist. You know what, it's great. The greatest part of it of course is, it's free! Doesn't cost a cent, Craigslist is extremely well organized. It sets up by your area, so of course for us, Los Angeles. It's terrific in the sense that it's very categorized. In sense of categorized, when I want to sell used camera, used body, used lens, used flash, whatever, it goes under what's called Photo/Video.

So a person will click, Photo/Video, boom there's a whole line listing. People get to know us by our phone number, there's a reason for that. Because technically speaking on Craigslist, as a merchant you cannot put your name. It is not supposed to be a commercially held entity. It's basically for consumers to sell the own things. The plates they have sitting in the garage, you know, their home paintings, whatever, but as a commercial entity it's a Bel Air Camera, I sell it as excuse me, but it's my phone number, I'm 310-208-5150. And as my location, because I'm three blocks away from UCLA, I put UCLA. This way the persons know us by our phone number or by our location, why? Because they know UCLA in LA.

So what we do is on the header of it, we will put for example Used, Olympus E500 digital SLR. Okay? The reason we do that is because when it says digital SLR that's a key. That's a key to track it so if you're looking for a used

digital SLR under Photo/Video. Click. You push digital SLR all the listings come



up. We know that it's very effective because you will know whether your ad is good or not on a Craigslist within three days.

But you can use Craigslist for other things as well. For example, twice a month we do free classes. So what I do is under the "Lessons" portion of Craigslist, I put Bel Air Camera, cause that you can do with our phone number, la, la, la everything about us, about a free lesson on this whatever it is. But it's free.

I get people coming in from Craigslist. As a matter of fact we have the film festival from the motion picture industry at Westwood. I advertise that on our lessons portion on Craigslist and I found out because of the sign up, more than 50% of the people that came were from Craigslist. So all I can say to you it's terrific, I mean we love it.

There is even a little section under if you want to use it, it's called small business. So that if you want to do things for like processing, these little things that you can do, just don't put product on it. You can put services. So all I'm trying to say to you is if you have opportunity, try it. It's a lot of fun, but like I always say it's free, you can't go wrong with it.

**Bill McCurry:** Thank you Fred. Thank you very much.

**Rob Muller  
Schiller's  
St. Louis, MO**

From one of our new members, Schiller's who you have heard much about already and I think we'll hear a lot more as time goes on, where is Mr. Rob? Tell us a little bit about what Schiller's does in the social media space.





**Rob Muller, Schiller's:** Bill came to us in May and visited. He and I were just talking and the subject of Facebook came up and I said sure, we have a Facebook page and he said, "Show it to me." We talked. We have a number of fans right now. I started on Facebook myself about six months ago, a friend told me, why aren't you on Facebook? We have friends,

high school buddies, I have hundreds of people that I communicate all the time now with on Facebook and it's as simple as pie. We have customers, John Craig saying do you still take trade-ins and old camera equipment? You respond to

them, they appreciate that. Gary had mentioned that it's sometimes easier to

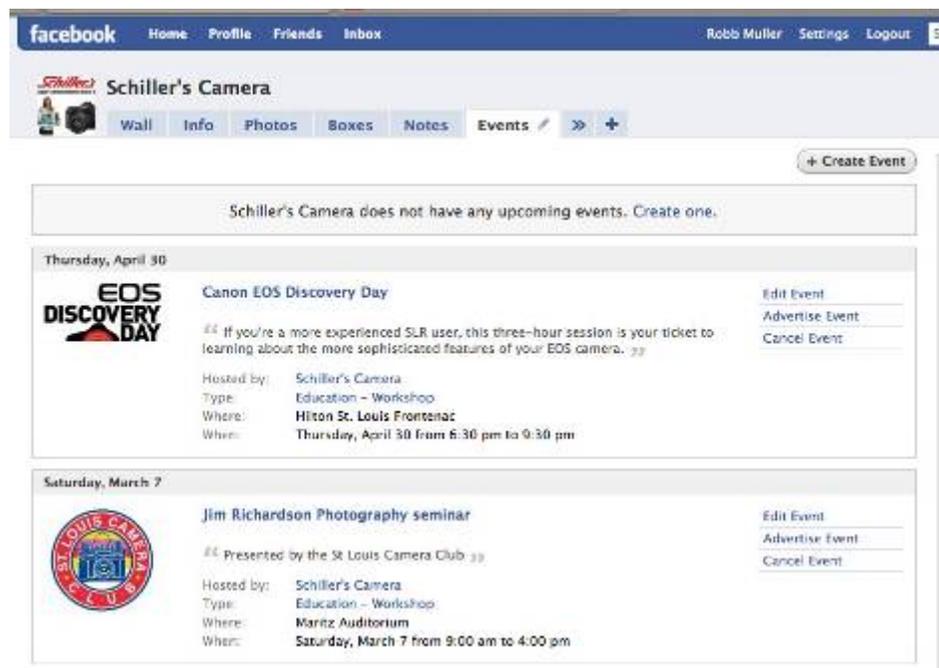


communicate via Facebook, than it is – or through social marketing easier than e-mail.

