

# PREVIEWS

Information for the California and Nevada Motion Picture Theatre Industry

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## \$50,000.00 Donated for Typhoon Haiyan Relief

Once again the members of the NATO of California/Nevada Board of Directors have reached out to the greater community to provide money for desperately needed relief services for disaster victims. The Association has donated \$50,000.00 to AmeriCares to provide aid to survivors of Typhoon Haiyan in the Philippines.

AmeriCares' Associate Director of Major Gifts, Lisa Karl, earmarked the donation for two Emergency Medical Modules with enough medical aid for 20,000 survivors including antibiotics, wound care supplies, pain relievers, and water purification tablets.

*"There are widespread shortages of medicines – the hospitals still standing have nothing left on the shelves,"* said AmeriCares Vice President of Emergency Response Garrett Ingoglia. *"The floods destroyed most of their supplies just as demand is spiking with injured survivors seeking help. And with the water supply compromised in many areas there is an increased risk of waterborne diseases."*

The Association selected AmeriCares as a conduit for its aid because more than 97% of its overall expenses directly support programs and relief for people in need. In February of 2005 the Association routed a large donation through AmeriCares to aid the victims of Hurricane Katrina.



*It has been said that a picture is worth 1000 words so we will let these photos speak for themselves.*  
Photos courtesy of Matthew McDermott/AmeriCares

## County offers free menu analysis and labeling

Written by Johnathan L. Wright for Reno Gazette Journal

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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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Charlene Sievers  
Director, Member Services

It's often challenging to eat healthfully or knowledgeably at independent restaurants because unlike chains, they typically aren't required to offer nutrition information. The Washoe County Health District (Nevada) is seeking to change that through its voluntary Menu Labeling Program. The labeling is part of the department's Get Healthy Washoe effort.

Here's how the program works. Restaurants submit individual dishes or entire menus for free nutritional analysis of the ingredients. Total amounts and percentages of recommended daily intake are calculated for calories, fats, cholesterol, sodium, carbohydrates, protein and certain vitamins and minerals. Restaurants then can include this nutrition information on menus, menu boards or websites or use it in advertising and promotions.

Restaurants also are provided with a Look for the Lightbulb logo — it incorporates a fork for filament — they can affix to their front windows or include on menus and websites to indicate their participation in the program.

"Currently, we're leaving it up to the restaurant owners the extent of that participation," said Lara Evans, a registered and licensed dietitian and Washoe County nutrition consultant who conducts the analyses using professional nutrition software.

Besides providing diners in general with nutrition information, the Menu Labeling Program especially helps those trying to lose weight, to maintain their weight or those with dietary restrictions or special dietary needs. And the more diners are exposed to nutrition information, the more nutritionally savvy they become. That's crucial because "so many people underestimate the calorie amounts in foods," Evans said.

To date, about 10 restaurants are participating in the Menu Labeling Program, including Buenos Grill, Black Rock Pizza, Squeeze In, Naan & Kabab and Chuy's Mexican Kitchen.

"Everywhere you go, especially Midtown where we're located, people ask about nutrition," said Chuy Gutierrez, co-owner of Chuy's Mexican Kitchen, explaining why he decided to take advantage of the program's free nutrition analyses. His remarks came the other afternoon over a plate of fish tacos, just one of several dishes he'd submitted for analysis (salsas, guacamole, jicama tacos, chiles rellenos and carnitas were some others). Gutierrez and Evans agreed that beyond nutrition information, the labeling program offered restaurants a valuable tool for helping make dishes more healthful in line with consumer demand.

"Many restaurant owners don't know what to expect from their dishes," Evans said. "When we do the calculations, we can look at calories, sodium, fat. Are they too high? What can we do to bring them down without losing all the flavor?"

That said, some restaurants have had reservations.

"They've been a little hesitant about participating. The chefs put the kibosh on it because they don't want the recipes getting out," Evans said, before emphasizing that the program includes a confidentiality policy barring Washoe County Health District employees and consultants from disclosing recipes or other restaurant information.

Funding for the program is only about \$5,000, so Evans is recruiting restaurants herself. With more participants, additional funding is perhaps more likely. The hope, Evans said, is one day "the restaurants will be coming to us."

# Winter/Spring Film Product Seminar Well Met with Great Success

The Winter/Spring Film Product seminars were deemed a great success by all of the Managers and Studio Marketing Representatives who participated in the day long seminars in Long Beach and San Francisco with the “Meet and Greet” portion ranked a great favorite.

