

PREVIEWS

Information for the California and Nevada Motion Picture Theatre Industry

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Timely Issues Presented To Record Crowd At Annual Membership Meeting

The NATO of California/Nevada Annual Membership meeting at Mann's Chinese 6 Theatre held on June 23, 2010 set a new attendance record. The attendees were first treated to a tour of the historic Grauman's Chinese Theatre. The tour started in the famous forecourt of the theatre, which is filled with the hand and foot prints of over 200 of Hollywood's most famous personalities dating back to the opening of the theatre in 1927. The tour then proceeded into the totally restored theatre where a short film featuring many of the theatre's historic events was shown. The tour of the facility included the 1,200 seat auditorium decorated with a king's ransom of unique and exotic artifacts all from China.

The meeting was called to order at 10:00am by Chairman Ray Syufy. The two and half hour meeting included an array of speakers namely David Kaminow, President, Worldwide Strategic Marketing for Sony Pictures who provided a power point presentation on The Life Cycle of a Motion Picture Campaign that starts with the first day of production up through the first day of its release. Apropos of Mr. Kaminow's presentation Patrick Corcoran, National NATO's Director of Media Research followed with an update on theatre attendance and box-office admissions for 2009 as well as a historic review of the past 40 years of movie theatre admissions. Mr. Corcoran also gave a report on 3-D, National NATO's new industry convention CinemaCon which will premiere in Las Vegas, March 28-31, 2011 at Caesars Palace and concluded his presentation with the current state of Windows. Email the NATO of CA/NV office at office@NATOCaINev.org if interested in receiving a copy of Mr. Corcoran's power point presentation.

NATO of California/Nevada's lobbyist Terri Thomas gave a report on the state of issues currently being faced in Sacramento. A review of Ms. Thomas' remarks is available on page 3 of this issue of *Previews*.

Janet Grumer with the firm of Davis Wright Tremaine provided a power point presentation that dealt with the time frame

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NATO of CA/NV President Milt Moritz with David Kaminow, President, Worldwide Strategic Marketing for Sony Pictures



Michael Ghiorso, West Wind Drive-ins; Cinemark Regional Leaders Mike Wegner and Eric Martin and NATO of CA/NV Chairman Ray Syufy.



NATO of CA/NV's Chairman Emeritus Jerry Forman with Alan Grossberg the Association's Secretary.



Our hosts: Mann's Chinese 6 Manager Eric Galicinao, Veronica Moreno and Grauman's Manager Laval How

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of the new Health Care Reform act as well as the many ramifications the new bill contains for both the employer and employee. A copy of her power point presentation can be obtained by contacting Ms. Grumer at janetgrumer@dwt.com or through the NATO of CA/NV office at office@NATOCalNev.org

The meeting concluded with the announcement of the winners of the various NATO of California/Nevada scholarship programs by Scholarship Committee Chairman Bruce Wren. A total of \$230,000 was awarded amongst 31 deserving recipients. (See separate story in this issue of *Previews* for a complete listing of the winners.)

Following the meeting, Association members were treated to a demonstration of the D-Box motion system and motion enabled seats by Adam Dishell of D-Box who sponsored the meeting's continental breakfast.



Krikorian's Vista Village 15 manager Frank Soto with his wife Wendy, a 2010 scholarship winner



Scholarship winners Regal's Kevin Monson and AMC's Chelsea Smith



Pacific Theatres' Jerry Forman with Janet Grumer of Davis Wright Tremaine and Milt Moritz.



Representatives of D-Box Technologies, Inc., sponsor of the continental breakfast



UCLA Fellowship in film winners Robin Morton and Adam Grabinski with Kate Stayman-London, a USC film scholarship award winner.

Supreme Court Declines Review of Healthy San Francisco Health Care Ordinance

On Wednesday, June 30, 2010, the United States Supreme Court declined to review the Golden Gate Restaurant Association's challenge to the Healthy San Francisco health care ordinance. Because there is no further appeal, the Ninth Circuit's decision upholding Healthy San Francisco will stand, and the ordinance will remain valid and enforceable.

