

PREVIEWS

Information for the California and Nevada Motion Picture Theatre Industry

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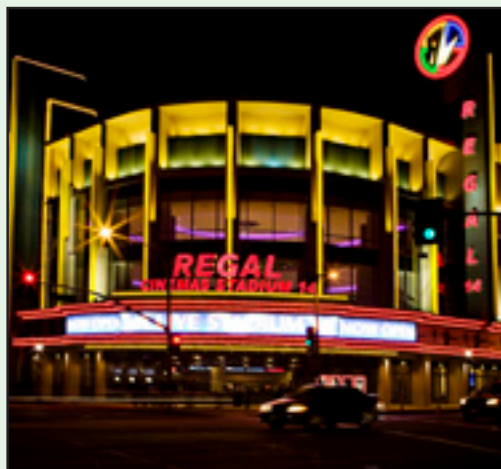
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Registration Open for Summer/Fall Film Product Seminar

Registration is now open for the NATO of California/Nevada 2013 Summer/Fall Film Product Seminar to be held on May 7th in Southern California at Regal's LA Live Theatre and May 9th in Northern California at the AMC Metreon Theatre in San Francisco. The registration deadline is April 21st, however theatre employees who plan ahead can send three representatives, instead of the normal quota of two per location if they register on-line by March 31st.

In addition to the main attraction, the previews and behind-the-scenes footage of the 2013 summer and fall releases of all the major studios; we will once again provide "Meet and Greet" tables for one on one meetings with the studio marketing representatives, which proved to be very popular when introduced at the Fall 2012 Film Product Seminar. As announced in the February issue of PREVIEWS all of the Studio Representatives will participate in a panel discussion during the extended lunch break. All guests will have the opportunity to direct questions to either all of the representatives, or those of specific studios. Please think about it now and bring your questions to the Summer/Fall Film Product Seminar in May.

The seminars are free to employees of NATO of California/Nevada corporate offices and member theatres. The registration period is from Friday, March 1st through midnight Sunday, April 21st. Up to three registrations per theatre will be accepted from Friday, March 1st through March 31st. Beginning Monday, April 1st through the close of registration on April 21st we will accept no more than two reservations per theatre location pending availability. The registration form can be found in the Seminars and Meetings section of the Association's web site www.NATOCalNev.org or by following this [LINK](#) to register for the Southern California seminar, or [HERE](#) for the Northern California seminar.



Regal's LA Live Theatre
May 7th - Southern California



AMC Metreon Theatre
May 9th - Northern California

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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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Healthcare Reform Act Brought To the Attention Of NATO of CA/NV Members



*Webinar presenter,
Sarah L. Bhagwandin ,
is an employee benefits
attorney working out
of the Davis Wright
Tremaine Seattle office.*



*Janet Grumer moderated
the webinar from the
Los Angeles office of
Davis Wright Tremaine.*

On March 6, NATO of California / Nevada presented a special webinar conducted by Sarah Bhagwandin and Janet Grumer from the law firm Davis Wright Tremaine which dealt with the compliance of the Affordable Healthcare Act. The webinar, attended by over 100 member representatives, answered many of the planning and compliance questions of concern to the members.

During the webinar, Ms Bhagwandin explained that although much is still uncertain about costs and coverage availability, the Affordable Healthcare Act is already in effect and employees and employers are required to comply with it. Beginning in 2014, all U.S. taxpayers will be required to purchase minimum essential coverage from their employers or from state exchanges, or pay a penalty for failing to purchase or offer the required insurance. Employers will likely be the primary affordable insurance that costs less than 9.5% of each employee's household income, or pay penalties for not offering affordable insurance.

The webinar explored the complex requirements for large companies to comply, along with how to determine who is covered by the Act, how to plan for compliance, and the penalties that will apply for failure to comply. To view a recording of the webinar, members may contact NATO of CA/NV at Office@NATOCalNev.org

Sara Bhagwandin is an Of Counsel attorney specializing in employee benefits law and Janet Grumer is a Partner specializing in employment law at the law firm Davis Wright Tremaine LLP. They can be reached at sarabhagwandin@dwt.com and janetgrumer@dwt.com respectively.

