

Pioneer News

Summer 2007



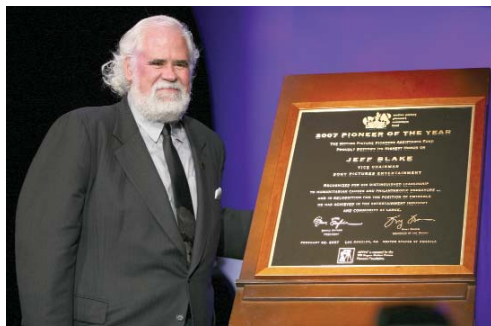
Pioneer Dinner Honors Jeff Blake

Jeff Blake, vice chairman of Sony Pictures Entertainment, was honored by the Will Rogers Motion Picture Pioneers Foundation at the 68th Pioneer of the Year Dinner

on February 23 at the Century Plaza Hotel in Los Angeles. Proceeds from the annual event were donated to the Motion Picture Pioneers Assistance Fund, which serves members of the motion picture industry who encounter an illness, injury or life-changing event.

Blake has overseen the launch of 40 number-one films, including such hits as *Spider-Man*[®], *Spider-Man*[®] 2, *Talladega Nights: The Ballad of Ricky Bobby*, *Hitch*, *Click*, *RV*, *The Pink Panther*, *50 First Dates*, *Men in Black*[™] II, *Fun with Dick and Jane*, *Mr. Deeds*,

**Raising Over
\$2 Million
for Industry
Veterans**



Jeff Blake, 2007 Pioneer of the Year

Bad Boys II, *Anger Management*, *Panic Room*, *Daddy Day Care*, *Something's Gotta Give*, *S.W.A.T.*, *XXX*, *Black Hawk Down*, *Charlie's Angels*[™] and *The Grudge*, among many others.

In 1996 the Will Rogers Memorial Fund was in a period of reorganization and having difficulty raising funds. Jeff made it his personal mission to make sure the charity survived. The charity has been successful ever since, and in 2002 merged with the Foundation of Motion Picture Pioneers to create the Will Rogers Motion Picture Pioneers Foundation. His leadership and achievements as a professional, and his dedication to this charity, have earned him respect and admiration from his colleagues.

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Worker 🌟 Will Rogers at ShoWest 2007 🌟 Tributes & Memorials ... and more 🖱️



FELLOW PIONEERS

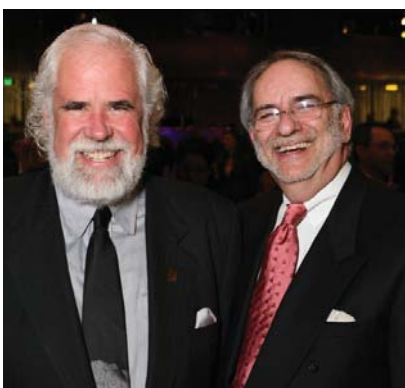
We believe 2007 is going to be a phenomenal year for the Will Rogers Motion Picture Pioneers Foundation. Thank you to everyone who attended and generously donated over \$2 million to the Pioneer of the Year Dinner in February honoring Jeff Blake. The money raised will help friends, coworkers and members of our industry who have fallen on hard times. To learn more about our assistance programs, please see page six.

We're just about ready to embark on the 2007 summer campaign for the Will Rogers Institute. We're thrilled to have Geena Davis as our spokesperson this year. The continued success of this event is largely due to the commitment of our exhibitor partners. A special thank you to those who donated their services and to our studio partners as well. Our goal is to top the \$4 million mark this summer.

The money collected by the foundation funds pulmonary research laboratories, medical school fellowships, neonatal ventilators and free educational materials. For more information on the Institute and its programs, please read the enclosed "Humanitarian" newsletter.

It's an honor to be part of this generous industry. On behalf of everyone at the Will Rogers Motion Picture Pioneers Foundation, have a healthy and successful summer!

