

# PREVIEWS

Information for the California and Nevada Motion Picture Theatre Industry

## CALENDAR of EVENTS & HOLIDAYS

**Labor Day**  
September 4

**Workshop  
Introduction to Digital  
Dolby Laboratories Inc.**  
San Francisco - September 12  
Burbank - September 14

**National NATO  
Board Meeting**  
Sept. 20-21

**Rosh Hashanah**  
Sept. 23 & 24

**Yom Kippur**  
Oct. 2

**Sexual Harassment  
Seminars**  
Oct. TBD

**SHOWEAST**  
Oct. 23-26

**Film Product Seminar**  
November 9 & 14

## 2006 Annual Membership Meeting

The Annual membership Meeting of the National Association of Theatre Owners of California/Nevada was held on June 14 at ArcLight Cinemas in Hollywood. The meeting was called to order at 10:00 A.M. by Association Chairman Raymond Syufy, who presided over the session. A motion was made to approve the minutes of last year's annual meeting, was seconded, and was approved.

Mr. Syufy introduced Association President & CEO Milton Moritz, who, for the record, stated that NATO of California/Nevada is a 501 (C) (6) non profit corporation and conforms to all the rules and regulations as outlined by the Internal Revenue Service, that Hutchinson and Bloodgood remains the accounting firm for the Association, and that in compliance with the Sarbanes-Oxley Act, the Association has enacted new internal procedures which include the formation of an audit committee, an independent annual audit and an investment policy statement.

Mr. Moritz further stated that the Association continues to be represented by the firm of Thomas Advocacy for all legislative issues in Sacramento as well as Code Consultants, Inc., who advises the Association on impending building code changes on both the national and local level.

Other matters addressed by Mr. Moritz included the Association's sponsorship, in conjunction with Dolby Laboratories, of a digital cinema seminar in September, dealing with all aspects of how the new technology will affect day to day operations of a theatre complex. He also noted the Association's contribution of \$125,000 to the American Red Cross to assist in the hurricane Katrina disaster relief effort. He further remarked that the Board voted to provide \$50,000 to the Wonder of Reading program, which will enable

the building and equipping of a new library at the Eastman Elementary School in East Los Angeles, and that a charitable committee has been established to make future recommendations to the board for assistance in community programs.

Results of balloting for the Association's Officers and Board of Directors for the 2006-2007 year were announced as follows. Chairman, Raymond Syufy, Century Theatres; Vice



*Board Members David Corwin, Bruce Sanborn, Bill Hertz, Ray Syufy, Kim Zolna, Chairman Emeritus Jerry Forman, Scott Lotter and Alan Grossberg. (not in photo: Bruce Coleman, Nora Dashwood, George Krikorian, Ted Mundorff, Neal Pinsker, Frank Rimkus and Dick Walsh.)*

President, William F. Hertz, Sr., Mann Theatres; Treasurer, David Corwin, Metropolitan Theatres; Secretary, Bruce Sanborn, The Movie Experience. Members of the Board of Directors are Bruce Coleman, Brenden Theatres; Nora Dashwood, Pacific Theatres; Alan Grossberg, UltraStar Cinemas, George Krikorian, Krikorian Theatres; Scott Lotter, Paradise Cinemas; Ted Mundorff, Landmark Theatres; Neal Pinsker, Regal Entertainment Group; Frank Rimkus, Galaxy Theatres; Dick Walsh, AMC, and Kim Zolna, CinemaStar Luxury Theaters.

Terri Thomas, of Thomas Advocacy, Inc., the

*Continued on page 2*

## Welcome to our new Board Members

**Previews**  
is published by the  
**National Association of  
Theatre Owners of  
California/Nevada**

11661 San Vicente Blvd., Suite 830  
Los Angeles, CA 90049-5116  
Phone: 310/460-2900  
Fax: 310/460-2901  
E-mail: Office@NATOCalNev.org  
www.NATOCalNev.org

### OFFICERS

Milton Moritz  
*President & CEO*  
Raymond W. Syufy  
*Chairman*  
William F. Hertz, Sr.  
*Vice President*  
David Corwin  
*Treasurer*  
Bruce Sanborn  
*Secretary*



