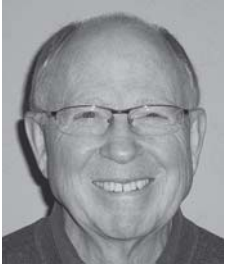




SOUTH CENTRAL STATES BULLETIN

SPRING
2010

Louisiana Association of Theatre Operators • National Association of Theatre Owners of Oklahoma
National Association of Theatre Owners of Texas • National Association of Theatre Owners of Arkansas



CHAIRMAN'S CORNER

Texas NATO Prepares for 2011 Legislative Session

by **Byron Berkley**, Chairman of NATO of Texas

The old adage that an ounce of prevention is worth a pound of cure certainly applies to politics if you're not sure what your elected representatives may conjure up when it comes to their legislative imagination. Not that our Representatives aren't looking out for the interests of their constituents, but sometimes they have a tendency to overlook the effects of what otherwise are well-intended actions.

With Legislators historic propensity not to consider the rules of "Cause and Effect", I'm often reminded of the dialogue from Plato's *The Republic* wherein the question about Society's Guardian Class (read Legislators) is posed to Socrates, "who will guard the Guardians?" or, as it's phrased in more contemporary terms, "who will watch the Watchmen?"

The question asked of Socrates does highlight one of the most important and often overlooked functions of your state association, that is the monitoring of and watching over the activities of your state government and your elected representatives.

None of us who tune in the news on TV or read a newspaper can possibly be oblivious to the circus of the absurd that has been performing continuously in Washington for the past few years as our government and our congress seem to have an inexhaustible capacity to generate a never ending supply of irresponsible, unaffordable and unintelligible ideas that they want us to believe. So, think about what a blessing it is that we live in Texas and are only subject to the possibility of Legislative turmoil once every two years instead of day in and out as it now occurs in Washington!

Note that I use the term "possibility" because we're also blessed in that our state government and our elected Representatives are a generally sensible and realistic group of people who don't seem to be hell bent on helping run our lives and businesses for us. But, that doesn't mean we are completely safe from the "vision" of an errant lawmaker from time to time or that we should turn our backs on what goes on at the capitol.

Let us not forget that we still need to "watch the watchmen" just to be certain that our interests are never overridden or sidelined. That is precisely what NATO of Texas does as a part of its commitment to its membership. From keeping censorship legislation from being passed, to stopping admission taxes from being enacted, and to marginalizing efforts to impose complicated food ingredient requirements on concession menus, NATO of Texas has battled on your behalf over the years through maintaining a lobbying presence in Austin. NATO of Texas also provides key testimony at hearings on issues that could have an impact on each theatre owner in the state, either positive or negative.

2010 is the "off" year for the state legislature to meet so, in this interim period, NATO of Texas will be moving to strengthen our position in Austin as we prepare for an aggressive legislative session in 2011.

With the economy still struggling, tax revenues have been down and probably will remain so at least through next year. We anticipate that some Legislators will probably be looking for ways to increase revenues in their districts and that, most certainly, the state will be doing the same. Things like admission taxes, film rental taxes and other ideas that can affect our bottom line will no doubt begin to surface.

In view of these possibilities, your President and your Director along with input from several Board Members and myself, will be in the process of recruiting a new lobbyist after the recent retirement of Babe Schwartz, our long time voice in Austin. In this regard, we welcome any input or suggestions any of you may have as we begin the process. We'll keep you advised of our efforts and know that your membership dues (some of the lowest among state NATO associations) are working hard for you and protecting your interests in Austin. ■

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CLAPBOARD

12th Annual CineShow Returns to Big "D"

By **Rein Rabakukk**

Executive Director of South Central States NATO

It has just about become a custom for this column to rehash our latest CinéShow and give you a thumbnail outline of the next. So, here we go!

2009 was one of our best shows of the eleven we have staged so far. Attendance was strong, the trade show was sold out and our program was favorably received. As every year, the Board of Directors of NATO of Texas takes a hands-on approach to make the convention what it is. In addition, special thanks go to Joan Hodge of Cinema Service, A.J. Roquevert of Starplex and David Boles of Continental Concessions, who volunteered many hours to develop and move along the agenda.

The 2010 show will again be at the Crowne Plaza Hotel in Addison (North Dallas) on September 14 & 15. Some changes in our program are being planned. Tuesday the 14th will again start at noon with a golf outing. In the evening, there will be the usual reception, followed by dinner and Casino Night. Wednesday starts with NATO of Texas Membership Meeting at 8:00 AM followed by seminars. At noon, with your box lunch, we will have film company presentations and screening of a feature film. Balance of the afternoon will be devoted to seminars, and in the evening will be the always popular trade show with hors'd oeuvres being served.

