

NATO of California/Nevada



PREVIEWS

Information for the California and Nevada Motion Picture Theatre Industry

CALENDAR of EVENTS & HOLIDAYS

Hanukah

December 21 - 28

Christmas Day

December 25

New Year's Eve

December 31

Golden Globe Awards

January 11

NATO of CA/NV Board of Directors Meeting

January 13

ShoWest/NATO Marketing Deadline

January 16

Martin Luther King, Jr. Day

January 19

Presidential Inauguration Day

January 20

Sexual Harassment Prevention Seminars

January 27 - So. California

January 29 - No. California

Super Bowl

February 8

Lincoln's Birthday

February 12

President's Day

February 16

Academy Awards

February 22

Food Manager Certification Seminar

March 3 - So. California

March 5 - No. California

Could These Tough Times Be Good Times for The Movies? More than Ever, Theatres are a Refuge from the Everyday Life

This year's holiday season brings a host of elevated expectations. Will increased consumer spending bring relief to the retail and entertainment sectors? Can Santa save us, or will the Grinch drive markets further downward? Let's hope for a Hollywood ending to this cliffhanger.

There has been much attention in the media to potential similarities between our economic situation today and the Great Depression.

As counterintuitive as it seems, that comparison might be positive for the theatre industry.

As families reconnect and refocus on low-cost shared activities, theatres are in a good position to reclaim the role they played during the Great Depression. Like they did then, families today look to spend their limited funds on affordable activities that provide a respite from tough news, that all family members can enjoy together, and that gets them out of their homes for a few hours.

Now more than ever, theatres are our communal escape from daily life. Improved projection systems, sound, seating, and concessions make theatres an unmatched vehicle to be transported to the realm of human imagination. Today's state-

of-the-art theatres easily match the experience of going to a 1930's movie palace. Is it possible that the theatre industry can recapture some of the status it enjoyed in that golden era?

Some theatre circuits are already revisiting marketing tactics from those days. These promotions might help to further position theatres as among the most affordable family-friendly entertainment options and re-cement the emotional bonds that Americans have with theatres.

Offering special promotions during the usual post-holiday box-office slump can be a great reminder to the community that theatres are their accessible escape 52 weeks of the year. Theatres can be a partner to families, an extension of their home.

Best of all this positioning works well short-term to increase ticket sales as well as long-term to build customer loyalty and community support. It is this community support that will keep theatres viable in the future.

A recent article by *New York Times* film critic A.O. Scott is a good reminder of the special role of theatres: "The answer does not seem to be that
See "Economy," continued on page 2

PREVIEWS To Be Available Electronically Only!

This, the December 2008/January 2009, edition of PREVIEWS is the final printed issue.

Beginning with the February issue of PREVIEWS, the only way you will be able to receive it and all future issues will be electronically. If you have not already sent us your e-mail address this will be your last issue. Register now for your digital copy by sending us your name, company position and E-Mail address to: PREVIEWS@NATOCALNEV.ORG. Please include the mailing address where you have been receiving your newsletter.

Please make sure you add PREVIEWS@NATOCALNEV.ORG to your e-mail address book to prevent future mailings of Preview being categorized as "Spam" by your servers. ▼

Previews
is published by the
**National Association of
Theatre Owners of
California/Nevada**

11661 San Vicente Blvd., Suite 830
Los Angeles, CA 90049
Phone: 310/460-2900
Fax: 310/460-2901
E-mail: Office@NATOCalNev.org
www.NATOCalNev.org

OFFICERS

- Milton Moritz
President & CEO
- Raymond W. Syufy
Chairman
- David Corwin
Vice President
- Frank Rimkus
Treasurer
- Alan Grossberg
Secretary

