

PREVIEWS

Information for the California and Nevada Motion Picture Theatre Industry

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Nato of California/Nevada Contributes \$100,000.00 Towards New Variety Boys and Girls Club



Robie Aguila, executive director Variety Boys and Girls Club, accepts a donation in the amount of \$100,000.00 from Milt Moritz, president & CEO, NATO of California/ Nevada on behalf of the Associations Board of Directors. The donation is earmarked for a state of the art media room that will bear the name of the National Association of Theatre Owners of California/Nevada.

A \$100,000.00 donation has been made by NATO of California/ Nevada to the Variety Boys and Girls Club Capital Campaign for the construction of a new 28,000 sq. ft. facility that will replace the existing 85 year-old building in East Los Angeles. The original building was built in 1926 as a Jewish synagogue; it later became an American Legion Hall and in 1948 was converted into the home of the East Los Angeles Variety Boys and Girls Club.

NATO of California/Nevada's donation is earmarked toward a state of the art multi-media room and will bear the name of the Association.

Since its inception the boys and girls club has been supported by Variety Club of Southern California Tent 25 which consists of theatre exhibitors as well as other industry members in the Southern California area. The Variety Boys and Girls Club provides afterschool programs including academic, recreational and social enrichment, as well as summer programs to over 58,000 visits by local area youths per year.

Ground breaking for the new building is scheduled for early March. Anyone wishing to make a personal contribution to the capital campaign may send their check payable to VARIETY BOYS AND GIRLS CLUB c/o NATO of California/ Nevada, 11661 San Vicente Blvd., Suite 830, Los Angeles, CA 90049.



Artist rendering of the new home of the Variety Boys and Girls Club of East Los Angeles. The new 28,000 sq. ft. building is scheduled for completion by December, 2011 and will replace the existing 14,000 sq. ft. building that was built in 1926.

Previews
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California SB-602 Requires Food Handler Carding

Effective July 1, 2011 all persons handling food will be required to possess a certified food handler card. The certification requires successfully passing an examination from an accredited food protection manager certification organization.

A food handler who is hired prior to June 1, 2011, shall obtain a food handler card on or before July 1, 2011. Food handlers hired on or after June 1, 2011 shall obtain a food handler card within 30 days after the date of hire. Each food handler shall maintain a valid food handler card for the duration of his or her employment as a food handler. Cards are valid for three (3) years from the date of issuance, regardless of whether the food handler changes employers during that period.

The requirements of SB-602 shall not apply to a food handler subject to an existing local food handler program that took effect prior to January 1, 2009.

Each facility that employs a food handler that is subject to the requirements of SB-602 shall maintain records documenting that each food handler employed possesses a valid food handler card and shall provide those records to the local enforcement officer upon request.

For a full copy of SB-602 follow this link to: http://www.leginfo.ca.gov/pub/09-10/bill/sen/sb_0601-0650/sb_602_bill_20100927_chaptered.html

NATO of California/Nevada is researching cost-effective ways of implementing this program.

How many hours would you have to work to earn \$7,500?

Field employees at NATO of California/Nevada member theatres can earn \$7,500 if they are selected to receive one of 25 scholarship awards in the Association's 2011 Scholarship Program. The awards are also available to dependents and spouses of member company employees. Eligibility requirements, essays of the 2010 winners and a 2011 Scholarship Applications are available at the Association's web site www.NATOCalNev.org

The scholarship program has helped over 300 students since its inception in 1996, the first winners received \$1,000 awards from a \$20,000 purse, this year the 25 winners will share \$187,500. It has given many students the freedom to begin their post secondary education at a four year university rather than a community college, it has allowed others to live on campus, work fewer hours on a job, or to devote themselves entirely to their education.

All of the winners began by sending in their applications. Encourage employees to take that first step and see just how many winners your circuit can produce.

