

NATO of California/Nevada

PREVIEWS

Information for the California and Nevada Motion Picture Theatre Industry

CALENDAR of EVENTS & HOLIDAYS

Southern California Film Product Seminar

November 8

Veterans Day

November 11

Northern California Film Product Seminar

November 13

Thanksgiving Day

November 22

Hanukkah

December 5-12

Winter Begins

December 22

Christmas

December 25

Kwanzaa Begins

December 26

New Year's Eve

December 31

Happy New Year

January 1, 2008

NATO of CA/NV Board of Directors Meeting

January 15

Martin Luther King, Jr.'s Birthday observed

January 15

So. California Food Manager Certification Seminar

January 29

No. California Food Manager Certification Seminar

January 31

Valentine's Day

February 14

ShowWest

March 10-13

NATO of California/Nevada Food Manager Certification Training Seminars Scheduled for January 29 and 31

NATO of California/Nevada will be sponsoring a day-long, food safety training seminar in Southern California on January 29, 2008 and in Northern California on January 31, 2008 designed to provide certification for those attendees who pass the exam at the conclusion of the seminar. Most states and counties require that there is to be at least one employee with food safety certification on every shift. The day-long class will cover the goals of a sanitation program; the basic principles of a Safety Program; proper cooking and holding temperatures; identify personal hygiene practices; savings on food cost through the implementation of a food safety program; minimize the risk of an outbreak of food-borne illnesses, and much more.

The day-long class will end with an examination accredited by the American National Standards Institute and the Conference for Food Protection.

Mr. Jack Koury, a 29 year veteran of the hos-

pitality and service industry, will be the seminar leader. Mr. Koury has held positions with The Dial Corporation, Denny's, Stouffers and Marriott Corporation and was the director of training and recruitment for Fine Host Corporation.

Enrollment is available for employees of NATO of California/Nevada members only, at a reduced price of \$50.00 per person. The enrollment fee includes the 8 hour training, lunch, the Concession Professional Food Manager Certification Training Manual and the accredited examination.

Registration forms and checks must be received by December 20, 2007 in the NATO of California/Nevada office, 11661 San Vicente Blvd., Suite 830, Los Angeles, CA 90049.

Participants are encouraged to register early since training manuals will be sent to each registrant upon receipt of enrollment giving early registrants the advantage of more time to prepare for the seminar and exam. ▼

FOOD SAFETY CERTIFICATION ENROLLMENT FORM

Name: _____

Member Company: _____

Theatre Location and Name: _____

Daytime Phone: _____

E-Mail: _____

I will be attending: So. California on January 29 at Regal's South Gate 20 Theatre No. California on January 31 at Regal's Hacienda Crossing in Dublin

*Check payable to NATO of California/Nevada in the amount of \$50 per person
to be included with registration form.*

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

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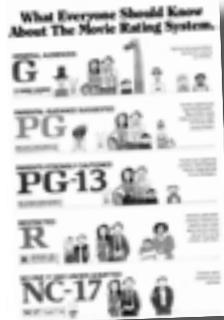
Charlene Sievers
Director, Member Services

Previews is going digital!

NATO of California/Nevada is going digital with the February 2008 issue of *Previews*. The Association is becoming more eco-friendly and making access to its newsletter easier and more timely for its subscribers.

To remain on the PREVIEWS mailing list we must have your email address by January 15, 2008. To be added to the mailing list for the new, digital version of the Association's newsletter please send your name, position, company name, and email address to PREVIEWS@NATOCalNev.org.

