

NATO of California/Nevada

# PREVIEWS

Information for the California and Nevada Motion Picture Theatre Industry

## CALENDAR of EVENTS & HOLIDAYS

**Lincoln's Birthday**  
February 12

**Valentine's Day**  
February 14

**Presidents' Day**  
February 18

**Washington's Birthday**  
February 22

**80th Academy  
Awards® show**  
February 24

**Daylight Saving Time  
begins**  
March 9

**ShowWest**  
March 10-13

**St. Patrick's Day**  
March 17

**Good Friday**  
March 21

**Easter**  
March 23

**Cesar Chavez Day**  
March 31

**Film Product Seminar**  
Southern California - April 3  
Northern California - April 9

**Passover begins at  
sundown**  
April 19

## NATO of California/Nevada Spring / Summer Film Product Seminars Scheduled For April 2 and 9

Mark your calendar, the NATO of California/Nevada Spring/Summer product seminars are now confirmed for April 2<sup>nd</sup> in Southern California, and April 9<sup>th</sup> in Northern California. Krikorian Theatres will host the Southern California confab at their new Pico Rivera Village Walk 15 located in the city of Pico Rivera and AMC will host the Northern California meeting at their Bay Street 16 Theatre in Emeryville.

As in the past all the major studios and leading independents will present their marketing campaigns and behind the scenes footage from their upcoming releases. From early information it is expected that over 100 titles will be screened.

We invite you to attend and sign up early as these events have grown to the extent that our Fall/Winter



meeting required turning away late comers. Reservations are a must, no walk-ins will be admitted.

Attendance is strictly limited to employees of member companies. The event is underwritten by NATO of California/Nevada and includes, in addition to the presentations, a continental breakfast and lunch. A gift bag through the courtesy of the studios will be given to each attendee. Breakfast starts at 9:00AM and the first presentation begins at 10:00AM. Both seminars are scheduled to end by 3:00 pm.

Each location has ample parking. Return the reservation form (shown below) or provide the information requested on one sheet for your group via email at [office@NATOCalNev.org](mailto:office@NATOCalNev.org) or via fax to 310/460-2901 by the registration deadline of March 19<sup>th</sup>. ▼

### 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 Name and Address: \_\_\_\_\_

Email address: \_\_\_\_\_ Daytime phone number: \_\_\_\_\_

Check off the session you would like to attend:

**April 2<sup>nd</sup>** Krikorian's Pico Rivera Village Walk 15 • 8540 Whittier Blvd.  
Pico Rivera, CA 90660

**April 9<sup>th</sup>** AMC Bay Street 18 Theatre - 5614 Shellmound Street • Emeryville, CA 94608

**Reservation deadline is March 19th**

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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

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## James DuBois Joins NATO Cal/Nev Board Of Directors



James DuBois Regal Entertainment Group Operational Vice President, Western Region was unanimously elected to the NATO of California/Nevada Board of Directors. Mr. DuBois replaces Curtis Ewing also of Regal Entertainment Group who was reassigned to oversee the company's northern division.

Mr. DuBois joined Regal in 1998 when the company merged with Act III Theatres. He first started in the business at the age of 16 as a concession attendant with Luxury Theatres in Oregon and literally has worked up through the ranks as an assistant manager, booth operator, general manager, district manager and director. He was appointed to his current position and now oversees 190 Regal Entertainment Group theatre locations with a screen count of 2,142. James and his wife have 4 children, a boy and three girls, and reside in Knoxville, TN.