For the past 4 years, the Restaurant Association has pursued an argument that the local health care ordinance is preempted by the federal Employee Retirement Income Security Act of 1974 ("ERISA"). The Restaurant Association has argued that a local government cannot legally mandate health care coverage because all such employer-sponsored health care plans are governed by ERISA, which preempts local laws entirely. Many analysts have speculated that the Supreme Court failed to accept this case because so much is unknown about the recent health care reform legislation and its not-yet-written regulations. It remains unclear how health care reform and Healthy San Francisco will eventually interact.

When Healthy San Francisco was first launched in 2007, city officials had said that they hoped that the program would one day be irrelevant due to federal health care reform. But Mayor Gavin Newsome has recently appointed a panel to determine the affects of health care reform on Healthy San Francisco, and has indicated that he and other officials are dedicated to ensuring the viability of Healthy San Francisco, because national health care reform will leave too many San Francisco workers without coverage.



Terri Thomas of
Thomas Advocacy, Inc.

Capitol At A Glance

By Terri Thomas, California Lobbyist for
NATO of California/Nevada

The June ballot box results are now official. Democrat Attorney General Jerry Brown and Republican ex-CEO Meg Whitman are rivaling for the Governor's seat with the latest polls showing them in a "horse race". After the elections in the Fall, there will be 40 new members of the legislature, hopefully giving a fresh new face to California politics.

In the Initiatives category, Proposition 16 (costing PG&E approximately \$50 million) and Proposition 17 (costing Mercury Insurance \$15 to 20 million) both lost. The dynamics of the legislature could change in a number of districts because of voters passing Proposition 14 and Proposition 11 (passed two years ago) which gives the responsibility of drawing legislature districts (currently drawn by the legislature) to an independent citizens committee. Several initiatives that attempt to "reform" government passed by voters will: 1) reduce vote requirement for budget passage from 2/3 to simple majority but retain 2/3 mandate for tax hikes; 2) extend independent redistricting to Congressional delegation; 3) increases vote require-

ment to 2/3 for state levies and charges. The business community also has a number of initiatives of interest: they are supporting a change to a standard used for determining whether a new revenue is a "tax" or a "fee" (known as Sinclair); they are strongly opposing the repeal (sponsored by CTA) of a statute which authorized a number of beneficial tax law changes.

Once again, the passing of a State Budget by the legislature makes for a challenging time for our state and the services we are used to receiving. The legislature has just made difficult decisions in order to erase a \$68 billion 2-year deficit; some did not pass court scrutiny and now new deficiencies have occurred. The total is now a combined \$19.1 billion for the current fiscal year ending June 30th and the new fiscal year 2010-11. The usual party positions are being staked out: Republicans are averse to any new taxes (good news for taxpayers; bad news for education, law enforcement, parks and those citizens who depend on state services to survive). Recognizing the voters are not in the mood for new taxes, the Democrats are trying to balance program reductions and new revenues. They have proposed a fund swap (which basically gets around 2/3 vote requirement for new taxes) by creating bills which raise taxes in one area and lower them in another (tax credit) to get a majority vote bill.

NATO's specific interests in the Legislature thus far this year have focused on the issues relating to a proposed soda tax and changes to the credit card cash refund law.

Food Manager Certification Course Planned for October

NATO of California/Nevada has scheduled a food safety seminar for its members on October 19th in Southern California at Krikorian's Pico Rivera Village Walk 15 Theatre and October 21st in Northern California at Cinemark's Century Bayfair 16 Theatre in San Leandro. The day-long class will cover the goals of a food safety program; proper cooking and holding temperatures; identify personal hygiene practices; savings on food cost through the implementation of a food safety program; minimizing 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.** Those attendees who pass the exam at the conclusion of the seminar will receive this certification. Certification for employees who took and passed the exam prior to July 1, 2007 will need to be re-certified this year since they received a three-year certification. Certifications received after July 1, 2007 are good for five years from the date of the exam.

