

NATO of California/Nevada

PREVIEWS

Information for the California and Nevada Motion Picture Theatre Industry

NATO of California/Nevada Annual Membership Meeting Scheduled for June 27



Jeffrey Katzenberg

The Association's Annual Membership meeting will be held on Wednesday, June 27, 2007 at 10:00 AM at The Landmark located in West Los Angeles at the corner of Westwood and Pico Boulevards. Jeffrey Katzenberg, chief executive officer of DreamWorks

Animation SKG, will be our special Guest Speaker. Mr. Katzenberg will be speaking about new technologies and what they will do for motion picture theatres, followed by an open session of Q & A. Under the leadership of Mr. Katzenberg, DreamWorks Animation has enjoyed a number of critical and commercial successes, including *Shrek* and its sequel *Shrek 2*. *Shrek* received the first Best Animated Feature Film Oscar and *Shrek 2* is the highest grossing animated feature film of all time. *Shrek The Third* will open nationally on May 18, 2007.

The Association's lobbyist, Terry Thomas, will provide an update on important issues currently being discussed in Sacramento and which could eventually become law, namely health reform. Ms. Thomas' presentations always provide an in-depth perspective of the political climate in our state capitol. The 2007/2008 Board of Directors will be introduced as well as the winners of the 2007 NATO of California/Nevada annual scholarship program. Up to twenty winners will each receive scholarships in the amount of \$7,500.

Guests at the meeting will also have the opportunity of taking a behind-the-scenes tour of The Landmark, which has its official grand opening on June 1st. The new 12-plex theatre with its ultra contemporary design promises to be a destination theatre. (See *Landmark Theatres To Open Flagship Theatre*).

Doors will open at 9:00 AM and breakfast refreshments will be served. Tours will begin at 9:15AM and the Business Meeting will begin promptly at 10:00 AM. ▼

Landmark Theatres to Open Flagship Theatre In West Los Angeles

NATO of California/Nevada member Landmark Theatres will be opening their new 12 screen "state of the art complex" The Landmark on June 1st in West Los Angeles at the Westside Pavilion (Pico and Westwood Boulevards). The new ultra contemporary complex will provide the diverse type of programming that Landmark Theatres has been recognized for and will provide reserved stadium seating. The auditoriums will be equipped with state-of-the art projection and sound including Sony 4K SXRD Digital Cinema projectors, Klipsch Sound Systems and Simplex Apogee 35mm projectors.

To meet the sophisticated adult-oriented atmosphere, The Landmark will feature a "bar in the round" in the Lounge which will feature a wide selection of wine, beer and fresh hot gourmet pizza from popular Pizza Rustica in addition to other unique concessions.

The theatre will boast five levels of free parking as well as valet parking.

A behind the scenes tour of the theatre will be conducted at the Annual Membership Meeting. ▼

CALENDAR of EVENTS & HOLIDAYS

Mother's Day
May 13

Armed Forces Day
May 19

**Memorial Day
observed**
May 28

Father's Day
June 17

Summer Begins
June 21

**NATO of CA/NV
Board of Directors
Dinner Meeting**
June 26

**NATO of CA/NV
Annual Membership
Meeting**
June 27

Independence Day
July 4



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FTC - Marketing Violent Entertainment

The Federal Trade Commission recently released its Report to Congress, entitled Marketing Violent Entertainment to Children: A Fifth Follow-up Review of Industry Practices in the Motion Picture, Music Recording & Electronic Game Industries. Following are parts of the report that pertain to motion pictures.

Enforcement numbers for movie theatres remained essentially flat. Theatres are still the industry with the highest enforcement numbers (61%)—but the video game retailers made very impressive gains in their numbers and are a close second (58%). The text and appendices of the Report contain some useful suggestions for improvement, but it is noteworthy that none of the FTC’s Executive Summary recommendations were directed at movie theatres. In one area that had previously been the subject of formal recommendation—ratings information on movie theatre websites—movie theatres showed improvement. There was no significant difference in enforcement numbers between major chains and independents. Citing “important **First Amendment** considerations,” the FTC continues to adhere to its recommendation that ratings and marketing initiatives remain private and voluntary.

