

Spring 2011

The TRAILER

Minnesota, Iowa, Nebraska
North and South Dakota

The Newsletter of North Central NATO

Makes and Saves Your \$\$'s

**NC NATO
Convention
Plans Proceeding**

**Labor Department
Fines 3 Chains**

**Snapshot of NC NATO
States Legislative Issues**

**Guidelines to
Optimize Light
for Digital
Projection**

**4 Generations
of Quincers,
Movies are in
Their Blood**

Plus......much more inside!

A V.I.P. tour of the Minnesota Twins' new Target Field and its concessions operation has been scheduled for the 11th annual North Central NATO convention!





Preview of Coming Attractions...

2011

Mar. 28-31CINEMACON National NATO Convention
Caesar's Palace, Las Vegas, NV
(replaces NATO's participation in Showest)
www.cinemacon.com

April 19-20North Central NATO Annual
Convention and Spring Membership Meeting
Sheraton Minneapolis West Hotel, Minnetonka, MN

May 19-20NATO DC Summit
Washington, DC

May 28-30ShowCanada
St. Johns, Newfoundland Canada

Sept. 27-29 . .Rocky Mountain NATO Annual Convention
Boise, ID

Oct. 5-6 (tentative)NATO General Membership
and Board of Directors Meeting
Washington, DC

Oct. 24-27Showeast
Westin Diplomat Resort, Hollywood, FL

2012

April 23-26CINEMACON National NATO Convention
Caesar's Palace, Las Vegas, NV

Want Ads

HAYWARD SEAT SPRINGS FOR SALE – \$5 per spring plus shipping. American Desk Seats (brown) or Irwin Citations (light blue) \$5.00 per chair plus shipping. Will email photos. 952-469-2883 or comments@mullerfamilytheatres.com.

FOR SALE COMPLETE SOUND SYSTEM – Digital capable Dolby CP45 w/sr cards, rack, monitor, amplifiers and Left, Center, Right, Subwoofer and surround speakers, omnimounts, wire. Everything works guaranteed. Make offer-must sell. Also other misc. theatre equipment (cup holders, new screen, dimmers, reels and much more). Davin Anderson 612-868-9711.

THEATRE FOR SALE – BLAIR 3 THEATRE in Blair NE. 3 screens, 7000 sq. ft. building on approx. 1 acre of land. High traffic area in thriving small community near near Omaha. Contact NP Dodge Real Estate at 405-426-5008 or agents@hometeamnebraska.com

THEATRE CIRCUIT FOR SALE – 4 West central Minnesota theatres with a total of 11 screens for sale. Includes real estate with room to add 5 more screens. Please write Korwood Cinemas, PO Box B 208, Paynesville, MN 563622 or email ps50@lakedalelink.net

PLACE YOUR WANT AD HERE FOR FREE!
North Central NATO members may place want ads in the Trailer at no charge. Here's a good opportunity to sell your surplus equipment, find parts and equipment, advertise job openings, or even look for jobs. Email ads to jeff@loganmovie.com.

OPS TIPS...EMERGENCY QUICK FIXES TO KEEP THE SHOW GOING

This issue's Ops column will feature a random sampling of some good ideas for emergency fixes we've collected from member exhibitors that may help make your operations easier, cheaper, better, safer, or more worry free. If you have an idea you would like to share in future OPS Tips columns, email them to jeff.logan@loganmovie.com.

What do you do when the butter machine goes down? Here's a quick, cheap substitute that works great and allows you to maintain fast service. Buy an inexpensive hot pot or soup cooker at your local discount store. Proctor Silex makes one that sells for around \$10 that works well. Then buy a plastic funnel and a plastic ketchup or mustard squirter bottle (mustard squirters are yellow like butter). Melt your butter or topping in the soup cooker. Use the funnel to pour the liquid product into the squirter bottle. It's as fast or faster than using a butter machine. Some theatres assemble the hot pot, funnel and squirter in a box and label it "Emergency butter machine" and keep it on the shelf so it's ready when needed. Other theatres have used this set up rather than buying the more expensive commercial butter machines. It should be noted, however, that the plastic squirter bottles give the user no portion control. They squirt a lot of product when squeezed and employees are likely to give too much topping when using them which makes them unadvisable for regular day-to-day use.