### BOARD OF DIRECTORS

Bruce Coleman  
*Brenden Theatres*  
David Corwin  
*Metropolitan Theatres*  
Nora Dashwood  
*Pacific Theatres*  
Alan Grossberg  
*UltraStar Cinemas*  
William F. Hertz, Sr.  
*Mann Theatres*  
George Krikorian  
*Krikorian Premiere Cinemas*  
Scott Lotter  
*Paradise Cinemas*  
Ted Mundoff  
*Landmark Theatres*  
Neal Pinsker  
*Regal Entertainment Group*  
Frank Rimkus  
*Galaxy Theatres*  
Bruce Sanborn  
*The Movie Experience*  
Raymond W. Syufy  
*Century Theatres*  
Dick Walsh  
*AMC Theatres*  
Kim Zolna  
*CinemaStar Luxury Theaters*



Charlene Sievers  
*Director, Member Services*

**Kim Zolna** started as a “candy girl” in 1984 working for Mann Theaters. While attending college, she worked her way up to General Manager. According to Ms. Zolna, “when I received my degree, it was too late for me to do anything else... I was hooked!” She worked at various Mann locations in San Diego and Los Angeles. Eventually she was promoted to Division Manager and transferred to Northern California. She moved back to San Diego to work for CinemaStar Theaters in various positions and now holds the title of President and Chief Operating Officer. CinemaStar, operates 61 screens in Southern California.



**Scott Lotter** started in the theatre business as an usher in San Francisco at the ripe old age of 17, moving up to become manager at 21. He later joined Tegtmeier Associates as General Manager. In 2005 Scott and his wife Tracy formed their own theatre company and now operate 13 screens in Northern California. In addition to his theatre interests Scott is actively involved with various civic activities.



He and his wife are the parents of Chelsea and Dustin, both of whom also began their careers working in their community movie theatres.

*Continued from page 1*

Association’s lobbyist in Sacramento, delivered an address assessing the heated gubernatorial contest facing the California electorate in November, political campaign finance reform and the advent of Independent Expenditure Campaigns, as well as issues more directly related to the Association’s interests. They included debate on pending legislation raising the California minimum wage and the defeat of a bill to tax carbonated beverages.

Howard Ballon, President, Nielsen Film and Home Entertainment, joined by colleague Adrienne Becker, Senior Vice President, Business Development and Communications, reviewed the findings of two recent, very extensive research projects examining the many factors affecting movie attendance (see separate story). What was made abundantly clear are the challenges facing exhibitors and distributors alike. An ever increasing landscape of readily available home entertainment options, including a growing universe of satellite and cable television channels, movies on demand, large screen HDTV, interactive video games, home computer-based entertainment, and more, all heighten the competition for

consumer attention, and dollars. Of particular importance in the future will be a theatre’s ability to provide a unique environment that makes the entire movie going experience not only pleasurable, but one of perceived overall value.

Jay Swerdlow, Chairman of the NATO of California/Nevada Scholarship Committee, announced the eighteen 2006 winners of the Association’s employee scholarship competition, each to receive \$7,500 toward their post-secondary education. (*See Page 6 for list of Scholarship Recipients.*)

Mr. Syufy then announced the winners of the Association’s scholarships to graduate film students attending the School of Theatre, Film and Television at the University of California, Los Angeles, and the School of Cinema and Television at the University of Southern California, each to receive a \$6,250 scholarship. From UCLA: Aram Tertzakian, Quyen Tran, John Slattery, Matt Flynn. (*Please see photo and bios on page 7.*) From USC: Rain Breaw, John Helton, Chris Valazquez, Hieu Ho. (*Featured in the May issue of Previews.*) Short student films from five of the winners were screened during the meeting. ▼

# NATO of California/Nevada Dolby Digital Workshops

## September 12<sup>th</sup> and 14<sup>th</sup>

Dolby Laboratories has designed a “basics” Digital Cinema 101 class exclusively for NATO of California/Nevada members. The workshops will be presented on September 12<sup>th</sup> at the Dolby San Francisco headquarters and on September 14<sup>th</sup> at their Burbank facility. There will be two sessions each day, at 10:00 am and 2:00 pm, each session to last approximately three (3) hours.

The workshops will provide an in depth overview of the workings of digital cinema at the theatre level. Topics to be covered will include:

- Digital Cinema server and DLP projector overview.
- Digital Cinema terminology review.
- Digital Cinema content flow from mastering to play back in a cinema.
- Building a show, show control, scheduling, monitoring and diagnostics.
- Moving shows between auditoriums.
- Security and encryption.
- How keys are delivered and installed.
- Digital image formats and color space simplified.
- MPEG, JPEG2000 simplified.
- How Digital Cinema affects the duties of a projectionist and management.

