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Pioneer News

Summer 2011

Dick Cook, Humanitarian, Philanthropist and Industry Legend Honored as 2011 Pioneer of the Year

Oh, what a night! The 2011 Pioneer of the Year Dinner honoring Dick Cook was celebrated at the first annual CinemaCon at Caesars Palace, Las Vegas. The gala raised over \$1 million for the Motion Picture Pioneers Assistance Fund (MPPAF), a charitable program helping theatrical entertainment industry veterans.

Comedian and actor Tim Allen hosted the festive evening while ventriloquist, singer and impressionist Terry Fator entertained the 2,300 guests. John Travolta presented the Pioneer of the Year Award to Dick Cook, and Hollywood powerhouses Michael Eisner, Joe Roth, Jeffrey Katzenberg, Chuck Viane, Jon Turteltaub and James Cameron made special tributes to him.

Dick Cook, former chairman of The Walt Disney Studios, began his 38-year career with The Walt Disney Company in 1970, where he was a ride operator on the park's steam locomotives and monorail at Disneyland in Anaheim, California. In 1980, Cook entered the motion picture business at Disney as assistant domestic sales manager for the Buena Vista Distribution Company and quickly moved up the ranks. As chairman, Cook oversaw all aspects of the development, production, distribution and marketing for all live-action and animated films released under the Walt Disney Pictures, Touchstone



Dick Cook

Pictures, Hollywood Pictures and Miramax banners worldwide. He was also responsible for Disney's worldwide home entertainment operations, as well as Disney Music Group, Disney Theatrical Productions, and the studios' legal and business affairs, new technology and environmental initiatives.

Under Cook's leadership, the studios achieved many milestones and were one of the leading domestic and international distributors for over a decade, with global box office receipts in excess of \$2 billion each year. During his tenure, the studios released 60 films that

each grossed more than \$100 million domestically. No other studio had accomplished that extraordinary feat.

The Pioneer of the Year Dinner has become a mainstay in the motion picture industry and attracts members from all aspects of the entertainment community. Past honorees have included industry leaders such as Cecil B. DeMille, Jack Warner, Darryl F. Zanuck, Frank G. Mancuso, Jack Valenti, Terry Semel, Sumner Redstone, Robert Shaye, Michael Eisner, Alan Horn, Jeff Blake and the 2010 honoree, Rob Moore.

For more information about the MPPAF or the Pioneer of the Year Dinner, please call (888) 994-3863 or visit www.wrpioneers.org.

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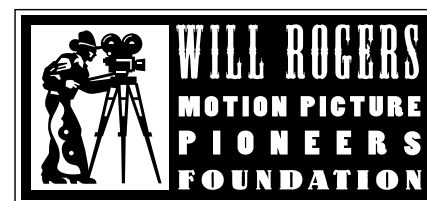
2011 Pioneer of the Year

DICK COOK

Humanitarian, Philanthropist
& Entertainment Industry Legend

CINEMA CON

IN RECOGNITION OF HIS SUPPORT OF HUMANITARIAN CAUSES AND PHILANTHROPIC ENDEAVORS AND FOR THE DISTINGUISHED LEADERSHIP HE PROVIDES TO THE ENTERTAINMENT INDUSTRY AND COMMUNITY AT LARGE.



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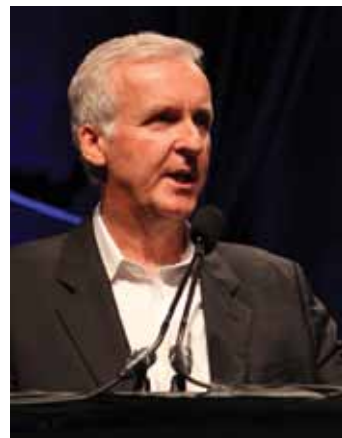
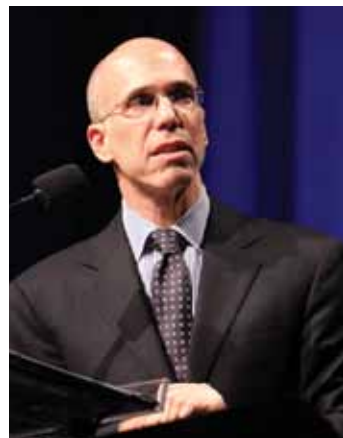
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Corrections: In the 2011 Pioneer of the Year Journal, James Cotter's name was spelled incorrectly. NATO of Wisconsin and Upper Michigan Freedom sponsorship ad was erroneously omitted. We extend apologies and gratitude to our generous sponsors.

Pioneer of the Year

HONORING DICK COOK



Photos © 2011 Ryan Miller/Capture Imaging

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iPad 2 Winner at Pioneer Dinner



Scott Sherr (left) from Sony Pictures Entertainment was the winner of a new iPad 2 at the Pioneer of the Year Dinner. Attendees of the dinner who donated \$75 or more to the MPPAF were entered in the drawing. An additional \$20,000 was raised from texts and pledges throughout the evening. Scott commented, "The 2011 Pioneer of the Year Dinner honoring Dick Cook was incredibly entertaining and moving at the same time. I felt that the speakers and presentations communicated not only the contributions made by industry pioneers, but also the incredible amount of invaluable assistance provided by the MPPAF. The event did a great job reminding me and everyone else in the audience that we're all part of a community, and we all need to contribute for a greater good. The video presentations were particularly well done and served as a great call to action. I'm very glad to be a part of the motion picture industry and am delighted to support such a worthy cause."