Our instructor, Jack Koury of the Avalon Resource Group, comes to us with over 30 years of experience in the hospitality and service industry and has had a very high exam passage rate with the other courses he has presented to our Association members. His presentation technique is entertaining and easy to follow.

Enrollment is available for employees of NATO of California/Nevada members only, at a reduced price of \$75.00 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.

Registration forms and checks must be received by September 17, 2010 in the NATO of California/Nevada office, 11661 San Vicente Blvd., Suite 830, Los Angeles, CA 90049.

FOOD SAFETY CERTIFICATION ENROLLMENT FORM

Name: _____

Member Company: _____

Theatre Location and Name: _____

Daytime Phone: _____

E-Mail: _____

I will be attending:

So. California on October 19th at Krikorian's Pico Rivera Theatre, Pico Rivera

No. California on October 21st at Cinemark's Bayfair 16, San Leandro

Check payable to NATO of California/Nevada in the amount of \$75 per person to be included with registration form.



Pictured above is the NATO of California/Nevada Scholarship Committee. (Back row L-R): NATO of CA/INV President Milt Moritz; Scholarship Committee chairperson Bruce Wren, Regal Entertainment Group; Damon Rubio, UltraStar Cinemas; Dale Davison, Metropolitan Theatres; Brian Epling, Brenden Theatres; Mark Bastian, Rave Motion Pictures; Ken Sheaffer, Cinemark USA; Jay Reisbaum, Laemmle Theatres and Paul Richardson, Sundance Cinemas. (Front row L-R) Natalie Martinez, AMC; Kelly Ritchey-Davoren, Pacific Theatres, Charlene Sievers, NATO of CA/INV; Janet Grumer, Davis Wright Tremaine and Annie Casaburi, Krikorian Premiere Theatres.

NATO of CA/INV Announces 2010 Scholars and an Additional Five Scholarships for 2011

Bruce Wren, Chairman of the Scholarship Committee, had the pleasure of announcing the winners of the NATO of California/Nevada Scholarship Program and the recipients of the Association’s Film School Fellowship Funds at the Association annual membership meeting. In addition he shared the decision made by NATO of California/Nevada’s Board of Directors to add an additional 5

awards to its already generous scholarship program.

Beginning with the 2011 program 25 \$7,500.00 scholarships will be available for qualifying Field Level and Dependent Member applicants. These awards are in addition to the \$40,000 grants that are provided to both the USC and UCLA Film Schools for their most promising filmmakers.

The 20 winners of the NATO of California/Nevada \$7,500.00 awards are:

NAME	EMPLOYER CIRCUIT AND THEATRE	WILL ATTEND IN FALL 2010
Heather Champlin <i>Second time winner</i>	REG Edwards Long Beach 26 Theatre	CSU Long Beach
Jon Hampton	Landmark Theatres’ The Landmark	Santa Monica College
Rachel Hastert	Sierra Cinemas’ Sutton Cinemas	University of Washington
Danielle Hicks	Rave Digital Media’s Brentwood 14 Theatre	UC Davis
Kelsey Ivan	AMC Saratoga 14	UCLA
Ruben Lizarraga	Cinemarks’ Century Downtown Plaza 7	UC Davis
Kevin Monson	REG Edwards San Marcos 18 Theatre	CSU San Marcos
Joseph Montoya	Cinemark Stadium 14 Theatre, Sacramento	CSU Sacramento
Stacy Moon <i>Second time winner</i>	Feather River Cinemas	CSU Chico
Matthew Oquendo	AMC Covina 30	UCSB
Heather Pape	REG Hacienda Crossings Stadium 21 & IMAX	Biola University
Ashley Patterson	Krikorian Premiere Theatres’ Chino CinemaSaver 12	UCLA
Carley Platt	Syufy Enterprises’ Winchester 21 Theatre	San Jose State University
Katherine Sanine	CineLux Tennant Station Stadium 11	Cal Poly, San Luis Obispo
William Sholan <i>Second time winner</i>	Mother manages REG Edwards Mira Mesa 18 Theatre	UCLA
Tim Simpson	Mann Theatres’ Westlake Village 8	CSU Northridge
Chelsea Smith	AMC Century City 15	San Diego State University
Wendy Soto	Husband manages Krikorian Premiere Theatres’ Vista Village Metroplex 15	Azusa Pacific University – Murrieta Campus
Becca Trombler	Cinemark’s Century Northgate 15	Chapman University
Kyle Walsh	REG Edwards Long Beach 26 Theatre	CSU Long Beach