Those planning to attend should bring specific questions for the Q & A session following each presentation.

**ATTENDANCE IS FREE TO EMPLOYEES OF MEMBER COMPANIES AND IS BY RESERVATION ONLY. ALL RESERVATIONS ARE DUE BY FRIDAY, SEPTEMBER 1<sup>st</sup> AND MUST INCLUDE THE INFORMATION REQUESTED ON THE FORM BELOW. IF REGISTERING FOR A GROUP, ONE LIST, RATHER THAN INDIVIDUAL SHEETS, IS PREFERRED. PLEASE EMAIL INFORMATION TO:**

**[office@natocalnev.org](mailto:office@natocalnev.org) or FAX to 310/460-2901**

**NO LATER THAN FRIDAY, SEPTEMBER 1, 2006. SPACE IS LIMITED.**

### Dolby Digital Workshop Registration Form

Employee & position: \_\_\_\_\_  
 Company: \_\_\_\_\_ Theatre: \_\_\_\_\_  
 Email: \_\_\_\_\_ Daytime phone: \_\_\_\_\_

*I would like to attend the:*

- San Francisco, Sept. 12<sup>th</sup>     morning session at 10:00 AM     afternoon session at 2:00 PM  
 Burbank, Sept. 14<sup>th</sup>     morning session at 10:00 AM     afternoon session at 2:00 PM

**Send RSVPs to [Office@NATOCalNev.org](mailto:Office@NATOCalNev.org) or fax 310/460-2901 by September 1<sup>st</sup>.**

### Year-To-Date Box-Office

YEAR-TO-DATE 190 days starting Sunday, January 1, through Sunday, July 9, 2006  
*Average ticket price for 2006 is estimated*

Year	Avg. Ticket Price	Ticket Price Change	Total Gross	% Change vs. Previous Year	Attendance	% Change vs. Previous Year
2006	\$6.61	3.12%	\$4,966,400,000	6.75%	751,346,445	3.52%
2005	\$6.41	3.22%	\$4,652,433,945	-8.58%	725,808,728	-11.43%
2004	\$6.21	2.99%	\$5,088,997,690	-	819,484,330	-

*-Source: Exhibitor Relations Co.*



**Films To Video:  
 Projected  
 Release  
 Schedule**

available at [www.natocalnev.org](http://www.natocalnev.org)

# Nielsen Presents: The Opportunities of Change

High ticket prices! Bad movies! People talking on phones! The smell of buttered popcorn! Speculation abounds, however the conclusions of a recent series of reports from Nielsen Entertainment tells us something important about the changes transforming movie-going today: there is no silver bullet cause.

Nielsen Film and Home Entertainment President Howard Ballon and Strategic Development GM Adrienne Becker visited last month with attendees to the NATO of California/Nevada membership meeting and presented some of the evidence they have collected from two waves of a Nielsen NRG benchmark study (Summer 2005 and Holiday 2005) and a Movie Advisory Board study from this year (March 2006). All three reports confirmed that there are a number of factors driving changes amongst moviegoers and that with a greater understanding of these changes, we can recognize and capitalize on the opportunities they present.

The studies focused specifically on the Motivations, Attitudes and Perceptions (*The MAP*) of movie consumers and offered greater detail on a subset of avid moviegoers (*The Modern Movie Experience*). All combined, the insights of over 7,500 moviegoers were culled for the analyses discussing a wide variety of subjects including behavioral segmentation, theater selection, perceptions of cost and value, cinema advertising, release windows, emerging digital distribution platforms and additional topics of immediate concern to exhibitors.

One of the first questions Nielsen tackled was a basic one...who is the “average moviegoer?” We learned that the average moviegoer currently makes 7.5 trips to the theater per year, that about 57% of Americans 12+ sees at least one movie a year, and the “average” moviegoer is 37 years old.

