



# Attractions

Special Photo Issue

SUMMER 2010

## IN THE SPOTLIGHT:

- **Scholarship Winners Head to School**
- **General Membership Meeting**
- **New Officers Elected**
- **Cinema Show & Tell Convention: Managers Seminar Banquet Trade Show Screenings**

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

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## Happy Anniversary: The Year in Review

July 1, 2010 marks the first anniversary of the new Mid-Atlantic NATO, Inc. Thank you again for your continued support of your regional association of theatre owners in Maryland, Virginia, and Washington, DC.

This past year has been full of success stories and excitement culminating with the return of our regional convention/reunion, the new Mid-Atlantic NATO Cinema Show & Tell. What started as our Manager's Seminar has now become a full two-day mini-convention, complete with seminars, a trade show, screenings, and our new Scholarship Awards Banquet.

The following pages are full of pictures of the event, but suffice it to say that the feedback has been tremendous. Almost 400 members were registered for

the conference, and we had numerous vendors and a number of film companies represented.

All twenty of the scholarship winners were present at the Awards Banquet and we awarded a total of \$34,000 thanks to the generosity of our members. The scholarship recipients had until mid-July to finalize their plans, so check out where they will be going to school on Pages 8 & 9 of this publication.

On the legislative side of business we faced a lot of activity during the 2009/2010 session including the defeat of a very critical law proposed in Maryland regarding Closed Captioning requirements. We also had success in Montgomery County and Maryland regarding Menu Labeling and while new Federal

Law will supersede these local statutes, it was pivotal for our organization to meet these challenges with exemptions for our members.

Our next Board of Directors meeting will be held on Tuesday, September 21, 2010. As always we welcome members to attend and lend your voice. Note, the National NATO meetings will be held September 22-23 in Washington DC this year. If you are a member of National NATO and have never attended this annual event, this would be a great opportunity to attend.

On behalf of everyone at Mid-Atlantic NATO including your Directors and newly elected Officers, we extend best wishes for your continued success and thank you again for your support and participation.

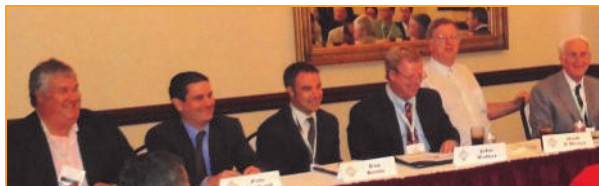
## Board of Directors Meet to Elect New Officers

Following the General Membership Meeting on April 27, 2010, the newly elected Board of Directors held a special meeting to elect officers for the one year term beginning July 1, 2010. Congratulations to your new 2010/2011 Officers:

- |                |              |
|----------------|--------------|
| President..... | Mark O'Meara |
| Vice-President | Rick Novak   |
| Treasurer..... | Bob Jones    |
| Secretary..... | Dan Herrle   |



A very special and heart-felt thank you to former President Ted Pedas, who has stepped down after numerous years as President of NATO of DC as well as the inaugural year for Mid-Atlantic NATO, Inc. We owe you so much for your guidance and look forward to your continued expertise on the Board.



Board of Directors leading General Membership Meeting.  
 Top photo: Rick Novak, Bob Jones, David Phillips, Sean South, Executive Director Doug Murdoch  
 Lower photo: Scott Cohen, Pete Gotthold, Dan Herrle, John Walker, Mark O'Meara, Ted Pedas.  
 (Paul Sanchez not present)

# Record Turnout for Annual General Membership Meeting

During a meeting last year it was suggested that we move the annual general membership meeting from it's usual time frame in July or August to coincide with the seminar in April. This proved to be a wise move as we had the largest attendance ever meet on Tuesday, April 27, 2010. In the past, members that typically attended the managers seminar could not always make the second trip during the summer for the membership meeting, so combining them was a win/win for all.

President Ted Pedas opened the meeting and welcomed the large group to the first General Membership Meeting of the new Mid-Atlantic NATO, Inc. While our group has roots back to 1917, we formed the current corporation on July 1, 2009, so this was the first official general membership meeting under the new

organization. Mr. Pedas asked for self-introductions and we met some members for the first time.