Notable Quotes from the Report on Movie Theatres’ Enforcement Numbers “In the Commission’s first two surveys, about half of the mystery shoppers were able to buy tickets. Following increased efforts by NATO to improve theatre owner enforcement of the rating system, the Commission’s 2003 survey found a substantial improvement: 36% of the mystery shoppers were able to buy tickets. For this Report, the Commission conducted a fourth undercover survey in June and July 2006. The results of this survey were roughly the same as in 2003: 39% of the “mystery shoppers” were able to buy tickets to R-rated films, a difference that is not statistically significant from the 2003 results.”

“As to rating enforcement, the Commission’s mystery shopper survey showed that theatres’ performance remains at the same level as three years ago. About four in ten underage children still were able to gain admission, unaccompanied, to R-rated films. Retailers who sell R-rated DVDs performed better than in 2003, but were still sub-par: seven in ten shoppers under age 17 were able to purchase these movies. Likewise, seven in ten underage shoppers were able to buy unrated DVDs of movies that have R-rated versions.”

“Although theatre owners performed much better than DVD retailers – denying admission to six out of ten underage moviegoers, their record of denying admission has remained flat since the 2004 Report, even though all theatre chains have longstanding policies restricting such admissions. The Commission encourages further implementation and enforcement of these point-of-sale policies.”

The complete Report can be found on the FTC’s website at <http://www.ftc.gov/reports/violence/070412MarketingViolentEChildren.pdf>. ▼

Was the child able to buy the product or admission ticket? (Percent “Yes”)				
Entertainment Product Type	2000 Survey	2001 Survey	2003 Survey	2006 Survey
R-rated Movie Theater Ticket	46%	48%	36%*	39%
R-rated Movie on DVD	n/a	n/a	81%	71%*
Unrated Movie on DVD	n/a	n/a	n/a	71%
Music Recording	85%	90%	83%	76%*
Electronic Game	85%	78%*	69%*	42%*

* Denotes a statistically significant difference from a prior survey. Data for comparison were not available for unrated DVD retailers.

You are invited to attend the **NATO of California/Nevada Annual Membership Meeting**

June 27, 2007

At the newest state-of-the-art multiplex

The LANDMARK

— West Los Angeles —

10850 West Pico Boulevard
New Location at the Westside Pavilion
Southwest corner of Pico and Westwood Boulevards
(enter off of Westwood Boulevard FOR FREE PARKING)

Special Keynote Address and Q&A by
Jeffrey Katzenberg
CEO, DreamWorks Animation SKG

- 9:00am** Breakfast Refreshments
- 9:15am** "Behind the Scenes" tour of **The Landmark**
- 10:00am** Meeting Begins

Attendance open to all employees of NATO of California/Nevada members by reservation only



Please return RSVP by FAX to (310) 460-2901 or email your reservation to office@natocalnev.org by June 13

Name: _____

Company / Theatre Name: _____

Company Position: _____

Office Phone Number: _____

Cell Phone Number (optional) _____

Email: _____

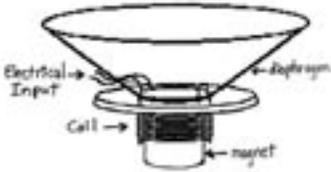
TECHNICAL *Corner* Audio



Cinema Loudspeakers

By Ken Jacquart, Cinema Product Manager; Motion Picture Division, Dolby Laboratories Inc.

The sound that is coming from behind that perforated screen emanates from four loudspeaker systems; Left, Center, Right, and Subwoofer channels. I call them systems because they are not just a single speaker for each channel. In fact, each speaker channel likely contains three to maybe five individual drivers. They all function together to output a smooth audio response all the way from the very low (bass) frequencies up to the highest (treble) frequencies.