EXHIBITOR PROFILE:

For Four Generations of Quincers, Movies are in Their Blood

by SARA HACKING, Wadena Pioneer Journal

Editors Note—In this new Exhibitor Profile series, we would like to introduce you to your fellow North Central exhibitors. This article was first written and published by the Wadena, Minnesota Pioneer Journal about local exhibitor Dave Quincer. Dave also serves as your North Central NATO secretary and board member. Please forward any articles written about you or your fellow exhibitors you would like to share. We run the following with the permission of the Pioneer Journal and thank them for allowing us to share it with you.

Four generations of Quincers have brought the bright lights and big stars of Hollywood to the Cozy Theatre in Wadena.

John Quincer bought the theater from Pierce M. Getter in 1923. This son of a farmer with a fondness for cigars had as good a reason as any to get into the movie theater business.

"He didn't like farming," his grandson, Don Quincer said.

John's choice of business was not a fluke. The Cozy Theatre, lit with a red and yellow art deco marquee, has kindled a love for the business of movies in three successive generations. John owned the Cozy until 1940 and son Clarence Quincer ran the business until he died in 1954. Clarence's wife, Della, and sons, Don and Rich Quincer, inherited

the business. And Rich's son, Dave Quincer, 44, took over in 1994. Dave's still the guy behind the ticket counter in 2009.

"It's in your blood," Dave said about his love for the business. "This is what I've always wanted to do."

The Quincers have guided their business through an evolving movie industry and increasing personal entertainment options. Each generation has worked to expand the business.

John remodeled the Cozy in 1938 and added the theater's signature marquee and a 200-seat balcony. Della, Don and Rich opened the Wadena Drive-In Theatre south of town in 1955.

Workers in white coveralls welcomed more than 1,000 movie lovers

in their cars to "Ma and Pa Kettle at Waikiki" on Memorial Day weekend the first year it was open, Dave said.

"It was packed," Don, 78, said about the drive-in in its hey day. "People were into their cars so they were driving those as much as they could."

Fireworks at the drive-in on the Fourth of July were always a big draw. The drive-in was the first in the area to offer the star-spangled celebration.

"We had cars lined up along the exit road two deep from the ticket box all the way back to the highway and all over on the shoulder on the highway," Don said.

Della, Don and Rich were partners in running the theater for many years.

Don started working in the theater in his early teens, he said. He was a coin collector and liked to look through the coins from the concession stand for any dates he thought were good.

He went away to school for about six months, but decided the theater was the life for him.

"I thought, what am I doing here?"

he recalled. "I knew the theater business."

His mother was very involved with the Cozy, Don said. She lived in a house that once stood behind the theater.

"My mother was instrumental in running the theater for a number of years, until she finally thought we could do it," Don said.



Rich Quincer, left, is pictured with his son, Dave. Dave has owned the theater since his father's death in 1994.



John Quincer purchased the Cozy Theatre in 1923.



Clarence Quincer, center, is pictured with his sons, Don and Rich.

Don and Della drove down to the offices of big film companies in the Twin Cities to book shows until she finally handed the task to him to perform solo.

Della's influence continues. Dave said they've always cleaned up the theater completely after matinees, even though a lot of theaters don't do that.

— Continued on page 10

A Snapshot of NC States Legislative Issues...

by Belinda Judson

2011 State Legislative Session Information:

IA.	01/10 through 04/30
MN	01/04 through 05/23
ND.....	01/04 through 04/27
NE.....	01/05 through 05/01
SD.....	01/11 through 03/11

While last year was relatively quiet in the North Central States region, there were several local food and beverage taxes proposed that did not move out of Committee. Like other years, these tax issues are already beginning to resurface in the new legislative session.

One new tax was added. In Minnesota, Detroit Lakes residents narrowly approved a 1 percent food and beverage tax which will go toward paying for a flowering rush control, bike trails, the development of the crescent area and public parking space.

As in previous sessions, both Minnesota and Iowa are once again on our "watch" list for beverage tax issues. While no legislation has been introduced yet, this issue will be closely monitored.

Here by issue is the landscape of 2011 legislative proposals in the North Central States region. Bear in mind that legislation is fluid and this is a snapshot at the time of this article. Other proposals could already be on the books or there may have been updates on items reported here.

Please don't hesitate to contact your North Central States leadership if you have questions or (hopefully) wish to get more involved in the regional government relations efforts.