All information is solely for use by the Association and will not be circulated to any other source. ▼



Ratings Posters Available Through National NATO

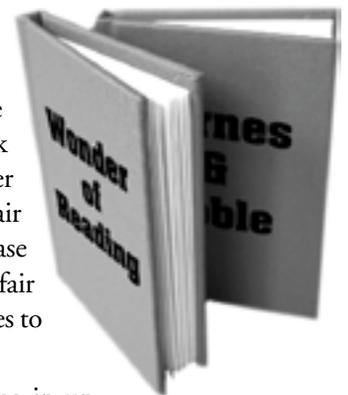
Ratings posters and tri-fold information brochures are available for members through the national NATO office. If you are not a member of NATO contact the MPAA at (818) 995-6600 for your posters. Contact Manager of Membership Services Matthew Reiter in Washington, D.C. via email mmr@natodc.com or phone at 202/962-0054. ▼

Wonder of Reading and Barnes & Noble Book Fair

NATO of California/Nevada's friends at The Wonder of Reading have joined with Barnes & Noble Booksellers for their first-ever city wide Book Fair. This week long event will run from November 9 through November 15, 2007. All you have to do is mention The Wonder of Reading Book Fair at the cash register at the time of your purchase and 20% of your purchase will be donated to The Wonder of Reading. Funds raised from the book fair will allow The Wonder of Reading to continue bringing reading resources to public elementary school students throughout Los Angeles County.

NATO of California/Nevada joined with The Wonder of Reading in underwriting the construction of new libraries and stocking of books at Eastman Elementary School in East Los Angeles and the Justice Street Elementary School in the San Fernando Valley.

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ShoWest / NATO Marketing Achievement Awards

Entry forms are now available for the ShoWest/NATO Marketing Achievement Awards program by going to www.ShoWest.com.

Eligibility Requirements:

Entry deadline is January 11, 2008 and program is open to all motion picture theatres in North America whether a single theatre or part of a circuit. Entries must be related to one specific, in-theatre promotion, designed around one film or philanthropic endeavor to attract people to the theatre. The promotion must have been executed between November 1, 2006 and October 31, 2007.

Winning entries will be announced at ShoWest 2008.

ShoWest/NATO Marketing Achievement

Awards In the cinema exhibition industry, on the theatre level, the hardest working individuals are the managers and their staff who work tirelessly to market everything from big blockbuster films to smaller, independent films in order to attract audiences to their theatres. These innovative managers employ tactics ranging from newspaper advertising to web promotions to community events to in-theatre displays and everything in between. That's why, ShoWest and NATO are proud to announce that they are once again partnering to bring you the ShoWest/NATO Marketing Achievement Awards – a big, celebratory event that singles out the creative marketing geniuses and their superstar teams across the nation that represent the "best of the best" in a variety of categories. This is your chance to be recognized and rewarded for your Herculean efforts. Be sure to enter by the deadline of January 11, 2008.

Awards Package

- Two complimentary registrations to ShoWest 2008
- Hotel accommodations for four (4) nights at Bally's Hotel
- Cash Prize of \$1,000
- Award Plaque
- Recognition in the ShoWest Program Journal and Conference Program
- Binders to be on display the full week of ShoWest

Awards Categories

- Best in Theatre Display – For an Independent Film
- Best in Theatre Display – For a Major Release
- Best Use of Media and Events – For an Independent Film
- Best Use of Media and Events – For a Major Release
- Best Use of Newspaper
- Best Community Event (not necessarily geared to a movie – i.e. Theatre Opening)*
- Best Presentation Binder
- Best Overall Promotion and Showmanship*
- The "Heart" of Showmanship Award (presented to a philanthropic promotion that not only attracted people to the theatre but benefited a local or national charity or philanthropic endeavor – i.e. Variety, Will Rogers, Coat Drive, Toys for Tots, etc.)
- Independent Film – This category is for Independent/Art Films. In most cases this genre is easily identifiable. In the event that a film's category is in question, then the judges will determine the appropriate category for that film.

* For these categories, two awards will be presented. One to circuits of 400+ screens and one to circuits of 1-399 screens.

Judging Criteria

A panel of judges consisting of members of NATO, MPAA, ShoWest, as well as an Ad Agency, a Marketing Firm, and a Newspaper, will judge each entry based on originality, showmanship, creativity, events staged, community involvement and results of promotional activity.