U.S. Requires Poster Change for Employers of 50 or More

Employers with 50 or more employees are required to display an updated federal family leave poster starting March 8.

The final rule outlining the requirement was issued recently by the U.S. Department of Labor (DOL) to implement federal laws expanding Family and Medical Leave Act (FMLA) protections.

The FMLA applies to employers with 50 or more employees. The FMLA changes were legislated by the National Defense Authorization Act for Fiscal Year 2010 and the Airline Flight Crew Technical Corrections Act (signed in 2009).

The regulations were issued for public comment February 15, 2012, and the comment period closed on April 30, 2012.

Source: California Chamber of Commerce, Alert

CalVet Offers Tips on Becoming Veteran-Friendly Employer

The significant tax breaks and other incentives available to employers that hire veterans have inspired many to increase their veteran recruitment efforts.

The California Department of Veterans Affairs (CalVet) has outlined steps companies can take to ensure job-seeking veterans respond to recruitment efforts and feel welcome once hired:

- Become knowledgeable about the types of jobs and levels of responsibilities a veteran or transitioning service member may have had while in the military. In simple terms, commissioned officers plan, enlisted personnel execute, and non-commissioned officers supervise with the commissioned officer's plan in mind. Warrant officers serve as subject matter experts.
- Take advantage of the Occupational Information Network (O*NET) at the U.S. Department of Labor. This system can

help translate military occupational classification codes and military titles into civilian equivalents to enable employers to better evaluate a veteran job seeker's qualifications.

- Learn something about military culture. Although created specifically for behavioral health psychologists, the Center for Deployment Psychology offers a free online tutorial, Military Cultural Competence. This Web-based training course is a quick and easy way to gain a better perspective on military culture.
- Consider making available someone familiar with military experience and culture to help veterans and wounded warriors with the employment process, if necessary.
- Review the company's Employee Assistance Program (EAP). Make sure it is equipped to offer the full spectrum of behavioral health issues that affect some veterans.

New Movie Ratings Web Site

The Classification & Rating Administration (CARA) has introduced a new website, filmRatings.com. The new site provides the How, Who, What, When, Where and Why of the movie rating system. The user friendly website gives parents up to date information of every film that has been rated in advance of its release date. It also allows for anyone to sign up for their Red Carpet Ratings which automatically sends out a weekly e-mail providing the most up-to-date film ratings information.

Movie ratings give parents important information about a movie's content, which ultimately is up to them to decide whether a movie is suitable for their family. This website provides the tool of empowering families to make informed movie choices.

Go to: filmRatings.com



New Form I-9s Available;

Must Use for New Hires and Reverifications After May 7, 2013

U.S. Citizenship and Immigration Services (USCIS) published a revised Form I-9 that employers should begin using for all new hires and reverifications. Employers may continue to use previously accepted revisions (I-9 Forms dated 02/02/09 and 08/07/09) until

May 7, 2013. After May 7, 2013, employers must only use the revised Form I-9 dated 03/08/13 for all new hires and reverifications. Employers should not complete a new Form I-9 for current employees if a properly completed Form I-9 is already on file.

Deadline Approaching to Claim Small Business Health Care Tax Credit



As the March 15 corporate tax filing deadline approaches, California's small businesses need to know they may qualify for an important health care tax credit available under the Affordable Care Act.

Designed to help small businesses and tax-exempt organizations that primarily employ moderate- and lower-income workers either maintain existing coverage or offer health insurance to their employees for the first time, the Small Business Health Care Tax Credit provides a credit equaling up to 35% of the health insurance premium costs that a small business incurred for insuring its employees.

Tax Credit Underutilized

In an interview with [CalChamber News](#), certified public accountant and tax expert Conrad Davis of Crowe Horwath LLP explains that more businesses need to be made aware of this benefit of the law aimed at small employers.

"Right now the credit is underutilized," Davis says. "The studies show that not as many businesses that are eligible are participating."

According to a recent study, more than 375,000 small businesses in California are eligible for health insurance tax credits for a total value of more than \$1.8 billion.

Qualifying

According to the Internal Revenue Service (IRS), small employers that pay at least half of the premium for employee health insurance coverage may be eligible for the Small Business Health Care Tax Credit.