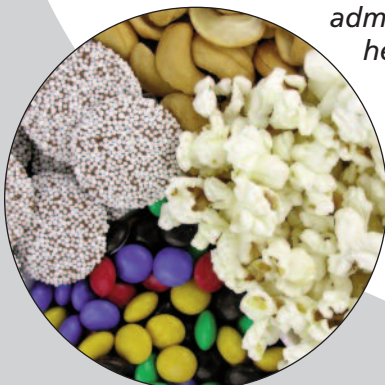
ADA

North Dakota 2331 proposes a tax credit for employment of individuals with disabilities.

Film Production Legislation

Nebraska LB 99 would adopt the Film Advantage Act.

Note: Many states offer film production tax credits. However, we monitor these film production bills as, at times, the proposal includes an admissions tax component to help offset the cost of the tax incentives. Currently Colorado has legislation that proposed this type of funding.



Food and Beverage Tax Legislation

South Dakota HB 1131 would lower the state sales and use tax on certain food items and increase the rate of taxation for the sales and use tax on certain goods and services.

Note: This type of legislation is monitored as admissions taxes on movie tickets sometimes gets lumped in with "services".

Gift Card Legislation

South Dakota SB 76 exempts certain gift certificates and prepaid cards from the unclaimed property provision.

Sales and Use Tax Legislation

Iowa SF 88 would increase the sales and use tax rate from 6 to 7 percent. A certain amount of the revenues generated from the increased rates would be diverted to the natural resources and outdoor reservation trust fund that the voters ratified in November 2010. The balance would provide a commercial property tax credit and including applicability provisions.

Minnesota HF 49 and Minnesota SF 53 – Fergus Falls sales and use tax authorized.

Minnesota HF 377 – Hutchinson sales and use tax authorized.

Minnesota HF 336 – Would allow cities to impose local sales and use tax, and aid offset provided.

Minnesota SF 23 – Proposes Grand Rapids local sales tax imposition authorization and local government aid (LGA) reduction.

North Dakota SB 2202 – A sales tax exemption for receipts from coin-operated amusement or entertainment machines.

Nebraska LB 106 – Would authorize a county sales tax for capital improvements for public safety services and transportation infrastructure.

Nebraska LB 211 – Change a provision relating to proceeds of local option sales and use taxes.

Nebraska LB 357 – Proposes an increase in local option sales and use tax.

Nebraska LB 560 – Provide for sales and use taxes on certain services.

South Dakota SB 154 and HB 1222– Provide funding for education by temporarily increasing the state sales and use tax.

South Dakota SB 174 – Temporarily increase the state sales and use tax to fund the state budget shortfall and to declare an emergency.

— continued on page 9

FROM THE PRESIDENT'S DESK...

By Jeff Logan

As long as I've been in this business, some new technology or fad was going to put us all out of business. Historically, these doom and gloom predictions have been floating around since the beginning of movies. Most of those predictions came from over zealous salesmen of the new technologies taking the low road to sell their new technology. First it was radio, then TV, then family bowling centers, cable TV, HBO, VHS home video, DVD, and the internet. All those technologies did change the business; some for the better, some for the worse. New technologies, sports and a hundred other human activities do take their share of people who might otherwise attend our theatres. We can't worry about any "lost audience." We simply have to live in the real world and attract as many people as we can to see movies in our theatres. **However, a new threat might actually be the one to finally kill theatres. It comes from our suppliers, the studios themselves.**

Some (thankfully not all) studios are talking to the financial community and trade press about offering Premium Video on Demand (VOD). The studios would like to release movies to the home 60 days after their theatrical release for a premium price of \$30. They are trying to create a new window between theatrical and home video to replace the diminished revenues from DVD sales. Premium VOD strikes fear in the hearts of all exhibitors as they know that there will be a portion of the public who would stay away from theatres and simply wait the two months to invite a few friends

over and watch new movies in the comfort of their own homes. While many other people will still prefer to go out and experience movies in a theatre, what percentage of the audience will theatres lose? One financial analyst recently lowered his earning predictions for a major national theatre chain in anticipation of lower grosses next year due to the introduction of Premium VOD. With another piece of the pie taken away, will there be enough audience left to support theatres? Most theatres today are not in a position to survive on lower grosses. Many large and small theatres are new builds or recently remodeled and carry a heavy debt load and monthly payments. If they can't make the payments, they close. The studios, acting in their own (admittedly short-sighted) self interest and don't seem to care what happens to their exhibitor partners.