Bruce Snyder
President



*Jeff Blake and Bruce Snyder
at 2007 Pioneer of the Year Dinner*

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ABOUT THE WILL ROGERS SUMMER FUND-RAISING CAMPAIGN

Be Part of the Tradition of Generosity

For over 70 Years, a National Leader in Providing Medical School Fellowships,
Neonatal Ventilators and Educational Materials

Each summer, in movie theaters across the country, the Will Rogers Institute embarks upon a special fund-raising event – the Summer Theatrical Fund-Raising Campaign, a time-honored tradition that began in 1936 and starred James Cagney, Humphrey Bogart and Bette Davis. Throughout the decades a variety of celebrities, including Cary Grant, Henry Fonda, Clint Eastwood, John Wayne, Barbra Streisand, Frank Sinatra, Mel Gibson, Anthony Hopkins, Tommy Lee Jones, The Rock, Teri Hatcher and the Muppets, have hosted theatrical PSAs.

Contributions fund pulmonary research laboratories, medical school fellowships, neonatal ventilators and free educational materials.



Geena Davis, 2007 Summer Spokesperson

Current sponsored programs include gene therapy for cystic fibrosis and other diseases at Cornell, treatment of lung infections with newly discovered natural antibiotics known as defensins at UCLA, new strategies for treatment of lung injury and pulmonary edema from air pollution and other lung insults at USC, and pulmonary rehabilitation at Burke Rehabilitation Hospital. The Institute has also sponsored research fellowships in lung diseases at many major universities throughout North America, thereby helping to train future leaders in lung research to serve our children and future generations.

Visit www.wrinstitute.org to learn more!

2007

OUR PARTNERS & SPONSORS

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DELUXE LABORATORIES

KODAK MOTION PICTURE FILM
NATIONAL ASSOCIATION OF THEATRE OWNERS

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OUR STUDIO PARTNERS

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OUR EXHIBITOR PARTNERS*

AMC ENTERTAINMENT
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MARCUS THEATRES
MUVICO THEATERS
NATIONAL AMUSEMENTS
PACIFIC THEATRES

R/C THEATRES
RAVE MOTION PICTURE THEATRES
REGAL ENTERTAINMENT
UNITED DRIVE-IN THEATRE OWNERS
WEHREBERG THEATRES

*List of exhibitor partners at the time of press. We apologize if your theater name is not included. Thank you for participating!

BE PART OF THE TRADITION...

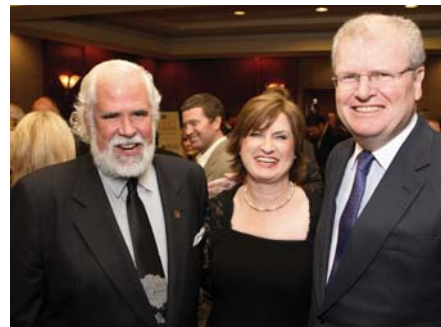
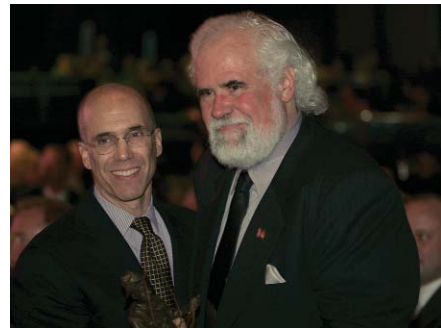
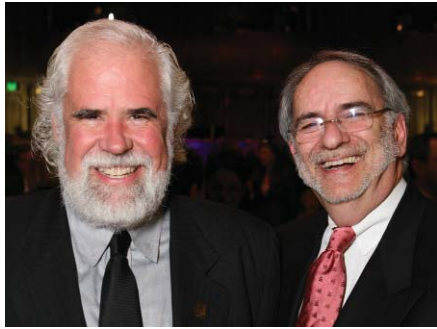
1936	1943	1962	1975	1977	1982	1983	1986	1991	2005	2006
Will Rogers Memorial Hospital established	Effective TB treatment discovered with the assistance of Will Rogers Memorial Hospital	Will Rogers Memorial Hospital establishes a teaching and training program for medical research, with focus on pulmonary diseases	TB successfully battled, cases diminish in U.S. and hospital no longer required	Will Rogers Institute established at Burke Rehabilitation Hospital in White Plains, NY, to continue research of pulmonary disease	Research lab established at Burke Hospital, creating the Will Rogers Institute	Research lab established at University of California, Los Angeles	Research lab established at Cornell Medical Center	Research lab established at University of Southern California	Summer PSA Spokesperson The Rock	Summer PSA, featuring a host of celebrities, helped raise over \$4 million
James Cagney hosts opening ceremony for the hospital			Spokesperson Barbra Streisand	Spokesperson Dom DeLuise	Spokesperson Dudley Moore	Spokesperson Christopher Reeve				
			\$500,000 RAISED	\$800,000 RAISED	\$1.1M RAISED	\$2M RAISED	\$2.1M RAISED	\$4.2M RAISED	\$4.2M RAISED	\$4.2M RAISED