There's been times where I've e-mailed and I've phoned – and I've left messages for people and I don't get a response, but I put a posting on their Facebook, minutes later they're back communicating with me.

We have a Canon discovery day. I posted that on our Facebook. Literally that day we had four or five people already call and sign up because they saw it on Facebook. And with Facebook it's not just – you're not just dealing with your 150 fans, those 150 fans have 150 friends or 200 friends or 800 friends and they often share those things.

It's a snowball effect and if you don't have one, I would encourage you to do it.



The screenshot shows a Facebook event page for 'Canon EOS Discovery Day'. The event is hosted by 'Schiller's Camera' and is categorized as 'Education - Workshop'. It is a global event taking place on Thursday, April 30, 2009, from 8:30pm to 9:30pm at the Hilton St. Louis Frontenac, 1335 South Lindbergh Blvd, Saint Louis, MO. The event is presented by Scott Alexander, Canon Camera Product Educator. The description lists topics such as Exposure and Metering, Histograms, Flash: Speedlite Technique, Creative Control of Image Color, Autofocus, Live View, Lenses: Characteristics & Applications, Composition, and Digital Imaging. The price is \$25.00 per person. The page includes options to invite people, edit the guest list, and RSVP (Attending, Maybe Attending, Not Attending).

Every e-mail blast that we send out, “Are you a fan of Schiller’s on Facebook?” We give them a link to sign-up. We also put that on our Web page, “Are you a

fan of Schiller’s, become a fan, it’s simple, it’s easy and if you haven’t done it, please do it.” Post in a little instructional videos, make it fun, make it light, have fun with it.

**Joaquin Freixas  
Swanlund’s  
Eureka, CA**

**Bill McCurry:** You’ll love this, an affiliate from my home state of California from Eureka, Joaquin where are you?

**Joaquin Freixas, Swanlund’s:** Well this is something we’ve been doing a long time for

customers but we’ve never formalized it, it’s a DSLR saver card. “Don’t leave



home without it” I think some other card is using the slogan. What we want to do is we want the customer to keep it in their card



with Bill's suggestion and he said make sure you put the price on there. So we did up there – in the upper left hand corner so that will stick out in their wallet or purse because they won't want to get rid of something that's worth \$150.

Our biggest competition I feel, is the internet. It's not the local stores.

This gives them the ability of an ad saying when I need something I know I get a discount at this store. Doesn't matter what the retail price is, they get a discount. Also it doubles up as a pre-paid point card. It's preloaded, with 200 points, I have a brochure that I've made up to give to them, there's a standard set of discounts for the first 30 days and then after the first 30 days the discounts go down, but this is good for five years.

So I have a five year advertisement in their wallet or their purse. They're going to buy another camera from you before those five years are up. You just

extend the expiration date of their membership, if they don't after five years, 29.99



**As a DSLR Saver Card Holder... Here's a few other Benefits**

1. Get help with your basic camera needs at NO CHARGE. However, if you require more formal or in-depth instruction, we offer both private and scheduled instruction at a discount to you.
2. We'll keep track of your equipment purchase for up to FIVE years. We will also fill out any extended warranties that came with your purchases and register them for you. We'll keep a copy in our records and send you the originals.
3. If you require a warranty repair and it falls under the manufacturer's regular or extended warranty, Swanlund's Camera will send it to the manufacturer for repair and there will be no charge for shipping or our labor time (normally a \$65.00 charge).
4. If you purchased a third party extended warranty from Swanlund's and your camera repairs fall under this warranty, we will send it to the appropriate repair facility, and track your repair. Your only cost is any actual shipping charges.
5. Receive a 10% discount on repairs when the repair does not fall under #3 and #4 above.