Once the cat is out of the bag with premium VOD, it will be hard to control and it could kill exhibition and hurt the studios much as what happened with the music business. Do you know of any record shops still in business? The studios policy of low prices on DVD's and low prices for Netflix and Redbox have irreparably hurt their own DVD revenue. Most independent video stores are closed and even Blockbuster is in bankruptcy. The studios never really liked video rental stores and weren't sorry to see them go. But now that DVD revenues have plummeted, the studios are left with nothing.

Even if the Premium VOD experiment is not successful,

which some analysts have already predicted, the studios will lower the \$30 price point or shorten the window in an attempt to make it work. Just this month, some studio heads have mentioned a \$25 price. They've already lowered the price before even hitting the market! Worse would be the effect of shortening the proposed 60 day window. Some analysts and studio executives have mentioned Premium VOD going day-and-date with theatres. A shorter window would have even more disastrous effect on theatres.

National NATO has been talking with the studio heads and warning them of the dangers of this idea. Each exhibitor will have to make their own decision of how to respond if and when any studios actually release any films on premium VOD.

What should be obvious to the studios is that in this time of an uncertain economy and diminishing DVD sales, theatrical ticket sales have actually gone up. Theatrical is the only healthy branch of the industry. The studios shouldn't try to rob revenue from their one healthy outlet in an effort to replace lost revenue from a sick home market. **The studios wouldn't only kill exhibition, they would eventually kill themselves.** These are times that call for studio heads who are visionary leaders with a long term vision for the entire industry. It is not a time for weak executives who are swayed by overzealous peddlers of new technologies or short sighted decisions that boost this quarter's profits at the expense of the long-term health of the studio.

— continued on page 9

Programs Announced for North Central Convention

Innovative new programming including a behind-the-scenes V.I.P. tour of the Minnesota Twins' new Target Field and its concessions operation has been scheduled for the 11th annual North Central NATO convention. The meet will be held Tuesday and Wednesday, April 19 and 20 at the Sheraton Minneapolis West Hotel in Minnetonka, MN.

Among the speakers is Terry Hitchcock, the subject of the new documentary movie "My Run." Hitchcock ran the equivalent of 75 marathons in 75 days and is now touring the country doing motivational speaking. Joe Edick, of Pelican Productions, who spoke at last year's meet, will be returning to talk about theatre operations and promotions. Seminar chair Shari Wilson said last year's attendees were impressed with Edick's presentation and the committee was thrilled to be able to bring him back.

Many new vendors are signing up for the trade show and it looks to break last year's record of 40 vendors. Trade Show chair Dennis Haines has arranged extra banquet room with the hotel to accommodate the larger number of vendors. Several of the new vendors represent digital projection equipment.

Todd Tepley reports that so far four exhibitor relations reps have committed to presenting their product at the convention. Others are planning on coming pending approval from their studios.

Convention chairman Dale Haider said his committee's mission is to keep the two-day convention an affordable, worthwhile event for circuit managers and independent owners alike. The convention is structured to be a "nuts and bolts", hands-on convention for working managers and operators. He said, "We not only want everyone to enjoy themselves, but to go home with several ideas that they can put to use in their own theatres that will make more money than the cost of the convention."

The schedule includes: educational seminars, a screening of one or more major pictures, presentations of product reels and marketing plans by studio Exhibitor Relations representatives and the trade show. The winners of the North Central NATO scholarships will be announced at the banquet by scholarship chairman Mike Schwartz. Time is also set for socializing and a chance for exhibitors to meet each other and trade problems and ideas that provides the fun and informal learning at meals and social events. The schedule includes breakfast, lunch, a cocktail party and evening banquet.

Besides the goodie bags received by everyone, there will be silent and live auctions giving attendees the chance to win movie memorabilia and VIP tickets to major Twin Cities sporting events. Todd Tepley is working on lining up some new knock-your-socks-off items for the auction. Proceeds from the auction help fund the North Central NATO scholarships for theatre employees.

All exhibitors are invited to attend and the member discount is extended to members of all regional NATO units. The convention hotel is a short drive down the beltway to the Mall of America.

Dale will be sending registration flyers by mail and email updates to all area exhibitors. To get the latest updates, be sure Dale has your current email address. To register or for more information, contact Dale at dhaider@mullerfamilytheatres.com or at 952-469-2883.