BOARD OF DIRECTORS

- Bruce Coleman
Brenden Theatres
- David Corwin
Metropolitan Theatres
- Nora Dashwood
Pacific Theatres
- Peter Dobson
Mann Theatres
- James DuBois
Regal Entertainment Group
- Alan Grossberg
UltraStar Cinemas
- George Krikorian
Krikorian Premiere Theatres
- Scott Lotter
Paradise Cinemas
- Ed Moyer
AMC Theatres
- Ted Mundorff
Landmark Theatres
- Frank Rimkus
Galaxy Theatres
- Bruce Sanborn
The Movie Experience
- Hal Sawyer
Cinemark USA
- Raymond W. Syufy
West Wind Drive-Ins
- Charlene Sievers
Director, Member Services

“Economy,” continued from page 1

people will stop going to the movies. Nothing has stopped us before — certainly not the rise of television in the late 1940s or the spread of home video in the early '80s. While both of those developments appeared to threaten the uniqueness of film, they also extended the power and pervasiveness of the movies, which never surrendered their position as the highest common denominator of the popular culture, the standard of visual storytelling to which all the others aspired. An unusually successful television show could be praised as ‘cinematic,’ while the sign that a movie had failed was that it went straight to video.”

Wishing all our Members and Friends a Healthy and Happy New Year.
We'll see you at the movies! ▼

As Requested: NATO of CA/NV Food Manager Certification Seminar Planned for March



Jack Koury

NATO of California/Nevada has scheduled a food safety seminar for its members on March 3rd in Southern California and March 5th in Northern California. The day-long class will cover the goals of a sanitation program; the basic principles of a Safety Program; proper cooking and holding temperatures; identify personal hygiene practices; savings on food cost through the implementation of a food safety program; minimize the risk of an outbreak of food-borne illnesses, and much more. Most states and counties require that there is to be at least one employee with food safety certification on every shift.

Those attendees who pass the exam at the conclusion of the seminar will receive this certification.

Our instructor, Jack Koury of the Avalon Resource Group, comes to us with 30 years of experience in the hospitality and service industry. His presentation technique is entertaining and easy to follow, which accounts for the high exam pass rate for the attendees at the 2008 seminar.

Enrollment is available for employees of NATO of California/Nevada members only, at a reduced price of \$70.00 per person. The enrollment fee includes the 8 hour training, the Concession Professional Food Manager Certification training Manual and the accredited examination. The class will be conducted in English, but exams are available in Spanish if requested in advance.

Participants are encouraged to register early since training manuals will be sent to each registrant upon receipt of enrollment giving early registrants the advantage of more time to prepare for the seminar and exam. ▼

Food Safety Certification Enrollment Form

Registration forms and checks must be received by January 30, 2009.

Mail to NATO of California/Nevada, 11661 San Vicente Blvd., Suite 830, Los Angeles, CA 90049

Name: _____
 Member Company: _____
 Theatre Location and Name: _____
 Daytime Phone: _____
 E-Mail: _____

- I will be attending: So. California on March 3rd at Mann’s Chinese 6 Theatre, Hollywood
 No. California on March 5th at Cinemark’s Bayfair 16, San Leandro

Check payable to NATO of California/Nevada in the amount of \$70 per person to be included with registration form.

Spaces Still Available for January Sexual Harassment Prevention Training Seminar



Janet Grumer and John LeCrone

Space is still available for the two hour workshop, **FLIRTING WITH DISASTER: Sexual Harassment Prevention Training**, presented by John LeCrone and Janet Grumer of the law firm Davis Wright Tremaine LLP for all interested NATO of California/Nevada member companies. The Southern California workshop will begin at 10:00AM on Tuesday, January 27, 2009 at the REG Edwards South Gate 20 Theatre in South Gate. The Northern California seminar will be held on January 29, 2009 at 1:00PM at the Sundance Kabuki 8 Theatre in San Francisco.