Read the note from one of the 2010 winners to see what a difference it has made for her:

"Dear NATO of CA/NV,

Thank you for the amazing opportunity to be one of your scholarship winners for the 2010-2011 school year. Without the support from your organization, I would not have been able to attend UCLA to better my education. This fall quarter has been a great experience filled with knowledge and fascinating opportunities that have added to my development as a person. As a recipient of your scholarship, I will continue to meet your expectations as I continue my career here at UCLA. Once again, thank you for this opportunity.

Sincerely,

(signed) Ashley Patterson

Krikorian Premiere Theatres"

Board of Directors Meeting at Sony Studios

NATO of California/Nevada held its January Board of Directors meeting at Sony Studios featuring a Q&A session with Jeff Blake, Vice Chairman, Sony Entertainment, and followed by a tour of the studio. The Board members pictured to the right enjoyed the walking tour: Bruce Coleman, Brenden Theatres; Ed Moyer, AMC; Vice-President David Corwin, Metropolitan Theatres; Ted Mundorff, Landmark Theatres; Secretary Alan Grossberg, UltraStar Cinemas; Hal Sawyer, Cinemark; President Milt Moritz; Scott Lotter, Paradise Cinemas and George Krikorian, Krikorian Premiere Theatres. Chairman Ray Syufy, West Wind Drive-Ins; Chris Blevins, Regal Entertainment Group; Peter Dobson, Mann Theatres; Nora Dashwood, Pacific Theatres and Lyndon Golin, Regency Theatres also attended the meeting.



Bed Bugs White Paper

A special national NATO Committee has prepared a White Paper regarding the recent infestation of bed bugs. The paper is an excellent resource for the Identification, Inspection, Treatment and Response to the growing bed bug problem. The report covers:

- What are Bed Bugs?
- How do you detect them?
- What Do Bed Bug Bites Feel and Look Like?
- How Do Bed Bugs Infest a Movie Theatre?
- How Do I Determine if My Theatre has Bed Bugs?
- Inspecting Seats for Bed Bugs.
- Actions to be taken.
- Incident Protocol.
- What is the Impact of Bed Bugs on Health?
- Public Response.

For a copy of this report please send your request to:
office@natocalnev.org



See page 4
for the
Academy Award
Contest.

You can win a
\$25 gift certificate
to the store
of your choice.

Association Calendared Events and Important Ordinance Dates

March 11	Scholarship Applications Due
March 28 – 31	CinemaCon at Caesars Palace, Las Vegas
April 27	Southern California Film Product Seminar at the Regal LA Live 14 Theatre in Los Angeles
May 4	Northern California Film Product Seminar at Cinemark's Century San Francisco Centre 9 Theatre`
June 1	SB 602 – See article on Page 2 for details
June 21	Board of Directors Meeting
June 22	Membership Meeting at The Landmark Theatre, West Los Angeles

Academy Award® Contest

Previews, the monthly newsletter of NATO of California/Nevada, is sponsoring its annual Academy Awards® 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 4:00PM on Friday, February 25, 2011. Only one entry per person, the first one submitted, will be accepted

1. Best Motion Picture of the year

- "Black Swan"
- "The Fighter"
- "Inception"
- "The Kids Are All Right"
- "The King's Speech"
- "127 Hours"
- "The Social Network"
- "Toy Story 3"
- "True Grit"
- "Winter's Bone"

2. Actor in a leading role

- Javier Bardem in "Biutiful"
- Jeff Bridges in "True Grit"
- Jesse Eisenberg in "The Social Network"
- Colin Firth in "The King's Speech"
- James Franco in "127 Hours"

3. Actress in a leading role

- Annette Bening in "The Kids Are All Right"
- Nicole Kidman in "Rabbit Hole"
- Jennifer Lawrence in "Winter's Bone"
- Natalie Portman in "Black Swan"
- Michelle Williams in "Blue Valentine"

4. Actor in a Supporting Role

- Christian Bale in "The Fighter"
- John Hawkes in "Winter's Bone"
- Jeremy Renner in "The Town"
- Mark Ruffalo in "The Kids Are All Right"
- Geoffrey Rush in "The King's Speech"