Thanks go to our members Regal Entertainment Group and Cinemark for providing the locations and staff for the seminars. Managers Todd Weidner at Regal’s Edwards Long Beach 26 Stadium Theatre in Southern California and Eric Farley at Cinemark’s Century San Francisco Centre 9 Theatre in Northern California, along with their management teams and staff members, were gracious hosts doing all they could to ensure a great experience for all of their guests.

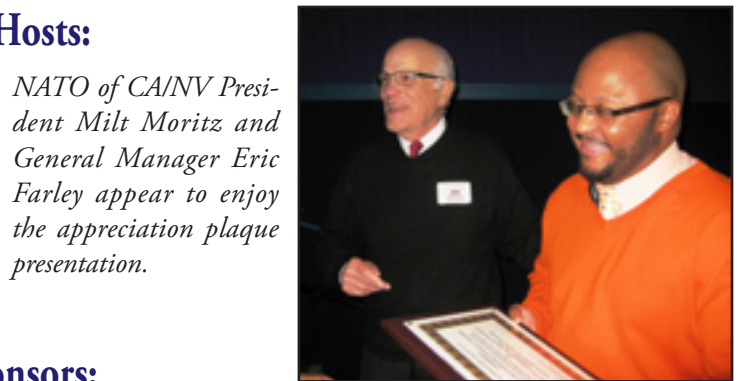
In addition to snippets of memories from their libraries of film our studio partners brought reels representing 60 new movies set to hit your theatres during this holiday season through Spring, 2014. Appreciation goes to all of the representatives of Fox/Fox Searchlight, Lionsgate/Summit Films, Paramount Pictures, Relativity Media, Sony Pictures, Universal, Walt Disney Studios

Motion Pictures, Warner Bros, and the Weinstein Company for their participation. In addition to previewing upcoming product another important purpose of the Film Product Seminars is to provide an opportunity for managers to meet face to face with their studio marketing representatives which they did at the “Meet and Greet” tables. They learned a bit more about marketing films from the Panel Discussion with the reps. Some of the topics covered included what managers can do to promote films, how the web has changed film promotion, what needs to be done to ensure that the most current posters are in theatres along with more personal information about the representatives such as what drew them to the industry. Visit the Industry Contacts section at [www.NATOCalNev.org](http://www.NATOCalNev.org) for up-to-date contact information for your studio representatives.

The Association appreciates the support of its seminar sponsors beginning with ACS Enterprises who became the first sponsor almost a decade ago, REGEN Energy back for its third supporting role, and Real D for its first appearance. Each of these companies provides products and services that benefit our industry.



**Thanks to Our Hosts:**  
*Regal’s Long Beach 26 General Manager Todd Weidner hosted his first Film Product Seminar and proudly displays the appreciation plaque from NATO of CA/NV.*



*NATO of CA/NV President Milt Moritz and General Manager Eric Farley appear to enjoy the appreciation plaque presentation.*

## and Our Sponsors:



*Pictured above are ACS Enterprises’ Eric Tabak, Jose Nunez and Adrian Alvarado. Special thanks go to ACS Enterprises who came to NATO of CA/NV in Fall 2007 with an offer to sponsor the breakfast for our Film Product Seminars. And they have been supporting them ever since!*



*Ken Miller and Jamie Isaacs represented sponsor REGEN Energy. In addition to sponsoring the seminar REGEN Energy held raffleS in both Southern and Northern California for a Kindle Fire HD 7” tablet*



*Real D who provides innovative solutions for the global 3D market became the newest sponsor at the 2013 NATO of CA/NV Winter/Spring Film Product Seminar. Their representatives Kristina Warner, shown in photo on left, moderated the lunchtime studio panel discussion in Long Beach and Brian Callaghan, in photo on right with NATO of CA/NV President Milt Moritz, was the moderator in San Francisco.*

## Laemmle Family Celebrates 75 Years of Exhibition!

For avid Los Angeles moviegoers, the word Laemmle is far more than simply a name designating the locale of a particular movie theatre. Indeed,



*Bob and Greg Laemmle in their newly remodeled Royal Theatre presentation auditorium. The original 600 seat single screen theatre built in 1922 was converted to three auditoriums. The presentation theatre retained its historic proscenium and stage as seen in background.*

story, one spanning 75 years and 24 different venues.

Laemmle Theatres was founded in 1938 by Brothers Kurt and Max who were born near the turn of the century in Stuttgart Germany. By the 1930s, Max was heading up Universal Studio's Paris office under the direction of Carl Laemmle, his uncle, and founder of Universal Pictures. At that time Kurt was already stateside, operating a theater in Lowell, Indiana.