This updated training seminar will be presented from the perspective of a theatre company executive as it satisfies the requirements of California Government Code § 12950.1, which requires that all California employers having 50 or more employees provide at least two hours of interactive training and education regarding sexual harassment to **all supervisors** within six months of their assumption of a supervisory position, making it doubly worthwhile for all theatre company supervisors to attend. The

law also requires updating this training at least once every two years, but more frequent updates are prudent to prevent harassment and discrimination before it happens. Be sure to check your records to see if you or any of your employees need to be re-certified. More information on course content is available in the November issue of PREVIEWS, which can be found in the Previews Reading Room on our website at www.NATOCalNev.org, or go there directly at http://www.natocalnev.org/pdf/NATO_Nov_08.pdf.

Our presenters come to us with a vast store of knowledge on the subject. In addition to presenting sexual harassment prevention training seminars Mr. LeCrone represents employers and management in wrongful discharge, harassment and discrimination litigation, wage and hour class actions, and trade secrets/unfair competition litigation. Ms. Grumer is a former movie theatre executive whose practice focuses on theatre and retail clients, including employment and general litigation issues.

The training classes will be offered free of charge to NATO members and their employees but is by reservation only. The registration deadline is Friday, January 9th. ▼

NATO of CA/NV Sexual Harassment Prevention Training Seminar Registration Form

Please provide the following information for each attendee, if registering more than one person please list all names and information on *one* sheet or email:

Name and position: _____

Company name: _____

Theatre: _____

Email address: _____

Daytime phone number: _____

Check off the session you would like to attend:



January 27th 10:00AM
REG Edwards
South Gate 20 Theatre
630 Garfield Avenue,
South Gate, CA 90280



January 29th 1:00PM
Sundance
Kabuki 8 Theatre
1881 Post Street at Fillmore,
San Francisco, CA 94115

Fax to 310/460-2901 or email to office@natocalnev.org

No later than reservation deadline of January 9th



National Association
of Theatre Owners
Of California/Nevada

2009

SCHOLARSHIP PROGRAM

UP TO TWENTY

\$7,500

SCHOLARSHIPS

**AVAILABLE FOR POST SECONDARY
OR VOCATIONAL EDUCATION!**

Applications must be postmarked or delivered to the
NATO of CA/NV Office by April 24, 2009.

Scholarships will be announced in June, 2009

Visit www.NATOCalNev.org/scholarship.html
for application and more information.

NATO of CA/NV Will Award up to 20 \$7,500 Scholarships in 2009

NATO of California/Nevada has \$150,000 to award for secondary or vocational education to employees of its member companies in its 2009 Scholarship Program. The scholarships are available for field level employees, California and Nevada based Home Office employees and dependents or spouses of qualifying home office employees and full salaried theatre managers.

Visit the Scholarship section at www.NATOCalNev.org to download an application and for more information. ▼

AMC's Ed Moyer Joins NATO of California/Nevada Board



Edward "Ed" J. Moyer, AMC's Senior Vice President, US/Canada Operations has been elected to the NATO of California/Nevada Board of Directors filling the position previously held by Matt Lee who has left AMC. Chairman Ray Syufy noted that Mr. Moyer brings a vast amount of experience to the leadership of the Association

and looks forward to his participation and input on the many issues that face our industry.

Ed joined AMC in 1979 as an hourly manager in Norfolk, VA where he was attending Old Dominion University. From 1983 through 1996 Ed held various positions with AMC including general manager; training manager and operations manager for the southeast area; national training director and division operations manager for the northeast division. In 1996 he returned to Kansas City as vice president of training and development and later was named v.p. of operations overseeing theatres in the western region and in 2005 was named senior vice president for the eastern region. In 2008 he was appointed senior vice president AMC's U.S. and Canada operations.

