

PREVIEWS

Information for the California and Nevada Motion Picture Theatre Industry

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LAST CALL FOR 2012 Scholarship Applications

Applications for one of twenty-five 2012 NATO of California/Nevada \$10,000.00 scholarship awards are due in the Association's office by Friday, March 9th.

Application packets and the required supporting documentation, including the email confirmation of your registration (or Page 4 of the application,) must be mailed for receipt in the NATO of CA/NV office by Friday, March 9th.

Contact the NATO of California/Nevada office at Office@NATOCalNev.org or by phone 310.460.2900 with any questions.



**SCHOLARSHIP
PROGRAM**

**ARE
YOU
NEXT?**

APPLY TODAY FOR A 2012
\$10,000
SCHOLARSHIP

2012 CinemaCon Preliminary Schedule Highlights

As of March 1, 2012

Previews
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MONDAY, APRIL 23

Buses depart between 6:30am and 7:00am	Al Lapidus Memorial Golf Tournament
3:30pm – 5:30pm	Special Seminar: <i>The Disney Institute's Approach to Employee Engagement</i>
6:00pm – 8:30pm	Another Opening, Another Show Major Studio Presentation complete with stars, filmmakers, surprises and more!
8:30pm	Studio themed Opening Night Dinner Reception and Party

TUESDAY, APRIL 24

7:45AM – 9:15 AM	All Industry Breakfast Presentation of Bert Nathan Memorial Award and Ken Mason InterSociety Award
9:30 AM – 11:15 AM	“The State of the Industry: Past, Present and Future” Special Remarks and Major Studio Presentation- An Exclusive Look at the Summer of 2012. A Salute to the Top Grossing Films of 2011. Addresses by Senator Chris Dodd, President and CEO, MPAA and John Fithian, President and CEO, NATO. 2012 NATO Marquee Award Presentation.
11:00 AM – 4:00 PM	CinemaCon Trade Show and Corporate Suites Note: Lunch will be served from 12:30pm – 2:00pm
4:00 PM – 6:00 PM	Major Studio Presentation
6:00 PM – 8:00 PM	Studio Themed Dinner Reception and Party
8:30 PM	Major Studio Screening

WEDNESDAY, April 25

7:30 AM – 8:30 AM	Continental Breakfast
8:30 AM – 10:00AM	Seminar Session: Track One <i>There will be five important topics divided into two sessions, which are still in development.</i>
10:30 AM - 12:00 PM	Seminar Session: Track Two
9:00 AM – 5:00 PM	CinemaCon Trade Show and Corporate Suites
12:30 PM – 2:15 PM	“Frankly Speaking: The Digital World of Filmmaking Today, Tomorrow and Beyond”
4:00 PM – 5:00 PM	Studio Hosted Cocktail Reception
5:30 PM – 7:00 PM	Major Studio Presentation
7:45 PM	“2012 Pioneer of the Year Dinner” Honoree, Jeffrey Katzenberg

THURSDAY, April 26

8:00 AM – 9:00 AM	Special Technical Presentation
9:00 AM – 12:30 PM	CinemaCon Trade Show and Corporate Suites
10:30 AM – 12:00 PM	Major Studio Presentation
12:30 PM – 2:15 PM	Luncheon Program
2:30 PM – 4:30 PM	Major Studio Presentation
7:30 PM – 9:00 PM	Big Screen Achievement Awards Presentation
9:00 PM	Gala Final Night Poolside Party and Reception

Old Time Showmanship at its Best!



Navy SEALs hit their mark on Sunset Boulevard before 100's of fans at the Cinerama Dome Theatre.

Members of the U.S. Navy Parachute Team, the Leap Frogs, from the Naval Special Warfare Command, made a live jump onto Sunset Boulevard in front of the landmark Cinerama Dome Theatre on behalf of the Los Angeles premiere of the new Relativity Media film ACT of VALOR. The event drew major national coverage as six jumpers, four of whom are active-duty U.S.

Navy SEALs, made the jump from 6,000 feet above the ground with a precision landing highlighting the premiere activities.