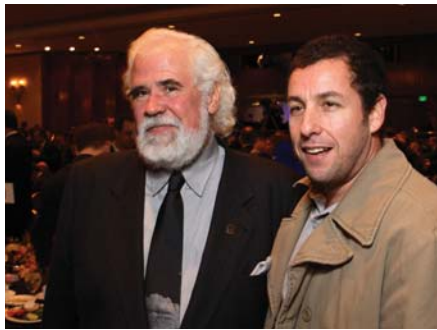


2007 Pioneer of the Year Dinner

February 22, 2007, Hyatt Regency Century Plaza Hotel, Los Angeles, California

Family, friends and supporters gathered to honor Jeff Blake (top left) and to celebrate a great cause. 🌟 Heather Senner, a gifted singer, and Jeff Blake's daughter (center, in red) provided the evening's entertainment. 🌟 Northwestern University's marching band paid a thrilling tribute (lower right). 🌟 Over 1200 guests attended the event.





Photos © 2006 Ryan Miller/Capture Imaging

WE ARE HERE FOR YOU



THE MOTION PICTURE PIONEERS ASSISTANCE FUND (MPPAF) SERVES MEMBERS OF THE THEATRICAL COMMUNITY (EXHIBITION, DISTRIBUTION AND PRODUCTION) WHO ARE ENCOUNTERING AN ILLNESS, INJURY OR LIFE-CHANGING EVENT. SERVICES AND QUALIFICATIONS VARY BY PROGRAM. ALL ASSISTANCE IS INTENDED TO PROVIDE SUPPORT DURING A RECOVERY OR ADJUSTMENT PERIOD. TREATMENT OF SUBSTANCE ABUSE IS NOT INCLUDED.

ASSISTANCE PROGRAMS

- MEDICAL REHABILITATION
- EQUIPMENT AID
- VOCATIONAL REHABILITATION
- QUALITY-OF-LIFE GRANT
- FUNERAL AND CEMETERY GRANTS
- INFORMATION AND REFERRALS
- EMERGENCY GRANT

SERVICES IN MOTION

- COMPREHENSIVE ONLINE HEALTH DIRECTORY
- PIONEER QUALITY-OF-LIFE PROGRAM
- SOCIAL SERVICES COMMUNITY OUTREACH
- HEALTH FAIRS AND FREE EDUCATIONAL BOOKLETS PROVIDED BY THE WILL ROGERS INSTITUTE

Be Prepared: Advance Medical Directives

Do you have an advance medical directive? Despite the fact that the majority of people who believe having some form of advance medical directive is a good idea, studies show most people have not completed one. Furthermore, less than half of the people studied who stated they wanted their families to make health care decisions for them had not discussed their health care wishes with their family.

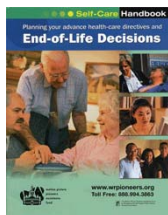
Planning one's advance health-care directives can be daunting. Very few people like to think about end-of-life issues. However, every adult – young or old – should have advance directives in place. Advance directives include living wills and durable power of attorney for health care.