Executive Director Doug Murdoch reviewed the minutes from the January Board Meeting and used them as a platform to give an overview of our association and what we do throughout the year. He followed with a brief report of Film Theft issues in the area and mentioned that Pete Rogers from the MPAA would be giving a full report during the Managers Seminar during the following day.

Mr. Murdoch also offered an update on Legislative Issues and indicated that we would revisit these issues further during the seminar.

Scholarship Chairman Steve Bochan gave a report on the program and looked forward to

announcing the winners later that evening.

Seminar Chairman Mark O'Meara outlined the newly expanded managers seminar and gave a run down on the two-day program.

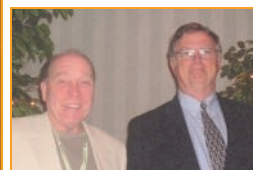
Following a few issues of old and new business on the agenda, Election Chairman John Walker called for nominations to the Board and the group unanimously re-elected members Rick Novak (VA), Ted Pedas (DC), and Paul Sanchez (MD) for a three-year term on the Board.

After a discussion on 3-D as well as a salute to Jerry Gordon and Mid-Atlantic NATO's Scholarship Program, the group adjourned and moved on to the Cinema Show & Tell Trade Show as well as the Scholarship Awards Banquet and Screenings.



## Cinema Show & Tell Reception

Thank you to sponsors Best Quality Services and Sparkle Cleaning.

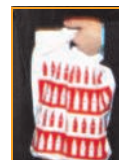


# Cinema Show & Tell Trade Show



## Thank You to Our Vendors!

- ACS Enterprises
- Air Tech Solutions
- Ambassador Services
- Ballantyne Strong
- Best Quality Service
- Blue Coast Protective Services
- Continental Concession Supply
- Christie Digital Systems
- Con Agra Foods
- Connie's Pizza
- DDP Roofing Services
- Dri-Way Carpet Cleaning
- Edifice
- Embedded Processor Designs
- Fay Studios
- Greystone Seating
- Hanover Uniform Company
- Hytex Industries
- Integrity Entertainment
- Irwin Seating Company
- JKR Partners
- Kernel Seasons
- Konica Minolta
- Prime Ticket
- Ready Theatre Systems
- Reynolds & Reynolds
- Ricos Products
- Rydt Entertainment/MIT
- Sparkle Cleaning
- Tempo Industries
- TK Architects
- Vistar



Thank you to Coca-Cola for providing bags used during the trade show, Promotion in Motion and Taste of Nature for providing candy used on the dinner centerpieces and given out during the screenings, and Edifice for providing name badge lanyards.

# Scholarship Awards Banquet

Thank you to presentation sponsors Christie and Fandango.



**Cinema Show & Tell  
Tuesday, April 27, 2010**

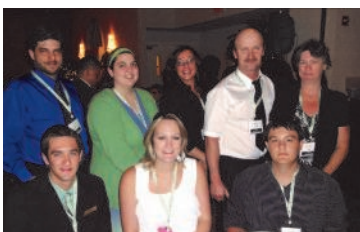




Highlighting day one of our confab was the first ever Scholarship Awards Banquet. Greeted by 350 members and guests, emcee Mark O'Meara welcomed new Honorary Members Janet Gordon and Mary Ann Anderson and enthusiastically declared the trade show an amazing success.



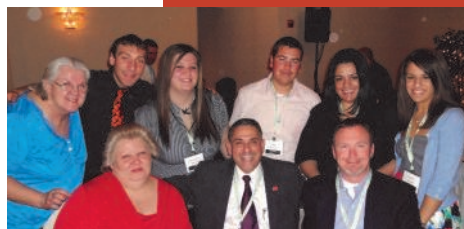
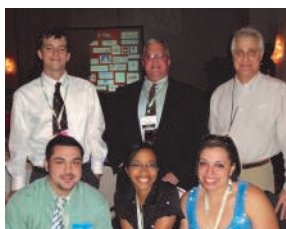
Executive Director Doug Murdoch thanked our vendors and announced special awards for our various sponsors.