From the North Central Scrapbook...



As the Kiems are building their new theatre in Jamestown, ND (see the Newsreel column), we thought it would be fun to look back at one of the older theatres in Jamestown, The State, on First Avenue shown here in the early 1950's. It had 538 seats and was owned, along with two other Jamestown theatres, by Mr. and Mrs. Lester Ludwig. Mr. Ludwig had previously been a top executive with Paramount affiliated Minnesota Amusement Company when he met his soon to be wife, Margaret who was a dancer with the Zigfield Follies playing in Minneapolis. After Lester's passing, Margaret continued to operate the theatres in Jamestown and was active on the North Central NATO board until her passing in the 1980's.

2011 North Central NATO Theatre Convention

Tuesday and Wednesday – April 19 & 20, 2011



Sheraton Minneapolis West Hotel

Please make reservations directly with the Sheraton Minneapolis West Hotel by calling 1-952-593-0000. Please mention NC NATO Convention when making your reservation. A block of rooms has been reserved, but reservations must be made by April 7, 2011 to secure the special rate. Please book your room soon as this is a busy hotel and can sell out during the week.

Located at 12201 Ridgedale Drive • Minnetonka, MN 55305

Labor Department Fines Three Chains for Labor Law Violations

Editor's note: Just as this issue was at the printers, Dale Haider brought the following item from FoxNews.com to our attention. The Labor Dept. had warned national NATO they would be looking at our industry's practices especially in regards to trash compactors and we passed along that warning in the Fall, 2009 issue of "The Trailer." A warning about not allowing minors to drive as a part of work was included the Winter, 2007 issue

Three national theatre chains, all of whom operate theatres in the North Central region, were fined more than \$277,000 by the U.S. Department of Labor for various labor law violations. Regal, Marcus and Wehrenberg were cited for labor law violations. Labor Department investigators reportedly found in theatres in California, Illinois, Indiana, Minnesota, Missouri, Nebraska, Ohio, South Carolina and Wisconsin.

The violations included permitting minors under 18 to operate dangerous machinery including: loading and unloading paper balers and trash compactors, driving motor vehicles, operating a power driven dough mixers and performing baking operations. One of the circuits was also cited for employees under 16 working beyond permitted hours.

The government said they conducted the investigations as part of a strategic crackdown on what they called the theatre industry's high rate of noncompliance. Labor Secretary Hilda Solis said in a statement "The penalties imposed as a result of these violations should serve as a wake-up call to movie theatre owners and other employers."

The Labor Department has a list of 17 hazardous jobs that workers under 18 are not permitted to perform. One of those jobs is operating a motor vehicle as part of the job. Even though a 16 or 17 year old may drive to and from work they are not

allowed to drive (even run an errand) as a part of work. The complete list and rule posting requirements can be found on the Department of labor website at www.wagehour.dol.gov.

14 is the minimum age any minor is allowed to have a job. 14 and 15 year olds are not allowed to work before 7:00 a.m. or after 7:00 p.m. except between Memorial Day and Labor Day when they are allowed to work until 9:00 p.m.

All three chains cooperated with the investigation and took immediate actions to correct conditions. Marcus Theatres issued a statement saying they remain dedicated to providing a safe workplace and "proactively took actions to address the situation before any violations were assessed." The company will bar minors from loading trash compactors, revise signage to better spell out safety policies and age requirements, and review federal regulations with managers and other employees. While none of the violations linked to Marcus Theatres involved accidents or injuries, the company "is happy that these issues were brought to our attention so we could further strengthen the policies and procedures that we already have in place to ensure a safe and enjoyable working environment for all of our associates." Regal Theatres agreed to show a child-labor public service announcement about workplace safety at all of its 458 digital cinemas sites in 39 states.

CHRISTIE OFFERS GUIDELINES TO OPTIMIZE LIGHT FOR DIGITAL PROJECTION...

Editor's note — Christie has provided this article to help exhibitors determine the light level needed in their theatres when choosing digital projectors.

Christie Xenolite lamps can produce remarkable brightness and color consistency with excellent resistance to flicker, ignition difficulty and explosion. With this superior performance comes great economy. Below are some usage guidelines that can be applied to get optimum performance from the Christie Xenolite Lamp and Christie Digital Cinema Projector combination.