ALERT: Banks and Retailers Beware: Surge in ATM Fee- Disclosure Class Actions

There is a burgeoning cottage industry of professional plaintiffs who target banks and businesses housing ATMs with class-action lawsuits alleging the failure to comply with notice requirements imposed by the Electronic Fund Transfer Act ("EFTA"). The EFTA is intended to protect consumers engaging in electronic fund transfers. It requires "ATM operators" to disclose fees on both the machine and the ATM screen during a transaction. The failure to provide the required notices may subject an ATM operator to liability for statutory damages, actual damages, attorneys' fees and costs. Accordingly, ATM operators should take immediate steps to minimize the potential liability associated with these types of claims.

For more information contact the NATO of California/Nevada office at 310.460.2900 or Office@NATOCalNev.org

Tugg Pulls in Exhibitors for Online Booking

Reprinted from Daily Variety, by Dave McNary

Tugg, Inc., touted as a Web platform for do-it-yourself exhibition, has begun working with exhibitors Alamo Drafthouse Cinema, AMC Theatres, Bow Tie Cinemas, Cinemark Theatres, Goodrich Quality Cinemas, Rave Cinemas and Regal Cinemas.

Austin, Texas-based Tugg, which has Ben Affleck, Richard Linklater and Terrence Malick on its board of advisers, said its partnerships with distributors will be announced before the official launch at the South by Southwest festival this month.

Founded by Nicolas Gonda and Pablo Gonzalez, the Tugg service allows users to select a film, screening time and nearby theatre and then spread the word via social networking. Once the

necessary number of people commit to attending, Tugg will reserve the theatre, manage ticketing and ensure delivery of the film.

"Every film speaks to a different person, and the most exciting thing about Tugg is that it allows for audiences to find their films and films to find their audiences," Gonda and Gonzalez said.

Gonda has worked with Malick and Steven Soderbergh. Gonzalez is a tech and marketing executive who leads Tugg's development and operations.

"As the film exhibition industry continues to evolve, AMC Theatres remains committed to staying at the forefront of innovation," said AMC president of programming Robert J. Lenihan.

A Correction to Our February Issue

In response to an article we ran in the February issue of PRE-VIEWS regarding the popping of popcorn in canola oil. We have learned that Harkins Theatres has been popping their popcorn in

Canola oil since the 1980's, possibly making them the first. We are always happy to hear from our readers and we thank Harkins for bringing this to our attention.

Complying With The ADA

On February 14, 2012 Steven John Fellman, NATO Washington Counsel and partner in the Washington D.C. law firm GKG Law, conducted a Webinar; “Complying with the ADA including 2010 Revised Standards”. Mr. Fellman provided an overview of the Americans with Disabilities Act (ADA) which was enacted in 1991 and designed to give persons with disabilities access to public facilities such as movie theatres. Current data indicates that there are more than 50 million Americans with some type of disability. For movie theatres access includes: Accessible parking lots; Accessible path of travel to the theatre; Accessible doors; Box offices and concession stands with 36 inch high counter sections; Accessible auditoriums with wheelchair and companion seating; Assistive listening systems and possibly captioning and Accessible rest rooms and water fountains.

Some of the highlights of Mr. Fellman’s presentation included:

In 2010 the Department of Justice published a set of revised standards that apply to all new construction or renovations where the date of the last application for a construction permit is filed after March 15, 2012 or, if no permit is required, construction starts after March 15, 2012. The revised standards do not apply to theatres that meet the 1991 standards and have not been renovated prior to the effective date of the new standards. Renovations or construction of theatres meeting the 1991 standards that have the last application for a permit filed by September 15, 2010 but before March 15, 2012 or if no permit is required, start construction after September 15, 2010 but before March 15, 2012 can be built under either the 1991 standards or the 2010 standards. However, if any part of the project is built under the 2010 standards, the entire project must comply with the 2012 standards.