The Association is happy to welcome and have Mr. DuBois serving on its board. ▼

## NATO of California Nevada Board of Directors



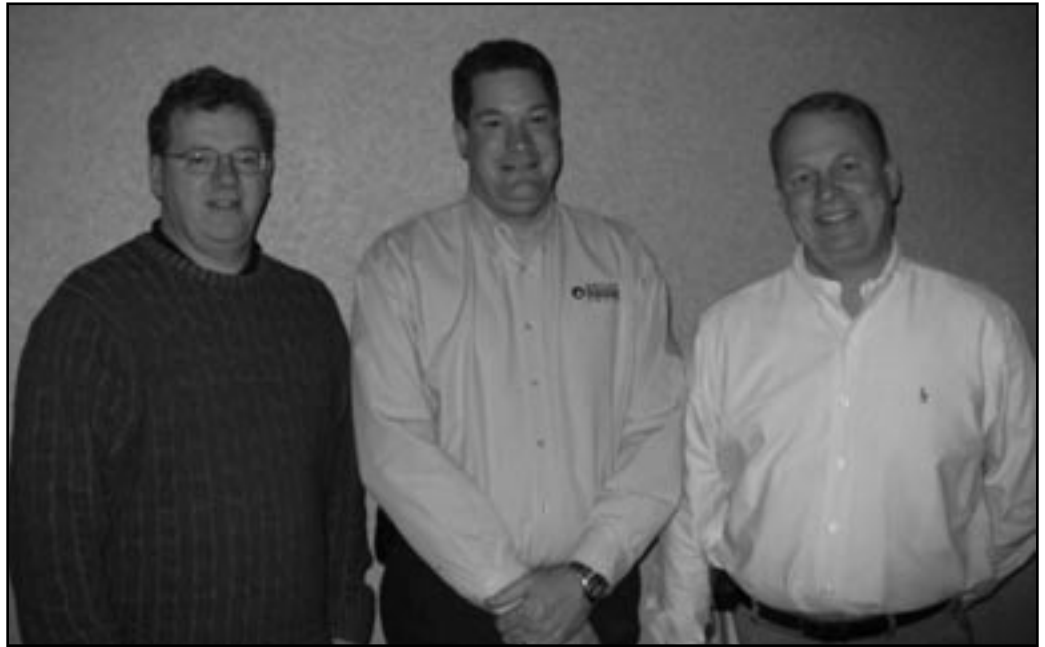
The NATO of California/Nevada Board of Directors met in January for its semi-annual meeting. Shown above is your Board. (Standing L-R) George Krikorian, Krikorian Premiere Theatres; Alan Grossberg, UltraStar Cinemas; Treasurer David Corwin, Metropolitan Theatres; James DuBois, Regal Entertainment Group; Matt Lee, AMC; Frank Rimkus, Galaxy Theatres; Chairman Ray Syufy, West Wind Drive-Ins; Scott Lotter, Paradise Theatres; Bruce Coleman, Brenden Theatres and Secretary Bruce Sanborn, The Movie Experience. (Seated L-R) Hal Sawyer, Cinemark; Ted Mundorff, Landmark Theatres; Nora Dashwood, Pacific Theatres and Vice-President William F. Hertz, Mann Theatres. Missing from photo is President Milt Moritz. ▼

# 1st NATO Of California/Nevada Food Safety Certification Seminar Widely Attended

NATO of California/Nevada's Food Manager Certification Workshop held in Southern and Northern California on January 29 and 31 was attended by over 300 theatres' Food Managers. Member companies who took advantage of the cost effective sponsored seminar included AMC, Brenden Theatres, CineLux Theatres, Cinemark, Coast Cinemas, DeAnza Land and Leisure, Galaxy Theatres, Gardena Cinema, Harkins Theatres, Mann Theatres, Metropolitan Theatres, National Amusements, Pacific Theatres, Premiere Cinemas, Prime Cinemas, Regal Entertainment Group, Rialto Cinemas Lakeside, Sierra Cinemas and The Movie Experience.

NATO of California/Nevada extends sincere thanks and appreciation to Regal Entertainment Group for the use of the Edwards South Gate 20 Theatre and the Regal Hacienda Crossings and IMAX Theatre and the respective General Managers Mohamad Shakshir and Shawn Cole along with their staffs for the cordial welcome extended.

Most states and counties require at least one employee with food safety certification be on every shift. The day long workshop concluded with an examination accredited by the American National Standards Institute and the Conference for Food Protection. This accreditation makes the exam acceptable in all states and jurisdictions that recognize the standards set by ANSI and CFP and are an assurance of quality in the development and maintenance of the exam. The workshop leader was Avalon Resource Group, Inc.'s Jack Koury, a veteran of the hospitality and service industry.



*Presenter Jack Koury with Northern California's Regal hosts, Hacienda Crossings GM Shawn Cole and District Manager Rick Herman*



*Regal Edwards South Gate 20 Theatres GM Mohamad Shakshir, DM Shaun Mullen and Manager Israel Solis*



## What Employers Should Do: Make Criminals Uncomfortable

Crime prevention through environmental design seeks to deter an individual from deciding to commit a crime by increasing the perception of risk. A primary way to do this, and one that often needs updating, is improving visibility. You should:

- Create even illumination, without harsh spots or deep shadows, so that people can easily see into the parking lot as they are coming in, when leaving the theatre, and from adjacent businesses.
- Trim shrubbery to below three feet and trim trees up to eight feet so that plants do not overwhelm lighting fixtures, windows, or a parking area.
- Use signage, pavement changes, and fences to define and control access to the property.
- Install a video surveillance system as an option that may provide some deterrence to crime and evidence to police.

## Met Opera Abandons Plan for On-Demand Telecasts

*As reprinted from the New York Times, by DANIEL J. WAKIN*

The Metropolitan Opera has canceled plans to offer performances through on-demand television, a rare miscalculation in its march to show operas on screens of all sizes.

