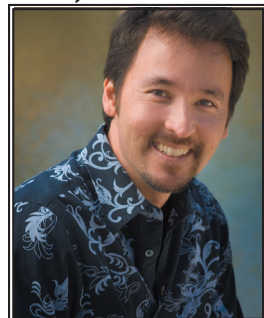


Kubota Photo Design Empowering Photographers

by SONDRA HOLTZMAN CBN Feature Writer

Kevin Kubota is proof positive that hard work pays off.

A business whose origins go back 18 years, Kubota Photo Design celebrated its grand opening one month ago in downtown Tumalo. Exquisitely designed offices encompass 5000 square feet on two floors of what will be called the Laidlaw Building (Tumalo was once called Laidlaw) and no one can accuse these folks of not having a healthy sense of humor. Kubota's office is "The Idea Guy", while spouse and co-owner Clare Kubota's is "Queen Bee."



Kevin Kubota

"There are four different companies under the umbrella of Kubota Photo Design which is our photography business,"

says Clare Kubota. "We primarily do weddings and portraits."

Kubota Image Tools is Kubota's software and workshops company, developed specifically for professional photographers.

"We're proud to offer some of the best digital photography workshops and products in the world," says Kevin Kubota. "Our award-winning Photoshop Actions have won critical acclaim from many of the world's top photographers. And our Digital Photography Bootcamp has inspired and educated many of the leading photographers in the industry as well."

Client Mike Colon agrees, saying, "Kevin, you really put some serious time and thought into your Photoshop Actions! They are unbelievable! Thanks for making me look good and saving me so much time. You're the best."

Kubota speaks at professional photography conventions throughout the nation and conducts a week-long Secret Italy workshop each year where American photographers come to Italy to tour and practice their craft.

Asuka Book USA, whose parent company is in Japan, is another arm of Kubota Photo Design. After photographers design a book, they upload their design where the staff reviews it, making sure every detail is in order. Then the book is uploaded to the server in Japan where it is printed, bound and shipped back to Kubota Photo Design for final inspection before being sent along to the client. "Our primary target market is professional photographers and approximately 30-percent of our clients are international," shares Kubota. "Photographers are the perfect clients for our software as well as our book service, book printing and graphic design services. What's nice about the business is everything cross-markets so we're able



Kubota Photo Design Staff

PHOTO COURTESY OF KEVIN KUBOTA

to pool our resources. It's a symbiotic relationship between businesses." Red Book Design is an album design service where busy photographers who don't have the time to design their own albums or baby books can send their images to the company's in-house designer.

With a staff of 25, Kubota Photo Design employs managers for each department

along with a marketing manager (or PR Princess), bookkeeper, graphic designer, customer service professionals and a project manager who is in charge of keeping every project on track. "We're

probably going to hire another person in the next few weeks," says Clare Kubota. "Our dream is to have an environment that is fun to work in along with being creative and stimulating at the same time."

Since receiving his first camera from his mom as a gift, Kubota has built his company to international status, establishing a sophisticated online sales market that distributes products to photographers worldwide.


Armed with a mission of empowering photographers and a strong commitment to customer service, Kubota says, "We strive to help photographers be time-efficient and successful financially, in addition to loving what they do. I've had customers say our software has literally saved their business. That's what it's all about for us, making this business fun and profitable for photographers while sharing our knowledge with others."

It doesn't get any better than that. Information: 541/330-6633 and www.kevin-kubota.com



Wedding Couple by Kevin Kubota

PHOTO COURTESY OF KEVIN KUBOTA




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