2010 NATO of CA/NV UCLA and USC Film School Award Winners



UCLA Fellowship in Film award recipients met NATO of CA/NV President Milt Moritz at a reception to honor donors and the students they support. As pictured above Robyn Charles, Milt Moritz, Onaefeme Onaodowan, Gabriel Michael.

UCLA

Robyn Charles
MFA Producers Program

Adam Grabinski
MFA Screenwriter

Gabriel Joseph Michael
MFA Producers Program

Robin Morton
MFA Screenwriting

Onaefeme Onaodowan
MFA Animation

Margaret Tran
MFA Production



Adam Grabinski



Robin Morton

USC

Willie Williams
Animation



Willie Williams is an ambitious aspiring artist from Corpus Christi, Texas. He is 26 years old and is very dedicated to his craft. He is a second year MFA at The University of Southern California and is currently working on his thesis film which will consist of CG animation composited with sand animation. His first film "Sold" (*Sand Animation*) will be screened at the Directors Guild of America Theater in Hollywood at the Adobe First Frame Film Festival. He received his undergraduate degree at Texas A&M University-Kingsville in 2006, where he majored in fine arts. He also served on the Black Heritage Awareness Celebration Committee on campus, where he was the lead graphic designer of the organization. During his first year in Los Angeles, he taught animation at Inner City Arts to the students of Para Los Niños Elementary School. The students created a short film which was screened at USC's School of Cinematic Arts.

Aaref Rodriguez
Production



Aaref Rodriguez grew up in the small migrant town of Knight's Landing just outside of Woodland in Northern California. Raised by a single, undocumented Venezuelan, mother who tended to the fields for work, he didn't speak English until the second grade when his mother, after years of saving, opened her own business – a gift shop in the lobby of a small four-screen movie house. What followed was a fifteen-year informal film school of sorts as he spent every weekend and school vacation watching film after film throughout his youth in the eighties and nineties.

As an All American High School Football player he gained an opportunity to attend college – the first in his bloodline – and that is where he gained his love for the theatre. Shortly after he decided to end his Football playing days and pursue the arts. He transferred to The University of Southern California where he majored in Theatre and minored in Communication and the Entertainment Industry.

Shortly after undergrad he began writing, producing, and working in the entertainment industry. He worked for Sony Pictures Entertainment's Columbia Pictures in feature film development and production. He then was invited to teach Theatre Arts script analysis at California State University, Los Angeles.

Most recently, Rodriguez began graduate studies in Film Production at the USC School of Cinematic Arts. He aims to produce high quality films that voice the little represented Latino communities of our nation.

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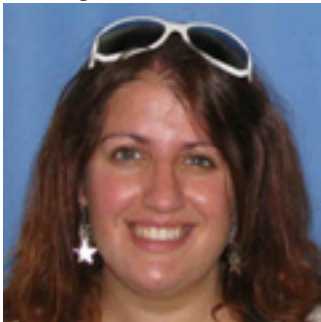
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Chris Roessner
Stark



Chris Roessner is a Special Operations Iraq war veteran and current MFA student in USC's Motion Picture Producing program. In addition to his love for filmmaking, he considers himself a "semi" professional adventurer. "Semi" because no one pays him to go on these impromptu, round-the-world trips. Such out of pocket expense trips include: a 2 month journey up Nepal's Mt. Everest, a documentary job in Kenya interviewing Sudanese refugees, and a trip to Seattle, Washington for Stuntman School. This hunger for adventure is most likely a result of endless hours spent in the classroom, staring out the window contemplating freedom. Throughout undergraduate school Chris has enrolled in summer learning programs at both Yale University and Harvard University. These extra classes have enriched his life, but that extra class time is certainly to blame for the above mentioned death-defying trips. He currently resides in downtown Los Angeles.