5. Actress in a Supporting Role

- Amy Adams in "The Fighter"
- Helena Bonham Carter in "The King's Speech"
- Melissa Leo in "The Fighter"
- Hailee Steinfeld in "True Grit"
- Jacki Weaver in "Animal Kingdom"

6. Achievement in Directing

- Darren Aronofsky, "Black Swan"
- David O. Russell, "The Fighter"
- Tom Hooper "The King's Speech"
- David Fincher, "The Social Network"
- Joel Coen and Ethan Coen, "True Grit"

7. Original Screenplay

- Mike Leigh "Another Year"
- Scott Silver and Paul Tamasy & Eric Johnson; Story by Keith Dorrington & Paul Tamasy & Eric Johnson "The Fighter"
- Christopher Nolan "Inception"
- Lisa Cholodenko & Stuart Blumberg "The Kids Are All Right"
- David Seidler "The King's Speech."

8. Achievement in film editing

- "Black Swan" Andrew Weisblum
- "The Fighter" Pamela Martin
- "The King's Speech" Tariq Anwar
- "127 Hours" Jon Harris
- "The Social Network" Angus Wall and Kirk Baxter

9. Achievement in cinematography

- "Black Swan" Matthew Libatique
- "Inception" Wally Pfister
- "The King's Speech" Danny Cohen
- "The Social Network" Jeff Cronenweth
- "True Grit" Roger Deakins

10. Achievement in art direction

- "Alice In Wonderland"
- "Harry Potter and the Deathly Hallows Part 1"
- "Inception"
- "The King's Speech"
- "True Grit"

11. Achievement in costume design

- Colleen Atwood, "Alice in Wonderland"
- Antonella Cannarozzi, "I Am Love"
- Jenny Beavan, "The King's Speech"
- Sandy Powell, "The Tempest"
- Mary Zophres, "True Grit"

12. Achievement in makeup

- Adrien Morot "Barney's Version"
- Edouard F. Henriques, Gregory Funk and Yolanda Toussieng "The Way Back"
- Rick Baker and Dave Elsey "The Wolfman"

13. Achievement in sound editing

- "Inception"
- "Toy Story 3"
- "Tron: Legacy"
- "True Grit"
- "Unstoppable"

14. Achievement in visual effects

- "Alice in Wonderland"
- "Harry Potter and the Deathly Hallows Part 1"
- "Hereafter"
- "Inception"
- "Iron Man 2"

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

- "Coming Home" from "Country Strong"
- "I See The Light" from "Tangled"
- "If I Rise" from "127 Hours"
- "We Belong Together" from "Toy Story 3"

16. Best foreign language film

- "Biutiful", Mexico
- "Dogtooth" Greece
- "In a Better World", Denmark
- "Incendies", Canada
- "Outside the Law (Hors-la-loi)", Algeria

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.

Top 20 Nevada Theatres

1/1/2010 through 12/31/2010

NV Rank	Nat'l Rank	Theatre Name	Circuit	City
1	60	Red Rock Stadium 15 + IMAX	Regal Ent Grp	Las Vegas
2	92	Rave Town Square 18	The Film Group	Las Vegas
3	324	Las Vegas South Point 16 + XD	Cinemark	Las Vegas
4	339	Aliante Station 16 with IMAX	Regal Ent Grp	Las Vegas
5	450	Las Vegas Santa Fe Station 16	Cinemark	Las Vegas
6	479	Sparks 14 + XD	Cinemark	Sparks
7	600	Las Vegas Orleans 18	Cinemark	Las Vegas
8	609	Brenden Palms 13 + IMAX	Brenden	Las Vegas
9	655	Summit Sierra 16	Cinemark	Reno
10	657	Texas Station Stadium 18	Regal Ent Grp	Las Vegas
11	682	Reno Parklane 16	Cinemark	Reno
12	802	Galaxy Cannery	Galaxy	Las Vegas
13	832	Green Valley Ranch Stadium 10	Regal Ent Grp	Henderson
14	869	Galaxy Fandango	Galaxy	Carson City
15	903	Las Vegas Samstown 18	Cinemark	Las Vegas
16	1010	Village Square Stadium 18	Regal Ent Grp	Las Vegas
17	1051	Reno Riverside 12	Cinemark	Reno
18	1061	Boulder Station 11 Theatre	Regal Ent Grp	Las Vegas
19	1118	Las Vegas Suncoast 16	Cinemark	Las Vegas
20	1158	Colonnade Stadium 14	Regal Ent Grp	Las Vegas

