

# PREVIEWS

Information for the California and Nevada Motion Picture Theatre Industry

## INSIDE PREVIEWS

**Scholarship Application Deadline is Just Weeks Away**

[Page 1](#)

**Texas Theater Chain Enforces No Texting Policy**

[Page 2](#)

**Paramount first studio to stop distributing celluloid**

[Page 2](#)

**Patchwork of Local Wage Laws Fuels Debate Over Raising Federal Minimum**

[Page 3](#)

**Academy Award® Contest**

[Page 4](#)

**New OSHA – GHS Training and Compliance**

[Page 5](#)

**Fandango to Power Movie Trailers and Ticketing on Samsung Smart TVs**

[Page 6](#)

**Statistics**

[Page 6](#)

**Calendar of Events & Holidays**

[Page 9](#)

## Scholarship Application Deadline is Just Weeks Away

The holidays are behind us, school is back in session and it is time to work on finishing up those National Association of Theatre Owners of California/Nevada (NATO of CA/NV) scholarship applications that are due on March 3, 2014, just a few weeks away.

Applications are available in the Scholarship Program section of our web site at [www.NATOCalNev.org](http://www.NATOCalNev.org) where they can be filled in and filed online by students who meet all of the eligibility requirements (found on pages 2 and 3 of the Application.) Page 4 details all that must be included with the application when it is mailed to the NATO of CA/NV office by the registration deadline of Friday, March 3, 2014.

Here are a few helpful hints to make the application process easier:

- Allocate enough time to complete and assemble all of the components of the application. Waiting until the last minute creates unnecessary stress and omissions.
- College students should take the time to visit their professors during office hours to get acquainted. That relationship comes through on recommendation letters.
- When asking someone to write a recommendation letter share the pointers found in Item 4 on Page 4 of the application. Give them time to write the recommendation letter; you are probably NOT the only one asking them to take time out of their busy schedules to do an extra project.
- Read and edit your essays and personal statements carefully, do not depend on spell check alone.
- Be sure to print and include the printout of your online application with the packet you send to the Office.
- Make good use of Page 4 of the application. Review each item in your packet to make sure you have provided ALL that is requested and that it is formatted properly.
- Mail it to the NATO of CA/NV office by the deadline of FRIDAY, MARCH 3, 2014.
- Please note:* You can always contact the NATO of CA/NV office with all of your scholarship questions at 310.460.2900 or via email to [Office@NATOCalNev.org](mailto:Office@NATOCalNev.org)

The Association will award up to \$250,000.00 to deserving applicants with individual awards ranging from \$2500.00 up to \$10,000.00. The amount of the award is based upon tuition and other costs of the college, university or program in which each student is enrolled and can be paid out over a two year period.

The NATO of CA/NV Scholarship Program has awarded \$ 1,920,000 to 328 deserving scholars since its inception in 1996. The only way you or your employees stand a chance of becoming one of those scholars is to APPLY!



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Ted Mundorff  
Landmark Theatres  
Frank Rimkus  
Galaxy Theatres  
Hal Sawyer  
Cinemark USA  
Raymond W. Syufy  
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## Dates Set For Summer/Fall Film Product Seminar

The NATO of California/Nevada Summer/Fall Film Product Seminars are set for Thursday, April 24<sup>th</sup> at Cinemark's Rave 18 Theatre in the Howard Hughes Promenade Center in Los Angeles and on Tuesday, April 29<sup>th</sup> at the AMC Metreon Theatre in San Francisco.

Details will be in the February issue of PREVIEWS.

## Texas Theater Chain Enforces No Texting Policy

The Austin, TX-based Alamo Drafthouse Cinema chain is receiving much applause for its strict no talking/no texting policy. In an interview with NBC's *Today* show, Drafthouse chief Tim League said that nearly all moviegoers who come to his theaters willingly comply with the policy. And those who talk or text stop after one warning. "We kick out the one percent, the rudest people in America," he said. And when they do, he indicated, they often receive much praise from other members of the movie audience. "Real movie fans want to get lost in the movie experience and don't want to be distracted by talking and texting," he said. As for studies indicating that young moviegoers consider texting and tweeting about a film to be part of the overall experience, League commented, "Lots of people worry that the younger generation won't go to movies without having a 'second screen' experience. ... I think that is condescending towards young movie fans."