How to calculate the amount of light required

The basic formula to calculate this theoretical light requirement is:

- Lumens (L) = Average Screen Brightness desired (average fL) X Screen Area (sq ft)

Given a good light distribution, the "Average Screen Brightness" can be estimated by multiplying the center brightness desired by .95. Generally accepted practice for the target center brightness is: 14fL for 2D and 4.5fL for 3D (light measurement taken through 3D glasses)

After you have the "Lumens" number you would divide it by all significant system efficiencies. Some examples would be:

- Screen Gain – 1.0 to 2.4. Silver screens are 2.4. This is a very important part of this equation and care should be taken to make sure this number is accurate. If the screen in question is not new then the overall gain should be measured properly. Any degradation or debris on the screen will reduce the screen gain.
- Port window efficiency – 96% efficiency is typical for good port glass.

- Loss due to Color correction required for meeting DCI color specifications – 97% efficiency is typical.
- 3D system light efficiency – this number can be anywhere from 10% to 30% efficiency depending on the 3D system used.
- Other effects – like down angle and screen curve do make a difference for light distribution but they only effect these calculations if they are excessive.

Calculation

- Lumens Required (L) = Lumens (L) / (Screen Gain X Port Window Efficiency X Color Correction Efficiency X 3D Efficiency)

The resulting "Lumens required" number you get would be the "MINIMUM lumen requirement" to meet the desired light levels.

If you need technical support to help you with this, please do not hesitate to contact Christie technical support.

By following Christie's "Best Practices" exhibitors can find out how to select the ideal lamp size to meet their projector and screen requirements.

To receive your copy of the entire guide, please contact Kati.Bujna@christiedigital.com.

CHRISTIE®



DIGITAL PROJECTION

The conversion to digital projection is continuing at a break-neck pace. Large and small theatres are keeping engineers busy installing all brands of digital projectors. Theatres are hoping to cash in on the higher grosses on 3D films although some of the 3D films are not achieving the high grosses of the past year. The novelty seems to have faded somewhat especially on minor films aimed at small children. Many parents just don't want to shell out extra bucks for their little kids.

The vastly improved picture quality and ease of operation are thrilling those exhibitors who do install the equipment. Decreased payroll also helps ease the cost of installation. Those exhibitors who

have met the requirements and have jumped through the various hoops are also starting to see VPF payments come in. Other exhibitors aren't even trying to get VPF's and are opting to forgo studio money to maintain more control and independence.

We all know the end of film is coming and we're going to have to convert sooner or later. No one knows for sure when the various studios might cut back on film prints or stop distributing their movies on film altogether. Up to now the best guesses have predicted 5 to 10 years more for film. However, we have heard second-hand reports of conversations with some studio executives who have offered their private opinions, (speaking off the record and not for their companies) that

as soon as the major chains complete their conversions, there will be little reason for the studios to keep putting out movies on film. By the end of this year, most major circuits will be all digital as will be many independents and small towns. Once that critical mass is achieved, there will be little reason for the studios to continue making film for the few holdouts and latecomers. Those studio executives privately wonder if some of the studios might stop distributing on film as early as mid 2012. Other industry leaders don't see film going beyond 2013. The message for exhibitors is clear and simple: convert to digital in the 12 to 18 months or go out of business.

Legislative Issues cont. from page 4

Wage Legislation

Iowa HF 52 – A bill for an act relating to the establishment of a study of the economic, fiscal and social impact of the living wage in Iowa.

Iowa HF 130 –This bill would increase the state minimum hourly wage. This bill increases the state minimum hourly wage to \$7.50 as of January 1, 2012, and \$8.00 as of July 1, 2012. The bill also increases the state minimum hourly wage, including the minimum hourly wage established for employees employed for less than 90 days, annually on July 1, beginning July 1, 2013, by the same percentage as the cost-of-living increase in social security benefits effective as of the previous December, as authorized by the federal social security administration.

South Dakota HB 1148 – Revise the minimum wage law for certain seasonal employees.

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Movie Trivia...

• Who was the first female to direct a movie that raked in over \$100 million?

• Penny Marshall

•••••



Four Generations of Quincers continued from page 3

"I blame that on my grandma, I think," he said.

Dave spent a lot of time at the theater growing up. That's where his dad, Rich, was. Dave's favorite job was being in the projection room.

