



PREVIEWS

Information for the California and Nevada Motion Picture Theatre Industry

CALENDAR of EVENTS & HOLIDAYS

**Board of Directors
Meeting**
June 13

**Annual
Membership Meeting
at ArcLight Cinemas**
June 14

Flag Day
June 14

Father's Day
June 18

Independence Day
July 4

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

**Sexual Harassment
Seminars**
Oct. TBD

June 14th Annual Membership Meeting Update

Don't forget to mark your calendars for the National Association of Theatre Owners of California/Nevada June 14th Annual Membership Meeting, to be held at ArcLight Cinemas in Hollywood. A continental breakfast will be served beginning at 9:00 a.m., with the business session to start promptly at 10:00 a.m.

Items on the agenda include the introduction of new officers and directors of the Association, and the announcement and introduction of winners of NATO of California/Nevada's scholarships for post-secondary education for field level employees and for spouses and dependent children of management.

A special presentation by Kathy Benjamin, Senior Vice President and Strategic Analyst for Nielsen NRG, examining a series of extensive research studies recently conducted to better understand the habits of the movie-going public. Kathy will be joined

in the presentation by other Nielsen NRG senior executives, as they not only discuss the results of last year's box-office attendance, but what can be done to stimulate renewed interest in movie going.

There will also be a special presentation by Terri Thomas, the Association's lobbyist in Sacramento, who will provide an update on recent developments affecting our industry.

Winners of the Association's scholarship programs at the University of Southern California and the University of California, Los Angeles Theatre Departments will be announced, accompanied by the screening of the top student film from each of the schools.

Attendance is open to all employees of member companies, by reservation only. RSVP to (310) 460-2900, or via email Office@natocalnev.org. Validated parking is available behind the theatre. ▼

Safeguard Teen Workers

This time of year, many teens will enter the workforce. As an employer, you play a key role in assuring that your teen workers have a positive, productive, safe and healthy work experience.

Know The Law – Protect teen workers by knowing and complying with child labor laws and occupational safety and health regulations. Review the legal restrictions for the type of work a teen can and cannot do to protect their health and safety. Some restrictions prohibit teens from working late and/or long hours.

Assure Compliance – Make sure teens are not assigned work schedules that violate the law.

Check Work Permits – Verify that teen workers under 18 have a required work permit issued by their school or school district before beginning a new job. Work permits are not re-

quired for teens who have proof of graduation or of a high school equivalency exam.

Ensure Safety - Identify and eliminate hazardous work conditions. Evaluate the safety and legality of work equipment that teens may use then put warning signs on equipment not authorized for their use. Ensure that teens are adequately supervised, that they're following recommended safety practices and procedures, and that they're aware of their physical limitations.

Provide and Enforce Safety Training – Educate teens in how to do their jobs safely and how to recognize safety or health hazards. Make sure you instruct them in what to do and whom to call in an emergency.

A good resource for employers of teen workers is the website of the California Resource Network for Young Worker Health and Safety at www.youngworkers.org. ▼

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Charlene Sievers
Director, Member Services

MARK THE DATES!

September 12 and 14, 2006

**NATO of California/Nevada
and
Dolby Laboratories
will present a
Digital Cinema 101 Class.**

Issues to be addressed:

Digital Cinema general overview, targeted at Exhibition.

Demo of the day to day operations of a Digital Cinema equipped theatre,
including the build up of the show, how to move from auditorium to auditorium,
how to receive files, security issues.

Dolby Digital Cinema system overview.

And much more!

Each seminar will take place at Dolby Laboratories:

September 12, San Francisco • September 14, Burbank
Two sessions at each location: 10:00 am and 2:00 pm
Each session with Q & A = 3 hours.

New Boxoffice Technology Demands Greater Vigilance

The technological advances in recent years in the way theatres sell tickets demands greater vigilance and oversight by management and staff.

Recent incidents reported by theatres in California and Maryland illustrate how vulnerable theatres and their patrons are to potential acts of fraud. In California, it was disclosed that a number of theatres in one circuit were a common point of use for numerous credit cards which were subsequently counterfeited and used to make unauthorized purchases. While investigations have yet to find evidence that any credit or debit card data from the circuit's files or computer systems has actually been misappropriated, it was determined that the potential for such illegal activity

did exist. The circuit continues to work with law enforcement authorities, and has reevaluated and revised its internal security procedures.

In Maryland, a computer hacker disabled credit card sales for 12 theatre locations preventing patrons from retrieving pre-purchased tickets at the boxoffice and destroying advance on-line ticket information. The company offered replacement tickets to patrons who missed their scheduled viewing due to the problem.

While pre-purchased tickets and credit card purchases may help facilitate ticket sales, the above incidents point to the need for exercising all appropriate safeguards and security precautions. ▼

Attracting Audiences; Now And In The Future

A recent article in the *Christian Science Monitor* and remarks made by Academy Award winning director James Cameron at this year's Digital Summit in Las Vegas offer some interesting insights on the movie going experience, both today and for the future.