Mr. Moyer resides in Kansas City with his wife, Janet and their three sons. ▼

Announcing the 2009 ShoWest/NATO Marketing Achievement Awards Program

The ShoWest/NATO Marketing Achievement Awards celebrate the industry's creative marketing geniuses and their superstar teams. The program brochure for the 2009 Awards is now available on NATO's website www.NATOOnline.org. Two awards will be presented in several key categories this year – one to circuits with 1-399 screens and one to circuits with 400+ screens – to enable more managers to be recognized for their efforts to attract audiences to their theatres. The complete list of award categories, guidelines for entry submission, and the official entry form are all included in the brochure, which can be downloaded from NATO's website at: <http://www.natoonline.org/conventions.htm>.

All managers/promo coordinators are invited to submit your entries now for the promotion period of November 1, 2007 through October 31, 2008. **Entries are due on Friday, January 16, 2009.** Please send your presentation binders with the completed Entry Form on the first page to: ShoWest 2009 770 Broadway, 7th Floor, New York, NY 10003 ▼

Top 15 Nevada Theatres 1/04/2008 to 11/30/2008

Nat'l Rank by Gross	NV Rank by Gross	NV Rank by Screen Avg.	Circuit	Theatre	City
63	1	1	Regal	RED ROCK STADIUM 16	Las Vegas
173	2	2	RAVE	TOWN SQUARE 18	Las Vegas
261	3	3	Cinemark	SANTA FE STATION 16	Las Vegas
435	4	8	Regal	TEXAS 18	Las Vegas
476	5	7	Cinemark	SOUTH COAST 16	Las Vegas
539	6	13	Cinemark	ORLEANS 18	Las Vegas
568	7	6	Cinemark	CENTURY 14	Sparks
604	8	5	Regal	SUNSET STATION 13	Henderson
628	9	11	Cinemark	PARK LANE 16	Reno
650	10	4	Regal	GREEN VALLEY 10	Henderson
663	11	14	Galaxy	GALAXY CANNERY 16	Las Vegas
664	12	9	Brenden	PALMS 14	Las Vegas
778	13	15	Cinemark	SUMMIT SIERRA 16	Reno
785	14	16	Cinemark	SAM'S TOWN 18	Las Vegas
942	15	17	Regal	VILLAGE SQUARE 18	Las Vegas

Top 35 Theatres Nationwide

1/04/2008 to 11/30/2008

Nat'l Rank by Gross	Nat'l Rank by screen Avg.	Circuit	Theatre	City, State
1	7	AMC	EMPIRE 25	New York, NY
2	1	Regal	UNION SQUARE 14	New York, NY
3	38	AMC	BURBANK 30	Burbank, CA
4	3	Pacific	GROVE STADIUM 14	Los Angeles, CA
5	5	AMC	GARDEN STATE 16	Paramus, NJ
6	4	Pacific	ARCLIGHT HOLLYWOOD 15	Hollywood, CA
7	2	AMC	LINCOLN SQUARE 13	New York, NY
8	44	Regal	LONG BEACH STADIUM 26	Long Beach, CA
9	30	Muvico	EGYPTIAN 24	Hanover, MD
10	22	Regal	IRVINE SPECTRUM 21	Irvine, CA
11	8	AMC	TYSONS CORNER 16	Mc Lean, VA
12	20	Regal	HACIENDA CROSSINGS 20	Dublin, CA
13	98	AMC	BLOCK 30	Orange, CA
14	19	AMC	BOSTON COMMON 19	Boston, MA
15	66	Cinemark	CENTURY 25	Union City, CA
16	31	Regal	FRESNO STADIUM 21	Fresno, CA
17	55	AMC	AVENTURA MALL 24	Aventura, FL
18	62	AMC	PLEASURE ISLAND 24	Lake Buena Vista, FL
19	37	AMC	RIVER EAST 21	Chicago, IL
20	13	Pacific	ARCLIGHT SHERMAN OAKS 16	Sherman Oaks, CA
21	68	Muvico	PARADISE PARK 24	Davie, FL
22	11	AMC	CENTURY CITY 15	Century City, CA
23	6	Regal	E-WALK 13	New York, NY
24	23	Regal	MIRA MESA STADIUM 18	San Diego, CA
25	45	AMC	PALISADES 21	West Nyack, NY
26	41	Cinemark	DALY CITY 20	Daly City, CA
27	80	Cinemark	RIO 24	Albuquerque, NM
28	10	Regal	SHEEPSHEAD BAY 14	Brooklyn, NY
29	84	Regal	GREENWAY GRAND PALACE 24	Houston, TX
30	47	Cinemark	OAKRIDGE 20	San Jose, CA
31	54	Pacific	WINNETKA ALL STADIUM 21	Chatsworth, CA
32	95	AMC	NESHAMINY 24	Bensalem, PA
33	103	AMC	SUNSET PLACE 24	South Miami, FL
34	39	AMC	DEL AMO 18	Torrance, CA
35	24	Consolidated	VICTORIA WARD STADIUM 16	Honolulu, HI