In 1935, Kurt urged Max to escape the Nazis and come to the States, suggesting they start a theatre business together. And in 1938, the Laemmle name first appeared on theatre marquees, with the opening of the Franklin and the Park in the Highland Park and Glassell Park neighborhoods north of downtown Los Angeles. Following an initial period of success, the company, along with the movie business as a whole, suffered setbacks in the 1950s with the advent of the television.

By 1955, the Laemmles scaled back operations to just one theatre, the Los Feliz. Then in 1963, with Max's son Robert Laemmle taking the reins, the chain started a period of expansion.

In 1964, Laemmle built the Regent Theatre in Westwood Village, a single screen, 400 seat move-over venue. The Regent began playing Claude Lelouch's French romance, "A Man and a Woman,"

which had an astounding two-year run. And with it, the Westwood movie phenomenon began.

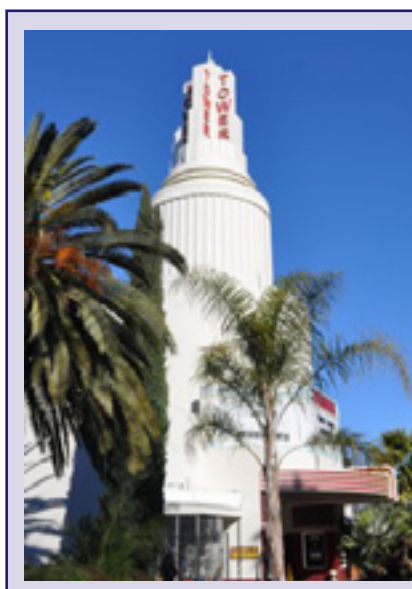
Known as L.A.'s premiere art-house destination, Laemmle has been well-known throughout the years as a home for foreign film, documentaries, and American independent films as well as the occasional blockbuster. Max Laemmle was one of the first American exhibitors to value cinema as much as an art form as for its entertainment and commercial content. Both Max and Robert Laemmle have been awarded Chevaliers by the French government, a testament to their commitment to showcase the best film from around the globe.

More recently, with third-generation Greg Laemmle now at the helm and first cousin Jay Reisbaum heading up development, the company has again added locations. Among them, Pasadena's Playhouse 7 (opened in Feb., 1999) and the NoHo 7 (opened Dec., 2011), in the heart of the North Hollywood Arts District. They also recently renovated the Royal, their flagship theatre in West L.A, which in 2012 was converted to a tri-plex.

NATO of California/Nevada extends their hearty congratulations to the Laemmle organization on their 75<sup>th</sup> Anniversary and wishes them much continued success.



*Los Angeles City Councilman Tom LaBonge, Greg Laemmle and Jay Reisbaum at the grand opening of Laemmle's NoHo 7 Theatre in North Hollywood.*



Another NATO of California/Nevada member theatre, Readings' Tower Theatre in Sacramento, CA, celebrated its 75th Anniversary on November 11, 2013. The Tower Theatre is Sacramento's oldest, continuously running picture palace, most Sacramento theatres in operation when the Tower opened have since been razed or repurposed. The Tower's 100 ft-high art deco tower still beckons patrons as it did when it first opened on November 11, 1938. Reading Cinemas has been operating the Tower since 1998. As part of the one-day celebration a showing of the 1938 film "Algiers" starring Charles Boyer, that was featured at the theatre opening, was screened along with vintage newsreels, cartoons and live action shorts from the period.

## It's ready so get set and go!

Applications for the 2014 NATO of CA/NV scholarship program are READY and available now, so GET your employees SET up to go to school without worrying about how they are going to pay for it.

Applications are available in the Scholarship Section of the Association web site at [www.NATOCalNev.org](http://www.NATOCalNev.org) and we are available to answer questions at [office@NATOCalNev.org](mailto:office@NATOCalNev.org) or 310.460.2900.

The deadline to submit applications is March 3, 2014, but it's not too early to begin the application process.

A vertical flyer graphic with a yellow and teal background. At the top, there are three stylized arrows pointing right in teal, yellow, and light green. Below them is a grey graduation cap with a black tassel, set against a circular background. A black ribbon banner across the cap contains the text "NATOCalNev.org/scholarship". Below the cap, the text "\$250,000.00 SCHOLARSHIP PROGRAM" is written in large, bold, teal letters. Underneath that, the words "ARE YOU NEXT?" are written in large, bold, light green letters. At the bottom, the text "Apply today for a 2014 award ranging from \$2,500.00 up to \$10,000.00" is written in teal. The bottom of the flyer features three stylized arrows pointing left in teal, yellow, and light green.