Several months ago, the *Christian Science Monitor* asked its readers what might be done to help entice audiences to leave the comfort of their living rooms and go to the movies instead, noting that movie going attendance has fallen over the past three years.

One of the frequent responses had to do with loud and unruly patrons, crying babies, cellphone use and other distracting behaviors, and the fact that all too often little or nothing is done by management to correct the situation.

High ticket prices and high concession stand prices were also cited, along with a lack of healthier alternatives to the standard popcorn, candy bar and soda fare. And, of course, mention was made of sticky floors and poor policing of litter.

The article noted that at some large chains, such as Regal and AMC, signs are posted or pre-movie ads are screened asking patrons to mute cellphones and pagers, while the Arlight Cinema in Hollywood sends adult ushers into the theatre to offer similar reminders.

In an effort to rekindle the movie going habit, a number of theatres have experimented with family afternoon shows ("mommy matinees") for mothers and young children, while some circuits plan to offer "summer movie camps," with free PG or G rated films for children and adults to view together.

As for the future, James Cameron believes that digital cinema will be a boon to distribution and exhibition alike, as it enables films to

NATO of California/Nevada Opposes Senate Bill No. 1118, Tax On Carbonated Beverages



By Janet Grumer, Davis Wright Tremaine, LLP

On April 18, 2006, Senator Liz Figueroa introduced amended Senate Bill No. 1118 to the California Senate. The bill would impose an additional 2% sales tax on the sale of most carbonated beverages everywhere and certain foods of "poor nutritional value" sold by drive-in type restaurants. Additionally, the bill would impose an excise tax on the purchase of advertising space to advertise such products. These taxes would be in addition to other sales and excise taxes already in place. NATO of California/Nevada opposes this bill on behalf of its members.

This legislation would burden theatre owners with tracking and paying the additional tax on all carbonated beverage sales, in addition to the sales tax already in place. Theatre owners who include tax in their product pricing would be forced to either absorb the additional tax, or raise prices for consumers. Theatre owners who add tax to concessions sales will be faced with accounting for an additional tax rate at concession stands, applicable only to carbonated beverages.

The excise tax on advertising foods of "poor nutritional value" would affect advertisers, and generally not theatres. However, any content-based tax implicates freedom of speech, and may not be permissible under the First Amendment to the United States Constitution. Content-based taxation of advertising, if allowed, could lead the way toward other content-based taxes and regulations that could erode the significant freedoms theatre owners currently enjoy in playing the movie fare of their choice, without regard to taxes or regulations resulting from the content of a particular film.

NATO has contacted the soft drink manufacturers for assistance and is paying close attention to this bill as it makes its way through the California Senate. We will keep members abreast of our efforts and any developments. ▼

Janet Grumer is an associate in the law firm of Davis Wright Tremaine, LLP and a former movie theatre executive whose practice focuses on theatre and retail clients, including employment and general litigation issues. She can be reached at (213) 633-6866 or janetgrumer@dwt.com.

be produced and shown in 3D, a trend he sees as the next big step in the evolution of movies. In making that assessment, Cameron pointed to the disparity of grosses of two recent films exhibited in conventional 2D and then in 3D. According to Cameron, *Polar Express* generated \$121 million on 3,500 screens in 2D, and \$40 million on only 68 screens in IMAX 3D. Similarly, he asserts that *Chicken Little* averaged \$54,000 per screen when shown in 2D, but increased to \$162,000 per screen when exhibited in digital 3D. ▼

Governor Turns Tables On Minimum Wage



By Terri Thomas, Thomas Advocacy Inc.

Having been rebuffed by the Democratic controlled Legislature in his attempt to advance a minimum wage increase bill without an annual cost of living increase, Governor Schwarzenegger has now turned to an administrative solution to the issue. On Friday, May 18, 2006, the Governor petitioned the Industrial Welfare Commission (IWC) to amend Minimum Wage Order 2001 to provide California workers with “the cost of a proper living”. He further suggested that a one-dollar increase in the California minimum wage, implemented in two phases of fifty cents each over a nine-month period is “a reasonable proposal fully consistent with the statutory standard”.

This action follows the action by the Senate Labor Committee to hold the Administration sponsored SB 1167 by Senator Abel Maldonado (R – Santa Maria) in committee. This measure contained the Governor’s minimum wage proposal of a two step hike in the minimum wage to \$7.75 per hour by July 1, 2007. This proposal importantly did not include an automatic cost of living adjustment which was embodied in other measures being advanced by Democratic legislators. A number of business and trade associations have opposed both approaches whether or not they included an automatic cost of living adjustment. The Governor has indicated that he believes an increase in the minimum wage is overdue and that the current minimum wage has been substantially outpaced by the rising cost of living.