To qualify, an employer must have fewer than the equivalent of 25 full-time workers and have average annual wages below \$50,000 and pay for 50% or more of employees' health insurance premiums.

For the 2012 tax year, the IRS is offering a tax credit that is worth up to 35% of a small business' premium costs (25% for tax-exempt employers).

In 2014, the credit increases to up to 50% (35% for tax-exempt employers) and also must be purchased through the state's insurance marketplace, Covered California.

Important Opportunity

California Board of Equalization member George Runner calls this credit an important opportunity for businesses that form the economy's backbone.

"To me, this is a great window that people ought to take advantage of," Runner says.

The Small Business Health Care Tax Credit took effect immediately after the 2010 passage of the Affordable Care Act and small businesses can now claim the credit on their 2012 income tax return.

Businesses that have already filed a tax return and later determine they are eligible for the credit can file an amended tax return starting with their 2010 return.

As the law takes shape, Davis says it's vital for small businesses to consult their tax advisers about this benefit.

The Small Business Health Care Tax Credit is providing California small businesses one more avenue to maintain a healthy, productive workforce.

Health Law Guide for Business

For more information on the tax credit and other benefits available under the health care law, visit [www.HealthLaw GuideforBusiness.org/taxcredits](http://www.HealthLawGuideforBusiness.org/taxcredits).

Health Law Guide for Business was established in partnership with the Bay Area Council, California Chamber of Commerce, California Hispanic Chambers of Commerce, California Restaurant Association, California Small Business Development Centers, Los Angeles Area Chamber of Commerce, Pacific Business Group on Health, Silicon Valley Leadership Group, Small Business California, Small Business Majority, and The California Endowment.

It is a first-of-its-kind website devoted to informing California's business community about business-specific provisions of the health care law. As an information hub for California businesses, the media and employees, Health Law Guide for Business provides accurate information on the health care law that's most important for employers to run and operate their businesses.

Source: California Chamber of Commerce, Alert

CinemaCon Schedule of Events as of 3/8/13

Updates and details can be found at CinemaCon.com

Monday, April 15

6:30 AM – 7:00 AM	2013 Al Lapidus Memorial Golf Tournament—Anthem Country Club
8:15 AM – 9:30 AM	International Day Breakfast: Keynote Addresses Distribution: Paul Hanneman and Tomas Jegeus, Co-Presidents, Twentieth Century Fox International and Exhibition: Jan Bernhardsson, CEO, SF Bio
9:30 AM – 12:30 PM	International Seminars: Morning Session: “Global Digital Cinema Update”, “Maximizing Your Theatre’s Efficiency in Today’s Digital World: Frequently Asked Questions”, “Driving Incremental Admissions Through Innovative, Personalized and Engaging Communication Techniques” and “Designing the Future of Exhibition: Architecturally Speaking”
12:45 PM – 2:30 PM	International Day Lunch
2:45 PM – 3:45 PM	International Afternoon Seminar Session: “All Eyes on China: An Exhibitor’s Perspective”
3:00 PM – 5:00 PM	Special Seminar “The Disney Institute’s Approach to Quality Customer Service” (This program is an all-new follow-up to last April’s informative and well-received presentation.)
6:00 PM – 8:45 PM	CinemaCon 2013 Off and Running: Gala Opening Night Presentation by Paramount Pictures “Highlighting the Summer of 2013 and Beyond”
9:00 PM – 10:30 PM	Opening Night Dinner Reception and Party