The Met is scheduled to transmit eight operas live to movie theaters worldwide this season. Thirty days after each broadcast, the performance was to have been made available through on-demand services provided by cable television companies.

Last month the Met said theater operators had expressed worry that the 30-day period was too short and would cut into live audiences, so this season's pay-per-view menu was scrapped.

The fears seemed to catch the Met off guard, particularly given the success of the movie-house showings, which have filled cinemas across the country.

"There was this real outcry from the movie theaters," said Peter Gelb, the Met's general manager. "We were not aware they were going to feel this way until we announced we were doing this." He added: "We are not a movie. We're a live transmission."

Under agreements with major Hollywood studios movies usually take much longer to reach on-demand services. Mr. Gelb said the theater operators might have worried about alienating the studios by allowing a shorter lag. He said he hoped to start the on-demand showings next season, for which the schedule of opera transmissions has not yet been made.

Under Mr. Gelb the Met has become a media juggernaut, providing live and repeat transmissions of operas around the country in movie theaters, on satellite radio and online. The pay-per-view showings were an element in Mr. Gelb's effort to spread Met performances electronically, and thus more widely.

The broadcasts will still be repeated on PBS as planned, the Met said.

The Met announced the pay-per-view program in November, together with In Demand Networks, which provides programming to cable operators. The company is better known for sporting events, Howard Stern and movies. Officials from In Demand did not return telephone calls.

The broadcasts were to have begun on Jan. 16, with Gounod's "Romeo et Juliette."

In an e-mail message to The New York Times last month, Mark Abramowitz, a software engineer in Pittsburgh, called attention to the abandonment of the in-demand broadcasts.

"I was looking for it in the listings," he said in a telephone interview. "I actually wrote to the Met and said, 'Hey, what happened to this?' They told me basically what I told you: 'It's kaput. Maybe next year,' they said." ▼

# Camcorder Alert

## \$500 Reward



Attention theater employees, there is an active camcorder in your area. Please be on guard if you see any individuals recording during a movie screening.

### What to do if you spot a camcorder:

- Tell your manager immediately.
- Have manager call police.
- If a police officer has not arrived within 20 minutes of the end of the movie, theater management and/or theater security should STOP or INTERFERE with the recording, but NEVER touch the suspect or grab the recording device.

To learn more about how to spot a camcord and how to earn your reward, please go online to [FightFilmTheft.org](http://FightFilmTheft.org)

To report Movie Piracy Please Call: **TAKE ACTION 24-hour, 7 days a week hotline: (800) 371-9884**



# A Scholarship Check for \$7,500 Could Be Yours!!!

NATO of California/Nevada is sponsoring its 13<sup>th</sup> annual scholarship program with 20 \$7,500.00 scholarship awards available for post secondary or vocational education for qualifying applicants. The application deadline for the 2008 program is April 28<sup>th</sup>. For more information visit our web site [www.NATOCalNev.org](http://www.NATOCalNev.org) and go to the Scholarship Program section for an application and to read the essays of last years' winners, email [office@NATOCalNev.org](mailto:office@NATOCalNev.org) or phone 310/460-2900.

Don't miss out on this great member benefit open to field level theatre employees, corporate employees and dependents of qualifying home office employees of NATO of California/Nevada members. And remember *you can't win if you don't apply.* ▼

## Scholarship Thanks

Dear Scholarship Selection Committee,

I cannot tell you enough how much winning your scholarship has meant to me. It has been such a relief to not have to worry about my college bills and expenses this year. What a wonderful way to support students/me in pursuing a higher education.

Thanks again,  
Lauren Guttierrez  
REG UA Broadway Faire 10 Theatre  
CSU Fresno

*(Lauren's proud father is Rick Herman, Regal Entertainment Group Northern California District Manager.)*



National Association  
of Theatre Owners  
Of California/Nevada

## 2008 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 28, 2008.**

Scholarships will be announced in June, 2008

Visit [www.NATOCalNev.org/scholarship.html](http://www.NATOCalNev.org/scholarship.html)  
for application and more information.

**APPLICATION DEADLINE IS  
APRIL 28, 2008**

# Academy Award<sup>®</sup> Contest

*Previews*, the monthly newsletter of NATO of California/Nevada, is sponsoring its annual Academy Awards<sup>®</sup> contest, open only to employees of NATO of California/Nevada members. The winner will be selected based upon the most correct answers; in case of a tie, the prize will be awarded based upon order of receipt of entry in the NATO of CA/NV office.