A speaker “driver” is an electro-mechanical device which converts electrical signals into sound. Without being overly complicated, it basically works by moving a diaphragm (speaker cone) back and forth. The diaphragm is attached to a coil of thin wire that is positioned over a magnetic assembly. The electrical signals that are coming

from the audio amplifier (which is likely in the sound rack with the cinema processor) react with the magnet as it passes through the coil of wire. The resultant changing electrical currents will push the speaker cone in and out at a speed which depends on the frequency of the audio. Low (bass) frequencies are longer waves and will move the speaker cone more slowly than will a higher frequency sound. The speaker driver mechanics is a similar reaction that happens when you handle two magnets. If the two ends of each magnet are aligned properly, they will attract and the magnets will stick together. Flip one of the magnets the other way and they will repel each other. By the same way, the electrical currents flowing through the coil of wire will create a magnetic field which reacts with the magnet that it surrounds. This causes the coil to move, which in turn pushes the speaker cone, which in turn pushes a wave of air molecules through the perforations in the screen and out towards the listener’s ears.

Now that you know how the speaker driver works, you may wonder why there are several drivers for each speaker channel. Answer: Each driver is designed to output a certain limited frequency range of audio. That is, some speaker drivers process the lower frequency (bass) sounds while others process higher frequency sounds. In fact, a typical “3-way” cinema speaker system will comprise four speaker drivers. Usually there are two identical large drivers which handle the bass, another different style driver will handle the middle frequency sounds, and yet another driver will handle the very high frequency sounds. The high frequency drivers (HF) are quite small, usually only several inches in diameter. Their speaker cones (diaphragms) are made from different materials that can withstand the very fast back-and-forth motion of high frequencies. The material is much stiffer so that it won’t shred apart when oscillating at speeds up to 16,000 times per second. The low frequency (LF) drivers by comparison only need to oscillate several hundred times per second down to as low as 25 times per second (which is also the frequency range that you can “feel” while you sit in your seat!). The LF drivers are much bigger because they need to push a lot of air at those lower frequencies. The typical LF driver is 15 or 18 inches in diameter.

Earlier I mentioned that there are typically four speaker systems behind the screen. One system for each left, center, and right channel, while the fourth is for the subwoofer channel. This is a

specially designed speaker that can withstand the very low frequencies and has its own channel dedicated just for it.

What is the practicality of knowing this as a theatre manager? Well, it is helpful to know that there is more than one speaker driver for each channel. This may help you diagnose an audio problem whereby perhaps you hear the audio tear or buzz at very high frequencies but not at lower frequencies. This may be indicative of a torn HF diaphragm. This would be most noticeable if it occurs on the Center channel because most all dialogue is encoded to the Center channel and would sound distorted or “buzzy” (high tech word) during sibilance. I have also seen and heard the affect of torn low frequency diaphragms. Depending on the severity, this tends to sound “floppy”. Since LF speaker cones move back-and-forth by much greater distances than the HF cones, the edges tend to weaken over many years of use. Eventually this may lead to the edges completely tearing all the way around the outer edge of the cone. I have replaced many a driver over the years that has torn from age. I do believe that today’s newer drivers are improved over their older counterparts, but it’s still good to know. If you want to risk the dust of the speaker loft, then it’s sometimes a good idea to physically inspect the LF drivers from time to time. Just be careful up there! ▼

Do you have a question about the operations of your booth? Feel free to submit questions or suggestions for upcoming Tech Tips to KWJ@dolby.com. We look forward to hearing from you.

TECHNICAL *Corner* Concessions



Facility Hiccups

Wayne Kochanek, ACS Enterprises Inc.

Came fast... didn't it? You were gliding right along when suddenly you realize in one week your attendance is about to triple. It's what we live for, right? Better button-up those last minute facility repair items. ... the restroom fixtures have some leaks. ... maybe it's best to repair the AC. ... get the concession stand tuned up. ... the box office needs new headsets. And the list just grows.