But in the same breath, we were told that increasingly, the profile of an average moviegoer does not actually exist. That is,

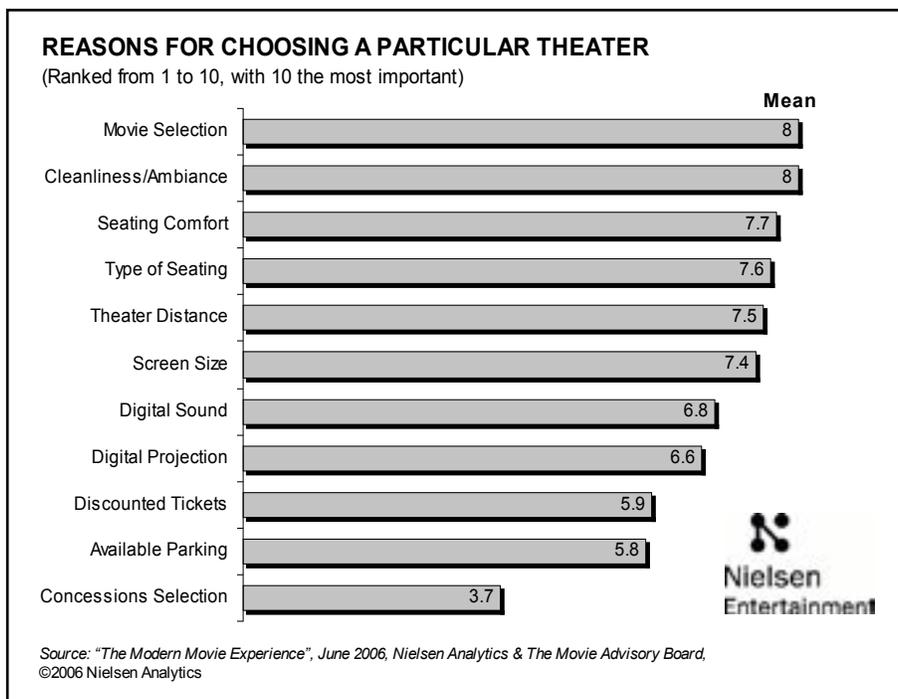
moviegoers are so diverse in their psychographic and behavioral predilections, that to try and put a face on the average moviegoer would be dangerous.

In all other media, Nielsen explained, consumers are growing accustomed to greater choice and control over what entertainment they consume and how they consume it, and so that same expectation is growing on a parallel tract with moviegoers. “We are moving from linear consumption of long form content to the experience of a customer’s unique customized consumption,” said Mr. Ballon. Added Ms. Becker, “From mass media to participatory media, movie exhibitors who recognize this growing empowerment of the new movie consumer and who consequently equip moviegoers with tools that illustrate a respect for this new role and a means of advancing it, will thrive.” Nielsen cited the rise of Consumer Generated Media, CGM, as but one example of the buyer’s new role in the transformed entertainment equation.

Nielsen also talked about another equation, the very important one going on in a moviegoer’s mind each time they consider a movie-going decision. According to Nielsen’s research, moviegoers used to make a very simple decision about going or not, and which movie to see. Now, they factor in the dollar price of the total experience, including ticket, concessions and parking, weighed against the amount of time a movie-going commitment will require, and matched with a perception of the value they

will derive from the experience (i.e. will they enjoy the movie, will the theatrical experience be fun). With prices rising, time contracting and quality in question, coupled with a number of easily accessible competing media and competing movie distribution platforms, moviegoers are faced with a much more complex decision making process.

“It is in the (NATO) Members’ interest to make the movie-going decision a



*Continued on page 5*

*Continued from page 4*

simple one again. What is being offered that is unique enough to warrant a commitment in an entertainment world catering to impulse? How do we re-create a compelling, perishable and exclusive experience in the theatre? Where can we add value?" said Ms. Becker. She cited kiosks in the theaters which offered snippets of movie scenes available for download to mobile phones as but one example. "Moviegoers buy a ticket and could then get a small slice of a scene from the film they just saw for their phone that could be forwarded on to their friends. You might only be able to do this in the theatre, and the studios can use this to spur the spread of their marketing materials." She referenced the strong connection between DVD sales and theatergoing to support this idea, noting the majority of moviegoers have made a decision to spend more money on a film they have just seen, immediately after seeing it.

Among other details shared from the analyses, Nielsen revealed the levers a moviegoer uses to select a particular theater. Film selection and cleanliness/comfort were reported as the primary decision-making factors, with clear difference among the demographic and psychographic segments. Other attributes, including discounted ticket availability for instance, ranked surprisingly low, on average, amongst decision levers.

