

NATO of California/Nevada

# PREVIEWS

Information for the California and Nevada Motion Picture Theatre Industry

## CALENDAR of EVENTS & HOLIDAYS

### Workshop: *Introduction to Digital*

Dolby Laboratories Inc.

San Francisco - September 12

Burbank - September 14

### National NATO General Membership and Board Meeting

September 20-21

### Rosh Hashanah

September 23 &amp; 24

### Yom Kippur

October 2

### Columbus Day Observed

October 9

### Sexual Harassment Prevention Training Seminar

Northern California - October 10

Southern California - October 12

### SHOWEAST

October 23-26

### Daylight Saving Time ends

October 29

### Halloween

October 31

### Film Product Seminar

Southern California - November 9

Northern California - November 14

## NATO of California/Nevada To Present *FLIRTING WITH DISASTER: SEXUAL HARASSMENT PREVENTION TRAINING*

We are pleased to announce that John LeCrone and Janet Grumer of the law firm Davis Wright Tremaine LLP will be presenting *Flirting with Disaster: Sexual Harassment Prevention Training* at 1 p.m. on October 10 at

Century's Walnut Creek 14 Theatre in Northern California and on October 12 at the REG Edwards South Gate 20 Theatre in Southern California. The training classes will meet the requirements of California Government Code § 12950.1, which requires that all California employers having 50 or more employees provide at least two hours of interactive training and education regarding sexual harassment to all supervisors within six months of their assumption of a supervisory position. The law also requires updating this training for all supervisors at least once every two years, but more frequent updates are prudent to prevent harassment and discrimination before it happens.

The training classes will be offered free of charge to NATO of California/Nevada members and their employees, and will be aimed at helping supervisors respond to, correct and prevent sexual and other forms of harassment in the workplace. The seminar will spotlight practical solutions to the many problems faced by theatre



John LeCrone



Janet Grumer

employers in particular, especially given the number of employees in their first jobs, policies of promoting from within, and the geographic dispersion of locations. The seminar will focus on management working together

within a movie theatre company, making it ideal for line supervisors and managers, district managers, Human Resources professionals, and corporate management alike.

The training will also focus on recent developments in sexual harassment law. Mr. LeCrone represents employers and management in wrongful discharge, harassment and discrimination litigation, wage and hour class actions, and trade secrets/unfair competition litigation. Ms. Grumer is a former movie theatre executive whose practice focuses on theatre and retail clients, including employment and general litigation issues.

The two hour workshops will begin at 1:00PM. The workshops are free to all supervisors, theatre as well as corporate, of NATO of CA/NV member companies however, it is by reservation only. The registration deadline is Tuesday, September 26<sup>th</sup>. To register see page 2.

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**Registration Form**

**NATO of California/Nevada To Present  
FLIRTING WITH DISASTER:  
SEXUAL HARASSMENT PREVENTION TRAINING Seminar**

*Please send the following information for each registrant  
(if registering more than one person the requested information can be sent on one sheet)  
via email to [office@natocalnev.org](mailto:office@natocalnev.org) or fax it to 310/460-2901.*

**Name and position:** \_\_\_\_\_  
**Company name:** \_\_\_\_\_  
**Theatre:** \_\_\_\_\_  
**Email address:** \_\_\_\_\_  
**Daytime phone number:** \_\_\_\_\_  
**Location:** \_\_\_\_\_



**October 10<sup>th</sup>**  
**Century Walnut Creek 14 Theatre**  
1201 Locust Street  
Walnut Creek, CA 94596



**October 12<sup>th</sup>**  
**REG Edwards South Gate 20 Theatre**  
8630 Garfield Avenue  
South Gate, CA 90280

**Reservations deadline September 26<sup>th</sup>**

**Dolby Digital Workshop Registration  
Deadline Extended**

A few spaces still remained for the “basics” Digital Cinema 101 class exclusively designed by Dolby Laboratories for NATO of California/Nevada members as we went to press, therefore the registration deadline has been extended to September 5<sup>th</sup>. This workshop is recommended for projectionists, IT technicians, managers and anyone who wishes to keep up with the latest technology.