It's those annoying repair or replacement hiccups that keep popping up no matter how long you hold your breath. More attendance means more guests... means more foot traffic... means more repairs... you know the equation.

How do we deal with facility hiccups when they come too fast? Where do you begin?

A) **Safety.** Rule #1 in our books. Items deemed hazards to our guests or staff should be addressed quickly and efficiently. Pull out your trusted vendor list and make the call, before they get booked up or slammed with orders, putting needed parts on back order. If you can do-it in-house... do it! Put the poster room reorganization on hold and eliminate that dirty word called "liability." All the well painted exit ways won't add up to much when a guest complains about an injury due to ordinary maintenance oversight.

Take a moment to re-educate the staff on safety and security. Verify your complex is on schedule for its Life\Safety System PM checks - meaning fire alarms, fire extinguishers and emergency lighting. It's a good feeling when the management staff has been through a fire drill and actually heard what their alarm sounds like.

B) **Secure your profits.** "A" is taken care of. The broken tiles are fixed and the staff's no longer running with scissors in hand, what's next? Assure your cash flow. Repair the items in the concession stand that mean "bank" to you. Yes, the back-up popper better work. A good question to answer is; "What piece of equipment can't you live with for more then 2 hours if it goes down and your profits with it? Yes, it's a judgment call, but being prepared can save you some big bucks. Be reasonable with this... don't spend money on too much back up equipment (for a refresher course, read September 2006 NATO *Previews* article *Spare Parts – To buy or not to buy*).

Make or update the all mighty **Vendor Emergency List** and post it where all management can quickly access it. Categorize the list into different aspects of your theatre, such as Concession, Restroom, AC, Projection, Locksmith, etc. Put any specific account numbers or pertinent info by the vendor's name, it will speed up service calls. Vendors do change, so assure the date is placed on the list and updated each time it is altered. Dispose of old list to avoid confusion. Keep a hard copy... computers can fail and sometimes you will need to walk with it.

C) **Patron Comfort.** So... you feel pretty good now with A & B under control. Do your guests feel good? Attend to patron comfort. Replace those ripped cushions, scratched mirrors and lost cup holders. Bring house 4 down to comfortable temperature. Clean the carpets and repair the restroom paper towel dispensers.

D) **Stay on top of the cleanliness.** Your janitorial crew will experience some tough cleaning situations. Please stay in good communications with them, assure they have what they need and

support each other for the benefit of the complex and your guests. With those occasional midnight shows turnaround times for a janitorial crew can mean serious hustling. It's a double whammy, large business and shortened night. Sometime this means the ushers will need to be a bit more detailed with their closing duties to allow the janitorial crew to clean correctly on a condensed schedule.

Finally... items break and repairs will always exist. Prioritizing is key and follow-up a must. More then likely you'll be bouncing between all the above categories. With that stated, there will undoubtedly be a guest or two effected in some way at some time. Handle them with care, even when the summer shine grows dim within you. Seeing that one special summer movie is often an once-in-a-lifetime event. If it goes amiss for a guest due to a facility issue, take a pause and get them back in the door. After all, they chose you to share it with... be honored.

As always, when doing repairs or replacements in-house, safety comes first. If at any time you have a question or are unsure about your work call a professional. ▼

Wayne Kochanek is Director of Facility Development for ACS Enterprises, a full-service company offering a wide-range of comprehensive programs for the motion picture industry. For additional information, please visit www.acs-ent.com or email Wayne at concession@acs-ent.com.