Tuesday, April 16

7:30 AM – 9:15 AM	All-Industry Breakfast and Special Program: Award Presentations 2013 Bert Nathan Memorial Award – Bob Shimmin, VP of Food & Beverage, Cinemark USA Ken Mason Inter-Society Award – Jack Cashin, President, USL, Inc. Special Program: Moviegoing in the 21st Century: A Look at the Evolution of the Average American Moviegoer”
9:30 AM – 11:30 AM	“The State of the Industry: Past, Present and Future” and Major Studio Presentation Welcome Remarks: Dave Hollis, EVP, Theatrical Exhibition Sales & Distribution, Walt Disney Studios Motion Pictures DLP Cinema Presents: “A Record Setting Year: A Salute to the Top Grossing Films of 2012” 2013 NATO Marquee Award Presentation: Amy Miles, CEO, Regal Entertainment Group Industry Addresses: Senator Chris Dodd, President & CEO, MPAA and John Fithian, President & CEO, NATO Special Studio Presentation
10:00 AM – 3:30 PM	Will Rogers Health Fair
11:30 AM – 5:00 PM	Grand Opening: 2013 CinemaCon Trade Show and Suites with Lunch Served (Lunch will be available on each trade show and suite level from 12:30pm – 2:00pm)
4:30 PM – 6:15 PM	Warner Bros. Pictures Invites You to an Exclusive Presentation Highlighting the Summer of 2013 and Beyond
6:45 PM – 8:15 PM	Dinner Reception
8:45 PM – 10:45 PM	Major Studio Screening from Twentieth Century Fox

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Wednesday, April 17

7:30 AM – 9:00 AM	Continental Breakfast - Palace Foyer-Emperors Level
8:00 AM – 8:45 AM	Technical Update: “Closed Captioning For Today’s Theatres”
8:00 AM – 8:45 AM	Special Presentation from Vantiv: “Gift Cards are Changing – Are You Ready?”
9:00 AM – 10:15 AM	“An Industry Think Tank 2.0: Meeting the Expectations of Today’s Savvy Moviegoer”
9:00 AM – 10:15 AM	“Issues That Keep Concessionaires Up All Night”
9:00 AM – 5:00 PM	CinemaCon Trade Show and Corporate Suites
10:00 AM – 2:00 PM	Will Rogers Health Fair
10:30 AM – 12:30 PM	The Walt Disney Studios HighlightS of the Summer of 2013 and Beyond
12:45 PM – 2:30 PM	Filmmakers Lunch and Panel Discussion “Frankly Speaking: The Ever-Changing World of Filmmaking Today, Tomorrow and Beyond”
4:30 PM – 5:30 PM	Sony Pictures Entertainment Pre-Event Cocktail Reception at The Colosseum
5:45 PM – 7:00 PM	Sony Pictures Entertainment Product Presentation Highlighting its 2013 Films
8:00 PM – 10:00 PM	“2013 Pioneer of the Year Dinner” honoring Kathleen Kennedy, President, Lucasfilm
10:30 PM – 12:00 AM	Special Late Night Screening (off premises at Cinemark Orleans Theatre)

Thursday, April 18

8:45 AM – 10:00 AM	“Motion Picture Theatre Showmanship: Long May It Live!”
8:50 AM – 10:00 AM	“Ask the Experts: An ICTA Presentation”
9:00 AM – 12:30 PM	Continental Breakfast at the Trade Show and Corporate Suites
9:00 AM – 12:30 PM	Will Rogers Health Fair
10:30 AM – 12:15 PM	Major Studio Presentation from Twentieth Century Fox
12:30 PM – 2:15 PM	Final Day Luncheon and Special Program “Driving Financial Success: Women + Movies = Bigger Box Office”
2:30 PM – 4:30 PM	Lionsgate Product Presentation of Its 2013 Release Schedule Featuring Several Special Guests
7:30 PM – 9:00 PM	CinemaCon Big Screen Achievement Awards,
9:00 PM – 11:00 PM	Gala Final Night Poolside Party and Special Entertainment, Hosted by The Coca-Cola Company

CALENDAR of EVENTS & HOLIDAYS

St. Patrick's Day
March 17

Spring Begins
March 20

First night of Passover
March 25



Easter Sunday
March 31

All Fools' Day
April 1

CinemaCon
April 15-18

Earth Day
April 22

**NATO of CA/NV
Summer/Fall
Film Product Seminars**

May 7
Southern California

May 9
Northern California



Mother's Day
May 12

Academy Award® Contest Winner

NATO of California/Nevada is happy to announce the winner of its 2013 Academy Awards® contest: Landmark's Peter Chumo. Mr. Chumo, the Chief of Staff/Chief of Promotions for Piedmont Cinemas in Oakland, California, selected winners for fourteen of the sixteen categories in our contest. Congratulations Mr. Chumo!