## End of film: Paramount first studio to stop distributing celluloid

*Condensed from Richard Verrier article for LA Times*

In a historic step for Hollywood, Paramount Pictures has become the first major studio to stop releasing movies on film in the United States.

The studio's Oscar-nominated film "The Wolf of Wall Street" from director Martin Scorsese is the first major studio film that was released all digitally, according to theater industry executives who were briefed on the plans but not authorized to speak about them.

The decision is significant because it is likely to encourage other studios to follow suit, accelerating the complete phase-out of film, possibly by the end of the year. That would mark the end of an era: Celluloid has been the medium for the motion picture industry for more than a century.

Paramount's move comes nearly a decade after studios began working with exhibitors to help finance the replacement of film projectors with digital systems, which substantially reduce the cost of delivering movie prints to theaters.

Last month, Technicolor, the French-owned film processing and post-production company, closed a film lab in Glendale. That lab had replaced a much larger facility at Universal Studios that employed 360 workers until it closed in 2011. Also last year, Technicolor closed its Pinewood film lab in Britain.

The march to digital also puts further pressure on some small-town community theaters that have been struggling to finance the purchase of \$70,000 digital projectors.

Correction to the November/December 2013 Typhoon Haiyan Relief article: The Association routed a \$100,000.00 donation through AmeriCares for the South Asia Earthquake Relief Fund in February 2005, rather than aid for the victims of Hurricane Katrina. The Association did make a very generous donation of \$125,000 through the American Red Cross to aid the victims of Hurricane Katrina in late 2005.

## Patchwork of Local Wage Laws Fuels Debate Over Raising Federal Minimum

By DAMIAN PALETTA and ERIC MORATH for Wall Street Journal

WASHINGTON—A wave of successful state and local initiatives to raise the minimum wage is creating the potential for a greater patchwork of pay standards around the country than ever before, fueling the debate over whether Congress should raise the federal level.

New York, California, Connecticut, Rhode Island and New Jersey recently took steps to raise their minimum wages. Voters or legislatures in Alaska, Idaho, South Dakota and Maryland could hold similar votes in 2014. The federal minimum wage is \$7.25 per hour.

supports increasing the minimum wage both nationally and locally to address economic inequality. He said he doesn't subscribe to the argument that even modest increases cost workers' jobs, and said local communities should have flexibility to go above a federal floor.

"There should be a significant federal minimum standard because there needs to be a bottom," Mr. Dube said. "But wages and political preferences are quite different across the country, so there also needs to be flexibility for places like San Francisco."

But the fact that each state and municipality has its own cost of living and politics is also cited by those opposed to increasing the federal level. It isn't fair for a business where wages are naturally low, they say, to have to pay a higher federal minimum.

"There's no way politicians can know the right price for labor locally, but there's really no way that there's one right price for labor across the country," said Jonathan Meer, a Texas A&M University economist who says a higher minimum wage slows job creation. He argues that local flexibility is preferred over a national increase.