Academy Award Historical Data

Best pic B.O. scorecard

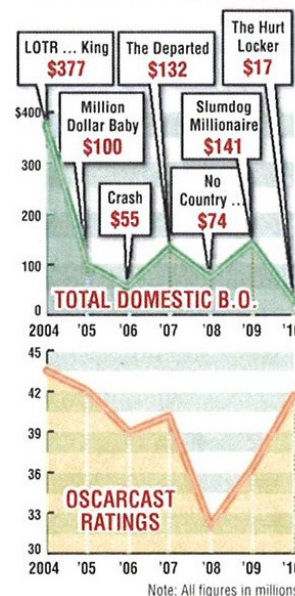
Film	Domestic B.O.	Overseas B.O.	Worldwide B.O.*
Toy Story 3	415.0	600.7	1.02 bil
Inception	292.6	440.1	732.6
The Social Network	95.4	110.4	205.8
True Grit	138.0	—	138.0
The King's Speech	57.3	49.5	106.8
Black Swan	83.3	11.3	94.5
The Fighter	72.7	2.5	75.2
The Kids Are All Right	20.8	9.9	30.7
127 Hours	11.3	9.2	20.5
Winter's Bone	6.3	2.8	9.0

*In millions of \$ except where noted.

As of 1/25/11

B.O. vs. ratings

How recent best pic winners did at the box office compared to that Oscar ceremony's ratings:



Note: All figures in millions
Source: Daily Variety

Make plans to attend the NATO OF CA/NV 2011 SUMMER/FALL FILM PRODUCT SEMINAR

April 27th
Southern California
May 4th
Northern California

Look for details in the March issue of PREVIEWS

Top 50 Theatres Nationwide

1/1/2010 through 12/31/2010

Rank	Circuit	Theatre Name	City, State
1	AMC	Empire 25 with IMAX & ETX	New York, NY
2	AMC	Lincoln Square 13 with IMAX	New York, NY
3	AMC	Burbank 30 with IMAX & ETX	Burbank, CA
4	Regal Ent Group	Union Square Stadium 14	New York, NY
5	AMC	Garden State 16 with IMAX	Paramus, NJ
6	AMC	Tyson Corner 16 with IMAX	McLean, VA
7	Regal Ent Group	Long Beach Stadium 26 with IMAX	Long Beach, CA
8	Pacific	Arclight Hollywood	Los Angeles, CA
9	Regal Ent Group	Irvine Spectrum 20 + IMAX	Irvine, CA
10	AMC	Century City 15 with IMAX & ETX	Century City, CA
11	AMC	Aventura Mall 24 with IMAX & ETX	Aventura, FL
12	AMC	Boston Common 19 with IMAX	Boston, MA
13	Pacific	Grove Stadium 14	Los Angeles, CA
14	Cinemark	Egyptian 24 + XD	Hanover, MD
15	Regal Ent Group	Hacienda Crossings Stadium 20 + IMAX	Dublin, CA
16	Pacific	Arclight Sherman Oaks	Sherman Oaks, CA
17	Regal Ent Group	Fresno Stadium 21 + IMAX	Fresno, CA
18	Cinemark	Albuquerque Rio 24 + XD	Albuquerque, NM
19	Regal Ent Group	Mira Mesa Stadium 17 + IMAX	San Diego, CA
20	AMC	Downtown Disney 24 with ETX	Orlando, FL
21	AMC	Block 30 with IMAX	Orange, CA
22	AMC	Sunset Place 24 with IMAX	South Miami, FL
23	AMC	Del Amo 18 with IMAX	Torrance, CA
24	Cobb	Dolphin Mall 24 & CineBistro	Miami, FL
25	Regal Ent Group	Sheepshead Bay 14 with IMAX	Brooklyn, NY
26	Cinemark	Union City 25 + XD	Union City, CA
27	Santikos Theaters	Palladium 18 + IMAX	San Antonio, TX
28	AMC	Neshaminy 24 with IMAX	Bensalem, PA
29	AMC	34th Street 14 with IMAX	New York, NY
30	AMC	Metreon 16 with IMAX & ETX	San Francisco, CA
31	AMC	Northpark 15 with IMAX & ETX	Dallas, TX
32	Regal Ent Group	Greenway Grand Palace Stadium 24	Houston, TX
33	AMC	Hoffman 22 with IMAX	Alexandria, VA
34	Regal Ent Group	E-Walk Stadium 13 & RPX	New York, NY
35	Consolidated Theatres	Cons Victoria Ward Stadium 16	Honolulu, HI
36	AMC	Cherry Hill 24 with IMAX	Cherry Hill, NJ
37	The Film Group	RAVE 18 + IMAX	Los Angeles, CA
38	AMC	White Marsh 16 with IMAX	Baltimore, MD
39	AMC	Santa Anita 16 with IMAX	Arcadia, CA
40	Cinemark	San Jose Oakridge 20 + XD	San Jose, CA
41	Centurion Film Service	Lincoln Square Cinema 16 with IMAX	Bellevue, WA
42	Cinemark	Daly City 20 + XD	Daly City, CA
43	Cinemark	Paradise 24	Davie, FL
44	AMC	Mercado 20 with IMAX	Santa Clara, CA
45	AMC	Promenade 16 with IMAX	Woodland Hills, CA
46	Cinemark	Tinseltown 20 + XD	El Paso, TX
47	Cinemark	Palace 20	Boca Raton, FL
48	AMC	Kips Bay 15 with IMAX	New York, NY
49	Regal Ent Group	Houston Marq*e Stadium 22 + IMAX	Houston, TX
50	AMC	Palisades 21	West Nyack, NY

Top 30 California Theatres

1/1/2010 through 12/31/2010

CA Rank	Nat'l Rank	Circuit	Theatre Name	City
1	3	AMC	Burbank 30 with IMAX & ETX	Burbank
2	7	Regal Ent Group	Long Beach Stadium 26 with IMAX	Long Beach
3	8	Pacific	Arclight Hollywood	Los Angeles
4	9	Regal Ent Group	Irvine Spectrum 20 + IMAX	Irvine
5	10	AMC	Century City 15 with IMAX & ETX	Century City
6	13	Pacific	Grove Stadium 14	Los Angeles
7	15	Regal Ent Group	Hacienda Crossings Stadium 20 + IMAX	Dublin
8	16	Pacific	Arclight Sherman Oaks	Sherman Oaks
9	17	Regal Ent Group	Fresno Stadium 21 + IMAX	Fresno
10	19	Regal Ent Group	Mira Mesa Stadium 17 + IMAX	San Diego
11	21	AMC	Block 30 with IMAX	Orange
12	23	AMC	Del Amo 18 with IMAX	Torrance
13	26	Cinemark	Union City 25 + XD	Union City
14	30	AMC	Metreon 16 with IMAX & ETX	San Francisco
15	37	The Film Group	RAVE 18 + IMAX	Los Angeles
16	39	AMC	Santa Anita 16 with IMAX	Arcadia
17	40	Cinemark	San Jose Oakridge 20 + XD	San Jose
18	42	Cinemark	Daly City 20 + XD	Daly City
19	44	AMC	Mercado 20 with IMAX	Santa Clara
20	45	AMC	Promenade 16 with IMAX	Woodland Hills
21	52	Regal Ent Group	Ontario Palace Stadium 22 + IMAX	Ontario
22	54	Cinemark	Redwood Downtown 20 + XD	Redwood City
23	57	AMC	Mission Valley 20 with IMAX	San Diego
24	59	AMC	Citywalk Stadium 19 with IMAX	Universal City
25	62	Cinemark	Huntington Beach Bella Terra 20 + XD	Huntington Beach
26	64	Pacific	Winnetka All Stadium 21	Chatsworth
27	69	Regal Ent Group	Temecula Stadium 15 + IMAX	Temecula
28	78	Regal Ent Group	South Gate Stadium 20 with IMAX	South Gate
29	83	Pacific	Pacific Theatres Glendale 18	Glendale
30	88	AMC	Bay Street 16 with IMAX	Emeryville