Finally, the movie windows were also discussed. *The Modern Movie Experience* analysis reports that 53% of Movie Advisory Board members surveyed expect that they would still select the theater to see a movie, even if a movie were released on DVD simultaneously. Of concern, though: a significant number of consumers say they would skip theatrical releases altogether to rent a movie on DVD instead. *The Modern Movie Experience* examines both consumer segments in more detail.

Nielsen concluded where they began the presentation to Members; consumers are playing an expanded role in all aspects of entertainment and so it is logical they will want to exert similar control over their movie-going experience. Exhibitors are in a unique position to innovate and define the uniqueness of the experience we offer, with just a bit of insight into the mind of the moviegoer and innovative thinking. ▼

*The Modern Moviegoer* analysis is available for purchase. NATO members receive a 10% discount when ordering from [www.movieadvisoryboard.com/store/preferred](http://www.movieadvisoryboard.com/store/preferred).

## *Exhibitor Relations Contact Information*

### **Buena Vista**

Christina Nedelec ..... Christina.Nedelec@disney.com  
One sheets & trailers can be ordered from Technicolor

### **Focus Features**

Eric Carr ..... (818) 777-8840 ..... eric.carr@focusfeatures.com  
Jonathan Wu..... (818) 777-9460 ..... jonathan.wu@focusfeatures.com

### **Fox/Fox Searchlight**

Fox Fulfillment  
Materials Hotline 800-FOX-0010     Materials Fax line 661-702-5154  
[www.FoxExhibitor.com](http://www.FoxExhibitor.com)

### FOX REWARDS

Fox Rewards Enrollment & Hotline  
866-FOX-RULES  
[www.FoxRewards.com](http://www.FoxRewards.com)

### **Lions Gate Entertainment**

Mike Polydoros     (310) 255-3719 ..... mpolydoros@lgecorp.com  
Demetri Panos     (310) 255-4038 ..... dpanos@lgecorp.com  
Fax: (310) 255-3730

### **New Line**

Kristina.warner@newline.com     zach.beebee@newline.com  
mariel.diaz@newline.com

### **Paramount Pictures/DreamWorks**

Eric Tabak ..... (323) 956-4836 ..... eric\_tabak@paramount.com

### **Sony Pictures**

#### Southern California and Nevada

Vinele Grana - (310) 244-3037 ..... Vinele\_Grana@spe.sony.com

#### Northern California

Christian Arenas - (310) 244-3045 ..... Christian\_Arenas@spe.sony.com

All materials can be ordered at [www.sonypicturesreleasing.com](http://www.sonypicturesreleasing.com)  
or by phone: 877/Deluxe6

### **Universal**

[www.exhibitorrelations.com](http://www.exhibitorrelations.com)  
Cynthia Orellana ..... (818) 777-0096 ..... cynthia.orellana@nbcuni.com  
Rebecca Jansson..... (818) 777-0011 ..... rebecca.jansson@nbcuni.com

### **Warner Bros/Warner Independent**

Bill Smith ..... bill.smith@warnerbros.com  
Jesse Chow..... jesse.chow@warnerbros.com

### **The Weinstein Company**

Roe Campo ..... roe.campo@weinsteinco.com  
Onesheets and trailers can be ordered from Technicolor

**College  
Scholarship  
Competition  
Deserves Attention**

This year, NATO of California/Nevada awarded \$135,000 in scholarships toward post-secondary education through its annual scholarship competition. The competition is open to all eligible field level employees of member theatres, along with spouses and dependent children of management employees and home office staff.

The Association takes great pride and pleasure in helping to ease the financial burden of deserving students seeking to further their education. This year's 18 winners were chosen from a field of 99 entries. *That translates to almost one in every five entrants receiving a \$7,500 scholarship.*

If you are eligible to participate in this outstanding program, please do so. And if you have submitted an entry but did not win, please do not be discouraged, try again, others have and they have won. The chances of winning a scholarship are far better than you may have previously thought. Please spread the word.