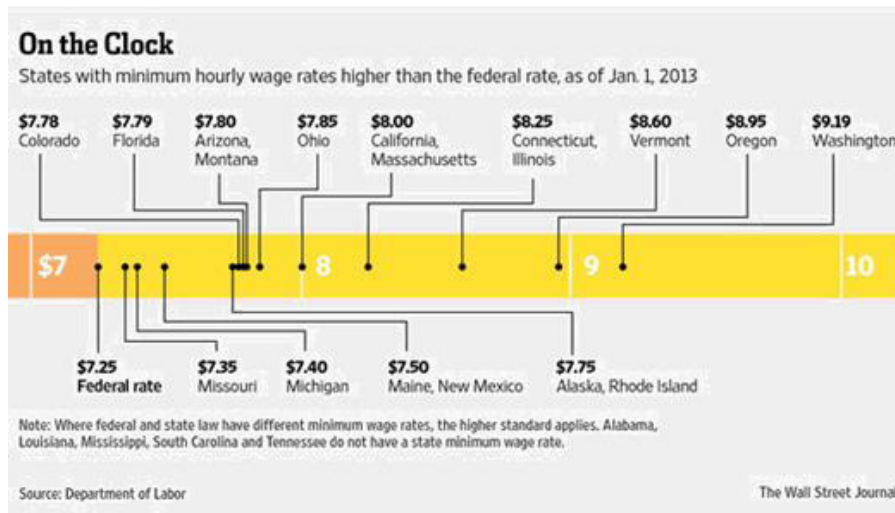
These arguments will soon be tested in Congress, as Senate Majority Leader Harry Reid, with the support of the White House, is preparing to push to raise the minimum wage to \$10.10 an hour, phased in over

several years. As with the last increase, in 2007, this bill is expected to include some tax breaks for small businesses as a way to entice their backing. The bill could come to the Senate floor in December or January. The House isn't likely to take it up. The last increase was phased in over two years with the last bump, to \$7.25, in May 2009.

The patchwork effect means national firms follow, and sometimes fight, dozens of different wage laws. They cite it as a problem, but don't think it warrants an increase in the national minimum.

In a place like SeaTac, which is home to the Seattle-Tacoma International Airport, businesses are connected to the airport, so they can't move away. But they might have to make other changes in light of the new wage. Scott Ostrander, general manager of Cedarbrook Lodge, said the airport hotel will have to raise prices and cut staff if the local minimum wage is lifted to \$15 an hour from current state level of \$9.19.

The hotel, which employs 117 workers, will likely start charging customers for current freebies such as the airport shuttle, breakfast and wireless Internet access to counter "the extreme cost increase," he said.



Bernalillo County, the most populous county in New Mexico, voted to raise the minimum wage to \$8.50 in April. Council members in two Maryland counties outside Washington, D.C., voted this week to raise the minimum wage to \$11.50 by 2017, and the D.C. City Council is expected to do the same on Dec. 3. Voters in the airport town of SeaTac, Wash., approved an increase for its airport and hotel workers to \$15 an hour, though the vote was so close that a recount is likely.

While there have long been differences between national and some state minimum-wage standards, what is different in this cycle is that more cities and counties are also pushing for increases, said Arindrajit Dube, an economist at the University of Massachusetts, Amherst.

The phenomenon plays into both sides of the argument in Washington, with advocates for an increase saying the rest of the country is trying to send a message to Washington and those opposed saying Congress shouldn't set a standard that might be higher than local market conditions would allow.

Movements to raise minimum wages typically occur when the federal rate has stayed stagnant for several years, said Mr. Dube, who

# 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 28, 2014. Only one entry per person, the first one submitted, will be accepted

**1. Best Motion Picture of the year**

- "American Hustle"
- "Captain Phillips"
- "Dallas Buyers Club"
- "Gravity"
- "Her"
- "Nebraska"
- "Philomena"
- "The Wolf of Wall Street"
- "12 Years a Slave"

**2. Actor in a leading role**

- Christian Bale in "American Hustle"
- Bruce Dern in "Nebraska"
- Leonardo DiCaprio in "The Wolf of Wall Street"
- Chiwetel Ejiofor in "12 Years a Slave"
- Matthew McConaughey in "Dallas Buyers Club"

**3. Actress in a leading role**

- Amy Adams in "American Hustle"
- Cate Blanchett in "Blue Jasmine"
- Sandra Bullock in "Gravity"
- Judi Dench in "Philomena"
- Meryl Streep in "August: Osage County"