With a multitude of innovations faced by our industry, CinéShow presents the independent exhibitor with a most desirable venue to network with others facing like challenges. This gathering is staged especially with you in mind. Take advantage of it by marking your calendar in red : 12th Annual CinéShow – Dallas, September 14 – 15, and attending. 🎬



12th Annual
Ciné Show 2010
Convention

at Crowne Plaza Hotel
North Dallas
(Addison), Texas

September 14-16, 2010

Studio Film Presentations • Large Unique Trade Show • Golf Tournament
Educational Seminars for Theatre Owners & Managers

Brought to you by:

South Central States NATO & NAC
Arkansas, Louisiana, Oklahoma & Texas South Central Region

For information & registration:
817.226.1690 / fax 817.633.2190 / scnato@earthlink.net
P.O. Box 200815, Arlington, TX 76006-0815

2010 SCHOLARSHIP APPLICATIONS NOW AVAILABLE

South Central States N.A.T.O. Chapters have again authorized the award of scholarships beginning with the Fall Semester of 2010 to qualified student employees at the field operations level of member companies.

Arkansas, Louisiana and Oklahoma will award two (2) \$500 scholarships each and Texas will be awarding four (4) \$2,500 scholarships. Deadline for applications is July 1, 2010. Winners will be announced on August 1, 2010.

All member theatre companies were e-mailed the 2010 Scholarship Application Forms on 23 February. (For a few, for whom we did not have an e-mail address, postal service was used). If you did not receive the forms, please consult the NATO contact person within your company, or e-mail us at scnato@earthlink.net. Application forms can also be downloaded from our website, www.scnato.org 🎬

SCS "The Bulletin" to be Available Electronically!

Beginning with the next issue of The Bulletin will be transmitted to you electronically.

If you wish to continue to receive The Bulletin and we don't now have your e-mail address, please send it to us immediately at scnato@earthlink.net.

This change affords your Association a substantial savings in cost and handling. We ask for your co-operation. 🎬



FILM PREVIEWS

Supply of 3D Product Puts Demand on Exhibition

By **Tim Patton**

President of Cinema Service Company

A client of ours recently asked, "Do you think 3D is here to stay this time around?"

My reply was immediate, "Why, yes, indeed I do. The studios have waaaaayyyy too much money invested in the technology and production of the digital 3D process for them to simply abandon it if a few films perform under their expectations."

Of course, my answer should not have been that simple. But with so many Hollywood big-hitters behind this deal – James Cameron and Jeffery Katzenberg just to mention a few – 3D is bound to have legs for at least the next 20 years, right?

Well, hold on to your Polaroid lenses just a cotton-picking minute and let's examine this situation for more than a nano second. This is technology we're talking about. And, like ALL technology, equipment can change formats, price, etc., in the blink of a 35mm celluloid frame. But my statement seems pretty secure when you start to break down all the facts.

At this moment in time I count no less than five 3D systems an exhibitor can purchase or lease: Dolby Digital 3D, Expand, Real D, Master Image and Technicolor 3D. Dolby and Expand are competitors for those who wish to own their equipment and glasses. No silver screen required and no fees but both are a tad bit labor intensive when it comes to collecting and washing all those darn glasses. Real D, Master Image and Technicolor all require silver screens and the per feature fees vary with each of these companies. That's a bunch of choices meaning a bunch of equipment gurus must think 3D is here to stay or the bucks would not be spent to develop and improve these systems.

Oh – and by the way – this is technology we're talking about. The price is bound to keep coming down the more competitors enter the marketplace and vie for our screens. I think the glasses for the Dolby system have come down in price from \$50 a pair two years ago to currently \$10 a pair.

Technicolor is a 35mm 3D process that simply requires a lens installed on your projection system. It is more or less an affordable band-aid some exhibitors may want to investigate until this digital mess is all worked out. (And at the rate our industry moves, that could take another 20 years!) Not all studios are supporting Technicolor, specifically Disney and Fox.

Exhibition is rapidly moving to install these 3D units in its facilities because the supply of 3D product is greater than the machines currently available to show to our customers for any indefinite length of time. An example is the upcoming logjam of 3D film at the end of March and beginning of April. If you have two 3D projectors, you're looking to play ALICE IN WONDERLAND four weeks into CLASH OF THE TITANS. HOW TO TRAIN YOUR DRAGON will command the other 3D screen.