Each were given an opportunity to say a few words and they thanked our members for supporting them as well.



After a delicious meal, key note speaker NATO President John Fithian delivered a poignant message on the state of the industry urging members to include Closed Captioning when considering any upgrades to Digital Cinema as well as



their continued eye on legislation and theatrical windows.



Scholarship Chairman Steve Bochan offered words of encouragement to all those who applied for scholarships and thanked the theatre managers for their support of this wonderful benefit to our members.



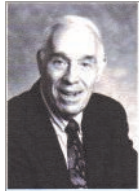
Special Thanks to **Melissa Knoepfle** and **Lee Milstead** for capturing all the memories in photos featured throughout this edition of **ATTRACTIONS**.

# Crowd of 350 Watch as Scholarship Winners are Honored



## Irwin R. Cohen Memorial Scholarship

Irwin successfully operated the R/C Theatre Circuit, which was established in 1932 by his father, Maurice A. Cohen. He served with distinction as President of NATO of Maryland as well serving National NATO on committees including as Chairman of the Finance Committee. The scholarship is given as a memorial by his family and R/C Theatres.



Scott Cohen awards Amber Swann

## Jerome "Jerry" Gordon Memorial Scholarship

Jerry began working at the age of ten at his father's movie theatre, the Palace. With his life long passion for exhibition, he formed a small circuit of the theatres in Virginia with his brothers. In subsequent years he became the Executive Director of Virginia, as well as the Mid-Atlantic NATO Regional Association. It was Jerry's idea to offer scholarships, an idea that soon spread to other state and regional NATO associations.



Janet Gordon (widow of Jerry Gordon) and Steve Bochan (Scholarship Chairman) award Fallon Farmer

## Charles Fogel Memorial Scholarship

In 1958, Charlie began his life-long passion for exhibition at the age of 14 as an usher for the Bala Theatre in Philadelphia. He eventually held positions for Budco, SamEric, United Artists, and Regal throughout the east coast. His connection to Mid-Atlantic NATO was through his work on the ShowEast Advisory Committee, for which we are eternally grateful. The scholarship is sponsored by Fandango.

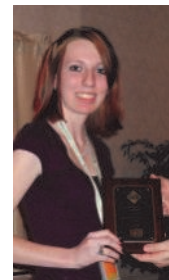


Rich Dome of Fandango awards Joshua Law

## Mid-Atlantic NATO Scholarships



Amber Conway



Cheyenne Sage



Jacob Saunders

## Paul A. Roth Memorial Scholarship

Paul was a third-generation exhibitor, having started work at the age of 19 at his uncle's Elkton, Virginia Theatre. In 1965 he became the President of the Maryland based Roth Enterprises. Over the next 23 years, the circuit grew to over one hundred screens. The scholarship is made possible by a gift from his widow, Mrs. Joan Roth.



Doug Murdoch awards Jordan Wilson

*And the Winners Are.....*



Amanda Trimmer with Janet Gordon



Steve Bochan with John Sperry

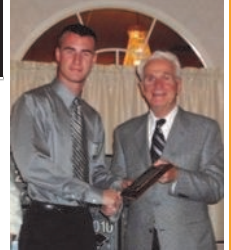
### Independent Owners of Virginia Scholarship



Chelsea Limbacher wins Scholarship presented by the Independent Owners of Virginia including Adam Greenbaum, Rick Novak, John Walker, and Mark O'Meara.

### John G. Broumas Memorial Scholarship

John started as usher in 1928 for the Altoona, Pennsylvania Publix Theaters. He worked for various theatres until 1954 when he became Owner and President of the Mid-Atlantic area Broumas Showcase Theatres. In 1983 he consolidated his company with his godson James Pedas and brother Ted Pedas. Together they formed the Circle Showcase Theatres.