Competition details and application forms are available on the Association website [www.NATO-CalNev.org](http://www.NATO-CalNev.org). Application forms for 2007 will be available in October. ▼

**CONGRATULATIONS!!!!  
2006 NATO of California/Nevada  
Scholarship Winners**

<b>Name</b>	<b>Circuit and Theatre</b>	<b>School in fall 2006</b>
Amy Achille	Regal Mira Mesa Stadium 18	UC Davis
Jose Aparicio	Regal Edwards Fresno Stadium 22 Cinema	Fresno City College
Alison Bayley	Century Larkspur Landing	UC Berkeley
Kyle Bruce	Regal Natomas Marketplace Stadium 16	UCLA
Brooke Dawson	husband is employed by Cinemark USA	CSU, Fresno – Masters Program
Megan Everett	Pacific's Grossmont Center	UCLA
Briana Fitzpatrick	Galaxy Tulare 10	New York University
Kevin Flores	Fallon Theatres	University of Oregon
Erica Gold	Regal Mira Mesa Stadium 18	UC San Diego
Katherine Horne	Fallon Theatres	The University of Utah
Courtney Innes	Brenden's Vacaville 16	Brigham Young University
Taylor Manavian	Father works at Pacific Theatres corporate office	Cal Poly San Luis Obispo
Karina Medvedeva	Pacific's Grove Theatre	UCLA
Jeremy Pease	Cinemark Movies 14	Cal Poly San Luis Obispo
Carley Platt	Century 21 San Jose	San Jose State University
Jason Raftery	Pacific's Grossmont Center	UC Berkeley
Jessica Reynolds	Cinemark Chico	Cal Poly San Luis Obispo
Kaitlyn Rubenstein	Century 21 Daly City	San Francisco State University



Amusements. Missing from the photo are Marc Wolfe, Cinemark USA and David Corwin, Metropolitan. ▼

Appreciation goes to our dedicated scholarship committee members as shown, (standing) Bruce Wren, Regal Entertainment Group; Dale Davison, Century Theatres; Gary Richardson, The Movie Experience; Damon Rubio, UltraStar Cinemas; Joe Girouard, Brenden Theatres; Jay Swerdlow, Pacific Theatres; Van Maroevich, MOC Insurance; (sitting) Jay Reisbaum, Laemmle Theatres; Kim Zolna, CinemaStar Theaters; Janet Grummer, Davis Wright Tremaine; Charlene Sievers, NATO of CA/NV and Mark Bastian, National

## 2006 UCLA Fellowship-In-Film Recipients Announced at Awards Breakfast

### Aram Tertzakian, Producing:

Aram Tertzakian is a first year graduate student in the Producers Program at the UCLA School of Film and Television. Prior to UCLA, he studied at Georgetown University where he graduated Magna Cum Laude with a major in English. During his time at Georgetown, he wrote, directed, and produced a short film that won Best Picture and Best Screenplay at the 2004 Georgetown Film Festival. With this encouragement, he decided to move out to Los Angeles, where he worked for the Kennedy/Marshall Company before returning to school. At UCLA, Aram is working to produce several feature length films while also collaborating with student directors to produce their shorts.



*Barbara Boyle, Chair, UCLA Department of Film, Television and Digital Media, joined NATO of California/Nevada's President Milt Moritz (standing) and Board Members Ted Mundorff and Bill Hertz at the UCLA School of Theater Film and Television Awards Breakfast in June to introduce the talented winners of the Association's 2006 Fellowship-In-Film \$6,250.00 awards. The winners are standing (L-R) Aram Tertzakian, Mathew Flynn, John Sattery and Quyen Tran*

### Mathew Flynn, Animation:

Matt Flynn, a native of Kent, Ohio, graduated Magna Cum Laude from the Columbus College of Art and Design (in Columbus, Ohio) in 2003 with a B.F.A in Time Based Media. In his first year at the UCLA Animation Workshop, Flynn produced a remarkable 2 animated films in 20 weeks, *Decisions* and *Whole*. Since its completion, *Whole* has been showcased in numerous festivals, among which include the 2006 HBO US Comedy Arts Festival, 2005 Animation Block Party, and was a regional finalist in the 33<sup>rd</sup> Annual Student Academy Awards. Currently Flynn is working on his epic M.F.A. thesis film, *Redemption of the Great Hare*, as well as in Development at Cartoon Network Studios on an original series, *Stan Bayou* with co-creators Mark Bodnar and Pez Hofmann

### John Sattery, Directing:

After serving as a Peace Corps Volunteer in Morocco, and a language teacher in Paris, France John Sattery enrolled as a dual MFA candidate (Directing & Cinematography) at UCLA. John's latest film, '*Casablanca Mon Amour*' is the recipient of the Edie and Lew Wasserman Fellowship. John is a two time winner of our National Association of Theatre Owners of CA & NV Fellowship program winning in 2005 as well as this year.

