



Attractions

SPRING 2010

IN THE SPOTLIGHT:

- **Annual Managers Seminar is now part of the Cinema Show & Tell**
- **Legislative Updates**
- **Trash Compactor warning**
- **General Membership Meeting**
- **Update on Jerry Gordon Memorial Scholarship Fund**

Mid-Atlantic NATO
(National Association
of Theatre Owners)
representing
Maryland - Virginia
District of Columbia

For Information:
Contact Doug@
midatlanticnato.com
Ph. (443)895-1446

A Tradition Returns...

Remember the original Mid-Atlantic NATO Convention when you had a chance to meet with other Theatre Owners, Theatre Managers/Assistants and Corporate Personnel locally in Maryland, Virginia, and Washington, D.C.?



*Harmon Martin Richard Graff Norman Jackter Jerome Gordon Aaron Seidler
July 1968*

It's been too long and we hope you'll join us as Mid-Atlantic NATO introduces our new:

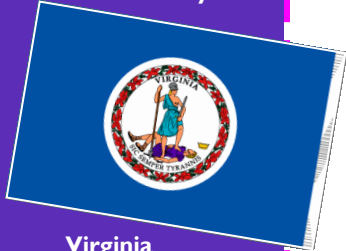
Cinema Show & Tell

April 27 and 28, 2010

Continued on Page 4...



Maryland



Virginia



District of Columbia



A Busy Legislative Year..

The 2010 Legislative Sessions are in full swing, keeping us quite busy this year.

Menu Labeling:

Following our victory at the end of 2009 to have theatres exempted from menu labeling in Montgomery County, the Maryland State House and Senate both introduced menu labeling bills this year. As you may recall, we had worked to have similar bills amended to specifically exempt theatres last year, but the bills never made it out of committee. This year the bills were introduced, with our theatre exemption intact and we were hopeful they would pass.

Unfortunately these bills were later withdrawn after unfavorable reports in committee. Meanwhile we are continuing to monitor menu labeling legislation being considered by the DC Council. This bill has not had recent activity, and does not include a specific exemption for theatres at this time.

Closed Captioning:

A bill introduced in the Maryland House would require theatre complexes with five screens or more to provide accessibility to closed-captioning technology. A team including Belinda Judson (State/Regional Liaison to National NATO), Vans Stevenson

(MPAA), and Randy Smith (Regal) testified on behalf of theatres at a recent hearing, and we await ruling from the state committee.

Gift Cards:

A bill introduced in Virginia would prohibit the issuance of a gift card that would automatically expire as a result of a period of time or activation, or diminish in value by the assessment of a maintenance fee or inactivity fee or otherwise become unredeemable. Members are encouraged to advise Mid-Atlantic NATO if they have any cards that will not be in compliance should this legislation pass.

Trash Compactor Reminder

The U.S. Department of Labor and OSHA have been targeting theatres in some areas and hitting them with heavy fines after interviewing employees about their history with trash compactors.

Please be aware that Federal Law prohibits minors from

operating a trash compactor. They also can not load or unload a compactor unless an adult controls the key, and in many cases may not even do that depending on the equipment.. The fines are high and they can go back 3 years.

For more specifics on the law,

go to www.wagehour.dol.gov. Check Wage and Hour Division (WHD) Fact Sheet # 57: Hazardous Occupations Order No. 12 Rules for Employing Youth and the Loading of Power-Driven Balers and Compactors under the Fair Labor Standards Act (FLSA)

Notice of Annual General Membership Meeting

In accordance with the By-Laws of Mid-Atlantic NATO, the Annual General Membership Meeting will be held on Tuesday, April 27, 2010. The meeting will take place at the Waterford at Fair Oaks, located at 12025 Lee Jackson Memorial Highway, Fairfax, VA 22033. The meeting will begin promptly at 3:30 PM.

While the Annual Meeting of your Association is in fact a general business meeting, one of its prime purposes is to provide a forum for the annual election of individuals to the Board of Directors.

Please watch your mail for election proxies and let us know if a voting representative for your company will or will not be in attendance at this meeting.

Contact Doug Murdoch at (443)895-1446 or doug@midatlanticnato.com for more information.

Jerry Gordon Memorial Scholarship Fund: The Sky's The Limit!

Due to the generosity of many who remember Jerry so well, Mid-Atlantic NATO will be able to award both the \$3,000 Jerome Gordon Memorial Scholarship as well as the \$2,000 Mable G. Gordon Memorial Scholarship for the third year in a row,

This brings the total collected since August of 2007 to just over \$15,000. Jerry would be so very proud that his legacy continues!

In recognition of the wonderful program that Jerry started, this year's Scholarship Award winners will be announced at a Special Banquet on April 27, 2010.