If you have only one 3D projector it becomes a heck of a lot more complicated. Only one week separates the release dates on CLASH and DRAGON, meaning you must make the choice between the two movies since you can't possibly play both. And that choice will be at the expense of ALICE. According to the 3D release schedule, this scenario will be played out four more times in 2010. Adding more fire to this furnace is Warner Brothers announcement it will release no less than nine 3D films in 2011.

So based solely on the number of releases in the next two years, it's obvious the studios believe in the process this time around and the "gimmick" factor is all but down the gutter.

Perhaps what Jeffery Katzenberg envisions for future moviegoers isn't so far in the future after all. One day, all movies will be exhibited in 3D. When a patron attends a movie, he will bring his own pair of 3D glasses to the theatre.

Maybe by that time, James Cameron will have figured out how to shoot a movie in 3D that requires NO glasses when you see a movie at our theatre. Then exhibitors will be scrambling to install the latest/greatest projectors to accommodate this process. After all, this is technology we're talking about.

Now let's take a quick look at our upcoming late spring and summer slate of films. Could be a few 3D movies in the mix:

• **DATE NIGHT (FOX) 4/9** – Tina Fey and Steve Carell play a married couple looking for a night out from the kids. A case of mistaken identity leads the two on a thrilling yet dangerous path as they literally try to survive a night on the town in New York City. Excellent chemistry between Fey and Carell and a strong supporting cast make this a late spring entry a top pick.

• **KICK ASS (LION'S) 4/16** – When a nerdy high school student and comic book fan makes the decision to become a super hero, he gets more than he expected especially since he possesses no super powers. Raunchy, funny and gory, this film will turn a few heads. Look for Hit Girl to have her own spin-off feature.

• **IRON MAN 2 (PAR) 5/7** – What really needs to be said about this mega-hit. HUGE! What a way to start out the summer. Add to this cast Scarlett Johansson, Mickey Rourke, Samuel Jackson and Don Cheadle and this ironclad lineup should have no problem playing most of the summer.

• **ROBIN HOOD (UNI) 5/14** – Gritty and gutsy, Ridley Scott teams with his bud Russell Crowe to make an adventure worthy of great epic stories such as BRAVEHEART and GLADIATOR.

• **SHREK FOREVER AFTER (PAR) 5/21** – The fourth and final installment of this beloved and funny fairy tale finds our title character bored and ready to become an ogre again. With the help of Rumpelstiltskin, he changes his destiny in a very "It's a Wonderful Life" way. Oh, did I mention it's in 3D.

• **PRINCE OF PERSIA: THE SANDS OF TIME (DIS) 5/28** – Based on a popular video game, Jake Gyllenhaal stars as an adventurous Prince who must stop an angry ruler from unleashing a world-ending sandstorm. Producer Jerry Bruckheimer rolls the dice on this MUMMY-like action pic.

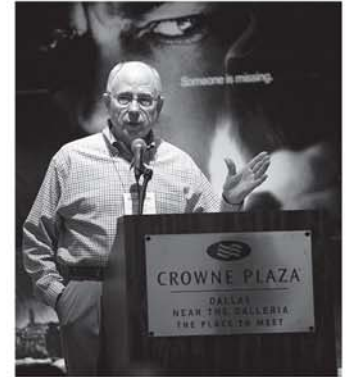
• **KILLERS (LION'S) 6/4** – Ashton Kutcher is a government-trained assassin who finds martial bliss with Katherine Heigl. Their bliss turns into bedlam when they discover a hit has been put out on them and it could be anyone of their friends. Action/comedy has the potential to be a sleeper hit.

• **JONAH HEX (WB) 6/18** – Combining the Wild West with horror is a risky mix of genres but perhaps the star power of Josh Brolin and saucy Meagan Fox will provide the right chemistry. Perhaps not the best box office potential but one of the more interesting early summer entries.

• **GROWN UPS (SONY) 6/25** – Thirty years after their high school graduation, five good friends reunite over the 4th of July weekend. Seems rather droll until you add the likes of Adam Sandler, David Spade, Kevin James, Chris Rock and Rob Schneider. Let the laughter begin

HIGHLIGHTS FROM 11TH ANNUAL CINE'SHOW 2009

11th Annual Ciné Show 2009





**SCS MEMBERSHIP
PROFILE**

Spotlight on... DOUG COLLINS

How did you get started in the theatre biz?

In 1978, as a junior in high school, I began working at the Northgate Cinema in Lafayette, LA one week after it opened. I worked there for nearly 6 years until graduating from college. At that point I went to work elsewhere and obtained an MBA.

In 1989 my involvement in the theater business resumed as a financial auditor in public accounting where my largest client for five years was Cinemark, which at the time was a young, rapidly growing theatre company.