Katherine Stayman-London
Writing



With a background in National Politics Katherine Stayman-London is a particularly supportive and rallying leader for her class. She has the kind of exceptional energy and drive that makes things happen. Her leadership stems less from an unshakeable presence than from a sympathetic attention, talent, deep intelligence and professional competence. Coming into the program Stayman-London was winning writing competitions over alumni from the program. Her caliber of writing is far and above what is typical for a person at her point in her career making her worthy of the honor of a National Association of Theatre Owners Scholarship.

Richard Heredia-Arriaga
Producers Program



Richard Heredia-Arriaga has just completed his second semester in the MFA Film and Television production program at the USC School of Cinematic Arts. This 24-year old, born and raised in Sacramento, California, attended Natomas High School and upon his graduation in 2004, enrolled at San Francisco State University to pursue a Bachelor's degree in Cinema. During his time at SFSU, Richard became heavily involved in the Bay Area filmmaking scene and worked on a variety of diverse film sets and student projects. In his senior year he helped create a short, 15-minute documentary in partnership with the National AIDS Foundation to address the issue of HIV/AIDS/STD awareness in Miami, Florida. In addition to all of his outside activities, Richard was also a dedicated student who earned a spot on the Dean's list for five semesters and was a member of the Cinema Collective.

In his personal time, Richard enjoys athletics, photography, and spending time with friends and family. Richard hopes to expand his voice as a filmmaker at USC and bring an additional perspective to a world-class community of students and scholars. He is also a member of the National Association of Latino Independent Producers (NALIP) and has hopes to one day become a motion picture director.

Old Movie Houses Find Audience in the Plains

Reprinted from online New York Times, by Patricia Leigh Brown

LANGDON, N. D. — Every Friday through Monday night, from her perch behind the Skittles and the M&M's, Amy Freier awaits the faithful at the historic Roxy Theater. There is Dale Klein, the school bus driver (large Diet Pepsi with a refill). And there is Jeannette Schefter, the social worker (large plain popcorn, medium Diet).

"You know who comes," said Ms. Freier, one of 200 volunteers in this town of roughly 2,000 who are keeping the Roxy's neon glowing. "They're part of the theater."

In an age of streaming videos and DVDs, the small town

Main Street movie theater is thriving in North Dakota, the result of a grass-roots movement to keep storefront movie houses, with their jewel-like marquees and facades of careworn utility, at the center of community life.

From Crosby (population 1,000), near the Saskatchewan border, to Mayville, in the Red River Valley, tickets are about \$5, the buttered popcorn \$1.25 and the companionship free.

"If we were in Los Angeles or Phoenix, the only reason to go

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to a movie would be to see it,” said Cecile Wehrman, a newspaper editor who, with members of the nonprofit [Meadowlark Arts Council](#) resuscitated the Dakota in Crosby, its plush interiors now a chic black, red and silver. “But in a small town, the theater is like a neighborhood. It’s the see-and-be-seen, bring everyone and sit together kind of place.”

The revival is not confined to North Dakota; Main Street movie houses like the Alamo in Bucksport, Me., the Luna in Clayton, N.M., and the Strand in Old Forge, N.Y., are flourishing as well. But in the Great Plains, where stop signs can be 50 miles apart and the nearest multiplex is 200 miles round trip, the town theater — one screen, one show a night, weekends only — is an anchoring force, especially for families.

It is a tradition that comes with a delicate social choreography (kids up front, teenagers in the back — away from prying parental eyes) and in spite of nature’s ferocity (subzero temperatures can freeze the coconut oil for the popcorn machine).

Steve Hart, 40, a farmer in Langdon who helped revive the Roxy, tells of a paralyzing Christmas blizzard several years ago. The phone started ringing shortly afterward.

“Do you have a movie?” people wanted to know.

“An hour later,” he recalled, “there were 90 people on Main Street, even though there was only one path through the drifts and the movie was ‘Alvin and the Chipmunks: The Squeakquel.’”