The workshops will be presented on September 12<sup>th</sup> in the Dolby Laboratories San Francisco headquarters and on September 14<sup>th</sup> at their Burbank facility. There will be two sessions each day, at 10:00AM and 2:00PM, each

session to last approximately three (3) hours. Program details are available in the July/August issue of *Previews* available in the Previews Reading Room at [www.NATOCalNev.org](http://www.NATOCalNev.org).

To register please send the following information for each attendee via fax to 310/460-2901 or via email to [Office@NATOCalNev.org](mailto:Office@NATOCalNev.org). Please specify the session you would like to attend, **San Francisco, Sept. 12** Morning or Afternoon or **Burbank, Sept. 14** Morning or Afternoon; **Name and position; Company name; Theatre; Email address; and Daytime phone number** no later than Friday, September 5<sup>th</sup>. ▼

# *Los Angeles Times*/Bloomberg Survey Looks At Competition for Entertainment Leisure Time and Dollars

The results of an extensive Los Angeles Times/Bloomberg survey examining pop culture and entertainment in the United States were recently published over five consecutive days in the Los Angeles Times. Conducted from June 23 to July 3, 2006, and focusing on teenagers between the ages of 12 and 17 and young adults between the ages of 18 and 24, the survey looked at the many entertainment options available to these age groups and the growing competition for their entertainment dollars. Following is a summary of some of the survey findings which are of particular relevance to our industry.

Despite the proliferation of youth oriented online communities in a vast array of electronic gear putting the world at their fingertips, the survey respondents said that traditional sources such as television and radio still tend to drive their decisions about movies and music more than online networking sites.

Although 2006's box-office grosses are running 7% ahead of last years, and a majority of teens and young adults still go to the theatre, there is nonetheless overall decreasing interest in seeing movies in theatres. While the youngest teens say they are going to theatres as often as ever, many young adults report that they're seeing fewer films in theatres. The principal complaints are expensive ticket and concession prices, with rude moviegoers and "bad movies" cited as well.

When asked the reasons for going to a movie, the top mentions from both teens and young adults were having seen ads about the movie (mostly seen on television), a chance to go out with friends, recommendation from a friend and having seen a trailer in the theatre.

What became abundantly clear from the poll results was the extent to which today's teens and young adults show diminishing interest in adhering to Hollywood tradition. They're willing to watch brand new movies at home rather than in theatres, are starting to use PCs as their entertainment gateway and are slowly turning to their iPods and cellphones for video programming. They still crave to be entertained, but not necessarily in theatres.

As the window between theatrical release and a movie's availability on home video continues to shrink, many teens and young adults are less inclined to go to the theatre. Asked where they'd prefer to watch a new movie if it were simultaneously available at home and in theatres, about a third said they would choose to stay at home and another third said it depended on the movie. The poll found that going to the movies still has appeal, particularly for younger teens, but among respondents ages 21 to 24, 56%

said they wanted to see the new movie at home, and only 9% said they would rather travel to a theatre.

Nearly half (47%) of respondents ages 12 to 17 said they would watch a movie on a PC, with those ages 21 to 24 responding similarly. The youngest kids polled (12 to 14) said they are seeing either as many or more movies than a year ago, while 3 in 10 teens ages 15 to 17 are seeing fewer. The declining attendance increases as children become young adults; 44% of those ages 21 to 24 are seeing fewer films. The Times/Bloomberg poll findings mirror a recent study by the Motion Picture Association of America, which found an even sharper drop-off over a five-year span.

Commenting on the findings of the Times/Bloomberg poll and the problems facing the movie business, MPAA President Dan Glickman was quoted in one of the series' articles, saying "You can't have a thriving movie industry without having a thriving theatrical business."

In an effort to counter waning boxoffice admissions, the survey report noted the efforts of some theatres to create more exciting venues, citing one theatre chain's construction of high-end complexes that include in-theatre table service – with cocktails – sprawling video-game zones and auditoriums dedicated to stand-up comedy and live music.