Cover your loved ones
and yourself by planning an
Advance Medical Directive

A living will might include instructions about life-sustaining treatments, pain management or whether you want to be cared for at home or in a long-term care facility or hospital. A durable power of attorney for health care names a person as your health care agent. He or she can make decisions for you if you become unable to do so. These documents speak to what *you* want or don't want in certain medical situations.

It is important to make sure *your* voice is heard! If you have any questions or concerns regarding completing an advance medical directive, please feel free to call our Social Services Department at (888) 994-3863, ext. 2370.



If you would like a copy of "Planning Your Advance Health Care Directives and End-of-Life Decisions," a handbook designed to introduce you to advance medical directives, call our Social Services Department at (888) 994-3863, ext. 2370.

Ask the Social Worker:

By Megan Olman, MA

Q: I live across the country from my aging uncle. Over the last couple of months, I have grown increasingly concerned about his physical and mental health, specifically his ability to care for himself at home. His doctors have diagnosed him with early-onset dementia. There is no family nearby to check in and look after him. He refuses to talk about moving into an assisted living facility. What are some of my options? I am really concerned about him.

A: Your uncle is very lucky to have someone who obviously cares so deeply about his well-being. You are in an extremely difficult position, given the physical distance. It is never easy being a caregiver, let alone a long-distance caregiver.

First, I suggest you try to visit your uncle, or call if you are unable to visit, to let him know you want to assist in planning for his future, specifically to help ensure that his future wishes are followed. You can help your uncle plan for his future by consulting with an elder law attorney about the possibility of establishing a power of attorney for finances and medical care. Also, seek your uncle's permission to contact his physician to determine the prognosis of his illness. If you find that this does not adequately answer and calm your concerns, then you may want to look into establishing a conservatorship for your uncle when his physician indicates he can no longer care for himself.

A conservatorship may be needed when someone is incompetent to manage his or her own financial affairs and/or personal care and has no viable alternative method of delegating these duties to another (through either a durable power of attorney, living trust or another legal arrangement). A conservator is responsible for making decisions about personal matters for the conservatee, including decisions about medical care, food, clothing and residence.

A relative, friend or public official may petition the court to appoint a conservator for someone. The petition must contain facts establishing why the individual cannot manage his or her affairs and/or make decisions concerning personal care. A court investigator is appointed to interview the proposed conservatee. The petition is then set for a hearing, and the judge will decide whether or not the conservatorship is required.

One advantage of a conservatorship is that it can manage an incapacitated person's affairs when he or she does not have

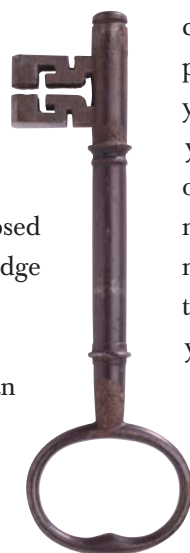
an alternative mechanism in place to do so. It can also provide a way to assist someone who may be unwilling to accept such assistance. In many states you can hire a private professional fiduciary as a conservator. For more information, contact the National Guardianship Association at (877) 326-5992 or visit www.guardianship.org, or contact the National Academy of Elder Law at (520) 881-4005 or visit www.naela.com. Both organizations can provide state-specific information and referrals. Good luck to you and your uncle.

Q: My husband and I recently tried to purchase a new home. We were shocked to discover that our credit score was so low, and as a result the interest rate they offered us was incredibly high and unmanageable. What exactly is a credit score and how can we improve ours?

A: You and your husband are not alone. Many people are unaware what their credit score is, let alone what it is based on. A credit score is a number lenders use to help them decide your credit risk at a particular point in time. The most widely used are Fair Isaac and Company scores, commonly referred to as FICO. Fair Isaac develops FICO scores based solely on information in consumer credit reports maintained at the credit reporting agencies.