In order to adjust the minimum wage, the IWC must follow a statutorily prescribed procedure. However, funding for the IWC was eliminated from the budget several years ago and they have not met since. There are still appointed members who are able to serve; it is chaired by Bill Dombrowski of the California Retailers Association, the employer representative. Within 120 days of receipt of the Governor’s petition, the IWC will set the matter for consideration and either convene a wage board for a public hearing or deny the petition. The Administration is hoping to diffuse negative sentiment over their opposition to the other bills which increase the minimum wage with an annual cost of living adjustment through the advancement of this proposal.

These bills include the following: AB 1835 by Democratic Assemblywoman Sally Lieber of Mountain View increases the minimum wage by one dollar in two increments and provides for an automatic adjustment on January 1 of each year calculated by multiplying the minimum wage by the previous year’s rate of inflation as specified in the bill, basically the CPI for urban consumers as published by the Department of Labor. AB 1844 by Democratic Assemblyman Ed Chavez of Los Angeles increases the minimum wage by one dollar in two increments and provides for an automatic adjustment on January 1 of each year calculated by multiplying the minimum wage by the previous year’s rate of inflation as reflected in the CPI and rounding off to the nearest five cents. SB 1162 by Democratic Senator Gil Cedillo of Los Angeles increases the minimum wage by one dollar in two increments beginning sixty days after the enactment of the bill and automatically adjusts on January 1 of each subsequent year using the same general method as specified in the other measures. All of these measures are still pending in the Legislature and it is anticipated that at least one of them, if not more, will make their way to the Governor, forcing a potential veto. ▼

Cinema Treasures: Hollywood ETC

By Andreas Fuchs

Recently industry insiders and technology experts along with content and service providers gathered at the Pacific Theatre on Hollywood Boulevard to have a promising look at the latest developments in what NATO president John Fithian has termed ODS. “Other Digital Stuff: Expanding the In-Theatre Experience” was a day-long event hosted by the Entertainment Technology Center at the University of Southern California (ETC-USC). Presenting some of the opportunities that digital technology holds beyond the feature film is certainly in line with ETC’s mission to “advance, enrich, make more widely accessible, and improve the economics of the Entertainment Industry in order to continuously improve the consumer experience.”

Though one can’t be sure whether it was one of those ‘chilly’ LA days or the constant allusions to how cold the waters of digital cinema have been, but everybody’s favorite theory for the cool air emanating from this April 1928 movie palace, was that builder Sam Warner provided the background breeze. Meanwhile his brother Harry’s giant walk-in safe sits unopenable in the manager’s office and may contain enough cold hard cash to finance the digital transition. We can all hope, can we not?

Since October 2000, when ETC opened its D-Cinema Lab there, the Warner/Pacific Hollywood has been “the industry supported test bed for establishing benchmarks and standards for the future of movie making, distribu-

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tion, and presentation.” But even before prototype projectors, players, servers and other equipment were installed and tested to “help establish and roll out a single, global, interoperable digital cinema standard that maximizes the creative experience and approaches the longevity of the 35mm film standard,” the Italianate arches and plaster ornamentation of this atmospheric theatre had long been framing the future.

Planned for the launch of sound – though construction delays moved the premiere of *The Jazz Singer* to New York and caused Sam Warner to first curse, and now haunt the building – and originally housing radio station KFWB – insiders say the call letters stood for “Keep Filming Warner Bros.” – the Warner Hollywood Theatre later became the Los Angeles showcase for three-panel Cinerama. Its spring 1953 re-opening attraction, *This is Cinerama*, ran for two years and twenty weeks. Pacific Theatres Corp. took over operations in 1964 and triplexed it in 1979, the 1994 Northridge Earthquake did major damage in the balcony areas and Metrorail tunneling some of the rest that has kept it closed to the public.

The history of technological innovation continues nonetheless, with some 1,170 seats in front of a 51 x 26-foot screen that was replaced overnight by a silver-coated one for the REAL D’s digital 3-D demo. And the Warner/Pacific/D-Cinema Lab is not the only theatre whose treasured past people have come to rely on when designing this industry’s future. Just like Oakland’s Grand Lake has been a trusted testing ground for the latest Dolby sound technologies, Hollywood’s own Chinese was one of the first digitally equipped houses and, across the street, the El Capitan has become the showcase venue not just for bouncing ball sing-a-longs and princess tea parties but also for Disney’s three-dimensional and not so little chicken.

“If you look at the cinema as a whole, not just distribution and exhibition,” ETC executive director Charles Swartz told this columnist last year, “it has always changed because of technology. And, yes, inevitably it will do so again with digital.” The advent of sound when the agile camera of the silent era had to be housed in huge noise-proof boxes and “everybody was speaking into the centerpiece” was limiting at first. However, “As new technology gets introduced and as technology changes,” he further recalled the introduction of color and widescreen formats, “it changes the very medium and the product itself. In a way, that is one of the most exciting aspects about the future. What will we do with this digital technology?”