Thank you once again to all that have contributed to the Jerry Gordon Memorial Scholarship Fund:



2007-2008 Supporters

Alan D. Altschuler, CPA
 J. Wayne & Mary Ann Anderson
 Barbara & Willis Barnes
 Grace Benjamin, Jayne Luttrell
 Lucinda & Albert Biagioni
 Richard & Patricia Brzeski
 H. Donald & Sondra S. Busch
 CATO-Connecticut Assoc. of Theatre Owners
 Betty W. Cohen
 Bruce Corwin & Family/Metropolitan Theatres
 Ken Courter/Washington Suburban Press
 Ann & Roy Craft
 Sarah & Sam W. Craver, Jr.
 Cathy & Tim Dalke/Dalke's Theaters
 Gerald T. Deforge
 Ellis Gibson Development Group
 Grandin Theatre Foundation
 Andrew & Jean Greenwell
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Domenica & Howard Jernigan
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 George & Nancy Lecuyer
 Scott Levin
 Harvey Lindsay Commercial Real Estate
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 Emily Mooza
 Toby Morewitz
 Doug Murdoch
 National Amusements
 NATO of Pennsylvania
 NATO of New Jersey
 Elizabeth & James O'Donnell
 Ted & Jim Pedas
 Pat & Ken Pleasant
 Selma & Marvin Posner
 Regal Entertainment Group
 Joanne & Wm. Roos
 Joan Roth & Mike Rowan
 Dr. S. L. & Nancy Seaton
 Keith Spitzer
 Herman Stone

Morton G. Thalhimier, Jr.
 Vanessa Trent
 Peter A. Walch
 John Walker/Cinema Cafes
 Phil Zacheretti/Phoenix Theaters

2009 Supporters

Anderson Consulting
 Floyd Davis
 Georgia Theatre Company
 Grandin Theatre Foundation
 Shelly Bendheim Janus
 Robert L. Jones
 Carlyn Wasserman Katz
 Marquee Cinemas
 Northeast Cinemas
 Frank Novak, Jr.

2010 Supporters

Frances L. Butler
 Carlyn Wasserman Katz
 NATO of Wisconsin & Upper Michigan
 Ted Pedas
 United Motion Picture Association

For future donations to the Jerry Gordon Memorial Scholarship Fund:
 Please make check payable to **Mid-Atlantic NATO** and mail to P.O. Box 1150, Brooklandville, MD 21022-1150

A Tradition Returns... (cont'd from cover)

Yes! We've **expanded our annual Manager's Seminar** into a Two-Day Mini-Convention, giving you an excellent opportunity to meet one on one with various vendors, exhibitor relations representatives, theatre owners and fellow managers throughout the region.



Last year, over 230 Theatre Owners and Managers registered and attended our one day managers seminar...and the day was so full that we needed more time!



Here's our 2010 Program:

Tuesday, April 27, 2010

This event will be held at:

Waterford at Fair Oaks

12025 Lee Jackson Memorial Highway
Fairfax, Virginia 22033

www.waterfordreceptions.com

3:00 PM – Registration table opens to pick up your name tag and event tickets.

3:30 PM – Mid-Atlantic NATO General Membership Meeting (All are welcome)

4:30 PM – **Trade Show** doors open (Registration required)

5:30 PM – Registration table CLOSES.

Support our Vendors: Be sure to get here before the table closes!!!

6:30 PM – Cocktail reception (open bar)

<Sponsored by Best Quality Service and Sparkle Cleaning>

7:30 PM – Mid-Atlantic NATO Scholarship Awards Dinner (cash bar)

<This is a ticketed event. Pick up tickets before 5:30 PM>

9:30 PM – Screening (TBA)

Wednesday, April 28, 2010

This event will be held at:

Cinema Arts Theatre

9650 Main Street
Fairfax, VA 22031

www.cinemaartstheatre.com

9:00 AM – Exhibitor Relations Meet and Greet Continental Breakfast

10:00 AM – Annual Managers Seminar

12:30 PM – Lunch

1:30 PM – Exhibitor Relations Presentations

4:00 PM – Adjourn



Scholarship Awards
Cinema Arts Theatre
April 29, 2009





Who Should Attend?

Simply, there is something for anyone and everyone working in theatres!

On Tuesday, April 27 we will have representatives coming from companies that will talk about everything from how to design a theatre, convert to digital, clean and maintain a theatre, supply a theatre, and much more.

Yes, there will be at least **25 vendors to meet you during the trade show**....and everyone will have the chance to learn about their products.

Here is a sample list of expected vendors (subject to change):

- Concession Operations: *EPD, Con Agra Foods, Hanover Uniforms, Kernel Season's, Prime Ticket, Vistar*
- Cleaning and Maintenance: *ACS Enterprises, Air Tech, Ambassador Services, Best Quality Services, Coast 2 Coast, Dri-Way Carpet Cleaning, Sparkle*
- Building Design and Supplies: *DDP Roofing, Edifice, Irwin Seating, Greystone International, TK Architects, Wulf Installations*
- Projection & Sound: *Christie, Datasat, Konica Minolta, Rydt*



2009 Scholarship Award Winners

Later that evening, we will have our first-ever **Scholarship Awards Dinner!**

Keynote Speaker:

Mr. John Fithian, President of NATO

No one should miss this event as we honor our annual scholarship winners at a special banquet in their honor.