In 1994, my wife and I returned home to Lafayette and acquired the St. Landry Cinema. At the time, the theater was boarded-up and had been closed for 9 months. The first six years were very difficult as we were in a very small and competitive market. But, in 2000 United Artists closed their competing theater.

It then took us a number of years before deciding to completely renovate what was a 20+ year old facility. In 2007 we stripped all four auditoriums to the bare walls and floors and installed stadium decks and all new seating, curtains, screens, ceiling tiles, digital sounds systems, etc. Everything inside the auds was new. One year later we renovated the lobby, including installation of a new concession stand, as well as made other needed improvements. We are very pleased with the improvements, the new investment and customer response.

What is the most enjoyable aspect of owning and operating your theatres?

People go to the doctor, the grocery, or auto mechanic because they have to. People go to the movies because they want to. The theater business is an inherently fun business. The most enjoyable aspect for me is seeing our customers enjoying themselves. It's great fun to be in the auditorium during a horror show or comedy and see the audience react.

Talk about your recent acquisition in Natchitoches and Eunice, and any future expansion plans?

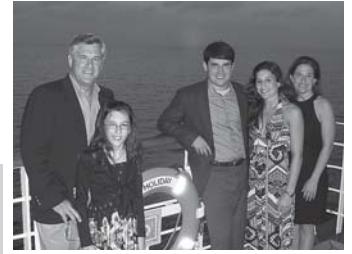
In December 2009, my wife and I acquired the two theaters from Offerdahl Cinema. My thanks and gratitude to Nels Offerdahl! I think timing was right for both of us. The sale allows Nels to focus on his new builds in Florida and it allowed our local ownership to focus on these two small Louisiana markets.

We are in the process of renovating both theaters, which will take place in two phases. Phase 1 will be completed prior to May 1 and will include renovation of the lobby, common areas and two of the original four auditoriums in Natchitoches (Nels added two stadium auditoriums in 2006) and the two large auditoriums in Eunice (built in 1934). We will not install stadiums, but otherwise everything else in the auditoriums will be replaced.



PARKWAY – Exterior of the Parkway in Natchitoches, LA. Refurbishment of the lobby, common areas and two of the original auditoriums will be completed by May 1st.

The Collins family goes "cruising"- pictured from left to right are Doug, Lindsey, Taylor, Kelsy and wife Cathy



NAME: Doug Collins

HOMETOWN: Lafayette, LA

THEATRE:

St. Landry Cinema (4 screens); Opelousas, LA; 440 seats
Parkway Cinema (6 screens); Natchitoches, LA; 930 seats
Queen Cinema (3 screens); Eunice, LA; 390 seats

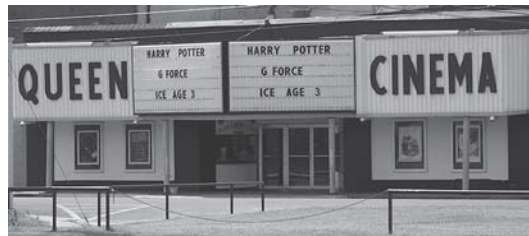
SCREEN COUNT: 13

IN THE BOOTH: All film; various equipment. Considering 3-D in certain auditoriums but otherwise no plans to transition to digital near term.

SOUND : St Landry all DTS digital sound; Parkway all 6 of 6 will be digital sound after renovations; Queen 2 of 3 will be digital sound after renovations



ST LANDRY – In 2008, Collins renovated the lobby, as well as installed a new concession stand, in the St. Landry theatre in Opelousas, LA.



QUEEN - the façade of the recently acquired Queen Theatre in Eunice, LA built in 1934. Collins plans to renovate all three auditoriums and the lobby in the next six months.

Phase 2 will occur after the summer and will include renovation of the last two of the original auditoriums in Natchitoches and the third auditorium and lobby in Eunice.

I am interested in small town theaters that are geographically nearby. Unfortunately, the few existing theaters are hard to come by and I haven't yet figured out how to cost effectively build new in these small markets. Still working on it though....

What is your favorite all-time movie and why?

As a theater owner, I say "Titanic". It's a great movie and it remains our highest grossing picture to date. But, for pure pleasure I say Forest Gump.

Who is your favorite movie star and why?

Jack Nicholson. I can connect with his roles. He is just a great actor.

What is your favorite concession item and why?

It's a combination of course: popcorn and a coke. 🍿🥤



REELING THRU THE YEARS

No Projectionist?...No Problem

By **Paul Adair**

Veteran Industry Consultant and Noted Film Historian

....Brad Miller at www.Film-Tech.com is putting the finishing touches on his new system for fully automated digital theatres. Per presently available descriptions, the details of the system will virtually run your theatre, though "mouse traps" aren't mentioned. Check it out and get an eye full of all the features.