"If he was up there, I was up there," Dave said. "I followed him around."

He started running projectors at the drive-in, and he's the only one that works with the film at the Cozy, now, he said.

Running projectors has gotten a lot more hands off than the days when an operator had six reels of film to switch back and forth every 15 to 20 minutes, he said. Now he splices film together and automation brings up the house lights. He's got employees who can thread the projector, but he does the splicing.

Even though the Cozy is a family business, it isn't always the most conducive to family life, according to Dave. It's a seven-day-a-week, all-day, all-evening job. He does most of the work himself like his dad and uncle did before him.

The labor-intensive nature of operating his own business doesn't seem to have affected his grown daughters negatively, though.

Both Melissa and Elizabeth Quincer have fond memories of growing up in the theater and working there.

Melissa begged to work at the theater, she said. She started officially as an employee when she was 15, but she's helped out since she was 5 or 6.

When she had all-day kindergarten every other day, instead of going to day care on days she didn't have class, she went to the theater to hang out with her dad. The big, old building has lots of nooks and crannies to play hide and seek.

"It's kind of more like a home away from home than a



Della ran the Cozy Theatre with her sons when her husband, Clarence, passed away.



Wadena Drive-In Theatre

out at the theater, she said. When she was little, it was fun to hang out with the cool, older kids who worked at the Cozy.

The theater was like home for the girls, but it isn't their career choice.

Melissa is a senior majoring in psychology at St. Scholastica in Duluth. Elizabeth is a pre-med major at Concordia in Moorhead.

Dave would like the theater to stay in the family, but it isn't something he's going to force on his kids.

"Nobody pushed me to do this," he said. "I don't want to push them either."

His son Matthew, 12, has said he wants to run the theater when he's older, Dave said. But they will have to wait and see if that interest continues. Dave and his wife, Lynn, also have another son, Thomas, 10.

Dave always planned on

job," she said.

Melissa didn't pay for a movie until her freshman year of college, she said. She still won't eat the popcorn in other theaters.

Elizabeth said the theater has a homey atmosphere for her. It was always the coolest thing to help her dad

returning to Wadena to run the Cozy, but his mother made him go to college so he would have something to fall back on if the theater business went down, he said. He got a degree in business administration and accounting and worked for the government for five years.

Government paychecks are better. The Cozy still lured him back in.

The theater has experienced some lean years with threats from television and video, but the Cozy has made it through, Dave said.

Now he's looking toward the future. The studios are pushing for digital equipment so they can stop making 35 millimeter film copies, he said. He'll miss using the projectors that are more than 50 years old, but the digital equipment will be easier to use and save time.

Things have changed a whole lot over the years, Don said.

One major thing has stayed the same, though. The last name of the owner — Quincer — hasn't changed for 86 years.

"For a business to survive four generations in one family, too, is kind of rare these days," Dave said.

They've learned from each other through the years, he said. Each generation has expanded and adapted to the times.

The theater remains a local landmark with its marquee flashing promises of greasy-fingered big screen entertainment for movie and popcorn lovers passing by on Jefferson Street.



The Newsreel



Construction crews are busy at work at the Buffalo Mall in **Jamestown, ND** on the new 6-plex stadium theatre being built by **Lyman and Cory Keim** owners of the two twin theatres in that town that will be replaced by the new facility. Bright Star Systems of Minneapolis are schedule to arrive in April to install seats, concession and projection equipment. The opening is scheduled for May 31.



The new **Atlantis 15 Theatres** in the southern Minneapolis suburb of **Burnsville** and the **Chateau Theatres** in **Rochester** were recently closed by Minneapolis based Cinemagic Corp. Both theatres have been taken over by Florida based Paragon Theatres. The Burnsville theatre has been renamed the Odyssey 15 and re-opened in mid February. Remodeling continues on the Chateau 14. Both already deluxe theatres are being remodeled by Paragon to add their signature Sony 4K digital projection, VIP rooms, alcohol service and other high-end amenities. Paragon currently operates theatres in Fredericksburg, VA and Coconut Grove, near Miami, FL. and is run by former Muvico executives. Cinemagic continues to operate the rest of their circuit throughout Minnesota, Iowa and Wisconsin. Former Chateau manager and promotion powerhouse Mitch Stevenson is back on board to manage for the new company. After a stint with the local Chamber of commerce, Mitch is glad to be back in the business and jokes, "they pulled me back in."