**4. Actor in a Supporting Role**

- Barkhad Abdi in "Captain Phillips"
- Bradley Cooper in "American Hustle"
- Michael Fassbender in "12 Years a Slave"
- Jonah Hill in "The Wolf of Wall Street"
- Jared Leto in "Dallas Buyers Club"

**5. Actress in a Supporting Role**

- Sally Hawkins in "Blue Jasmine"
- Jennifer Lawrence in "American Hustle"
- Lupita Nyong'o in "12 Years a Slave"
- Julia Roberts in "August: Osage County"
- June Squibb in "Nebraska"

**6. Achievement in Directing**

- David O. Russell for "American Hustle"
- Alfonso Cuaron for "Gravity"
- Alexander Payne for "Nebraska"
- Steve McQueen for "12 Years a Slave"
- Martin Scorsese for "The Wolf of Wall Street"

**7. Original Screenplay**

- "American Hustle" - David O. Russell and Eric Warren Singer
- "Blue Jasmine" - Woody Allen
- "Dallas Buyers Club" - Craig Borten and Melisa Wallack
- "Her" - Spike Jonze
- "Nebraska" - Bob Nelson

**8. Achievement in film editing**

- "American Hustle" - Jay Cassidy, Crispin Struthers & Alan Baumgarten
- "Captain Phillips" - Christopher Rouse
- "Dallas Buyers Club" - John Mac McMurphy & Martin Pensa
- "Gravity" - Alfonso Cuaron, Mark Sanger
- "12 Years a Slave" - Joe Walker

**9. Achievement in cinematography**

- "The Grandmaster" - Phillippe Le Sourd
- "Gravity" - Emmanuel Lubezki
- "Inside Llewyn Davis" - Bruno Delbonnel
- "Nebraska" - Phedon Papamichael
- "Prisoners" - Roger Deakins

**10. Production Design**

- "American Hustle" - Judy Becker & Heather Loeffler
- "Gravity" - Andy Nicholson, Rosie Goodwin & Joanne Woollard
- "The Great Gatsby" - Catherine Martin & Beverley Dunn
- "Her" - K.K. Barrett & Gene Serdena
- "12 Years a Slave" - Adam Stockhausen & Alice Baker

**11. Achievement in costume design**

- "American Hustle" - Michael Wilkinson
- "The Grandmaster" - William Chang Suk Ping
- "The Great Gatsby" - Catherine Martin
- "The Invisible Woman" - Michael O'Connor
- "12 Years a Slave" - Patricia Norris

**12. Makeup and Hairstyling**

- "Dallas Buyers Club" - Adruitha Lee & Robin Mathews
- "Jackass Presents: Bad Grandpa" - Stephen Prouty
- "The Lone Ranger" - Joel Harlow & Gloria Pasqua-Casny

**13. Achievement in sound editing**

- "All is Lost"
- "Captain Phillips"
- "Gravity"
- "The Hobbit: The Desolation of Smaug"
- "Lone Survivor"

**14. Achievement in visual effects**

- "Gravity"
- "The Hobbit: The Desolation of Smaug"
- "Iron Man 3"
- "The Lone Ranger"
- "Star Trek Into Darkness"

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

- "Alone Yet Not Alone" from "Alone Yet Not Alone"
- "Happy" from "Despicable Me 2"
- "Let it Go" from "Frozen"
- "The Moon Song" from "Her"
- "Ordinary Love" from "Mandela: Long Walk to Freedom"

**16. Best foreign language film**

- "The Broken Circle Breakdown", Belgium
- "The Great Beauty", Italy
- "The Hunt", Denmark
- "The Missing Picture", Cambodia
- "Omar", Palestinian territories

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

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

Email completed entry to [Office@NATOCalNev.org](mailto:Office@NATOCalNev.org), fax to 310/460-2901 or mail to NATO of California/Nevada, Attn: Academy Contest, 11661 San Vicente Blvd., Suite 830, Los Angeles, CA 90049



## NEW OSHA – GHS TRAINING AND COMPLIANCE Classification and Labeling of Chemicals

On March 20, 2012, OSHA issued a final rule that substantially modified its Hazard Communication Standard (HCS) to conform to the United Nations’ Globally Harmonized System of Classification and Labeling of Chemicals (GHS). Employers should note the phase-in date to train employees in the new label elements and safety data sheet format. The modifications to the HCS include: Revised criteria for classification of chemical hazards, i.e; Revised labeling provisions that include requirements for use of standardized signal words, pictograms, hazard statements, and precautionary statements; A specified format for safety data; Related revisions to definitions of terms used in the standard; and Requirements for employee training on labels and safety data sheets.