Fewer than one in 10 teens said they had ever downloaded a movie either legally or illegally, but about a third said their friends have downloaded movies to watch at home, including just over one in 10 who said their friends have downloaded movies illegally. Almost all teens and young adults know it is illegal to buy a bootleg DVD or video tape, or to copy a movie from a friend who didn't pay for it, but nearly three out of five said it is not a crime to copy a movie on a DVD or videotape from a friend who paid for it. The MPAA has begun sponsoring school programs to discourage piracy. The poll results indicate that those efforts may be working. Younger poll respondents were more likely than older peers to believe that copying CDs and DVDs breaks the law, and only 25% of teens said they had a friend who illegally downloaded music, compared with 33% of young adults.

Other portions of the survey went into depth addressing the major way technology has greatly increased the universe of available entertainment options, the use of computers, iPods and cellphones, television viewing habits, music downloading and piracy, and how all of these things together are affecting today's youth at home, in school and at leisure. Suffice it to say, it's a rapidly changing world. ▼

## 25 Top Grossing California Theatres First Six Months 2006

Rank	Circuit	Theatre & Screen Count	City
1	AMC	BURBANK 30	Burbank
2	Pacific	GROVE STADIUM 14	Los Angeles
3	Regal	LONG BEACH STADIUM 26	Long Beach
4	AMC	BLOCK 30	Orange
5	Century	DALY CITY 20	Daly City
6	Century	CENTURY 25	Union City
7	Regal	FRESNO STADIUM 21	Fresno
8	Regal	HACIENDA CROSSINGS 20	Dublin
9	Pacific	ARCLIGHT HOLLYWOOD 15	Hollywood
10	Regal	IRVINE SPECTRUM 21	Irvine
11	Pacific	WINNETKA ALL STADIUM 21	Chatsworth
12	AMC	ROLLING HILLS 20	Torrance
13	AMC	CENTURY CITY 15	Century City
14	AMC	METREON 15	San Francisco
15	AMC	MERCADO 20	Santa Clara
16	Century	OAKRIDGE 20	San Jose
17	AMC	ONTARIO MILLS 30	Ontario
18	Regal	SOUTH GATE STADIUM 20	South Gate
19	AMC	MISSION VALLEY 20	San Diego
20	Pacific	GALLERIA STADIUM 21	Sherman Oaks
21	Regal	ONTARIO PALACE 22	Ontario
22	National Amusements	BRIDGE DE LUX 17	Westchester
23	AMC	PUENTE HILLS 20	Rowland Heights
24	REG	MIRA MESA STADIUM 18	San Diego
25	AMC	UNIVERSAL CITY 18	Universal City

## 30 Top Grossing U.S. Theatres First Six Months 2006

Rank	Circuit	Theatre & Screen Count	City, State
1	AMC	EMPIRE 25	New York City, NY
2	AMC	BURBANK 30	Burbank, CA
3	Pacific	GROVE STADIUM 14	Los Angeles, CA
4	Muvico	EGYPTIAN 24	Hanover, MD
5	Regal	LONG BEACH STADIUM 26	Long Beach, CA
6	AMC	LINCOLN SQUARE 13	New York City, NY
7	AMC	BLOCK 30	Orange, CA
8	Century	DALY CITY 20	Daly City, CA
9	Regal	UNION SQUARE 14	New York City, NY
10	Century	CENTURY 25	Union City, CA, CA
11	Regal	FRESNO STADIUM 21	Fresno, CA
12	Regal	HACIENDA CROSSINGS 20	Dublin, CA
13	AMC	AVENTURA MALL 24	Aventura, FL
14	Muvico	PARADISE PARK 24	Davie, FL
15	Pacific	ARCLIGHT HOLLYWOOD 15	Hollywood, CA
16	AMC	PLEASURE ISLAND 24	Lake Buena Vista, FL
17	Muvico	PALACE 20	Boca Raton, FL
18	AMC	PALISADES 21	West Nyack, NY
19	Century	RIO 24	Albuquerque, NM
20	AMC	E-WALK 13	New York City, NY
21	AMC	BOSTON COMMON 19	Boston, MA
22	REG	IRVINE SPECTRUM 21	Irvine, CA
23	AMC	GULF POINTE 30	Houston, TX
24	Pacific	WINNETKA ALL STADIUM 21	Chatsworth, CA
25	Harkins	SUPERSTITION SPRINGS 25	Mesa, AZ
26	AMC	ROLLING HILLS 20	Torrance, CA
27	AMC	SUNSET PLACE 24	South Miami, FL
28	AMC	CENTURY CITY 15	Century City, CA
29	AMC	NESHAMINY 24	Bensalem, PA
30	AMC	METREON 15	San Francisco, CA