Ted Pedas presents plaque to Zach Burnette

### Mid-Atlantic NATO Scholarships

#### Ross and Sam Wheeler Memorial Scholarship

Samuel Wheeler was born in Russia and came to this country about 1900. He lived in Pittsburgh where he became a film distributor. He moved to the Washington area in 1930. For the next 13 years, he was the Washington branch manager for the old Fox Film Corp. Son Ross Wheeler, Sr. followed in his footsteps to form The Wheeler Film Company. The scholarship is given by Ross Wheeler, Jr. and his brother Todd Wheeler.



Michael Hardison receives the honor from Doug Murdoch



Nikolaus Foreman



Jeremy Marquis



Katherine Hauser



Andrew Morris

Which theatre do they work at? What college will they attend? Read more about our scholarship winners on the next pages....

#### Mable G. Gordon Memorial Scholarship

As the first Mrs. Jerry Gordon, Mable was famous for her roller rink and support of theatres in the area.

This scholarship supported by the Jerome Gordon Memorial Scholarship Fund



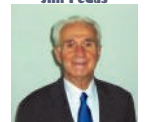
Susan Freed (niece of Jerry Gordon) awards Kaitlin Dickey

#### Jim And Ted Pedas Foundation Scholarships

While attending George Washington University Law School in the mid-1950's, Jim and Ted got into the movie business by operating drive-ins in Virginia and West Virginia. By the 1980's their Circle Showcase Theatre Circuit had grown to almost one hundred screens in the Washington DC area.



Jim Pedas



Ted Pedas

#### Sam Bendheim III Memorial Scholarship

Sam followed his father, Sam Bendheim, Jr. into the movie-exhibition business. He joined Neighborhood Theatres in 1958. Thirty years later, the theatres were sold to Cineplex Odeon. Shortly after, Sam joined Frank Novak and purchased the theatres back from Cineplex. This scholarship is sponsored by Regal Entertainment Group.



Emily Beach



Samantha DeAngelis receives recognition from Ted Pedas



Doug Murdoch congratulates Monique Henderson



**Amber Jean Swann**

Fox Gold Coast Mall  
Chris Galloway, Manager

**\$5,000 Irwin R. Cohen  
Memorial Scholarship**

Salisbury University  
Linguistics

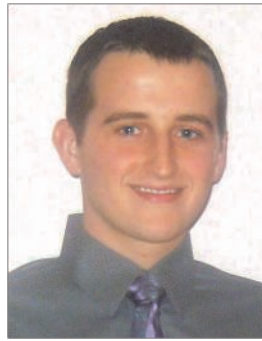


**Monique Henderson**

Cinema Café Riverdale  
Robert Hoagland, Manager

**\$3,000 Jim & Ted Pedas  
Foundation Scholarship**

Old Dominion University  
Psychology



**Jordan Lee Wilson**

R/C Frostburg 3  
Karen Aherne, Manager

**\$2,000 Paul Roth Memorial  
Scholarship**

Allegany College of Maryland  
Respiratory Therapy



**Amanda Trimmer**

Regal Columbus Stadium 12  
Mary Pepiot, Manager

**\$1,500 Jerry Gordon  
Mid-Atlantic NATO Scholarship**

Tidewater Community College  
Architecture



**Amber Anita Conway**

Regal Bowie Stadium 14  
Tim Baggett, Manager

**\$1,500 Mid-Atlantic NATO  
Scholarship**

American University  
Business Administration

**2010  
COLLEGE LEVEL  
SCHOLARSHIP  
WINNERS**



**Katherine D. Hauser**

Bengies Drive-In  
Kenneth Adam, Manager

**\$1,500 Mid-Atlantic NATO  
Scholarship**

College of Notre Dame of MD  
Elementary Education



**Joshua A. Law**

Regal Staunton Mall 6  
Mary Overlock, Manager

**\$1,000 Charles Fogel Memorial  
Scholarship**

Bridgewater College  
Business Administration



**Andrew W. Morris**

Regal Valley View Grande  
Amanda Hylton, Manager

**\$1,000 Mid-Atlantic NATO  
Scholarship**

Roanoke College  
Business Administration



**John Winston Sperry**

Regal Aquia 10  
Nicole Lakner, Manager

**\$1,000 Mid-Atlantic NATO  
Scholarship**

George Mason University  
Public Policy (Masters Degree)