### Quyen Tran, Directing:

Quyen Tran received fine art and photography training at the University of Virginia and the Smithsonian Institute in Washington D.C. before being one of only two people selected for the Cinematography Masters program at UCLA. Her photos have been published in the *New York Times* and *USA Today* among other journals, and her cinematography can currently be viewed at the LACMA as part of an art installation. She most recently won the Student Award for "Best Cinematography" at UCLA's 2006 Festival, and has shot close to twenty short films at UCLA. Quyen will be traveling to South Africa this summer to photograph a UCLA graduate thesis film in Johannesburg. ▼

## Sharing the Movie Going Experience.....

*“As I diligently keep my watch over the confection register and snack bar, I have born witness to an essential part of what makes the movie theatre a community’s meeting area. Old and new friends meet here to spend the afternoon sharing the movie’s entertainment in each other’s company. Hard working mothers and fathers bring their children to treat the whole family to a deserved break from the obligations of day to day life. Newly dating couples find common ground in thrilling, amusing, or serious movies. No matter the age or station of the individuals, the theatre patrons and employees alike enjoy the experience of sharing a movie with others in the community, bringing people together to discuss ideas and develop the local culture. Observing the level of human connection found at the movie theatre, I can only firmly state that I am profoundly glad to have been a small but significant part of making its existence possible.” ▼*

*- As excerpted from the essay of one of our 2006 NATO of CA/NV scholarship winners,*

*- Alison Bayley, Century Larkspur Landing*

## Beware: Gift Certificate Purchasing Scam!



Various circuits of recent have been the victims of fraudulent gift certificate purchases. Individuals use

stolen or lost credit cards to purchase large denomination gift certificates and then go to locations other than where purchased and request a cash refund.

To minimize the loss many companies have initiated more stringent refund policies including identification when filling out refund form; refund checks being sent from home office; notation on gift certificate showing form of payment and date of purchase. Where new policies have been instituted losses have pretty much disappeared. ▼

## Spain exhib sez no to Mouse pic

*Reprinted from Daily Variety*

Things are getting scary for the Mouse House in Spain.

Spain’s second biggest exhibitor-programmer, Yelmo Cineplex, is refusing to handle “Scary Movie 4,” which bows in Spain on Friday, in protest at the rental rates charged by Buena Vista Intl., plus ever-shrinking release windows.

The question now is whether other exhibitors will follow suit.

Neither BVI Spain nor Cinesa -- Spain’s biggest exhibition loop incorporating former UCI, AMC and Warner Lusomundo cinema theaters -- were available for comment.

Yelmo Cineplex’s stand will draw sympathy among other local circuits.

A joint venture of the U.S.’ Loews and Spain’s Yelmo Films, Yelmo has around 12% market share in Spain, owning 329 screens at 29 sites, including three of Spain’s top 20 screens.

Yelmo CEO Ricardo Evole is president of Spain’s exhibi-

tors’ lobby FECE and will receive an exhibitor of the year award at this month’s Cinema Expo in Amsterdam.

“We have been negotiating with Buena Vista for more than a year. We have offered terms to handle their product, but Buena Vista has told us that they are not going to negotiate terms,” an executive at Yelmo Cineplex told *Daily Variety*.

Distributors take 65% of a movie’s first weekend B.O.

Yelmo’s hold out reflects a new bullishness coming just weeks after a Spanish anti-trust authority ruling, which fined U.S. majors in Spain \$15.1 million for cartel practices.

As Spain preps a new cinema law, Spanish exhibitors want their voice to be heard regarding, for example, the regulation of fast-contracting release windows. Currently these are left to market forces.

