

Editorial, Issue 155: Time for a change

September 20, 2012

We've closed our Readers Poll on what manner of annual photo show readers would prefer, with a clear majority of votes – 59 percent – opting for a photo and camera show. Twenty-five percent said they would like to see a trade roadshow, with only 16 percent voting for what IDEA is aiming for again this year, a digital lifestyle show.

Our new poll touches on something I have referred to in a recent editorial, and that's the idea of renewal, encouraging input from our younger industry members, and making room for more points of view within the industry as a whole. It's been quite a while since there have been any new faces on the IDEA board, let alone new faces from member companies not previously represented. For instance, IPS is now a major player in the industry both here and in New Zealand, and a long-time PICA/IDEA member, yet managing director Stuart Holmes has never been invited to play a role. Adeal likewise since Brian D'Arcy retired, yet they are a bigger business now than then. Then there's DES, and Photo Direct, and APS and Tasco and others. None of these companies were even invited to be part of the marketing group formed to guide the planning for next year's show. ([3]See story.)

There's a whiff of elitism in the composition and perhaps even the direction of the IDEA board which in my opinion simply doesn't sit well with the culture of this great industry, nor fully represent the interests of all IDEA members. After all, everyone pays the same membership fees.

It may be that executives working in businesses which are perhaps not as well-resourced as the big camera companies simply don't have the time to be involved, but if they haven't ever been invited or encouraged, we'll never know how valuable their contribution could be. And they say that if you want something done you should ask a busy person!

I'm not calling for a wholesale changing of the guard by any means, and there's opportunity to add extra board members if continuity is an issue. One thing of which I'm more certain of is that it's time for Dave Marshall to hand over the top job to someone less controversial and possibly younger. He has had a three or four-year run in this stint as president and has held the position previously. He has well and truly had his turn.

It could be argued it's logical for the head of Fujifilm to head up IDEA, given Fuji's influence in the industry, but if it's size that matters, there's a one word counter to that argument: Canon.

Keith Sipton

2 THOUGHTS ON "EDITORIAL, ISSUE 155: TIME FOR A CHANGE"



Alan Logue on [September 20, 2012 at 3:53 pm](#) said:

I want to make comment on what you said about IDEA: I TOTALLY AGREE WITH YOU!

PhotoCounter Best Shots



'Ciao' by Richard Stote-Blandy (Imagelab)

-We present outstanding images from the recently-completed Tamron Best Shots competition

INSTANT IS BACK. *the digital camera*

MADE IN POLAND *the polaroid magic* Polaroid

Kodak + ips
Distributor

BEST BRANDS IN IMAGING

ADEAL 2012 ROADSHOW
OCTOBER 7 – 31

I really wonder if IDEA have the foggiest idea of what is going on in my small family business.

Whose best interests do they have at heart? I have no idea because I don't speak to any of them. I think I know whose interests they actually do look after, and I seem to doubt they are mine!

Just on the fact that PMA is not involved with them is wrong!

...I will work around IDEA, and will be prepared to be surprised when I find that they have some tangible ideas to help my business

Alan

Reply ↓



Stuart Holmes (IPS) on September 23, 2012 at 6:37 pm

said:

- It seems you are 100% correct Keith (and Alan too), there is a strong whiff of elitism wafting around the 'Hallowed Halls' of the so called Captains of Industry that seem to exclude companies like Independent Photo (IPS) and our contemporaries listed above (Adeal, DES, APS, Photo Direct, Tasco, etc) to the point that there is no communication regarding future IDEA Show planning, disclosure on board activities and yes, even the 'Hammo' Think Tanks!!!

Still with so many independent companies missing in action at these 'events' one can only conclude that 'empty vessels (think tanks) make the loudest noises'...I am sure all of my industry colleagues are ready and willing to contribute (as we are) but, without a little inclusiveness, we do not!

C'mon Dave, the world has changed and the industry needs to reinvent itself continually to regain its place in the consumer's mind. Having just spent a week at Photokina, I am as excited as ever about the photo industry. We need to put the partisanship aside and work together for the betterment of our once great industry – to make it great again! Cheers, Stuart

Reply ↓

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