Fill in your choices and return to the NATO of CA/NV office by Friday, February 22, 2008. Only one entry per person, the first one submitted, will be accepted

## 1. Best Motion Picture of the year

- "Atonement"
- "Juno"
- "Michael Clayton"
- "No Country for Old Men"
- "There Will Be Blood"

## 2. Actor in a leading role

- George Clooney in "Michael Clayton"
- Daniel Day-Lewis in "There Will Be Blood"
- Johnny Depp in "Sweeney Todd The Demon Barber of Fleet Street"
- Tommy Lee Jones in "In the Valley of Elah"
- Viggo Mortensen in "Eastern Promises"

## 3. Actress in a leading role

- Cate Blanchett in "Elizabeth: The Golden Age"
- Julie Christie in "Away From Her"
- Marion Cotillard in "La Vie en Rose"
- Laura Linney in "The Savages"
- Ellen Page in "Juno"

## 4. Actor in a Supporting Role

- Casey Affleck in "The Assassination of Jesse James by the Coward Robert Ford"
- Javier Bardem in "No Country for Old Men"
- Philip Seymour Hoffman in "Charlie Wilson's War"
- Hal Holbrook in "Into the Wild"
- Tom Wilkinson in "Michael Clayton"

## 5. Actress in a Supporting Role

- Cate Blanchett in "I'm Not There"
- Ruby Dee in "American Gangster"
- Saoirse Ronan in "Atonement"
- Amy Ryan in "Gone Baby Gone"
- Tilda Swinton in "Michael Clayton"

## 6. Achievement in Directing

- Julian Schnabel, "The Diving Bell and the Butterfly"
- Jason Reitman, "Juno"
- Tony Gilroy "Michael Clayton"
- Joel Coen and Ethan Coen, "No Country for Old Men"
- Paul Thomas Anderson, "There Will Be Blood"

## 7. Original Screenplay

- Diablo Cody "Juno"
- Nancy Oliver "Lars and the Real Girl"
- Tony Gilroy "Michael Clayton"
- Brad Bird "Ratatouille"
- Tamara Jenkins "The Savages"

## 8. Achievement in film editing

- "The Bourne Ultimatum"
- "The Diving Bell and the Butterfly"
- "Into the Wild"
- "No Country for Old Men"
- "There Will Be Blood"

## 9. Achievement in cinematography

- "The Assassination of Jesse James by the Coward Robert Ford"
- "Atonement"
- "The Diving Bell and the Butterfly"
- "No Country for Old Men"
- "There Will Be Blood"

## 10. Achievement in art direction

- "American Gangster"
- "Atonement"
- "The Golden Compass"
- "Sweeney Todd The Demon Barber of Fleet Street"
- "There Will Be Blood"

## 11. Achievement in costume design

- Albert Wolsky, "Across the Universe"
- Jacqueline Durran, "Atonement"
- Alexandra Byrne, "Elizabeth: The Golden Age"
- Marit Allen, "La Vie en Rose"
- Colleen Atwood, "Sweeney Todd The Demon Barber of Fleet Street"

## 12. Achievement in makeup

- Didier Lavergne and Jan Archibald "La Vie en Rose"
- Rick Baker and Kazuhiro Tsuji "Norbit"
- Ve Neill and Martin Samuel "Pirates of the Caribbean: At World's End"

## 13. Achievement in sound mixing

- "The Bourne Ultimatum"
- "No Country for Old Men"
- "Ratatouille"
- "There Will Be Blood"
- "Transformers"

## 14. Achievement in visual effects

- "The Golden Compass"
- "Pirates of the Caribbean: At World's End"
- "Transformers"

## 15. Music in connection with motion picture (Original Song)

- "Falling Slowly" from "Once"
- "Happy Working Song" from "Enchanted"
- "Raise It Up" from "August Rush"
- "So Close" from "Enchanted"
- "That's How You Know" from "Enchanted"

## 16. Best foreign language film

- "Beaufort", Israel
- "The Counterfeiters" Austria
- "Katyn", Poland
- "Mongol", Kazakhstan
- "12", Russia

Name: \_\_\_\_\_ Daytime Phone: \_\_\_\_\_ E-mail \_\_\_\_\_

Company: \_\_\_\_\_ Title: \_\_\_\_\_

Fax completed entry to 310/460-2901 or mail to National Association of Theatre Owners of California/Nevada, Attn: Academy Contest, 11661 San Vicente Blvd., Suite 830, Los Angeles, CA 90049.

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

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ADDRESS SERVICE REQUESTED

## New Modem To Allow Superfast Downloads

Comcast Chairman/CEO Brian Roberts surprised attendees of the Consumer Electronics Show in Las Vegas last month by unveiling a new cable modem capable of downloading a two-hour movie in high definition in just four minutes. The same film would take more than six hours to download via a high-speed DSL modem, he said, or seven *days* via a dial-up modem. Roberts said that he expects millions of the modems to be delivered to Comcast subscribers by the end of the year.