Silver screen scientists unleashed

Zombies, popcorn and a trip to the movie theater. What could be better?

By Dan Vergano, reprint from USA TODAY

How about a scientist to explain it all.

“Really, it has pretty much been a hit from the very first day,” says Elizabeth Taylor-Mead of the Coolidge Corner Theater in Brookline, Mass. The art house theater’s Science on Screen monthly series, now in its seventh season, teams up scientists with flicks. The idea: watch movies with a science theme and then have an expert guide the audience through a discussion afterwards.

“What works is like a good dinner party, pairing up movies with experts, like guests who have something new to say to each other,” she says.

Past pairings, include MIT artificial intelligence maven Marvin Minsky discussing 2001: A Space Odyssey’s computer bad guy, HAL, before a showing of the film (Minsky was a technical advisor to the 1968 film). Harvard’s Richard Wrangham, author of *Demonic Males: Apes and the Origins of Human Violence*, discussed Brad Pitt’s problems in *Fight Club*. And psychiatrist Steven Scholzman, explained the role of the amygdala, the region of the brain where emotional memories connected to fear form, in the zombie lifestyle (or undeath-style, if you prefer) before *Night of the Living Dead*.

Scholzman’s talk was so popular that moviegoer’s hounded him with questions after the show, leading him to write a popular science book, *The Zombie Autopsies: Secret Notebooks from the Apocalypse*, which will be published in March.

The good news is that just such a zombie science experience may be headed your way, too. Thanks to a just-announced \$150,000 contribution from the Sloan Foundation, the theater will help independent art house theaters around the country show Science on Screen in their towns. “Any theater can do this,” Taylor-Mead says. “There are good science teachers, scientists and health researchers all across the country.”

For more than a decade, the Sloan Foundation has promoted filmmakers writing screenplays and making movies with science themes, says the foundation’s Doron Weber, speaking from this year’s Sundance Film Festival in Park City, Utah, where some of those honorees are now showing.

“We see this as the other end of the pipeline, in terms of promoting the public understanding of science,” he says. “Science and technology are woven into the fabric of our lives, but people all too often see it as something exotic or unusual. What we are doing here is bringing the real person, a scientist, so people can see that science is a very human activity.”

Independent theaters belonging to the Art House Convergence organization are eligible for \$7,000 grants to kick off the program.

Science communications expert Jon Miller of Michigan State University in East Lansing, suggests efforts such as Science on the Screen will only reach folks already conversant with science. “But I doubt it will reach people who haven’t had some education already,” he says. Studies suggest the largest factor in science literacy among U.S. adults is taking science classes in the first two years of college.

Still, Taylor-Mead says the series does pull in audiences looking for an alternative to the multiplex, such as teenagers interested in robots. They came to hear Virginia Tech’s Dennis Hong, who showed off soccer-playing ones before a showing of 1951’s *The Day the Earth Stood Still*, (not the widely-panned 2008 remake). “We really do pull in the pop culture audience. The shows are just fun, that is the main thing.”