Well, we can all rest assured that the brothers Warner would know what to do with it. *Sam, any suggestions for us mere mortals?!!!* ▼

—*Andreas Fuchs is an independent exhibition consultant and industry analyst. After co-writing Cinema Treasures—A New Look At Classic Movie Theatres with Ross Melnick, he is now on the team behind the upcoming theatrical documentary Now Showing! America Goes to the Movies. (AFuchs@creativecinema.net)*

Showmanship Awards Guide Being Readied

We have recently been hearing from quite a few managers with questions about NATO of California/Nevada’s annual Showmanship Awards contest, and how they should go about submitting entries. To help answer those questions, we are preparing a practical guide offering suggestions on how to document and submit entries.

We know there are a lot of very industrious, creative people in the field working hard to build their boxoffice, and we would like to recognize those efforts and share your ideas and successes with others. And a little extra attention with your entries can go a long way toward a shot at sharing in some nice prize money; \$1,500 1st Prize, \$1,000 2nd Prize, and \$500 3rd Prize.

The guides will be available after June 15th through the NATO of California/Nevada website at www.NATOCalNev.org/Showmanship.html or by requesting one directly from the office. Additional Showmanship Awards contest details and applications are also available on the NATO of California/Nevada website. ▼

California Economic Growth Outpaces Rate of Nation

Recent economic indicators indicate the state’s economy looks quite healthy and California may be growing a bit more rapidly than the nation, according to the latest quarterly report of the California Chamber of Commerce Economic Advisory Council. The state has recently seen strong job gains in business services, tourism and financial services. Annual job growth based on job gains the first two months of the year came to 1.9 percent, compared to national job growth of 1.5 percent. The state’s unemployment rate has fallen from 5.6 percent to 5 percent over the past year, although it is still a couple of tenths higher than national unemployment rates. California’s personal income growth has outpaced the nation by a small margin. ▼

Source: California Chamber of Commerce, Labor Law Update

LABOR ISSUES & Updates

Dealing with Tardy Employees

A continuing problem for managers and supervisors is chronic tardiness. Many managers report that tardiness in the workplace is getting worse.

According to the Society for Human Resources Management, tardiness costs U.S. businesses more than \$3 billion each year in lost productivity. By the end of the year, an employee who is late 10 minutes each day has taken the equivalent of a week's paid vacation.

The last employee can affect productivity throughout the workplace. If a meeting starts late because one or two employees are late, that late meeting will affect the daily productivity of all those who attend. The habitually late employee can also have a demoralizing effect on the workplace.

Chronically late employees can inflict problems on themselves as well. Managers and co-workers often develop negative perceptions of the chronically late employee. The late employee is often perceived of as selfish and inconsiderate of the time of others, and is not likely to be trusted or relied on with important responsibilities.

Reasons People Are Tardy

There are a multitude of reasons that people are tardy – which is why it can be a difficult problem to solve. Some of the reasons may be related to job dissatisfaction. Employees who are unhappy at work may procrastinate in getting there.

Chronically late employees may also have problems with time management and organization. Sometimes the late behavior has to do with anxiety or other stress problems.

For some people, lateness is a subtle way of defying authority. Others simply do not put the same value on punctuality as do their employers.

Protected Reasons

As an employer, you may

also want to consider whether the excessive tardiness is due to a disability or medical issue that may raise concerns under the Americans with Disabilities Act (ADA) or family medical leave laws. There could also be a drug or alcohol problem involved.

Moreover, if an employee is late for a protected reason, the employee cannot be disciplined.

If the tardiness involves a disability, reasonable accommodation may need to be offered under the ADA. Flexible scheduling is considered to be a reasonable accommodation under the ADA. On the other hand, punctuality can be an essential function of the job for certain positions. Employers should consult with labor relations counsel before disciplining any employee for tardiness when there is a potential disability issue.

Dealing with Tardiness

Employers need to motivate employees to be on time. There are several ways an employer can do this:

- Establish a company policy that promotes punctuality. Emphasize that punctuality is critical to company business and identify it as a core value.
- Consider a punctuality policy with clear penalties for violation. However, make certain that you do not punish employees for lateness that may be protected under the Family Medical Leave Act or the ADA.
- Don't allow late meetings. *Start the meeting no later than five minutes after the scheduled start time.* When latecomers

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arrive, do not backtrack to fill them in. People will learn quickly that they must be on time or they will lose out on important information.