Pioneer of the Year

COCKTAILS & CHEERS



Photos © 2011 Ryan Miller/Capture Imaging

HERE'S TO YOUR HEALTH

Will Rogers Health Fairs

Will Rogers provided free health screenings at CinemaCon, Cinemark and Mid-Atlantic NATO. Health fairs offered cholesterol, blood pressure, glucose and spirometry testing in addition to chair massage. New at some industry events was the COPD Shuttle: A Journey to the Center of the Lung. The COPD Shuttle is a 20-seat, state-of-the-art mobile motion simulator that takes you on a five-minute microscopic journey into the human body to witness the devastating effects of smoking and other pollutants on lung tissue. Thank you for visiting us!



Photos © 2011 Ryan Miller/Capture Imaging

Health Fair Screening Results



Glucose:
Not meeting goal (150) = 11%
Average glucose = 108

Blood Pressure:
Borderline 120-139/80-89 = 40%
High >140/90 = 14%

Pulmonary Function Tests:
Normal Capacity 75-80
Referred to MD = 3%

Pulse Ox:
Borderline 90-94 = 0%
Low <90 = 0%

Cholesterol:
Borderline 200-239 = 25%
High >240 = 8%
Average total cholesterol = 183

Congratulations to Our Nike Gift Card Winners

At all of our Will Rogers Health Fairs and the COPD Shuttle events, participants were automatically entered into a Nike gift card drawing.

The **CinemaCon Health Fair** lucky winner was Brian Brunet from Ticketmaster, who said, "The health fair at CinemaCon was pleasant and very informative. It was nice to have some testing done outside a doctor's office. Thanks for all you do!"

Congratulations to our **Cinemark Health Fair** winner, David Ray from Cinemark Theatres in Yuba City, California.

The **Mid-Atlantic NATO Health Fair** winner was Katherine Owen from Rave Motion Pictures in Fairfax, Virginia. Katherine added, "The simulator was informative and surprisingly fun. I would call it a roller-coaster ride of information! The information booth was awesome and filled with very kind and informative personnel."



Visit www.wrpioneers.org for Free Health and Educational Information and Resources

For more information about Will Rogers Health Fairs and all of our programs and services, visit our Web site anytime. Check out free educational and health brochures on a wide range of topics including retirement, long-term care, financial planning and more. Also use our national resources directory to access links to assist with many of life's challenges.



2011 Film Row Charity Golf Classic Raises \$64,000 for the MPPAF

A special thank-you to our sponsors: Kodak – *Dinner Sponsor* • Market Force – *Lunch Sponsor* • Doremi – *Cocktail Hour Sponsor*
• Dolby Laboratories – *Beverages on the Course Sponsor* • Brenden Theatres – *Closest to the Pin Sponsor*. And thanks to the Golf Committee for their hard work — Bob McCormick, Alan Davy, Pat Pade, Scott Kennedy and Steve Schoenburg.



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WILL ROGERS NEWS



Sarah Jessica Parker 2011 Will Rogers Institute Summer Fund-Raising PSA Spokesperson

Sarah Jessica Parker is the host for the 75th Summer Fund-Raising Campaign for the Will Rogers Institute. This year, along with our traditional theatrical fund-raising, we will enable donors to make a one-time \$10 contribution by texting **WRI** to **85944**. A special thank-you to Sarah Jessica Parker for being a part of the tradition.

Thank you to the following sponsors, studio partners and theaters for your continued participation in and support for our annual Summer Campaign.

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* List of participating theaters confirmed as of newsletter printing. Times and dates will vary by theater.

THANK YOU TO THE THEATER MANAGERS WHOSE EFFORTS MAKE OUR CAMPAIGN A SUCCESS EVERY SUMMER!

For 75 years, the WRI has been dedicated to the support of lung research and developing new treatments and cures for pulmonary diseases and disorders. We are grateful to all of you who help us during our Summer Campaign to accomplish these goals.

To learn more visit www.wrinstitute.org.

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In Remembrance



Martin S. Quigley: Writer, Educator, Mayor, Spy, Dies at 93

Martin S. Quigley, writer, editor, publisher, educator, mayor, sailor and spy, died of natural causes at home in West Hartford, Connecticut, on February 5, 2011.

Quigley spent most of his career leading Quigley Publishing Company, the motion picture trade publishing company founded by his father in 1915. He became editor of the *Motion Picture Herald* in 1949, editorial director of all the company's publications in 1956 and was president from 1964 to 2001. As one of the most important figures in motion picture trade journalism, he was the editor or author of five books about movies.

Quigley was the chairman of the Will Rogers Institute's public education committee from 1980 to 1997 and is responsible for establishing the Institute's public service announcement campaign that the Institute is known for today.