“We are not trying to recruit people for science,” adds Weber. “It is just that, in some ways, movies are the most democratic forms of art, and this is a very grassroots way to get science to the public.”



CinemaCon 2011 Caesar's Palace March 28th – 31st

Preliminary Schedule for the Inaugural Convention

MONDAY, March 28th	
6:30am – 7:00am	Buses depart from the main entrance of Caesars for Al Lapidus Memorial Golf Tournament
8:15am – 2:15 pm	International Day Activities
6:00pm - 9:00pm	“CinemaCon 2011 – Celebrating the Moviegoing Experience” (A special inaugural program featuring studio presentations, stars, filmmakers, surprises and more.)
9:00pm – 10:30pm	“CinemaCon World Premiere After Party: “Celebrating the Summer of 2011” (The evening continues with a fun-filled event with food, drink and entertainment,
TUESDAY, March 29th	
7:45am – 9:15am	Breakfast and Industry Award Presentations
9:30am – 11:15am	“The state of the Industry: Past, Present and Future” “A Salute to the Top Grossing Films of 2010” Industry Addresses Presentation of NATO Marquee Award”
11:30am – 4:00pm	Grand Opening: CinemaCon 2011 Trade Show and Corporate Suites
12:30 pm – 2:00pm	Lunch will be served
3:45pm – 6:00pm	Major Studio Presentation: Walt Disney Studios
6:45pm – 8:00pm	CinemaCon Independent and Specialty Film Showcase Reception at Rave Motion Pictures' Town Square 18 Theatre
8:00pm and 10:15 pm	CinemaCon Independent and Specialty Film Showcase
WEDNESDAY, March 30th	
8:00am – 9:00am	Continental Breakfast
8:00am – 11:00am	“Accessibility Products for Digital Cinema”
9:00am – 5:00pm	Trade Show and Corporate Suites
9:00am – 10:30 am first session 10:30am – 11:00am refreshment/coffee break 11:00am - 12:30pm second session	Seminar Series: “Improving Your Business In Today's Ever-Changing Market and What The Future May Hold” <i>(CinemaCon has put together a morning program focusing on five important topics and issues facing today's motion picture theatre industry professional. The morning will be divided into two sessions with three programs offered in the first session and two programs in the second session.)</i>
12:30pm – 2:15pm	“Frankly Speaking: The Digital World of Filmmaking Today, Tomorrow and Beyond”
3:30pm – 5:45pm	Major Studio Presentation
7:00pm – 9:30pm	“2011 Pioneer of the Year Dinner” honoring Dick Cook
10:00pm – 10:30pm	Special Surprise Studio Screening
THURSDAY, March 31 st	
8:30am – 12:00pm	CinemaCon Trade Show and Corporate Suites
10:15am – 12:15pm	Major Studio Presentation
12:30pm – 2:15pm	Lunch
2:30pm – 4:30pm	Major Studio Presentation: Warner Bros. Pictures Presents “The Big Picture 2011”
7:30pm – 9:00pm	CinemaCon Big Screen Achievement Awards (Gala awards ceremony singling out the achievements of today's leading acting and filmmaking talents.)
9:00pm – 11:00pm	Gala Final Night Poolside Party/Reception

The above schedule is as of February 7, 2011. Look for updates in the March issue of PREVIEWS. You can also visit CinemaCon.com for updates as they happen.

CALENDAR of EVENTS & HOLIDAYS

Grammy Awards
February 13

Valentine's Day
February 14



Presidents Day
February 21

Academy Awards®
February 27

Daylight Savings Time Begins
March 13

St. Patrick's Day
March 17

First day of Spring
March 21

CinemaCon at Caesars Palace
March 28-31



Passover
April 19

Easter Sunday
April 24

Southern California Film Product Seminar
April 27

Northern California Film Product Seminar
May 4