## 10 Top Grossing Nevada Theatres First Six Months 2006

Rank	Circuit	Theatre & Screen Count	City, State
1	Century	PARK LANE 16	Reno
2	Century	SANTA FE STATION 16	Las Vegas
3	REG	TEXAS 18	Las Vegas
4	Century	ORLEANS 18	Las Vegas
5	REG	SUNSET STATION 13	Henderson
6	Century	CENTURY 14	Sparks
7	Century	SUNCOAST 16	Las Vegas
8	REG	VILLAGE SQUARE 18	Las Vegas
9	Century	SAM'S TOWN 18	Las Vegas
10	Century	SOUTH COAST 16	Las Vegas

## 10 Top Grossing U.S. Theatres by Screen Average (3 screens or more)

Rank	Circuit	Theatre & Screen Count	City, State
1	Pacific	GROVE STADIUM 14	Los Angeles, CA
2	AMC	LINCOLN SQUARE 13	New York, NY
3	Regal	UNION SQUARE 14	New York, NY
4	AMC	E-WALK 13	New York, NY
5	De Anza	VAN BUREN 3 DI	Riverside, CA
6	AMC	ORPHEUM SEVENPLEX	New York, NY
7	Pacific	ARCLIGHT HOLLYWOOD 15	Hollywood, CA
8	AMC	EMPIRE 25	New York, NY
9	National Amusements	COLLEGE POINT MULTI 12	Whitestone, NY
10	Regal	SHEEPSHEAD BAY 14	Brooklyn, NY

### Summer-To-Date Box-Office

SUMMER-TO-DATE DATE 108 days starting Friday, May 5th, through Sunday, August 20, 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%	\$3,510,831,488	7.29%	531,139,408	4.05%
2005	\$6.41	3.22%	\$3,272,164,171	-10.33%	510,478,030	-13.13%
2004	\$6.21	2.99%	\$3,649,295,207	-	587,648,181	-

-Source: Exhibitor Relations Co.

### Year-To-Date Box-Office

YEAR-TO-DATE 232 days starting Sunday, January 1, through Sunday, August 20, 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%	\$6,294,231,488	7.06%	952,228,667	3.82%
2005	\$6.41	3.22%	\$5,879,064,171	-8.22%	917,170,698	-11.08%
2004	\$6.21	2.99%	\$6,405,495,207	-	1,031,480,710	-

-Source: Exhibitor Relations Co.

# Cinema Treasures: Drive-In Theaters Make a (Slight) Comeback

By Ross Melnick



For much of this decade, journalists have been churning out drive-in theater comeback stories—even when hard statistics did not necessarily support such optimism. Some were excited to find that drive-in theaters still existed, while others, rekindling memories of passion pit pasts and earlier nights out with family, overstated the importance of an individual drive-in's continued operation. For younger scribes, meanwhile, being assigned to write a story about drive-ins often meant going to one for the very first time.

Finally, though, there is a real reason for optimism this year. Attendance at drive-in theaters is reportedly up across the country and after a decades-long decline, 2006 has seen a five percent increase in the number of operating “ozoners,” from 400 to roughly 420, according to Reuters. Not quite a big comeback just yet, but a very encouraging start.