Entry forms available at www.ShoWest.com

LABOR ISSUES & Updates

What Employers Should Do: Changes to ID Document List

Under existing law, no fewer than 29 categories of documents can be used by employers to establish the identity and work eligibility of employees. Following is updated information

U.S. Citizenship and Immigration Services has made changes to the list of documents acceptable to establish both identity and employment eligibility. The changes are in effect now, but are not reflected on List A on the 05/31/05 version of Form I-9 (Employment Eligibility Verification).

The documents in List A that are acceptable:

- U.S. passport
- Unexpired foreign passport with I-551 stamp or attached Form I-94 indicating unexpired employment authorization
- Alien Registration Receipt Card with photograph (Form I-551)
- Unexpired Temporary Resident Card (Form I-688)
- Unexpired Employment Authorization Card (Form I-688A)

Not in List A, but acceptable:

- Employment Authorization Document (Form I-766)

The Documents in List A that are no longer acceptable are:

- Certificate of U.S. Citizenship (Form N-560 or N-561)
- Certificate of Naturalization (Form N-550 or N-570)
- Permanent Resident Card (Form I-151)
- Unexpired Reentry Permit (Form I-327)
- Unexpired Refugee Travel Document (Form I-571)

Governor Takes the “Gift” Out of Gift Certificates

Governor Schwarzenegger took some of the “gift” out of gift certificates and gift cards and replaced it with cold, hard cash when he signed Senate Bill 250 into law, which provides that effective *January 1, 2008*, “*any gift certificate with a cash value of less than ten dollars (\$10) is redeemable in cash for its cash value.*” The bill is aimed at reducing the amount of unclaimed gift certificates in California by allowing consumers to collect the remaining balances, rather than forcing them to spend more than the cost of the gift certificate to get full value. That may make some sense for retailers who sell mainly high-dollar value items, however for volume businesses like theatres, there are plenty of items under \$10 on which remaining balances on gift certificates could be spent.

When first presented, Senate Bill 250 required refunds to be issued when balances dipped below \$20. Through the efforts of NATO of California/Nevada, which lobbied for an exception for movie theatres or for a \$2 redemption value to trigger the refund requirement, the \$20 redemption requirement was reduced to \$10.

Senate Bill 250’s refund requirement modifies California Civil Code § 1749.5, the statute that made expiration dates on most gift certificates unlawful. The statute, including the refund and expiration date provisions, applies to nearly all gift certificates and gift cards sold in California, other than those (1) issued to consumers pursuant to an awards, loyalty, or promotional program without money changing hands; (2) donated or sold below face value at a volume discount to employers (such as group activity tickets) or nonprofit or charitable organizations with expiration dates of 30 days or less after the date of sale; and (3) for perishable food products (the statute does not define “perishable food products,” but it may include some concession items like popcorn). Unfortunately, to the extent that gift certificates falling under the exceptions are indistinguishable from those that do not, theatres will be forced to issue remaining balance refunds to patrons with these gift certificates as well.

The bill also presents other problems. For example, gift certificates bought with fraudulent credit cards would be subject to cash refund without the theatre receiving any value at all. Small denomination gift certificates may no longer be profitable to offer, since they may immediately be cashed in for their full value. And for those companies with multi-state gift certificate programs, all gift certificates will be subject to refund here unless California gift certificates are distinguishable from those sold in other states. Additionally, in many cases, it will be difficult to determine the “cash value” of a gift certificate; for example, when it is issued for an admission rather than a dollar amount.

The only practical assistance provided to retailers selling gift certificates and gift cards is that the bill defines “cash” value broadly, stating that it “includes, but is not limited to currency or check. If accepted by both parties, an electronic funds transfer or an application of the balance to a subscriber’s wireless telecommunications account is permissible.” This will give theatres at least a small amount of flexibility in how they issue refunds to the public. ▼

Filmmakers will receive scholarship for efforts

The National Association of Theatre Owners ups its USC scholarship donation to eight cinema students.

Reprinted from the University of Southern California Daily Trojan by Katie Durko

Eight of USC's School of Cinematic Arts student filmmakers will receive \$5,000 each from the National Association of Theatre Owners of California/Nevada to create and produce their projects.