**What Your Digital Print Points Can Buy**

- 1 Point = One 4x6 Print
- 3 Points = One 5x7 Print
- 6 Points = One Folded Card
- 20 Points = One 8x10 8x12 Print
- 29 Points = One 10x15 Print
- 39 Points = One 11x14 Print
- 49 Points = One 4x6 Print
- 49 Points = One 12x18 Print
- 69 Points = One 16x20/16x24 Print
- 79 Points = One 10 Page 12x12 Album

**Purchase Additional Points with Your DSLR Saver Card**

- 100 Points = \$33.00 (33¢ per point) (Regular 35¢ w/o Card)
- 250 Points = \$70.00 (28¢ per point) (Regular 30¢ w/o Card)
- 500 Points = \$130.00 (26¢ per point) (Regular 28¢ w/o Card)

For more information, please ask any member of Swanlund's Staff.



**Swanlund's Camera**  
527 F Street • Eureka, CA 95503  
707.442.4522

Monday thru Friday • 9am to 5:30pm  
Except Wednesdays • 10am to 5:30pm  
Saturday • 9am to 5pm

*Swanlund's Camera*

*Your Digital SLR Benefit Program*

**\$150 Value...FREE**  
with your DSLR Camera purchase from Swanlund's



Swanlund's customers received this brochure, printed in house – above is side 1 – below is side 2 and load it with some points. The cost of the brochures, easy to do if you have a doc 242 or an HP printer. Cards I get it through Pre-paid Digital Prints

This is a brochure example and this is on the back part of it where they can actually see what their points will buy. I don't limit it to 4 x 6's, they can get 5 x 7's, 8 x 10's, there's even a photo book. I want them to feel comfortable to try anything in the store that they can. And this is the front where it shows the first 30



## At Swanlund's Camera Your Digital DSLR Benefit Program

*With the purchase of your Digital SLR camera from Swanlund's Camera, you'll receive a Swanlund's DSLR Saver Card.*

**A \$150 value that's good for 5 years.** Not only with it give you great savings on many items throughout the store. It will remind you of the service that stands behind your camera purchase. Whether it's questions about your camera operation or how you shoot your pictures. The staff at Swanlund's is here to help you take the best pictures possible. **Also, your DSLR Saver Card will come loaded with 200 points, a \$66.00 value,** good for in-house printing of your digital images.

### DSLR Saver Card First 30 Days Special Pricing

- \*20%** Off any regular priced soft sided case.
- \*15%** Off any regular priced hard sided case.
- \*20%** Off the regular price of any filters.
- \*20%** Off the regular price of any in-house processing service
  - Photo Books
  - Photo Cards
  - Standard Prints
  - Enlargements
  - Slide Shows
  - Shoe Box Scanning
  - and more...

**\*20%** Off any private or scheduled class.

**Special Pricing on Extended Warranties.**

### Your DSLR Saver Card Five Year Benefits Program

- \*10%** Off any regular priced in stock case
- \*20%** Off any regular priced frame, mat or custom framing order.
- \*10%** Off the regular price of any in-house processing service
  - Photo Books
  - Photo Cards
  - Standard Prints
  - Enlargements
  - Prints and Slides
  - Shoe Box Scanning
  - and more....
- \*10%** Off any private or scheduled class

**Special Pricing on selected items (i.e. lenses, tripods & more)**



days of discounts, and then the discounts afterwards. And one of the reasons for this program is to make it consistent for both the customer and the staff. I've had a few staff members that have been a little bit more liberal with what I want done then I would like. And you can still sell this to somebody else. If you have a special deal, somebody's buying a lens and they would get \$30 off if they were a member of the club, we'll sign you up for \$150, this is all the stuff I'll do for you, you'll save \$30 on this, it'll come pre-loaded with \$66 worth of points and now

you can make a little bit of extra money and keep a customer for the next five years.



Other ideas is sending the card to them after they purchase the camera, don't give it to them right there, personalize the

card for them if you can and send them a nice thank you note. Also we have one for the Point and Shoot customers and then just a regular pre-paid point card. And if you want to download this presentation, you can just go to these Websites, you have to type in the whole thing though because they're hidden and one has a little PDF document of the brochures, if you'd like a layered PDF document, just talk to me or give me your business card and I'll send you one.

**Bill McCurry:** Joaquin, thank you.

To download Joaquin's Presentation:  
Go to [www.swanlunds.info/pro090701.php](http://www.swanlunds.info/pro090701.php)  
for a PDF of the brochure, other material.  
Go to [www.swanlunds.info/pro090702.php](http://www.swanlunds.info/pro090702.php)  
for the power point presentation.

**Jeff Beauchamp, Bedford's Camera & Video**

**Bill McCurry:** A lot of talent in this room.

Jeff from the great state of Arkansas where everybody pays their taxes every time. What do you got for us?