Jerry Brekke, who owns the Grand 15 Theatres in Bismarck, ND, re-opened the **Mayer Theatre** in his boyhood hometown of **Hebron, ND** September 30. The theatre had been closed when Brekke purchased it in July after returning from a trip with the Theatre Historical Society through Indiana. Restoring the 1949 theatre in the small town of 803 people 60 miles from Bismarck became a labor of love for Brekke. He was helped by his staff from the Grand who applied lots of elbow grease to cleaning and remodeling the theatre to restore its former glory. He totally restored the neon marquee along with installing new projection and stereo sound equipment.



Fridley's historic **State Theatre** in **Washington, Iowa** is currently closed following a November 17 fire that started when a workman threw a lit cigarette into a trash can in the projection room. Fridley is completely

remodeling the theatre throughout, including new leather rocking chair seats, digital projection, and digital stereo sound. Fridley is also exploring historic renovation of the front. A mid-April opening is planned.



We are saddened to report that **Kevin Gerald Lange**, manager of **CEC's Clinton 8 Theatres** in **Clinton, Iowa**, passed away January 26 at his home in Chadwick, IL due to cancer. Kevin was only 51 years old. He is survived by his wife, Barbara, an adult son and daughter and a granddaughter who was his pride and joy. Kevin, a Yankton, SD native, started his movie career in Norfolk, NE with Central States Theatres. He and his wife later moved with the company to manage theatres in Ottumwa, IA and Camanche, IA, before moving to Clinton to oversee the building and opening of the Cinema 8. Kevin continued with CEC Theatres after they purchased the Central States chain. Condolences and tributes may be sent to the family at www.lawjonesfuneralhome.com



By way of the theatre Historical Society, we learned that the **Plaza 3 Cinema** in **Keokuk, Iowa** was re-opened December 10 by Eisentraut theatres of Hillsboro, IL. Jeff Eisentraut said his company specializes in operating theatres in smaller markets and typically charges lower prices for tickets and concessions. The theatre had originally been built in the 1960's by AMC who closed the theatre November 28.



Richard and Roxanne Peters have applied for zoning to build a **new twin drive-in theatre near Tea, SD**, just south of Sioux Falls. However, neighbors are protesting the proposed drive-in to the Lincoln County Planning and Zoning Commission. They are concerned about increased, traffic, noise and light from the theatre. They also point out that the proposed location is served only by a two lane county highway that

— Continued on back page.



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Newsreel continued from page 11

doesn't have a passing lane, shoulders or frontage road. The proposed entry road to the drive in would be right after a hill and residents are concerned that could cause accidents. The Peters currently run a wholesale distribution business.



Promo Nugget: while most theatres are cutting back or cutting out their display newspaper advertising, one astute veteran exhibitor wants to pass on his success with promoting certain movies in the newspaper's classified advertising. Many people who would skip over the regular theatre ads, read the classifieds religiously. Even people who aren't looking for jobs scan the want ads to see what's available at what wages. The same is true with cars for sale and many other categories. This exhibitor wrote short, clever copy. One of the ads was headlined "Sex" in big bold copy. Below in smaller copy, he said; "Now that I have your attention, I want to recommend 'xyz' It's one of the funniest movies of the year."



At various times in their careers, most managers have had to evict drunks---but at a children's movie??? According to AP reports, Saturday, March 8, Timothy Elvester, a 49-year-old Aitkin, Minnesota man attending a matinee performance of "Rango" at the Desert Star Cinema in Lake Delton, Wisconsin became intoxicated and caused a disturbance. When several patrons complained, the manager called police and told them that a man in the theatre was "very intoxicated" and openly drinking liquor from a pint bottle. The man was apparently swearing at the movie, had fallen down the stairs and had urinated in the auditorium. The auditorium was about 90% full of families and children. The manager stopped the movie while police removed the man who was later charged with vandalism and disorderly conduct. He was held on a \$100 bond.



Send in **news items about your theatre** and personnel to the Newsreel. We'll include them in the next issue. Send us news of openings, remodelings, expansions, personnel changes, marriages, anything that might be of interest to your fellow exhibitors. Email Newsreel items to jeff@loganmovie.com or via "snail mail" to Jeff Logan, 209 N. Lawler St., Mitchell, SD 57301.