NATO of California/Nevada, which has offered scholarships to students at the School of Cinematic Arts since 2005, increased its donations for the 2007-2008 academic year from \$25,000 to \$40,000 at both USC and UCLA, allowing four more students to receive scholarships.

"We were happy with the way the program was going and had additional funds available to distribute to both schools," said Milton Moritz, the organization's CEO and president. "It is wonderful that we were able to increase [funding] and make [the program] available to that many more students."

Four students have already been awarded 2007 scholarships: Pooya Ghobadpour, Amelia Guimarin, Christine Berry and Oscar Hernandez. USC is still in the process of selecting the next four recipients, said Cindy Villasenor, assistant dean of the School of Cinematic Arts.

Students are chosen by cinema professors and administrators based on their previous films and other achievements, she said.

Some of this year's scholarship recipients said NATO made them feel like they were welcome in the film industry.

"What really impressed me was that they went the extra mile by inviting us to their annual meeting," Ghobadpour said. "It made us feel like we were not only recipients of the award, but also that we were a part of the organization."

NATO is the largest exhibition trade organization in the world, representing more than 29,000 movie screens nationwide and cinemas in more than 40 countries. Its California/Nevada headquarters represent more than 4,500 movie screens in the two states.

Hernandez said NATO's connections to movie theaters made the scholarship recipients more aware of how important the organization is in the movie industry.

"We're often lured by the creative aspects of making films, but to

thrive in the business, it's important to establish working relationships with the people who own the theaters," he said. "At the conference where the awards were presented, I was able to hear professionals talk about strategic ways to increase moviegoing for the future."

NATO's regional chapter lends support to colleges with cinema schools through charitable contributions and scholarship programs, Moritz said.

"USC and UCLA both have outstanding cinema schools, which is why we have been so interested in investing in them," he said. "The quality of the students graduating from both schools has made them worthy of this support. We have seen a lot of promise in the past recipients."

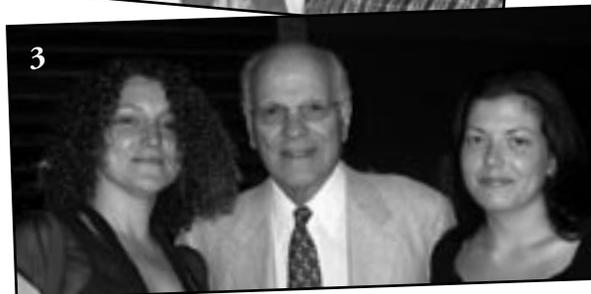
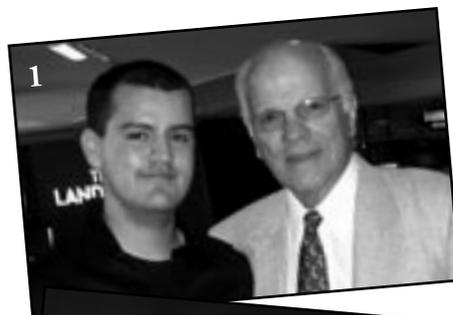
One of last year's scholarship recipients was USC alumna Rain Braw. Braw, who graduated in May, used the money to fund her thesis film, "Underpass." The film, which tells the story of a family of Khmer Rouge survivors struggling for hope after escaping from Cambodia, is currently being played in several film festivals in Southern California.

Braw said the scholarship gives student filmmakers money to make films they might otherwise not have been able to produce.

"[The scholarship] made a significant difference in enabling me to make this film," she said. "It made it possible for me to make my thesis film, which not only taught me a lot, but it brought me great satisfaction as a culmination of my USC education."

NATO's mission is to ensure that moviegoing is one of the leading entertainment experiences for generations to come. The group plans to continue its scholarship support to USC filmmakers so movie theaters will thrive in the future, Moritz said.