**Jeff Beauchamp:** Okay I need a show of hands of everybody that has heard this statement before

from your customer, "I'd love to buy from you Jeff, but if I mail order it, I don't have to pay tax." Has anybody heard that? That's what we experience constantly.

Well, we have been fighting this forever and it seems like it's getting worse and worse, but the great news is it seems now that the politicians are becoming engaged with us. I knew that when I started talking about this, Joel Paymer would say "that doesn't apply to New York." So anyhow, it does apply, the first thing you have to do is educate yourself.

My point is you've got to educate yourself before you can educate the customer. But what we have found is that in almost all the states that I've researched there is a sales and use tax that the customers are obligated to pay that tax. Okay? So the next question Joel Paymer had for me in the back room a minute ago was who in the world pays that? He said if you ordered something would you voluntarily pay that Jeff? I said absolutely, okay. Now let me tell



why. In going through the education process I found out that the politicians and the department of Finance administration are extremely motivated for this revenue stream. Let me read a couple of things to you that I got offline.

Catalogue and online merchants have long enjoyed advantages of a tax free environment provided that they didn't have a physical presence, this is an article called *Rebirth of Taxes*. Who couldn't use another 73 million dollars? That's what New York State figures it will earn a full year of taxing online retail sales by out of state retailers like Amazon, et cetera, et cetera. The loss is expected to reach \$21.5 billion dollars by 2008 as states are unable to collect sales tax on \$329 billion dollars in taxable transactions. So the money is serious. Everybody is obligated to pay and the department of Finance Administration now, what they have shared with us is they've got about 350 confidential sources and I'm sure all of your states are doing the same thing.

What this means is DFNA has gone out to these retailers – national retailers and said we will offer you amnesty if you will provide us a confidential monthly list of who you're doing business with. Anybody ever heard of this? Okay this is happening; I bet your states doing the same thing. So in Arkansas this 350 some odd large businesses monthly send a report to the state of Arkansas it says so and so did such and such, bought such and such. So they come out and knock on your door and you are basically saying well I don't remember buying anything online

and they said well, that computer right over there it appears according to this report you did.

In Arkansas they go back five years, okay now I'm not trying to scare anybody, but this is real world stuff, it applies to businesses also. But in Arkansas they go back five years, so the next thing Chris says is I don't keep my credit card tickets that long ago so I don't know of any other purchases.

So they go to Equifax or some of these other sources and they come back and they've got a report of every transaction you made out of state for five years. Now they start calculating it and here's the way it works, if you bought a camera five years ago in the state of Arkansas for \$300, you're going to pay 10% per year, so basically you're looking – on \$300 camera, \$30 times five years, what is that \$150, then whatever today's tax is, which is going to be about \$27, so now you're up to a \$177 and if you didn't voluntarily pay that, you're going to pay a violation penalty also. So you're going end up paying \$200, multiply that by the number of online transactions, now this sheet that I passed around, we actually give to our customers. The ones that have that statement that I mentioned at the beginning, I'm thrilled to hand them one and – and I'm not being mean or cruel to them I'm educating them because this is the law. And then when they make the comment like Joel says, I explain to them and I said you can call Department of Finance Administration they are tagging people daily. This is big revenue that's being lost.

So you need to educate your consumers. We have found a lot of people that have been amazed, shocked and horrified but we've kept the transaction in the store. And that's what you need to do. The last thing I want to show you, how many people have heard of SSUTA, that acronym? You need to go online and – and find out about it, because this is really big for all of us. All of the states have been working on this for several years. It's called the Streamline Sales and Use Tax Agreement. This is cooperation – currently there are 44 states involved, but this is a cooperation of all the states and they've been working on this because it's very complicated to do. But hopefully in our lifetime there will be a tax regardless of where you're selling or where you're buying that that tax will be collected for the city and state that you live in. And so when that happens, this problem will not be a factor anymore.

We're aggressively pursuing this because for us that's a 9.25% disadvantage that we operate at and so that in the conjunction with – and Ron Inkly talked about this one of his presentations yesterday is our attitude now is we're not going to let anybody walk. If I have to sell it at cost, and Chris you're looking at me funny, I'm going to keep that transaction. That customer spent time coming to my store, whatever I've got to do to hang onto that hard good sale and keep them in my store and that takes that much more money out of my friends out of state that aren't going to make purchase. So between that and when this tax effort is finally passed,

I think we're going to have a very fair operating field. So if you have any questions for me, certainly ask.

=== END OF PRO 2009 MARKETING IDEA EXCHANGE ===

We would love to hear from you with your ideas, suggestions and comments . . .

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