- Deal with chronically late employees on a one-on-one basis. Punctuality should be part of the performance evaluation. Provide coaching and discipline, up to termination, as necessary. Put the employee on notice of the exact hours that are expected of him or her.
- Be specific. For instance, let the employee know exactly how many times he or she has been late over a two-week period. Let them know the effect that lateness is having on the employee's individual performance and on the company as a whole (e.g., when you were late to the meeting last week you missed important information; when you were late yesterday, Jennifer had to cover for you and she fell behind in her work.)
- Consider rewards for punctual employees – such as gift certificates, preferred parking, and so forth.
- Be consistent. If others arrive to work late or have their tardiness overlooked, any policy will be of limited value.
- Be a good example. If the boss is chronically late, this will set the tone for the rest of the office. ▼

Source: California Chamber of Commerce: Labor Law Update

Workers' Comp Coverage A Must

Employers must maintain workers' compensation coverage at all times and not allow that coverage to lapse. Failure to maintain coverage can result in criminal and civil penalties.

Who Should Your Insurance Cover?

The best practice is to carry workers' compensation insurance if you have any employees at all.

If you share employees with another company (such as leased employees) you should have a clear written agreement as to who will obtain workers' compensation coverage for those employees.

Independent contractors generally are not covered. However, the company should analyze whether the individual is truly an independent contractor, or is in fact an employee. One important factor in determining independent contractor status is the right to control the employee. Any independent contractor arrangement should be in writing and exclusion of workers' compensation coverage should be specifically mentioned.

Coverage begins the moment an employee begins working for you (an exception is for casual workers who must be employed at least 52 hours and earn at least \$100 during the 90-day calendar period before injury). Every "natural person" in your employ is covered. This includes minors and aliens. ▼

Source: California Chamber of Commerce: Labor Law Update

Year-To-Date Box-Office

YEAR-TO-DATE 149 days starting Sunday, January 1, through Monday, May 29, 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%	\$3,525,069,588	4.79%	533,293,432	1.62%
2005	\$6.41	3.22%	\$3,364,048,840	-5.39%	524,812,612	-8.34%
2004	\$6.21	2.99%	\$3,555,541,412	-	572,550,952	-

-Source: Exhibitor Relations Co.

Summer-To-Date Box-Office

SUMMER-TO-DATE 25 days starting Friday, May 5, through Monday, May 29, 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%	\$741,669,588	-2.04%	112,204,174	-5.01%
2005	\$6.41	3.22%	\$757,148,840	-5.28%	118,119,944	-8.23%
2004	\$6.21	2.99%	\$799,341,412	-	128,718,424	-

-Source: Exhibitor Relations Co.

Service Animals In Training



By Gregory F. Hurley, Esq.

Both the ADA and California law require that places of public accommodation (which include theaters) provide access to “service animals,” which include “sight animals” (i.e., for people with sight impairments), “signal animals” (i.e., for people with hearing impairments), and “service animals” (this latter term usually refers to animals who assist people with mobility impairments, but it also includes animals who alert people with seizure disorders of an impending seizure, and animals that help people with Parkinson’s Disease, among other animals). While service animals are usually dogs, other animals, such as monkeys are also used.

In prior articles we and NATO of CA/NV have advised members of their obligations regarding service animals. In essence; *Failure to accommodate disabled individuals with service animals violates both the ADA and California accessibility laws, and it also constitutes a crime under the California Penal Code.*

However, what about service animals in training? Each state has its own laws on service animals in training and California’s are set by statute.

California Civil Code Section 54.1 provides:

“persons authorized to train service dogs for individuals with a disability, may take dogs, for the purpose of training them ...any of the places specified in subdivisions (a) and (b) (includes your theaters) These persons shall ensure that the dog is on a leash and tagged as a guide dog, signal dog, or service dog by identification tag issued by the county clerk, animal control department, or other agency... In addition, the person shall be liable for any provable damage done to the premises or facilities by his or her dog.”

On the other side of the coin, it is very important for members to remember that California Penal Code Section 365.7 prohibits any person to knowingly and fraudulently

represent himself or herself, through verbal or written notice, to be the owner or trainer of any canine licensed as, to be qualified as, or identified as, a guide dog, signal dog, or service dog, as defined in [the California Penal Code or the California Civil Rights Act], and it provides that a violation of Section 365.7 is a misdemeanor, punishable by imprisonment in a county jail not exceeding six months, by a fine not exceeding one thousand dollars (\$1,000), or by both that imprisonment and fine.

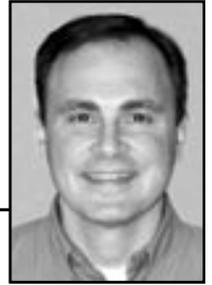
If you read the above quoted section of California Civil Code Section 54.1 it seems to only apply to service DOGS in training. Furthermore, while there is established licensing for guide dogs and signal dogs in training, there is no established licensing for other “service animals” in training. For example, monkeys or parrots for individuals subject to seizures (yes, they exist). Some businesses that have had problems with people abusing the service animal in training protections have taken to posting the language of California Penal Code Section 365.7 stated above.