"We want to encourage new picture-makers and bring them along so that, hopefully, they will become the next Steven Spielbergs and George Lucases of their time," he said. ▼



Shown above are the 2007 USC scholarship recipients at the Association's annual membership meeting. 1) Oscar Hernandez and Milt Moritz 2) NATO of CA/NV Scholarship Chairman Jay Swerdlow with Pooya Ghobadpour 3) Christine Berry, Milt Moritz and Amelia Guimarin

Exhibitor Relations Contact Information

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 Brian Flanagan (818) 733-2876 brian.flanagan@focusfeatures.com
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FOX/FOX SEARCHLIGHT

Fox Fulfillment
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 www.FoxExhibitor.com

FOX REWARDS

Fox Rewards Enrollment & Hotline
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 www.FoxRewards.com

LIONSGATE ENTERTAINMENT

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 Kathleen Hatcher (424) 204-4087 kathleen.hatcher@overturefilms.net
 Exhibitor Marketing Requests.. (424) 204-4122 theater.requests@overturefilms.net

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 Reynee Scofield (323) 956-7773 reynnee_scofield@paramount.com

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 Vinele Grana (310) 244-3037 Vinele_Grana@spe.sony.com
 Northern California
 Heather Chinich (310) 244-3045 Heather_Chinich@spe.sony.com
 All materials can be ordered at www.sonypicturesreleasing.com
 Or by phone: 877/Deluxe6

UNIVERSAL

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

WALT DISNEY STUDIOS MOTION PICTURES

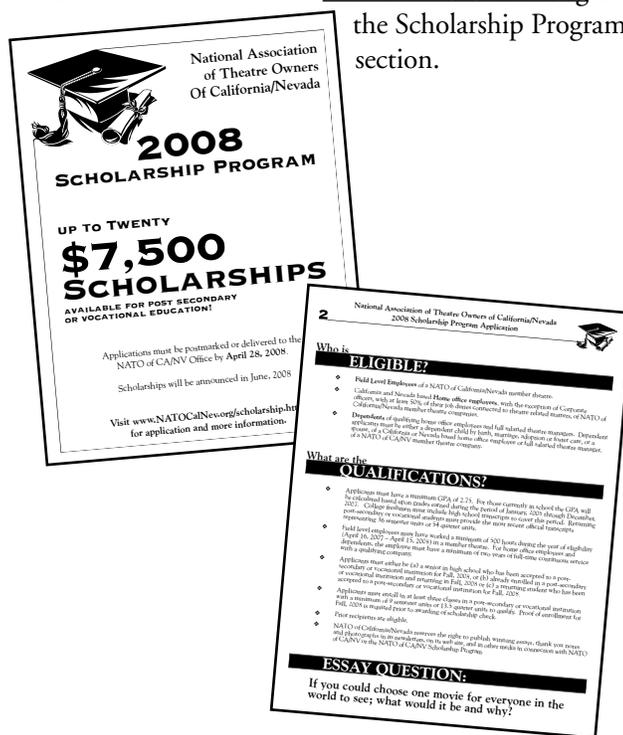
Dominique Ta 818-560-2541 Dominique.Ta@disney.com
 One sheets & trailers can be ordered from Technicolor

WARNER BROS/WARNER INDEPENDENT

Jesse Chow jesse.chow@warnerbros.com
 Barbara Laufer barbara.laufer@warnerbros.com

2008 Scholarship Program

The National Association Of Theatre Owners of California/Nevada has 20 scholarships of \$7,500.00 to award to its members. The awards are available to field level employees, qualifying home office employees as well as to dependents and spouses of managers and home office employees. The 2008 applications are now available on our web site at www.NATOCaINev.org in the Scholarship Program section.



FTC to Conduct Mystery Shopper Survey

The Federal Trade Commission will be conducting another mystery shopper survey of the entertainment industry during the 2007 holiday period.

While the FTC will not be preparing another full report this year, they will release the results of the survey. It is important that theatres maintain a strong enforcement and information policy.

Take appropriate steps to (1) encourage vigilant enforcement of age restrictions; (2) ensure informative signage about the ratings at your locations; and (3) ensure information and links to ratings information are on your websites.