LABOR ISSUES & Updates

By: Janet Grumer, Davis Wright Tremaine LLP

The California Supreme Court Rules in Meal and Rest Period Case

The California Supreme Court ruled in *Murphy v. Kenneth Cole Prods., Inc.* on April 16, 2007, holding that non-exempt employees have at least three years, rather than just one, to bring suit for payments for missed meal and rest periods under the California Labor Code. The decision provides plaintiffs' lawyers with additional fodder for litigation involving wage and hour claims, which are often brought as class actions. Although the Division of Labor Standards Enforcement had previously taken the position that a one year statute of limitations applied, the Supreme Court unanimously classified payments resulting from missed rest and meal period as wages, allowing employees to reach back for at least three years, or possibly as long as four years, under California's unfair business practices laws.

Based on this ruling, now is a good time for employers to reevaluate their meal and rest period policies and to ensure that all non-exempt employees are taking their required meal and rest periods. California law requires that employers do more than just allow employees to take their meal and rest periods, it requires that employers ensure that employees actually take their meal and rest periods. Below is a quick review of the general requirements under California law.

Rest Periods: California law requires that non-exempt employees take a paid rest period of at least 10 minutes in approximately the middle of each four hours (or major portion of four hours) worked, whenever the total work day exceeds 3 ½ hours.

Meal Periods: Generally, non-exempt employees must take a minimum 30-minute meal break, which may be unpaid, if they work more than 5 hours in a work day. The meal period must be taken at a time that ensures that an employee will not work more than 5 consecutive hours without a meal break. Keep in mind that the 5-hour requirement applies to time worked both before and after the meal period, so scheduling an early meal period that results in more than five hours of work after the meal period does not satisfy the requirement.

Exceptions: Employees who work a total work day of 6 or less hours may waive their meal period by mutual agreement with the employer. Employees who work in excess of 10 hours in a work day must take a second meal period, which may be waived by mutual agreement if the shift does not exceed 12 hours and the first meal period has not been waived. Other exceptions and timekeeping requirements may apply.

The information above is intended to be a general guideline. Employers should consult with employment counsel to ensure that their particular meal and rest period policies are in compliance with California law. ▼

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.

Prime 11 Cinemas Awarded 2006 Business of the Year

Prime 11 Cinemas was selected Business of the Year by the Anderson Chamber of Commerce. The theatre, located in Southern Shasta County in Northern California is owned and operated by NATO of California/Nevada member Ken Hill.

Citizens of the community submit their nominations for this award for review by a selection committee comprising Chamber members. "Prime 11 Cinemas is so deserving of this award, they are outstanding all the way around," according to Irish Robertson of the Chamber. "The theatre is a beautiful focal point of our community, they offer wonderful jobs and support the community in so many ways."

Mr. Hill was pleased as well as surprised to receive this award and stated, "It's the team at Prime that has won this honor through their sheer love of the cinema business and their unflagging dedication to the company. They are truly a fantastic, unified team. I couldn't be more proud of them, especially our General Manager, Scott Hetrick."

NATO of CA/NV congratulates Mr. Hill and the entire Prime 11 Cinemas team for the hard work that earned this award for the theatre.



Prime 11 management and staff pictured above with their award are Bob Rodgers, Mike Monaghan, Larry Guglielmina, Becky Cox, Ken Hill, John Street, Scott Hetrick, Craig Dunn and Marsha MesserSam.

Super Scare Me! FTC Request Has Restaurant Industry Concerned

With the tobacco industry's experience all too fresh in their minds, the nation's restaurants, beverage and food suppliers learned recently that the Federal Trade Commission is going to subpoena 44 of them for all records of their marketing of junk food to children. The information will be gathered to aid in preparing a report to the Senate on child obesity.

In the wake of the film *Fast Food Nation* (based on the bestselling book of the same name), and the documentary *Super Size Me*, public opinion seems to be moving away from blaming we consumers for our inability to deny the fry, and placing it on marketers of less-than-wholesome foods. Already this year we've seen the nation's restaurants scramble to divest themselves of trans-fats.

Senator Edward Kennedy introduced the Prevention of Childhood Obesity Act in the last session, and although it didn't emerge from committee, it appears that the issue will be on the front burner this time.