Top 25 California Theatres

1/04/2008 to 11/30/2008

Nat'l Rank by Gross	CA Rank by Gross	CA Rank by Screen Avg.	Circuit	Theatre	City
3	1	14	AMC	BURBANK 30	Burbank
4	2	2	Pacific	GROVE STADIUM 14	Los Angeles
6	3	3	Pacific	ARCLIGHT HOLLYWOOD 15	Hollywood
8	4	18	Regal	LONG BEACH STADIUM 26	Long Beach
10	5	9	Regal	IRVINE SPECTRUM 21	Irvine
12	6	7	Regal	HACIENDA CROSSINGS 20	Dublin
13	7	41	AMC	BLOCK 30	Orange
15	8	29	Cinemark	CENTURY 25	Union City
16	9	11	Regal	FRESNO STADIUM 21	Fresno
20	10	5	Pacific	ARCLIGHT SHERMAN OAKS 16	Sherman Oaks
22	11	4	AMC	CENTURY CITY 15	Century City
24	12	10	Regal	MIRA MESA STADIUM 18	San Diego
26	13	17	Cinemark	DALY CITY 20	Daly City
30	14	20	Cinemark	OAKRIDGE 20	San Jose
31	15	23	Pacific	WINNETKA ALL STADIUM 21	Chatsworth
34	16	17	AMC	DEL AMO 18	Torrance
36	17	24	Cinemark	CENTURY 20	Huntington Beach
41	18	25	AMC	MISSION VALLEY 20	San Diego
46	19	42	Regal	ONTARIO PALACE 22	Ontario
51	20	16	National Amusements	THE BRIDGE:: CINEMA DE LUX	Los Angeles
56	21	12	AMC	PROMENADE 16	Woodland Hills
57	22	32	AMC	MERCADO 20	Santa Clara
58	23	30	AMC	CITYWALK STADIUM 19	Universal City
60	24	33	Regal	SOUTH GATE STADIUM 20	South Gate
61	25	13	AMC	SANTA ANITA 16	Arcadia

*The El Capitan Theatre in Hollywood, a single screen theatre, has the #1 screen average in California

National Association of Theatre Owners
of California/Nevada
11661 San Vicente Blvd., Suite 830,
Los Angeles, CA 90049

INSIDE PREVIEWS

**Could These
Tough Times Be
Good Times for
The Movies?**

•

**PREVIEWS to
be available
electronically
only**

•

**Food Manager
Certification
Seminar Planned
for March**

•

**Spaces Still
Available for
January Sexual
Harassment
Prevention
Training Seminar**

•

**NATO of CA/NV
2009 Scholarship
Program
Applications**

•

**Ed Moyer of AMC
Joins NATO of
CA/NV Board**

•

Statistics

ADDRESS SERVICE REQUESTED



**On behalf of its Board of Directors and staff
NATO of California/Nevada
extends its best wishes for a Happy Holiday Season
followed by a Great Year of prosperity,
peace, good health and wonderful times
with family and friends.**