"We are actually finishing up a new 100% truly automated digital projection system to be released to the public this summer. The system has energy management built into it and it requires NO operator....not even a manager. The system powers everything up in the morning at a negative interval to the first show, monitors ticket sales to insure movies are not run for an empty auditorium. We can even alter the volume based upon how many patrons are in the auditorium," said Miller.

"It is like nothing you've ever seen before and our beta test theatre has been running for a year now without a single hiccup. We have installs slated for June."

Look for further information at the above-mentioned website as installations are activated.

....The Cost of a One-Sheet – From 1940 thru 1958 the average cost was between 5 cents to 17 cents. My first one was "Return of the Vampire", an original 1943 purchased from Duncan Poster service in the summer of 1955. Gone are the days....

...."A terrible thing happens without marketing: Nothing."
P.T. Barnam

.... And with that I recall great one-sheet ad lines from the past. How could you walk by a theatre showing crime and film noir thrillers boosted by these punchlines:

- "What'll it be, Mike Honey: Me and a Million in Hot Diamonds or a Cheap Funeral" From the Mike Hammer thriller, MY GUN IS QUICK – 1957
- "Time Stopped in its Tracks When She Pulled the Trigger" REPEAT PERFORMANCE – 1948
- "Three Thrill-Hungry Dames Played Me for a Sucker. Now it's My Turn" THE LONG WAIT – 1954
- "They Had Nothing to Lose but Life – and They Knew How Cheap it Was" THE SCARF – 1951
- "To the Police: Find Me and Stop Me! I'm Going to Do it Again." THE SNIPER – 1952
- "Some Women Can't Stand Cats. With Me it's Men" THE BRASHER DOUBLOON – 1948
- "He Killed. And There on Sierra's Highest Crag, He Must Be Killed" HIGH SIERRA – 1940
- "If a Woman Answers, Hang On For Dear Life" DIAL M FOR MURDER – 1954
- "I Told You. You Know Nothing About Wickedness" THE LADY FROM SHANGHI – 1948
- And possibly the best for last "What Does A Girl Have to Do?...Turn Inside Out to Make you See? DEAD RECKONING – 1947 🎬



MOVIE THEATRE MAINTENANCE

Cheap Chickens are Nothing to Cluck About

By **Dan Quinn**-ProSTAR Industries, Bryan, TX

Chickens from China?....

I recently received an email from a friend warning me about purchasing cheap chicken. The email included several photos depicting the unsanitary way chickens are rounded up, plucked, boiled and colored in unsanitary facilities in China. All of these photos made me cringe at the thought of these chickens being sent and sold in American supermarkets where we tend to take pride in our sanitary and food service standards. But, hey...they're cheaper!

It got me to thinking...how often do we simply purchase the cheapest products available, when in actuality a better, slightly more expensive product might actually save us money in the long run by eliminated rework and labor?

This holds true for keeping a movie theater clean and sanitary. Technology within the cleaning industry has evolved almost as quickly as electronic technology. Chemicals have now been designed to continue working while you are fast asleep, dreaming of the profits of upcoming blockbusters. Take enzymes for example; there are now enzymes in products that are specifically bred to digest various odor-causing bacteria or bodily fluids. Why pay for a lot of elbow grease, often only masking the odors, when you can easily and quickly eliminate the cause of the odors with the squeeze of a spray bottle?

Sanitation has become a hot topic recently with the outbreak of the H1N1 virus, causing a world-wide run on hand sanitizers. You now see hand sanitizer stands everywhere: Grocery stores, banks and yes...even in movie theatres. Customers are now expecting an opportunity to sanitize their hands at every turn.

But think for a moment about the movie theater employees. Hot dogs and soda cups are counted with meticulous accuracy, but when was the last time a theater calculated loss in employee productivity due to illness? A recent study by GoJo suggests that a hand sanitation program for employees can reduce absenteeism by up to 50%. Wow! Talk about an increase in productivity!

With increased competition and current economical challenges it is more important than ever to maintain a clean, safe, pleasant-smelling theatre for movie goers. Odds are there is another theater within driving distance vying for attention as well. And if they happen get the same email about chickens from China that I recently received, they may very well be willing to spend more, knowing what they are getting is actually good for them. Because when it boils right down to it, not all chickens are the same. 🎬



**NATIONAL ASSOCIATION
OF THEATRE OWNERS
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Article Contributions Welcome

This is your newsletter. We welcome your comments and invite you to send us any information you wish to share with other members.

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