Source: bloggingstocks



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Northern California



Regal Hacienda Crossings Manager Shaun Cole accepts appreciation plaque from NATO of CA/NV President Milt Moritz.



Patrick Artiaga of ACS Enterprises, seminar breakfast sponsor, poses with Regal host manager Shaun Cole and Milt Moritz of NATO of CA/NV.



Regal Sacramento area managers Karen Haney, Sarah McClain, Chris Leep and Ramona Channell.

Lineup at Spring/Summer Product Seminar Promises Strongest Period Ever

Based upon the lineup of product shown at the Northern and Southern California Product Seminars it is the consensus of opinion that summer of 2007 will go down in the history books as one of the strongest periods ever. Each of the major studios presented reels with their respective lineups that included clips from 65 films. Theatre managers and promotion managers had the opportunity of meeting personally with each of the studios' exhibitor relations people during the morning breakfast and lunch periods in a very informal setting.

Regal's Hacienda Crossing Theatre in Dublin and Krikorian's Metroplex 18 at Buena Park Downtown provided the perfect venues for the meetings with their spacious lobbies which easily accommodated the record



Dominic Espinosa, Aaron Sisemore, Jeff Olson, Kenneth Kinstley and Mike Curro represented Cinema West.



Brenden Theatres brought out an entire team of: (back) Sean Ireland, Chris Hatzimichael, Brian Epling, Tim Kruse, Saul Trujillo. (middle) David Levy, Josh Threatt, Clarence De la Pena, Joe Girouard. (front) Jay Jay Coulter, Monique Alaniz, Alicia Duarte, Laura Trolinger.



Kelly Taylor, Kyle Cornelius, Tim LaPlante and Eduardo Romero are all Cinemark USA Bay Area managers.



Regal managers Stephen Schoengarth and Kaci Cisneros.



Regal Fresno managers Abel Espinosa and Henry Miyoshi with District Manager Charles Shaw and Greg Jones of Pacific Standard Service.



Milt Moritz with Cinemark USA Regional Leader Hal Sawyer.



Ky Boyd and Mary Ann Wade of Rialto Cinemas with Jesse Chow of Warner Bros.



First time presenter Brian Flanagan of Focus Features with Milt Moritz.



Greg Misa of Buena Vista with Greg Espinoza and Audrey Marr of Renaissance Rialto Cinemas.



Leslie Blumberg of Principal Theatres shows off the Flicks she received from Regal Hacienda Assistant Manager Stephen Schoengarth.



Richard Masuko, Amy Choice, Leo Henderson, Devin Ireland, and Ron Regalia of Camera Cinemas show off their Goodie Bags.



Charlene Sievers of NATO of CA/NV is helped at check-in table by Tony Cheng of Fox/Fox Searchlight.



Milt Moritz with Ronald and Lori Litvin of Selma Theatres.



Zach Beebee of New Line Cinemas with Monique Alaniz of Brenden Theatres.



Prime 11 Cinemas employees Lisa Angelone, Larry Guglielmina, Greg Figone, Ken Hill and Becky Cox surround Christian Arenas of Sony Pictures.



Thanks go to all the members of the Regal Hacienda staff who worked hard from early morning setup to afternoon distribution of the Goodie Bags. Pictured above are (back) Alek Korting, Paul Roberts, Chad Gregonis, Steven Sperling, (front) Managers Stephen Schoengarth and Shawn Cole.

Southern California

turnout of 600 attendees. An added feature at the Southern California meeting was George Krikorian's personal collection of Academy Award statuettes. If you had your picture taken with the Oscars® and have not received a link and/or instructions for acquiring the photos please go to the Seminars and Meetings section of the Association's web site at www.NATOCalNev.org and click on the Oscars® photo link.