**Jeremy Marquis**

Regal New Town 12  
Derrick Harmon, Manager

**\$1,000 Mid-Atlantic NATO  
Scholarship**

Liberty University  
Web Technology





**Fallon Olivia Farmer**

World Of Sports Cinema  
Jay Burnett, Manager

**\$3,000 Jerome "Jerry" Gordon  
Memorial Scholarship**

University of Virginia  
Biomedical Engineering



**Chelsea Limbacher**

Bow Tie Harbour 9  
Michael Porter, Manager

**\$2,000 Independent Owners of  
Virginia Scholarship**

University of Pittsburgh  
Business



**Kaitlin Nicole Dickey**

Regal Westchester Commons 16  
Emmanuel Robinson, Manager

**\$2,000 Mable G. Gordon  
Memorial Scholarship**

Virginia Commonwealth Univ.  
Nursing



**Michael T. Hardison**

Regal Aquia 10  
Nicole Lakner, Manager

**\$1,500 Ross & Sam Wheeler  
Memorial Scholarship**

University of North Carolina  
Political Science/Foreign Affairs



**Jacob T. Saunders**

World Of Sports Cinema  
Jay Burnett, Manager

**\$1,500 Mid-Atlantic NATO  
Scholarship**

Jefferson College of Health  
Physical Therapy

**2010  
HIGH SCHOOL GRADUATE  
SCHOLARSHIP  
WINNERS**



**Nikolaus Foreman**

Regal Westminster 9  
James Rowe, Manager

**\$1,500 Mid-Atlantic NATO  
Scholarship**

University of Maryland  
English



**Samantha DeAngelis**

Royal Cinemas  
Megan Atkins, Manager

**\$1,000 Jim & Ted Pedas  
Foundation Scholarship**

Lord Fairfax Community College  
Psychology



**Zachary A. Burnette**

Regal Manassas Stadium 14  
Melissa Ford, Manager

**\$1,000 John G. Broumas  
Memorial Scholarship**

West Virginia University  
Forensics CSI



**Emily Gene Beach**

Regal Valley Mall  
Jennifer Showalter, Manager

**\$1,000 Sam Bendheim III  
Memorial Scholarship**

Brigham Young University Hawaii  
Social Worker



**Cheyenne G. Sage**

Royal Cinemas  
Megan Atkins, Manager

**\$1,000 Mid-Atlantic NATO  
Scholarship**

Lord Fairfax Community College  
Psychology

# Cinema Show & Tell Screenings

## THE KIDS ARE ALL RIGHT



As a special treat for attendees of the two-day Managers Seminar/Convention, we were privileged to offer two screenings.

After the Awards Banquet on Tuesday evening April 27, Focus Features presented "The Kids Are All Right" at Rave's Fairfax Corner 14: Cinema De Lux. With a release date set in July, we were very honored to get one of the rare screenings so far in advance. A huge thank you to Eric Carr from Focus for jumping through

hoops to bring in their working copy along with a tech and a special deck to play it.



Our gratitude also goes to Teresa Stewart (pictured above center), Rave and the staff of the Cinema De Lux theatre for the auditorium and snacks.

On Wednesday, April 28 after the Manager's Seminar,

Warner Brothers gave us an advanced screening of "A Nightmare on Elm Street" at the Cinema Arts Theatre. A special thank you to Loretta Grunwald and her team at Warner Brothers for arranging the screening, as well Mark O'Meara and the staff of the Cinema Arts Theatre for putting it all together.

We would also like to thank Jill King of CCSI for popcorn bags and Rick Stem of Vistar for cups, both used during the screenings for our guests.

## Exhibitor Relations Breakfast

Opening the second day of the Cinema Show & Tell, our friends from Exhibitor Relations distributed goodies during a Meet & Greet Breakfast at The Cinema Arts Theatre. They also presented trailers throughout the Manager's Seminar giving the attendees a sneak peak at the exciting film slate for the rest of the year.

Thank you to breakfast sponsor ACS Enterprises.