**\$250,000.00**  
**SCHOLARSHIP**  
**PROGRAM**

**ARE**  
**YOU**  
**NEXT?**

Apply today for a 2014  
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**\$2,500.00** up to  
**\$10,000.00**

### HELP YOUR EMPLOYEES GET IN THE RUNNING FOR A NATO of CALIFORNIA/NEVADA 2014 SCHOLARSHIP AWARD!

1. **Contact** NATO of CA/NV office for **Scholarship Flyers** at: [Office@natocalnev.org](mailto:Office@natocalnev.org) or by phone at: 310.460.2900 and post them in your employee break rooms and near sign out stations.
2. Identify all employees who plan to attend college or a vocational institution in Fall 2014.
3. Familiarize each eligible employee with the application process through the NATO of California/Nevada website link, the QR code and Facebook addresses found on the Scholarship Flyer.
4. Have them visit the Scholarship Section of our web site at [www.NATOCalNev.org](http://www.NATOCalNev.org) for a detailed application.
5. Easy application – can be filled out online.
6. Remind eligible employees of March 3, 2014 application deadline.
7. Periodically follow up with eligible employees on status of their applications.

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Contact NATO of California/Nevada by phone at 310-460-2900 or via email at [Office@NATOCalNev.org](mailto:Office@NATOCalNev.org) with *any* questions, for *any* help or for materials.

## Food Handler Carding Re-Visited

In the past few weeks we have received many requests for clarification of the requirements for Food Handler cards in theatres, because of this we felt it would be helpful to reprint an excerpt from the article that appeared in the October 2011 issue of PREVIEWS.

### ***SB-303 Exempts Theatres From Food Handler Carding***

*NATO of California/Nevada prevailed in getting SB-602 amended with the successful passage of California Senate Bill 303 which was signed by Governor Jerry Brown on September 6, 2011. The amended SB 303 exempts theatre snack bar employees from the obligation of having to obtain a food handler card. The bill became effective immediately.*

*Senate Bill 303 states that the food handler bill will not apply to “venues with snack bar service in which the majority of sales are from admission tickets, but not including any area in which restaurant-style sit-down service is provided”.*

Please note that there are certain counties in California that preempt this bill.

## San Francisco Proposes Two Cents Per Ounce Beverage Tax

San Francisco is the latest city to propose a beverage tax. Two members of the San Francisco Board of Supervisors have proposed different versions of a 2-cents-per-ounce sugary beverage tax measure. Over the coming months, the supervisors supposedly plan to boil down both proposals into one piece of legislation which they plan to put before city voters in the 2014 November election.

Similar tax measures were defeated this year in the California cities of Richmond and El Monte. New York Mayor Michael Bloomberg’s attempt to ban the sale of sugary beverages larger than 16 ounces was halted by the courts.

## California unemployment drops to 8.7%

*By Dale Kasler for The Sacramento Bee*

California’s unemployment rate has dropped to 8.7 percent in the run-up to the holiday retailing season, according to figures released today.

The figures suggest the state’s economy continues to recover as the all-important holiday season nears.

The U.S. Bureau of Labor Statistics said California employers added 39,800 payroll jobs during October, the highest of any state.

The BLS’ latest numbers covered two months, September and October. The September numbers, which should have

been released last month, were delayed because of the federal government’s shutdown.

The BLS said the drop in unemployment in California actually occurred in September, when the rate fell to 8.7 percent from 8.9 percent. The rate held steady in October, despite the significant increase in payroll jobs. The unemployment rate and the payroll data come from two different surveys.

The highest unemployment rate in the nation in October was Nevada at 9.3 percent.

**NATO of California/Nevada Extends Its  
Best Wishes to all of its members and Friends  
for a Festive Chanukah, Happy Thanksgiving,  
Merry Christmas and Joyous New Year!**

# CALENDAR of EVENTS & HOLIDAYS

**First night of Chanukah**  
November 27

**Thanksgiving Day**  
November 28

**Winter Begins**  
December 21

**Christmas Day**  
December 25

**Kwanzaa**  
December 26 - January 1

**New Year's Eve**  
December 31

**Happy New Year!**  
January 1, 2014



**71st Golden Globe Awards**  
January 12

**Academy Award Nominations announced**  
January 16

**National Popcorn Day**  
January 19

**Martin Luther King Jr. Day**  
January 20