On Wednesday, April 28 our friends from Exhibitor Relations will be on hand to greet you with goodies at our Meet & Greet Continental Breakfast, and then present some of their upcoming product later in the day.



Paramount Pictures



The program will include seminars on Film Theft, Legislation, and more!





How Much Will It Cost to Attend?

So of course you are wondering about the cost of all this....

With Receptions, Dinners, Lunches, Trade Shows and more.... The price to attend should be well over a \$100.00/person.... Right? Usually, yes.... But we are doing all this for an INTRODUCTORY BARGAIN..... And if you register by April 15, you'll save even more!

- **Mid-Atlantic Members – Just \$25.00/person**

if you register and pay before April 15.

(After April 15 the two-day registration cost will be \$45/person.... Still less than half the real cost!) Last day to pre-register is April 22. Note that we expect to sell out at this price; \$50 tickets at the door will be based on availability.

- **Non Members – Just \$45.00/person**

if you register and pay before April 15.

(After April 15 the two-day registration cost will be \$65/person.) Last day to pre-register is April 22) Note that we expect to sell out at this price; \$70 tickets at the door will be based on availability.

How are we doing this at such a low price? We are off-setting the cost with support from our vendors so it is vital that you get there early and attend the trade show. Without the vendors, we could not afford an event of this scale. Even if you are just “window shopping”, be sure to arrive on Tuesday, April 27 before 5:30 PM so the trade show is well attended.



The registration form is on-line at www.midatlanticnato.com.

Credit cards are accepted thru Pay Pal.

How Can You Register?

Register on-line at www.midatlanticnato.com.

Credit cards are accepted thru Pay Pal.

Prefer to send a check? Complete the registration form on page 7 of this newsletter, and mail with your check before April 15.

Can't attend both days? Then just register for one day. (Options listed on the Pay Pal page as well as registration form) Yes! We want to make this event accessible to all... Owners, Corporate Personnel, Managers and Assistants Managers. Everyone will benefit and have fun!

Bringing a group? Please contact Doug Murdoch at 443-895-1446 or send an e-mail to doug@midatlanticnato.com for more information.

Need a hotel? We have a negotiated rate with Extended Stay America. They have two properties in the area:

Extended Stay America – Fairfax (Shares a parking lot with The Waterford for Trade Show & Dinner) 12055 Lee Jackson Memorial Hwy, Fairfax, VA 22033
Telephone: (703) 267-6770

Extended Stay Deluxe – Fairfax (King/Queen Hotel only - no doubles)
3997 Fair Ridge Drive, Fairfax, VA 22033 -Telephone: (703) 359-5000

Request “Mid-Atlantic NATO” rate of \$79.99 (also available for Mon & Wed nights)



Mid-Atlantic NATO (National Association of Theatre Owners), Inc.
 P.O. Box 1150
 Brooklandville, MD 21022
 Contact Doug Murdoch
 O (410) 252-5010 or C (443) 895-1446
 Fax 410-252-4592
 Doug@MidAtlanticNATO.com

Individual Registration Form

Name:		Position:	
Theatre or Company Name:			
Street Address:			
City:		State:	Zip:
Phone:		E-mail:	

PLEASE MARK REGISTRATION TYPE BELOW:

FULL Two-Day Registration

Includes Trade Show, Cocktail Reception, Dinner & Screening on Tuesday, April 27
 Plus Meet n' Greet Continental Breakfast, Seminar & Lunch on Wednesday, April 28

_____ Mid Atlantic NATO Member before April 15	\$ 25.00
_____ Mid Atlantic NATO Member April 15 & after	\$ 45.00
_____ Non Member before April 15	\$ 45.00
_____ Non Member April 15 & after	\$ 65.00

One Day Registration for Tuesday, April 27 Only

Includes Trade Show, Cocktail Reception, Dinner & Screening on Tuesday, April 27

_____ Mid Atlantic NATO Member before April 15	\$ 20.00
_____ Mid Atlantic NATO Member April 15 & after	\$ 40.00
_____ Non Member before April 15	\$ 40.00
_____ Non Member April 15 & after	\$ 60.00

One Day Registration for Wednesday, April 28 Only

Includes Meet n' Greet Continental Breakfast, Seminar & Lunch on Wednesday, April 28

_____ Mid Atlantic NATO Member	\$ 10.00
_____ Non Member	\$ 20.00

Make check payable to: Mid-Atlantic NATO and mail to address above by deadline.

If you need to send via an overnight delivery service, our street address is:

Mid-Atlantic NATO c/o Doug Murdoch, 21 Rhodes Place, Timonium, MD 21093

In the event you must cancel, no refunds will be made after April 15, 2010, however we will change the registered name at your request by April 25, 2010.



Mid-Atlantic NATO
P. O. Box 1150
Brooklandville, MD 21022-1150

TO:



Managers Seminar

Exhibitor Relations

Table Top Trade Show

Scholarship Awards

APRIL 27- 28, 2010

READ ALL ABOUT IT INSIDE!!!