So what are businesses doing? Most of them appear to be taking a common sense approach. If the person represents that their animal is a service animal in training, and if the animal is not disruptive then they allow the animal in. Some businesses ask for some identification of the animals training status, but most will allow a well behaved animal purported to be a service animal in training in even without identification. ▼

Mr. Hurley, a Shareholder of Greenberg Traurig’s Orange County Office, chairs Greenberg Traurig’s National Accessibility group and is a nationally-recognized expert on disability law. Mr. Hurley can be reached at 714-708-6500 or at HurleyG@gtlaw.com



TECHNICAL Corner



Preventative Maintenance Before & During Summer

By Wayne Kochanek, ACS Enterprises, Inc.

Summer cometh and the smell of popcorn will soon fill the air. The time for concession maintenance is now. Let's face it, a popper, drink tower or any other vital piece of concession equipment will most likely falter... on the weekend, during the film that's about to shatter a box office record. Ouch! Now is the time to prepare. At ACS Enterprises, we like to call pre-summer the "Scheduling Your Breakdown Month" by having a trained technician discover your problem now rather than your concession crew on a Saturday night.

A detailed evaluation performed by a qualified maintenance/repair company before summer can more than pay for itself. Consider the loss of revenue from one popper sitting idle due to a \$20 part about to fail. Point taken? Good.

Here are some simple tips and checks which if performed by your facility manager could make a world of difference during the summer months.

- Get your equipment clean... we mean SUPER CLEAN! Believe it or not, spending time detailing your equipment leads to discovery. You'll recognize damaged parts, dirty filters, dusty condensers and dried oil hoses. You may even find that missing retainer clip you thought a patron ate six months ago.
- Fire up those dormant machines. Chances are you'll be using that lonely warmer or forgotten hot dog grill sitting idle on the back bar. Take note of its working condition.
- Where is that clip? It's difficult for your service company to get a weekend emergency call due to a missing retainer clip or simple kettle cover nut. Paying a technician emergency rates for a 30 second repair is probably not your idea of money well spent. You may want to list

the common parts to have on hand, buy a nice holding container for them and keep it readily available. Limit staff access, you know what I'm talking about. Stock these "magically disappearing clips" now and avoid paying overnight shipping later.

- Stay on top of it. Implement a regular check strategy. For some theatres it's a daily procedure, for others weekly, bi-weekly. During this time note the general operating condition, equipments cleanliness, expendable parts, any strange sounds. Listen to your staff, they use the equipment daily. Set up a dry erase board for them to jot down any problems they have with the equipment. Follow up is important.
- Train and Re-Train your staff. When possible... during a rush, take a quick second to note the staff's treatment of the equipment. Bad habits or shortcuts have a way of becoming the norm.
- Above all else – Proper operating procedures need to be followed. They extend the life of your equipment, protect warranties, and keep everyone safe!

Following these tips will help you take a fresh look at your concession operations, however; the true benefit you can provide your patrons is to schedule that breakdown with a certified technician reviewing your equipment and procedures. Remember; take charge of your equipment. ▼

Wayne Kochanek is Director of Facility Development for ACS Enterprises, a full service cinema service provider. Prior to ACS, Wayne was Facilities and Maintenance Manager for AMC Theatres for 13 years. For additional information, please visit www.acs-ent.com or email Wayne at concession@asc-ent.com.

Any questions or topic ideas for Technical Corner can be submitted to Office@NATOCalNev.org



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Paramount Pictures/DreamWorks

Eric Tabak..... (323) 956-4836eric_tabak@paramount.com

Sony Pictures

Southern California and Nevada

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

Northern California

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

All materials can be ordered at www.sonypicturesreleasing.com
or by phone: 877/Deluxe6

Universal

www.exhibitorrelations.com

Cynthia Orellana (818) 777-0096cynthia.orellana@nbcuni.com
Rebecca Jansson..... (818) 777-0011rebecca.jansson@nbcuni.com

Warner Bros/Warner Independent

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

The Weinstein Company

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

A major article recently appeared in FORTUNE Magazine entitled **Movie Theatres: Extreme Makeover. . . With big screens and high-def in more and more living rooms, movie theaters are taking radical new measures to woo filmgoers. For the full article go to www.natoCalNev.org/previews.html**



FILMS TO VIDEO: PROJECTED RELEASE SCHEDULE

Extended version available at
www.natocalnev.org

16 Blocks.....	6/13/06
Aquamarine	6/13/06
Before the Fall	6/13/06
Kiss Kiss, Bang Bang	6/13/06
The Pink Panther	6/13/06
The World's Fastest Indian.....	6/13/06
Eight Below.....	6/20/06
The Hills Have Eyes	6/20/06
Night Watch	6/20/06
Syriana	6/20/06
Annapolis.....	6/27/06
Failure to Launch.....	6/27/06
Imagine Me & You.....	6/27/06
Ultraviolet.....	6/27/06
Curious George	6/27/06