The Association thanks our good members at Regal and Krikorian for their support and assistance and to all the employees at both sites who helped make the event so very special. Our appreciation also goes to ACS Enterprises, Inc. for once again sponsoring the seminar breakfasts, and to all the studios for providing their product reels, presentations and the many gifts for the ever popular Goodie Bags.

Please visit the Seminars and Meetings section of our web site: www.NATOCalNev.org to view all the photos from the seminar. We look forward to seeing everyone at the Fall/Winter Product Seminar in November.



Eric Lee, Krikorian Metroplex 18 Manager and first time seminar host received an appreciation plaque from NATO of CA/NV President Milt Moritz.



ACS Enterprises, sponsor of our seminar breakfast, was represented by Raul Alvarado, Jose Alvarado and Anthony Michaels.



Our Krikorian Premiere Theatres seminar hosts Eric Lee, theatre manager, with corporate representatives Nikki Kealalio and Todd Cummings.



Regal managers Tony Lopez and Matt Roper.



Dave Loberg of Metropolitan Theatres and Heather Wilson of The Movie Experience.



Jemmeline Agustin, Gina Pensinger and Amanda Costa from UltraStar Cinemas.



Cinemark USA Managers Juan Ramirez, Brenda Locketz and Don Conner.



Stephanie Riofta, Ryan McPherson, Rachael Lueras and Heather Reed from Regal.



Jason Strobel of Pacific Standard Services(2nd from L) with Krikorian's Mario Iorio, Peter Lehmann, Mary Nicholson and Nikki Kealalio.



Claudia Flores, Sharon Miller and Rita Gattegno of Mann Theatres.



Nathan Searer and Heidi Ockey from Tristone Cinema Group.



Alex Barajas, Bob Gran, Jr., Carol Combs, Denise and Shawn Gran of Cal-Gran Theatres.



Andrea Hernandez and Dan Cabill from CinemaStar Theaters.



Alesia Sibrel, Nanci Linke-Ellis and John Mack from InSight Cinemas.



Robbie Bulus and Robert Macias of Fandango visit with Bill Saugenz.



Eric Tabak, Paramount; Tony Cheng, Fox/Fox Searchlight; Nikki Kealalio and Eric Lee of Krikorian.



Jay Swerdlow, Pacific Theatres; Charlene Sievers, NATO of CA/NV; Kristina Warner, New Line; Jerry Forman, Pacific Theatres and Milt Moritz, NATO of CA/NV.



Eric Carr, Focus Features; Vinele Grana, Sony; Jesse Chow, Warner Bros., Wendy Armitage, Sony; and Cristian Arenas, Sony.



Scott Harmon and Carl Killebrew of Regal.



Greg Misa and Norma Montes of Disney were just two of the many guests who had their photos taken with George Krikorian's collection of Oscars® memorabilia.

National Association of Theatre Owners
of California/Nevada
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INSIDE PREVIEWS