In 2008, the next spate of drive-in articles will undoubtedly tout their 75<sup>th</sup> anniversary, no small feat given their recent history. But it is already worth adding a footnote to that upcoming celebration. Open any book about drive-in theaters and you will, of course, see the name of their founder, Richard Hollingshead. According to these sources – our own book included – he reportedly opened the first drive-in theater in Camden, NJ in 1933. However, an article in the June 8, 1929 issue of trade journal, *Motion Picture News*, reported that the new Airdrome Theatre in Orlando, FL already allowed its patrons to sit in their cars while watching the motion picture presented.

Hollingshead, then, more correctly opened the first purpose built drive-in theater (not a mixed seat/car open air theater). His success led to a number of drive-ins opening around the country in the ensuing years, including the 1934 debuts of Shankweiler's Drive-In in Orefield, Pennsylvania (now in its 73<sup>rd</sup> continuous season of operation) and the aptly named Drive-In Theatre in Los Angeles, which opened at the corner of Pico and Westwood Boulevards.

By the end of World War II, there were roughly 100 drive-ins in the United States, their development stunted by gas rationing and constraints on automobile travel. However, the subsequent migration of millions from urban locales to suburban and rural areas, coupled with an increase in automobile purchases and use, led to an explosion in drive-in construction across the country. Exhibitors were lured by cheaper operating and construction expenses, while audiences enjoyed the “come as you are” attitude that eschewed formal dress and allowed families to pile into the car together for a night out.

By 1949, there were already 1,000 across the nation. A decade later, 5,000 drive-ins lit up the night skies, accounting

for roughly 20% of all box office revenues.

The growth of drive-ins, however, was halted in the 1960s and 1970s by the expansion of the suburbs and rural areas, with the drive-in's cheap, available land increasingly gobbled up by shopping centers and malls. Those that remained in operation then saw a decline in attendance due to a wide range of social and economic factors.

In the 1980s and 1990s, big box retailers like Wal-Mart and Costco devoured ever more drive-in theaters. Further depleting their numbers, exhibitors also began tearing down their drive-ins and installing more profitable multiplexes in their place. According to the United Drive-In Theatre Owners Association, less than 450 drive-ins remained by the end of the 20<sup>th</sup> century.

Today, thanks in part to this year's mini-resurgence, the future looks brighter than it has for quite some time. Counted among those 420 surviving and thriving drive-ins are independent theaters such as the Van Buren Drive-In in Riverside, CA, which had the fifth highest theatre screen average in the U.S. for the first six months of 2006 (see chart on Page 5), and the Mission Tiki Drive-In in Montclair, CA, as well as those operated by larger circuits, such as Pacific Theatres' Ceres Drive-In in Ceres, CA and the Vineland Drive-In in City of Industry, CA, and Century Theatres' Vegas Drive-In in N. Las Vegas, NV.

With their bargain double features, relaxed atmosphere, and the promise of privacy within one's automobile, the allure of the drive-in has remained consistent for three quarters of a century. What drive-in theaters need most today, perhaps, is a new, sustained marketing campaign that reinforces all of these qualities.

It is always worth remembering that journalists write a lot of stories about comebacks and comedowns. If you haven't been to a drive-in in a few years, make it your Saturday night research project and judge for yourself. ▼

Ross Melnick is a film historian and co-founder of *Cinema Treasures* ([www.cinematreasures.org](http://www.cinematreasures.org)). After co-writing *Cinema Treasures—A New Look At Classic Movie Theatres* with Andreas Fuchs, he is a member of the team behind the forthcoming theatrical documentary *Now Showing! America Goes to the Movies*. ([ross@cinematreasures.org](mailto:ross@cinematreasures.org))

## TECHNICAL *Corner*



# Spare Parts - To buy or not to buy

By Wayne Kochanek, ACS Enterprises, Inc.

Ahh! Spare Parts - To buy or not to buy... A question pondered by many when facing growing attendance or aging equipment. Having a piece of equipment fail without a back-up can be frustrating and little Bobby never understands when there's no popcorn in his favorite combo pack. So... stock up on those parts and never worry about being without again... right? STOP! Breathe. Before you break the bank, fiddle with the VOE and completely clutter that spare janitorial closet you've transformed into a facility room, let's delve a little deeper into this quagmire and cool the buying beast within.