For additional listings refer to:
www.homemediaretailing.com
Source: Home Media Retailing

Top 50 Opening Weekends of All-Time

RANK	TITLE	DISTRIBUTOR	F-S-S 3-DAY OPENING	OPENING THEATRES	DOMESTIC GROSS	DATE OPENED
1	SPIDER-MAN	Sony	\$114,844,116	3615	\$403,706,375	Fri, 5/3/02
2	STAR WARS: EPISODE III - REVENGE OF THE SITH	Fox	\$108,435,841	3661	\$380,270,577	Thu, 5/19/05
3	SHREK 2	DreamWorks	\$108,037,878	4163	\$436,471,036	Wed, 5/19/04
4	X-MEN: THE LAST STAND	Fox	\$102,750,665	3690	\$122,861,157	* Fri, 5/26/06
5	HARRY POTTER AND THE GOBLET OF FIRE	Warner Bros.	\$102,335,066	3858	\$290,013,036	Fri, 11/18/05
6	HARRY POTTER AND THE PRISONER OF AZKABAN	Warner Bros.	\$93,687,367	3855	\$249,538,952	Fri, 6/4/04
7	THE MATRIX RELOADED	Warner Bros.	\$91,774,413	3603	\$281,519,061	Thu, 5/15/03
8	HARRY POTTER AND THE SORCERER'S STONE	Warner Bros.	\$90,294,621	3672	\$317,575,550	Fri, 11/16/01
9	HARRY POTTER AND THE CHAMBER OF SECRETS	Warner Bros.	\$88,357,488	3682	\$261,979,634	Fri, 11/15/02
10	SPIDER-MAN 2	Sony	\$88,156,227	4152	\$373,377,893	Wed, 6/30/04
11	X2: X-MEN UNITED	Fox	\$85,558,731	3741	\$214,949,694	Fri, 5/2/03
12	THE PASSION OF THE CHRIST	New Market	\$83,848,082	3043	\$370,270,943	Wed, 2/25/04
13	STAR WARS: EPISODE II - ATTACK OF THE CLONES	Fox	\$80,027,814	3161	\$310,676,740	Thu, 5/16/02
14	THE DA VINCI CODE	Sony	\$77,073,388	3735	\$144,918,409	* Fri, 5/19/06
15	AUSTIN POWERS IN GOLDMEMBER	New Line	\$73,071,188	3613	\$213,117,789	Fri, 7/26/02
16	LORD OF THE RINGS: THE RETURN OF THE KING	New Line	\$72,629,713	3703	\$377,019,252	Wed, 12/17/03
17	THE LOST WORLD: JURASSIC PARK	Universal	\$72,132,785	3281	\$229,086,679	Fri, 5/23/97
18	THE INCREDIBLES	Buena Vista	\$70,467,623	3933	\$261,437,578	Fri, 11/5/04
19	FINDING NEMO	Buena Vista	\$70,251,710	3374	\$339,714,978	Fri, 5/30/03
20	THE DAY AFTER TOMORROW	Fox	\$68,743,584	3425	\$186,740,799	Fri, 5/28/04
21	PLANET OF THE APES	Fox	\$68,532,960	3500	\$180,011,740	Fri, 7/27/01
22	THE MUMMY RETURNS	Universal	\$68,139,035	3401	\$202,007,640	Fri, 5/4/01
23	ICE AGE: THE MELTDOWN	Fox	\$68,033,544	3964	\$190,694,600	* Fri, 3/31/06
24	BRUCE ALMIGHTY	Universal	\$67,953,330	3483	\$242,704,995	Fri, 5/23/03
25	RUSH HOUR 2	New Line	\$67,408,222	3118	\$226,164,286	Fri, 8/3/01
26	THE CHRONICLES OF NARNIA: THE LION, THE WITCH AND THE WARDROBE	Buena Vista	\$65,556,312	3616	\$291,709,845	Fri, 12/9/05
27	WAR OF THE WORLDS	Paramount	\$64,878,725	3908	\$234,280,354	Wed, 6/29/05
28	STAR WARS: EPISODE ONE - THE PHANTOM MENACE	Fox	\$64,810,970	2970	\$431,088,295	Wed, 5/19/99
29	MONSTERS, INC.	Buena Vista	\$62,577,067	3237	\$255,870,172	Fri, 11/2/01
30	THE HULK	Universal	\$62,128,420	3660	\$132,175,874	Fri, 6/20/03
31	LORD OF THE RINGS: THE TWO TOWERS	New Line	\$62,007,528	3622	\$341,748,130	Wed, 12/18/02
32	SIGNS	Buena Vista	\$60,117,080	3264	\$227,965,690	Fri, 8/2/02
33	PEARL HARBOR	Buena Vista	\$59,078,912	3214	\$198,539,855	Fri, 5/25/01
34	HANNIBAL	MGM	\$58,003,121	3230	\$165,092,266	Fri, 2/9/01
35	MISSION: IMPOSSIBLE 2	Paramount	\$57,845,297	3653	\$215,409,889	Wed, 5/24/00
36	TOY STORY 2 (1st Wide Release on 11/24/99)	Buena Vista	\$57,388,839	3236	\$245,852,179	Fri, 11/19/99
37	CHARLIE AND THE CHOCOLATE FACTORY	Warner Bros.	\$56,178,450	3770	\$206,459,076	Fri, 7/15/05
38	FANTASTIC FOUR	Fox	\$56,061,504	3602	\$154,695,569	Fri, 7/8/05
39	DR. SEUSS' HOW THE GRINCH STOLE CHRISTMAS	Universal	\$55,082,330	3127	\$260,031,035	Fri, 11/17/00
40	AUSTIN POWERS: THE SPY WHO SHAGGED ME	New Line	\$54,917,604	3312	\$205,444,716	Fri, 6/11/99
41	X-MEN	Fox	\$54,471,475	3025	\$157,299,717	Fri, 7/14/00
42	SCOOBY-DOO	Warner Bros.	\$54,155,312	3447	\$153,294,164	Fri, 6/14/02
43	BATMAN FOREVER	Warner Bros.	\$52,784,433	2842	\$184,031,112	Fri, 6/16/95
44	THE BOURNE SUPREMACY	Universal	\$52,521,865	3165	\$176,049,130	Fri, 7/23/04
45	I, ROBOT	Fox	\$52,179,887	3420	\$144,801,023	Fri, 7/16/04
46	MEN IN BLACK 2	Sony	\$52,148,751	3557	\$190,418,803	Wed, 7/3/02
47	VAN HELSING	Universal	\$51,748,040	3575	\$120,073,130	Fri, 5/7/04
48	8 MILE	Universal	\$51,240,555	2470	\$116,750,901	Fri, 11/8/02
49	MEN IN BLACK	Sony/Columbia	\$51,068,455	3020	\$250,690,539	Wed, 7/2/97
50	JURASSIC PARK III	Universal	\$50,771,645	3434	\$181,166,115	Wed, 7/18/01