### What Does the Standard Require?

The OSHA Hazard Communication Standard requires that employees be provided with hazard information about the chemicals with which they work. Employees receive such information through the effective labeling of hazardous product containers, through the availability of material safety data sheets, and through comprehensive training programs.

### Effective Dates

The table below summarizes the phase-in dates required under the revised Hazard Communication Standard (HCS):

Who	Requirement	Effective Completion Date
Employers	<b>Train employees on the new label elements and safety data sheet (SDS) format. <u>This is ideal for anyone who touches the cleaning product.</u></b>	<b>Dec. 1, 2013</b>
Chemical manufacturers, importers, distributors, and employers	Compliance with all modified provisions of this final rule except: The distributor shall not ship containers labeled by the chemical manufacturer or importer unless it is a GHS label	June 1, 2015 Dec. 1, 2015
Employers	Update alternative workplace labeling and hazard communication program as necessary, and provide additional employee training for newly identified physical or health hazards.	June 1, 2016

Employers must develop and implement a *written hazard communication program* that includes all of the elements of hazard communication referenced above.

As shown above the 1st phase is that all employers whose employees are exposed to hazardous chemicals must train their employees about the new label elements and Safety Data Sheet (SDS) requirements that are an important part of the GHS revisions to the OSHA Hazard Communication Standard.

## New California Law AB-1252 Bans Bare-Handed Contact With Foods

California Assembly Bill 1252 bans food employees from making contact with exposed, ready-to-eat food with their bare hands. They must use suitable utensils such as deli tissue, spatulas, tongs, single-use gloves, or dispensing equipment.

The new law went into effect on January 1, 2014 and provides that local health agencies are primarily responsible for enforcing these provisions.

## Fandango to Power Movie Trailers and Ticketing on Samsung Smart TVs

by Natalie Jarvey for The Hollywood Reporter

When Samsung releases its curved TVs this spring, they will come equipped with a new Fandango service that allows viewers to watch film trailers and buy movie tickets.

Fandango announced at the Consumer Electronics Show (CES) that the service will launch on all Samsung Smart TVs during the first quarter of the year. The curved 4K sets that Samsung promoted during the Las Vegas Trade show will also come equipped with the service. The movie trailer and ticketing features will be built into the Samsung Smart Hub on those television sets.

“We are delighted to partner with Samsung as they continue to push the boundaries and benefits of the Smart TV experience,”

Fandango President Paul Yanover said in a statement. “Fandango will be aggregating high definition movie trailers so that consumers can gain instant access to the content they love while offering a simple way to purchase movie tickets in advance.”

Fandango struck a deal with Samsung in September last year to offer a slate of similar services – including its movie preview show, showtimes, movie trailers and ticketing – on the Galaxy Note 3 smartphones.

The online ticketing company said the latest Samsung deal comes on the heels of its best year to date. Sales from new technologies and mobile platforms, which made up 42 percent of Fandango’s annual ticket sales, fueled the growth.

Don’t forget that the cost of postage goes up on January 26<sup>th</sup>. With that in mind we’d like to share this quote:

“You know you’re getting older when a postage stamp costs more than a movie ticket did when you were young\*.”