**NATO of CA/NV Annual
Membership Meeting
Scheduled for June 27**

**Landmark Theatres to
Open Flagship Theatre
in West Los Angeles**

**FTC – Marketing
Violent Entertainment**

**Super Scare Me!
FTC Request Has
Restaurant Industry
Concerned**

**Lineup at Spring/
Summer Product
Seminar Promises
Strongest Period Ever**

**2006 Business of the
Year Goes to Prime 11
Cinemas**

**Labor Issues
and Updates**
CA Supreme Court Rules in Meal &
Rest Period Case

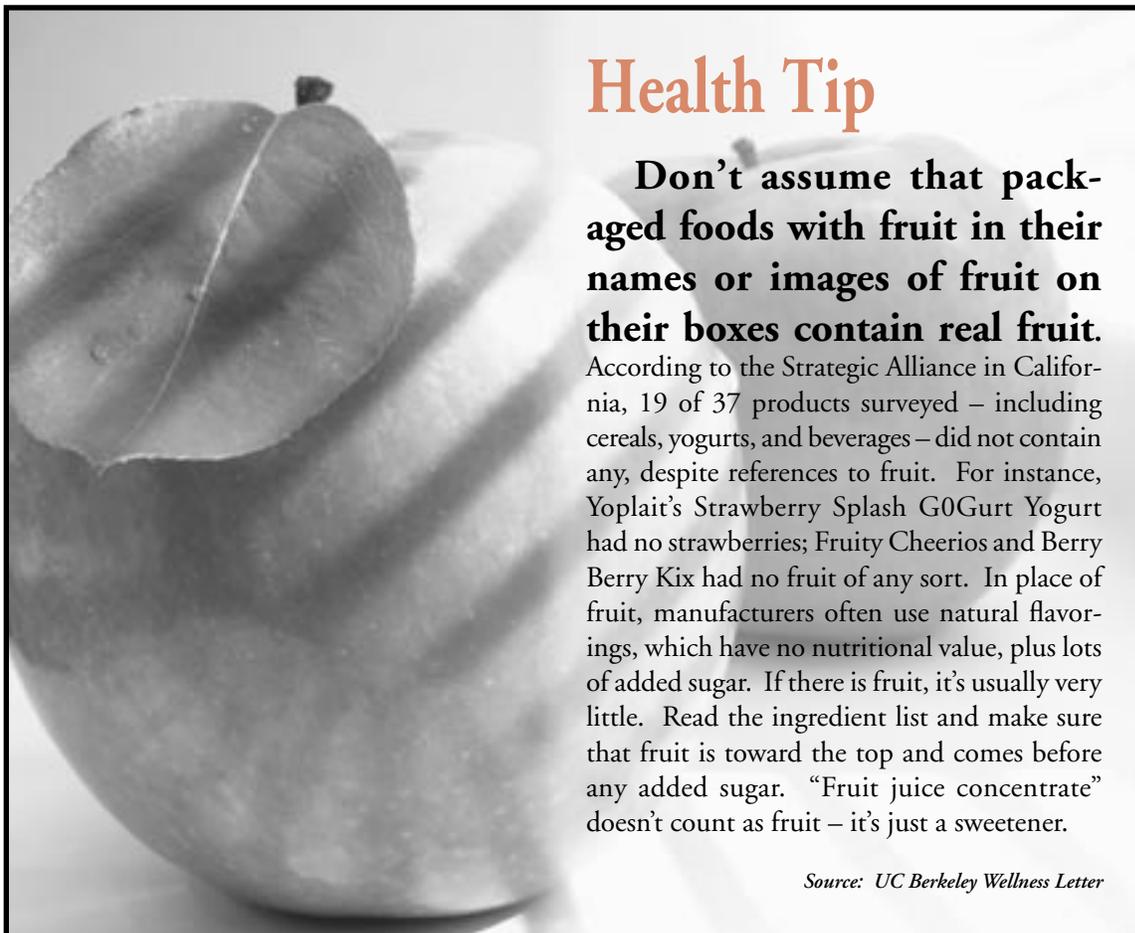
**Technical Corner
Audio:**

Cinema Loudspeakers

Concessions:
Facility Hiccups

Health Tip

ADDRESS SERVICE REQUESTED



Health Tip

Don't assume that packaged foods with fruit in their names or images of fruit on their boxes contain real fruit.

According to the Strategic Alliance in California, 19 of 37 products surveyed – including cereals, yogurts, and beverages – did not contain any, despite references to fruit. For instance, Yoplait's Strawberry Splash GOGurt Yogurt had no strawberries; Fruity Cheerios and Berry Berry Kix had no fruit of any sort. In place of fruit, manufacturers often use natural flavorings, which have no nutritional value, plus lots of added sugar. If there is fruit, it's usually very little. Read the ingredient list and make sure that fruit is toward the top and comes before any added sugar. "Fruit juice concentrate" doesn't count as fruit – it's just a sweetener.

Source: UC Berkeley Wellness Letter