To Tim Kennedy, a professor of landscape architecture who has traveled across the state to survey little theaters for a book, the communal will of rural towns that keep theaters going represents “buildings as social capital,” forged “outside the franchise cinemas and their ubiquitous presence at the malls.”

Of the 31 operating historic theaters identified by Mr. Kennedy, 19 are community-run, little changed from the days when itinerant projectionists packed their automobile trunks with reels of film and hit the road. Many retain the upstairs soundproof “cry rooms” for fussy babies.

Their collective rejuvenation reveals a can-do spirit — as in Cando (population 1,250), home to the historic Audi Theater.

Robert Schwanz, a 55-year-old farmer and electrician in Crosby, volunteers at the Dakota, fixing the sound system, mending wires, repairing the projector. “Our grandparents homesteaded,” he said, sitting in an empty row of seats one recent afternoon. “We’re only two generations out. It’s part of the culture to take care of the neighbors, help each other.”

Crosby citizens launched into [John Wayne](#) mode in 2000 when the owner could no longer afford to keep the theater going with a “Nickels for Neon” drive.

Today, the Dakota is a star with many roles. It is a destina-

tion for high school students on a Saturday night. It is where county employees and local farmers discuss noxious weeds, and where the crowd pours in after football games to watch highlights on the big screen. On Oscar night, the program is shown live. Everyone in town gussies up and walks a red carpet donated by a local furniture company.

To Tom Isern, a professor of history at North Dakota State University Fargo, citizens championing theaters represent “a bounce back from the bottom” for small North Dakota towns. Crosby, for instance, is the seat of Divide County, which lost 14 percent of its population over the past decade but is now rebounding due to oil revenues. Baby boomers are in a position to help.

“They are the last picture show generation on the plains,” he said, “who can remember that movie theater experience and want to transmit that to their kids.”

Films veer heavily toward G and sometimes PG-13 ratings.

“[Sex and the City](#),” said Ms. Freier, the Roxy volunteer. “People don’t relate to that here.”

Lauren Larson, a school counselor in Fargo and co-owner with her husband, Steve, of the Delchar, has a motherly eye. When she spied a 14-year-old watching “The Last Boy Scout,” which is rated R, she called his father. “It’s hard for me to let them in when I know the movie is not good for them,” she said.

For the parents of teenagers, the appeal of a hometown movie theater is often safety more than sentiment. “The snow can kick up in a matter of minutes,” said Dean Kostuck, the father of Hailey, 16, and Hillary, 20. “You’ve got to worry.”

At the Lyric in Park River, a silent-picture-era theater once presided over by Laura McEachern, who dealt with rustling candy wrappers “by stalking the aisles with a pen flashlight and shining it right in your eye,” her 81-year-old niece, Lorna Mariferen, recalled, most of the volunteers are teenagers like Trey Powers. “If the theater wasn’t here, a lot more people would be drinking,” he said.

North Dakota ranked first in the nation for binge drinking in 2009, and some volunteers at the Lyric include teenagers assigned to community service by the court. “Most sure don’t mind,” said Jim Fish, the juvenile court officer for Walsh, Cavalier and Pembina Counties. “It’s a neat fit. There is a sense of helping the community out.”

For older residents, theaters are a link to a rapidly vanishing past. Movie rentals are the biggest threat, said Babe Belzer, 74, who led the drive to restore the Lyric with fellow Jazzercisers.

“If you can get a whole living room of kids watching a movie for three bucks, what a deal,” she said. “But at the theater,” she continued, “the phone doesn’t ring, it’s not time to change the clothes from the washer to the dryer, and there isn’t anyone at your door. It’s kind of the heart and soul of our town.”

CALENDAR of EVENTS & HOLIDAYS

Labor Day
September 6

Rosh Hashanah
September 9

Yom Kippur
September 18



National NATO Board Meeting Washington, D.C.
September 22-23

Autumn Begins
September 23

Food Safety Certification Course Southern California
October 19



Food Safety Certification Course Northern California
October 21