Some key issues for theatre owners under the 2010 Standards: Service animals limited to dogs and in certain instances, miniature horses. No emotional support or therapy animals qualify. The animal must be trained to do work or perform tasks for a person with a disability. You can ask whether the dog is a service animal required because of a disability, what work or task the dog has been trained to perform. You can’t ask about the person’s disability. A dog that “protects” the owner is not a service animal. You must permit the use of powered vehicles (scooters, Segways and other vehicles) unless you can show the device presents a risk. You should have a written policy explaining restrictions, i.e., no gasoline powered vehicles.

Re-striping the Parking Lot, must meet 2010 Standards, i.e., one van accessible space for every 6 accessible spaces.

Coffee bars and food kiosks must be accessible and have at least 36 inches of counter not more than 36 inches high. Reserved

Seating Sections must have wheelchair and companion seating and must be able to reserve such seating in a similar way as regular seating. Websites must be accessible, regulations are pending, for more information go to: www.w3.org

Mr. Fellman discussed how foolish it is to spend money on accessible design and new equipment and not train employees. He stressed the importance of sensitivity; do not incite patrons with disabilities by being insensitive to their particular needs such as:

- Trash barrel locations
- Concession displays in lower portion of counter
- Headsets that don’t work
- A staff that is antagonistic rather than helpful

Conduct an ADA Audit

- Walk through your theatre and look at what you see from the prospective of a person in a wheelchair.
- Check parking, entrance to the theatre, the box office, concession stands, access to the auditorium, wheelchair locations, companion seating and rest rooms.
- Check the ALS, captioning and descriptive video equipment.
- Check training procedures and staff attitudes.

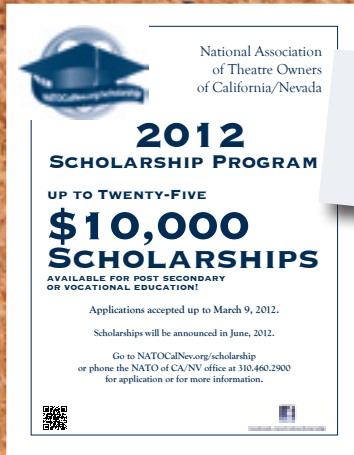
Handling Complaints

- Have written procedures, including written reports.
- Emphasize need to resolve complaint quickly.
- Document everything even when patron seems satisfied.
- Establish a relationship with local disability rights groups.
- Check procedures with ADA counsel.

Mr. Fellman’s conclusion to his presentation was that ADA issues are here to stay and that proper compliance and training programs will not only benefit your patrons but will benefit the theatre as well. ADA litigation is expensive and time consuming and most judges will be more sympathetic to a person in a wheelchair than a corporation.

The content in this article is intended for general information purposes as a service to you. While some of the information deals with legal issues, it does not constitute legal advice. Legal advice depends on the specific facts and circumstances of each individual situation. If you have specific questions related to the information available in this article, you are encouraged to consult an attorney who can investigate the particular circumstances of your situation.

CALENDAR of EVENTS & HOLIDAYS



National Association of Theatre Owners of California/Nevada

2012 SCHOLARSHIP PROGRAM

UP TO TWENTY-FIVE **\$10,000 SCHOLARSHIPS**

AVAILABLE FOR POST SECONDARY OR VOCATIONAL EDUCATION!

Applications accepted up to March 9, 2012.

Scholarships will be announced in June, 2012.

Go to NATOCalNev.org/scholarship or phone the NATO of CA/NV office at 310.460.2900 for application or for more information.

Scholarship Applications Due
March 9

Daylight Saving Time begins
Move Your Clocks Ahead
March 11

St. Patrick's Day
March 17

Spring begins
March 20



Good Friday
April 6

Passover begins
April 7

Easter Sunday
April 8

CinemaCon
April 23-26

Earth Day
April 22



Membership Meeting and Board of Directors Meeting
June 13

Academy Award® Contest

NATO of CA/NV congratulates Peter Lehmann, General Manager of Krikorian's Redlands 14 Theatre, who selected the winners in 12 of the sixteen categories from the PREVIEWS 2012 Academy Award® Contest. Mr. Lehman received a \$25.00 gift card to Target. Two entries with 12 correct selections were received, but per the rules of the contest the prize is awarded based upon order of receipt.