INSIDE PREVIEW

Annual Membership Meeting Set for June 14

New Box Office Technology Demands Greater Vigilance

Attracting Audiences; Now and In The Future

NATO of CA/NV Opposes SB 1118, Tax On Carbonated Beverages

Governor Turns Tables on Minimum Wage

Cinema Treasures: Hollywood ETC

CA Economic Growth Outpaces Nation

Service Animals in Training

Labor Issues and Updates
Dealing With Tardy Employees
Workers' Comp Coverage A Must
Safeguard Teen Workers

Technical Corner
Preventative Maintenance Before & During Summer

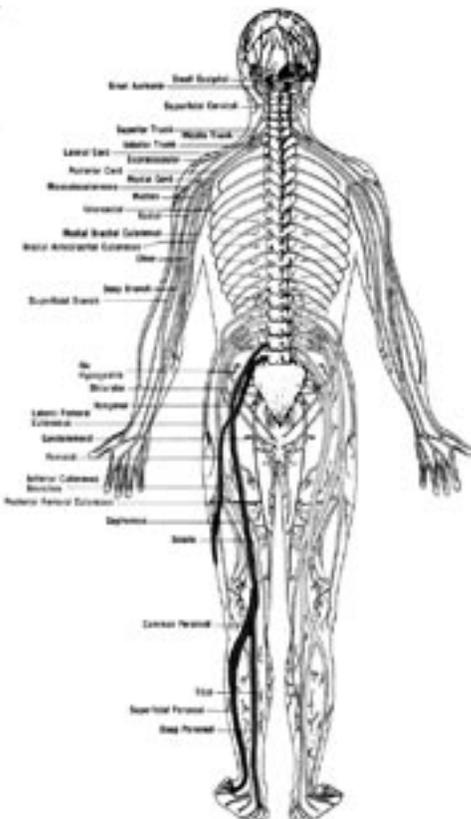
Statistics

PREVIEWS

National Association of
Theatre Owners
of California/Nevada

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

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Health Tip

Avoid sitting with a wallet – or any bulky item – in your hip pocket for long periods of time. It’s no joke that people who do so have ended up with what’s been called “credit card sciatica.” Any object that puts pressure on the sciatic nerve can, over time, contribute to sciatica, characterized by pain that begins in the lower back or buttocks and radiates down the leg. Regular exercise may help prevent sciatica by improving posture and strengthening the muscles in the back and abdomen.

Source: UC Berkeley Wellness Letter