Paramount's Cassandra Hough poses with a special friend. (Shrek courtesy of Lee Milstead.)



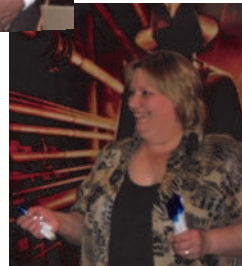
Apparition's Deborah Johnson smiles at all the excitement!



Sony's Christian Arenas hands out fortune cookies



Susanna Castellanos and Branden Miller celebrate the 75th Anniversary of 20th Century Fox with commemorative gifts.



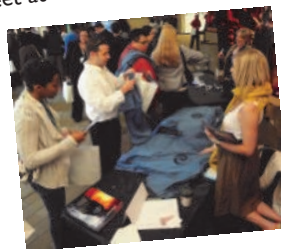
Warner Brother's Loretta Grunwald hands out goodies



Eric Carr and Mingun Kim from Focus Features sort out the shirts



Volunteers Kathy Kelly, Alex Fleischer, Randy Marvel, Angel Majer, and Gloria Jean Lewis greet at the registration table.



# Annual Manager's Seminar Reaches Capacity

Between all the screenings, meals and excitement of the Cinema Show & Tell, the ever-popular Manager's Seminar was the main draw for managers and theatre owners seeking new information and ideas. And with this year's new convention format, the attendance reached an all time high of almost 300 at the Cinema Arts Theatre in Fairfax, VA.



Once again we owe a debt of gratitude to Mark O'Meara and his team at the Cinema Arts Theatre for making us feel welcome.



As usual Seminar Chairman and Host Mark delighted the audience with his humor and hats.

The seminar agenda included presentations by several industry leaders including Steve Fellman/Legal Counsel to National NATO on ADA, Belinda Judson/NATO State & Regional Liaison and Todd Halstead/NATO Government Affairs (pictured below) as well as



Pete Rogers/MPAA and Mike Cummings/TK Architects who gave talks on industry related issues.

Throughout the day, our film reps introduced their upcoming film and shared new footage.



Of course our seminars are famous for door prizes, and this year we had quite a selection of goodies. Host Mark O'Meara gave us several fun packages including beach chairs, towels, and more. Mid-Atlantic NATO provided some goody bags and everyone that attended received a nice portfolio. Several of our vendors gave us items including a pair of sweatshirts from Con Agra Foods, a Lowes Gift Card from TK Architects, Bose Head Phones from Tempo Industries, a Popcorn Kit from Kernel Seasons, a restaurant gift card from Ready Theatre Systems, two Olive Garden Gift Cards from Dri-Way Carpet Cleaning, a Visa Gift Card from Air Tech Solutions, a set of chairs courtesy of Irwin Seating, and more!



If you missed this year's edition, mark your calendar for April 26 and 27, 2011 and plan to attend.



Thank You

## We Can't Say It Enough...

Alright, so you probably saw a theme throughout this edition but it goes without saying that we could not have produced the Cinema Show & Tell without YOU. Thank you again to all our members, our friends at NATO, our vendor and film company partners, and to the many volunteers that helped behind the scenes as we prepared for the big event.

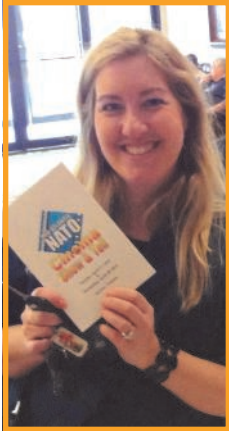
There is not enough space here to name all the individuals, but we are sure you can find your picture somewhere in this newsletter and know that we really do appreciate your help.

For those that attended, if you had a good time, tell others. If you have a suggestion, tell us.

Many Thanks!



Mid-Atlantic NATO  
 P. O. Box 1150  
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TO:

# Exciting Mid-Atlantic NATO Seminar & Scholarship News



1 - Managers arrive for Seminar at Cinema Arts.  
 2 - Scholarship Winners pose after the ceremony.  
 3 - Our friends in Exhibitor Relations pay a visit.