First, it is important to make sure that there are no mistakes on your credit report. It is a good idea to review your credit report from each agency at least once a year, and especially before making a large purchase. The only Web site authorized by the federal government to offer a free credit report request is www.annualcreditreport.com. If you find an error, the credit reporting agency MUST investigate and respond to you within 30 days.

A FICO score ranges from 300–850. Your score includes five main categories: types of credit in use, new credit, length of credit history, payment history and amounts owed. Approximately 35 percent of your score is based on payment history. A couple of tips for raising your score include paying bills on time; contacting your creditors or a legitimate credit counselor if you have trouble making ends meet; keeping balances low on credit cards and revolving credit; not closing unused credit cards; and not opening new credit accounts that you don't need. Credit scores go up and down over time. Once you and your husband clearly identify areas of your credit that need to be addressed, you both can work toward clearing them up and purchasing that dream home!



DO YOU HAVE A QUESTION YOU WOULD LIKE ANSWERED OR A TOPIC YOU WOULD LIKE MORE INFORMATION ABOUT? PLEASE WRITE TO MEGAN OLMAN AT THE WILL ROGERS MOTION PICTURE PIONEERS FOUNDATION, 10045 RIVERSIDE DRIVE, THIRD FLOOR, TOLUCA LAKE, CA 91602. YOU CAN ALSO E-MAIL MOLMAN@WRINSTITUTE.ORG OR SEND A FAX TO (818) 508-0391.

Will Rogers Says “Thank You!” to Top Theater Managers at ShoWest 2007

Will Rogers Institute raised \$4.1 million during the 2006 summer fund-raising campaign, thanks in large part to hard-working theater managers across the country. 🌟 A healthy breakfast was hosted by Will Rogers, Nestlé and Screenvision and was kicked off by a local aerobics instructor leading delegates in stretches and exercises (top row). 🌟 Will Rogers offered free cholesterol, glucose and blood pressure screenings to ShoWest delegates (second row, right). 🌟 Regal presented Will Rogers Institute with a check for over \$2 million (lower right) 🌟 Managers and special guests attended a cocktail party celebrating a successful 2006 (see photos on opposite page).

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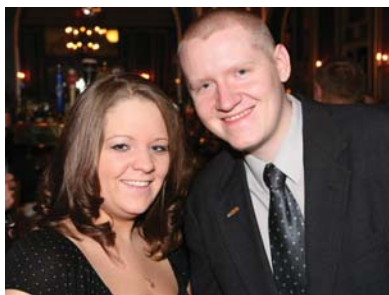
Walk Over to Will Rogers ShowEast 2007 Health Fair Visit Us and Keep Your Health In Check

Please visit us at the Will Rogers ShowEast 2007 Health Fair. Free screenings available include

- Cholesterol • Glucose • Blood Pressure • Lung Function • Bone Density
- Body Fat Composition • Skin Damage • Massage



COCKTAILS & CHEERS!



NAC LEND S A H A N D

Will Rogers thanks
Larry Etter, president,
and Charles Winans,
executive director,
of the National
Association of
Concessionaires (NAC)
for donating \$3,000
from the Duffer's Day
Golf Tournament at
ShowEast 2006
to WRMPPE.

The tournament will be
held at Shingle Creek
prior to ShowEast 2007.



Photos © 2006 Ryan Miller/Capture Imaging

➤ Tributes & Memorials ❄



Larry Dean Hanson

Larry Dean Hanson died at 58 after a lengthy battle with cancer. Since 1992, he was a part owner and vice president of F&F Management in Palatine, IL, which owns and operates theaters in Illinois, Wisconsin and Michigan. Mr. Hanson served on the board of directors of NATO of Wisconsin and Upper Michigan and NATO of America, for which he served 13 years as chairman of its independent theatre owners committee. His 43-year career in the motion picture industry also included management stints in South Dakota, Indiana, Massachusetts and New York.