Authenticated by The (\*VERY young at the time) Editors

## STATISTICS

### NATO of CA/NV Members within 50 Top Circuits Ranked by National Domestic Screen Count

(as of December 12, 2013)

Circuit	Ranked	Screens	Sites
Regal Entertainment Group	1	7,382	579
AMC Entertainment	2	4,988	344
Cinemark USA	3	4,400	330
Harkins Theatres	7	440	31
Landmark Theatres	16	278	58
Digital Cinema Destinations	19	253	26
Reading Cinemas USA	21	236	22
Regency Theatres	24	196	29
Pacific / Arclight Cinemas	28	171	14
Phoenix Big Cinemas	29	169	19
Muvico Theatres	33	152	9
Coming Attractions	34	151	18
Galaxy Theatres	40	126	13
Krikorian Premiere Theatres	50	92	7

Courtesy: *Boxoffice Magazine*

# STATISTICS

## Top Grossing Theatres in the U.S. From January 1, 2013 – December 31, 2013

Rank	Circuit	Theatre	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	AMC	Garden State 16 with IMAX & ETX	Paramus, NJ
5	Regal	Union Square Stadium 14	New York, NY
6	AMC	Downtown Disney 24 DIT with ETX	Orlando, FL
7	AMC	Century City 15 with IMAX & ETX	Century City, CA
8	AMC	Tysons Corner 16 with IMAX & ETX	McLean, VA
9	AMC	Boston Common 19 with IMAX	Boston, MA
10	Pacific	Arclight Hollywood	Los Angeles, CA
11	Regal	Long Beach Stadium 26 with IMAX	Long Beach, CA
12	Pacific	Grove Stadium 14	Los Angeles, CA
13	AMC	Orange 30 with IMAX & ETX	Orange, CA
14	Regal	Irvine Spectrum 21 + IMAX & RPX	Irvine, CA
15	AMC	Aventura Mall 24 with IMAX & ETX	Aventura, FL
16	Cinemark	Egyptian 24 + XD	Hanover, MD
17	Regal	Hacienda Crossings Stadium 20 + IMAX	Dublin, CA
18	Cinemark	Albuquerque Rio 24 + XD	Albuquerque, NM
19	Regal	Fresno Stadium 21 + IMAX	Fresno, CA
20	Pacific	Arclight Sherman Oaks	Sherman Oaks, CA
21	COBB	Cobb Dolphin 24 with IMAX & Cinebistro	Miami, FL
22	AMC	Northpark 15 with IMAX & ETX	Dallas, TX
23	AMC	Del Amo 18 with IMAX	Torrance, CA
24	Warren	Warren 16 + IMAX	Moore, OK
25	AMC	Metreon 16 with IMAX & ETX	San Francisco, CA
26	Santikos	Palladium 18 + IMAX	San Antonio, TX
27	AMC	Hoffman 22 with IMAX	Alexandria, VA
28	Regal	E-Walk Stadium 13 & RPX	New York, NY
29	AMC	Mission Valley 20 with IMAX	San Diego, CA
30	Regal	Greenway Grand Palace Stadium 24 & RPX	Houston, TX
31	Cinemark	Paradise 24 + XD	Davie, FL
32	AMC	Mercado 20 with IMAX	Santa Clara, CA
33	AMC	34th Street 14 with IMAX	New York, NY
34	Regal	Mira Mesa Stadium 17 + IMAX & RPX	San Diego, CA
35	AMC	Gulf Pointe 30 with IMAX	Houston, TX
36	Regal	Sheepshead Bay 14 with IMAX	Brooklyn, NY
37	Cinemark	San Jose Oakridge 20 + XD	San Jose, CA
38	Cinemark	Redwood Downtown 20 + XD	Redwood City, CA
39	Kerasotes	Showplace Icon with IconX	Chicago, IL
40	Regal	Houston Marq*e Stadium 22 + IMAX	Houston, TX
41	Consolidated Amusement	Victoria Ward Stadium 16 with TITAN XC	Honolulu, HI
42	Regal	Majestic Stadium 20 + IMAX	Silver Spring, MD
43	AMC	Palisades 21	West Nyack, NY
44	AMC	Regency 20 with IMAX	Brandon, FL
45	Cinemark	Tinseltown 22 + XD	The Woodlands, TX