S T A T I S T I C S

Fall-To-Date Box-Office

FALL-TO-DATE Day after Labor Day, through October 25, 2007 *Average ticket price for 2007 is estimated*

Year	Avg. Ticket Price	Ticket Price Change	Total Gross	% Changes vs. Previous Year	Attendance	% Change vs. Previous Year
2007	\$6.85	4.58%	\$836,700,000	-	122,145,985	-
2006	\$6.55	2.18%	\$882,830,000	-5.23%	134,783,206	-9.38%
2005	\$6.41	3.22%	\$862,250,000	-2.96%	134,516,381	-9.20%
2004	\$6.21	-	\$815,500,000	2.60%	131,320,451	-6.99%

-Source: Exhibitor Relations Co.

Year-To-Date Box-Office

YEAR-TO-DATE January 1, 2007, through October 25, 2007 *Average ticket price for 2007 is estimated*

Year	Avg. Ticket Price	Ticket Price Change	Total Gross	% Changes vs. Previous Year	Attendance	% Change vs. Previous Year
2007	\$6.83	4.27%	\$7,768,830,000	-	1,137,456,808	-
2006	\$6.55	2.18%	\$7,235,150,000	7.38%	1,104,603,053	2.97%
2005	\$6.41	3.22%	\$6,858,165,000	13.28%	1,069,916,537	6.31%
2004	\$6.21	-	\$7,350,800,000	5.69%	1,183,703,704	-3.91%

-Source: Exhibitor Relations Co.

2007 Worldwide Top 12

WORLDWIDE TOP 12 January 1, 2007 through October 28, 2007 *Sorted by Worldwide Cume*

Rank	Title	Studio	Date Opened	Domestic Gross	% of WW	Foreign	% of WW	Worldwide
1	Pirates of the Caribbean: At World's End	Walt Disney	Fri, 5/25/07	\$309,420,425	32%	\$651,570,000	68%	\$960,990,425
2	Harry Potter and the Order of the Phoenix	Warner Bros.	Wed, 7/11/07	\$291,551,968	31%	\$646,100,000	69%	\$937,651,968
3	Spider-Man 3	Sony	Fri, 5/4/07	\$336,530,303	38%	\$554,400,000	62%	\$890,930,303
4	Shrek The Third	Paramount	Fri, 5/18/07	\$321,012,359	41%	\$472,300,000	60%	\$793,312,359
5	Transformers	Paramount	Tue, 7/3/07	\$318,759,914	45%	\$383,600,000	55%	\$702,359,914
6	The Simpsons Movie	Fox	Fri, 7/27/07	\$182,835,849	35%	\$341,275,000	65%	\$524,110,849
7	Ratatouille	Walt Disney	Fri, 6/29/07	\$205,292,872	40%	\$310,100,000	60%	\$515,392,872
8	300	Warner Bros.	Fri, 3/9/07	\$210,614,939	46%	\$245,450,000	54%	\$456,064,939
9	Bourne Ultimatum	Universal	Fri, 8/3/07	\$226,474,905	55%	\$184,900,000	45%	\$411,374,905
10	Live Free or Die Hard/ Die Hard 4.0	Fox	Wed, 6/27/07	\$134,520,804	36%	\$238,900,000	64%	\$373,420,804
11	Ocean's Thirteen	Warner Bros.	Fri, 6/8/07	\$117,154,724	38%	\$194,150,000	62%	\$311,304,724
12	Fantastic Four: Rise of the Silver Surfer	Fox	Fri, 6/15/07	\$131,921,738	46%	\$156,000,000	54%	\$287,921,738

-Source: Exhibitor Relations Co.

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Statistics

ADDRESS SERVICE REQUESTED



Quote of the Month

"Life is too short to wake up with regrets. So love the people who treat you right. Forget about those who don't. Believe everything happens for a reason. If you get a chance, take it. If it changes your life, let it. Nobody said life would be easy, they just promised it would most likely be worth it."

- Michael Gartner, President, NBC News (1988-1993)