“Yelmo Cineplex is working to reduce rental terms, and stop the continuous reduction of distribution windows,” the Yelmo executive said. ▼

# S T A T I S T I C S

## Historical Data First Weekend in May through Labor Day 1998 – 2005

Year/Rank (Dollars)	Grosses in \$ Billions	Year/Rank (Attendance)	Tickets Sold	Avg. Ticket Price
2005 - #4 Summer down 8.51% from '04	\$3.62	2005 - #8 Summer down 11.37% vs. '04	564,898,596	\$6.41
2004 - #1 Summer up 2.12% from '03	\$3.96	2004 - #3 Summer down .84% vs. '03	637,215,503	\$6.21
2003 - #2 Summer up 2.00% from '02	\$3.87	2003 - #2 Summer down 1.89% vs. 02	642,620,232	\$6.03
2002 - # 3 Summer up 10.13% from '01	\$3.80	2002 - #1 Summer up 7.28% from '01	654,991,012	\$5.80
2001 - # 5 Summer up 9.46% from '00	\$3.45	2001 - #5 Summer up 4.61% vs. 2000	610,533,185	\$5.65
2000 - # 7 Summer down 1.53% vs. '99	\$3.15	2000 - #6 Summer down 7.37% vs. '99	583,609,582	\$5.40
1999 - # 6 Summer up 19.31% from '98	\$3.20	1999 - #4 Summer up 10.15% over '98	630,022,107	\$5.08
1998 - # 8 Summer up 8.03% from '97	\$2.68	1998 - #7 Summer up 5.72% over '97	571,985,901	\$4.69

-Source: Exhibitor Relations Co.

## Full Year Historical Data

Year	Gross	Admissions	Year	Gross	Admissions	Year	Gross	Admissions
2005	\$8.95 billion	1.39 billion	2000	\$7.70 billion	1.42 billion	1995	\$5.50 billion	1.26 billion
2004	\$9.40 billion	1.51 billion	1999	\$7.50 billion	1.47 billion	1994	\$5.40 billion	1.29 billion
2003	\$9.27 billion	1.54 billion	1998	\$6.95 billion	1.48 billion	1993	\$5.10 billion	1.24 billion
2002	\$9.30 billion	1.60 billion	1997	\$6.40 billion	1.39 billion			
2001	\$8.35 billion	1.48 billion	1996	\$5.90 billion	1.34 billion			

-Source: MPAA/NATO & ERC, Inc.

# INSIDE PREVIEWS

## 2006 Annual Membership Meeting

## Welcome To New Board Members

## Dolby Digital Workshop Set for September

## Nielsen Presents: The Opportunities of Change

## Congratulations NATO of CA/NV Scholarship Winners

## College Scholarship Competition Deserves Attention

## UCLA Fellowship- In-Film Recipients Announced

## Beware: Gift Certificate Purchasing Scam!

## Spain Exhib Sez No to Mouse Pic

## Statistics

National Association of Theatre Owners  
of California/Nevada

11661 San Vicente Blvd., Suite 830,  
Los Angeles, CA 90049

ADDRESS SERVICE REQUESTED

## Too darn hot

## Health Tip

Summer's here, and for many people that means firing up the outdoor grill. But the high heat of grilling meat, poultry, and fish creates potential carcinogens called heterocyclic amines (HCAs). Charring is an indication that HCAs are present. Other carcinogens called polycyclic aromatic hydrocarbons (PAHs) are deposited on meat from the smoke that rises when fat drips on the hot coals (or any heat source).

### **You can reduce the potential risk as follows:**

Choose lean cuts and trim any visible fat so that less fat drips during cooking.

Marinate meat, even briefly, before you grill it. This can decrease HCAs by more than 90%. Use combinations of vinegar, citrus juices, cider, brown sugar, mustard, vegetable oil, herbs and spices.

Precook in the microwave or in the oven, discard the juices, then finish on the grill.

Use lower heat by waiting for the coals to burn less hot or by turning the gas down.

Raise the grill rack farther from the heat. Don't place the meat directly over the coals: that way the fat won't drip on them.

Flip the meat frequently. Cook to the proper temperature, but try to avoid charring (cut or scrape off any charred parts). Use smaller pieces (like kabobs), which cook faster.

Don't use mesquite; this soft wood produces very high heat.

Grill veggie burgers, vegetables, and fruits (like pineapple); they produce little or no HCAs.

Stay upwind from grills to avoid breathing in smoke, which also carries health risks. No smoke is good smoke.

**Keep in mind:** Pan-frying and broiling at high temperatures also produce HCAs. Instead, choose steaming, poaching, microwaving, stewing, roasting, and baking, when possible. Don't consume the pan drippings, either, since they can be high in HCAs – and fat.

*Source: UC Berkeley Wellness Letter*