Courtesy of Rentrak

# STATISTICS

## Top 15 Nevada Theatres From January 1, 2013 – December 31, 2013

Rank	Circuit	Theatre	City
1	Regal	Red Rock Stadium 15 + IMAX	Las Vegas
2	AMC	Town Square 18	Las Vegas
3	Cinemark	Las Vegas South Point 16 + XD	Las Vegas
4	Regal	Aliante Station 16 with IMAX	North Las Vegas
5	Cinemark	Las Vegas Santa Fe Station 16	Las Vegas
6	Cinemark	Sparks 14 + XD	Sparks
7	Galaxy	Green Valley Cinemas 8 + DFX	Henderson
8	Regal	Texas Station Stadium 18	North Las Vegas
9	Brendan	Brenden Palms 13 + IMAX	Las Vegas
10	Cinemark	Century Orleans 18 + XD	Las Vegas
11	Cinemark	Reno Parklane 16	Reno
12	Cinemark	Summit Sierra 16	Reno
13	Regal	Sunset Station Stadium 13 with IMAX	Henderson
14	Galaxy	Galaxy Cannery + DFX	North Las Vegas
15	Cinemark	Las Vegas Samstown 18	Las Vegas

*Courtesy of Rentrak*

## Top 25 California Theatres From January 1, 2013 – December 31, 2013

Rank	Circuit	Theatre	City
1	AMC	Burbank 30 with IMAX & ETX	Burbank
2	AMC	Century City 15 with IMAX & ETX	Century City
3	Pacific	Arclight Hollywood	Los Angeles
4	Regal	Long Beach Stadium 26 with IMAX	Long Beach
5	Pacific	Grove Stadium 14	Los Angeles
6	AMC	Orange 30 with IMAX & ETX	Orange
7	Regal	Irvine Spectrum 21 + IMAX & RPX	Irvine
8	Regal	Hacienda Crossings Stadium 20 + IMAX	Dublin
9	Regal	Fresno Stadium 21 + IMAX	Fresno
10	Pacific	Arclight Sherman Oaks	Sherman Oaks
11	AMC	Del Amo 18 with IMAX	Torrance
12	AMC	Metreon 16 with IMAX & ETX	San Francisco
13	AMC	Mission Valley 20 with IMAX	San Diego
14	AMC	Mercado 20 with IMAX	Santa Clara
15	Regal	Mira Mesa Stadium 17 + IMAX & RPX	San Diego
16	Cinemark	San Jose Oakridge 20 + XD	San Jose
17	Cinemark	Redwood Downtown 20 + XD	Redwood City
18	Cinemark	Union City 25 + XD	Union City
19	AMC	Santa Anita 16 with IMAX	Arcadia
20	Pacific	Pacific Theatres Glendale 18	Glendale
21	Cinemark	Daly City 20 + XD	Daly City
22	AMC	Promenade 16 with IMAX	Woodland Hills
23	Cinemark	Century Tanforan 20 + XD	San Bruno
24	AMC	Citywalk Stadium 19 with IMAX	Universal City
25	AMC	Ontario Mills 30 with ETX	Ontario

*Courtesy of Rentrak*



# CALENDAR of EVENTS & HOLIDAYS

**Board of Directors Meeting**  
January 30

**Valentine's Day**  
February 14

**Presidents' Day**  
February 17

**Academy Awards® Show**  
March 2

**Scholarship Program  
Application Deadline**  
March 3

**Daylight Saving Time Begins**  
March 9



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

**First Day of Spring**  
March 20

**CinemaCon 2014**  
March 24-27

**All Fool's Day**  
April 1

**First night of Passover**  
April 14

**NATO of CA/NV  
Summer/Fall  
Film Product Seminars**  
April 24  
Southern California  
April 29  
Northern California

**Good Friday**  
April 18

**Easter Sunday**  
April 20