Here are some factors to consider when ordering back-up parts. Combine these elements to get the right equation that works for you.

**1. Know your machinery:** Document the model and serial numbers of your machines. That's right! Write them down before they get worn or scratched off the machine. Keep them safe, make duplicates. Your part supplier needs this info every time you order... so avoid being disconnected while you run back to the machine for this info.

**2. Organize, track, label and date your spare parts:** Why date? Well manufacturers offer warranties on replacement parts. Ordering too many of an expensive part and waiting six months to a year before installing will run the warranty out. Why label? Many parts look alike and/or can be rather nondescript when viewed away from their other components. Why organize? It's simply easier to find, track and reorder what you need when all the parts are separated by machinery type. Don't end up knee deep in a part you may only replace once before you're buying new machines, but if you already are, call your supplier, he may give you a credit for the returned parts minus a restocking fee. They will have to retest it and sell it as a used item, so do not expect full credit... but it is better than none.

**3. How do I know how many extra whatch-ya-ma-call-its to have on hand?** Look at age and number of like machinery you have. This will help determine the repair rate and part consumption. Although older machinery will need more work, a solid preventative maintenance program can reduce unwarranted repairs and excessive part replacement. Are you stocking up on

parts for no other reason then the fear you will no longer be able to obtain the part? Check with the manufacturer before ordering multiples of an item for future availability. No need to order 30 when one will do. One marvels at this logic – “I have 3 of the same popper... so I need 3 back up motors, stir shafts, etc.” Revel in the fact that you have like machinery; this should reduce the number of spare parts to have on hand. In this day of fast delivery, if a part is used you can have another in stock overnight if need be.

**4. Idle or back-up machines:** Do you have extra machines not in use? Why have a \$400 motor on hand, sitting, losing its manufacturer's warranty, when you can afford to have a machine down for three days as the new part comes in. Let's assure your back-up machines are in working order with regular checks. Please avoid creating a machine grave yard, it's an eye sore. If you're using outside repair companies and not in-house labor it may be better to let your service company supply the part and get the labor and part warranty. What's best for you and your comfort level? Only you can answer that question.

**5. Shipping charges:** In this day and age most anything can be shipped overnight if needed. Overnight shipping can cost more than the part at times, but never let trying to avoid shipping charges dictate unruly overstocking of spare parts. Proper planning, regular equipment checks, and part tracking can reduce shipping costs. Which leads to the question - **When to order?** Check your parts well in advance of the busy seasons. Small items like retaining clips, check balls, etc... the parts that seem to disappear with everyday cleaning may need a healthy supply boost. Larger items like motors, stir shafts, agitators, and filters should be inventoried and stocked accordingly. If you use a part, replace it in a timely manor and your shipping will be negligible.

**Plan B:** Make a list of local vendors or company theatres that may have parts in case of an emergency when shipping is not available.

As always, if you are repairing in-house be safe. Understand your equipment and never guess at proper installation. “Quick” fixes and poor installation only lead to more repairs. ▼

*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](http://www.acs-ent.com) or email Wayne at [Concession@acs-ent.com](mailto:Concession@acs-ent.com).*

*Any questions or topic ideas for Technical Corner can be submitted at [Office@NATOCalNev.org](mailto:Office@NATOCalNev.org).*

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National Association of Theatre Owners  
of California/Nevada

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## California Minimum Wage to Increase by \$1.25

Governor Arnold Schwarzenegger and the California Legislature are expected to pass a 20% pay increase to take affect over the next 18 months.

The hike will lift the state minimum wage to \$8.00 an hour from \$6.75. Workers will get a 75-cent increase January 1, 2007 and an additional 50 cents on January 1, 2008.

The jump to \$7.50 on New Year's Day will make California's minimum wage the nation's fourth-highest state. The federal minimum wage is \$5.15.