Marty Perlberg

On December 20, 2006, Martin Perlberg, the longtime executive director of the Will Rogers Memorial Fund, passed away in his sleep. Marty was known for his quick wit and ability to wow an audience with stories and jokes. When he became the executive director, he filled the big shoes left by Martin Newman.

Marty started his career in the entertainment industry performing on Horn and Hardart's radio show, singing and dancing, and tap dancing with a microphone at his feet. Marty broke into theatrical film when he became a booker for Columbia Pictures in the 1950s. From Columbia, he went on to become the head film buyer for RKO Theatres, and before working for the Will Rogers charity, Marty was a branch manager for Walt Disney Studios.

Marty, a constant figure at the Motion Picture Club golf tournament in New York every June, even in his years as a retiree, will be missed.

John H. Rowley

John H. Rowley passed away on November 22, 2006, after a long illness. John spent his entire career in the motion picture industry, starting with the Robb and Rowley Theatres that his father and a partner founded in 1915.

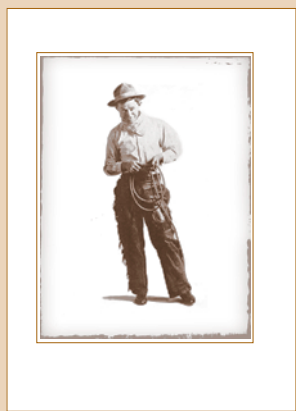
John was the last president of the Theatre Owners of America as it merged with Allied States Association to become the National Association of Theatre Owners in 1963. He was still the executive director of NATO of Texas well into his 80s. He served on the Will Rogers Motion Picture Pioneers Foundation board of directors and on Variety's international board and the Variety Foundation of North Texas. He was selected as the 1985 Pioneer of the Year. His loss will be felt by many.

“What constitutes a life well spent?

Love and admiration from your fellow men is all that anyone can ask.”

– Will Rogers

➤ HONOR REMEMBER CELEBRATE ❄



front of card

Honor, Remember and Celebrate a loved one, a special colleague or a friend with Will Rogers' "Tributes & Memorial Cards."

Your generous donation will help members of the theatrical community who have fallen on hard times and will provide much-needed funds for medical school fellowships, neonatal ventilators and educational materials.

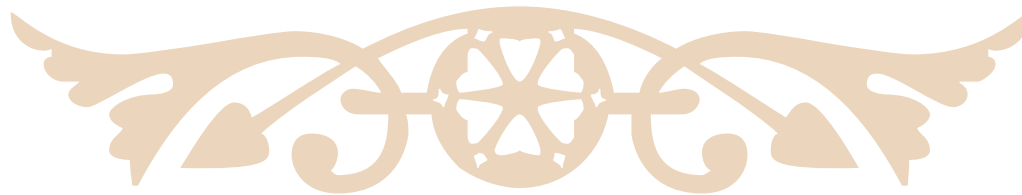
Memorial Card: *"A generous contribution in memory of – has been made by –"*

General Card: *"A generous contribution in honor of – has been made by –"*

Acknowledgment Cards: *"Gratefully acknowledges your gift in memory of – has been made by –"* or

"Gratefully acknowledges your gift in honor of – has been made by –"

To order "Tributes & Memorial Cards," please call toll-free (888) 994-3863 or visit www.wrpioneers.org. A minimum donation of \$10.00 per card is requested.



In Memory of:

From:

William Armstrong	Mark & Alice Scherwin
	Stanley & Marion Wassinger
Roy M. Brewer	Elizabeth Alvarez
Teresita Bruer	Sonny Gourley
	Ellen Mandel
	Mitch Neuhauser
	Joseph Peixoto
LeRoy Brumbaugh	Margery Kimbrough
Irwin Cohen	Mary Ann Anderson
	Eric Orlinsky, Saul Ewing
Donna Coward	Mel Levine
Catherine D'Alfonso	WOMPI Industry International
Ms. Daniels	Sy & Charlotte Frank
Murray Davis	Carmen Novak
Anne Dillon	WOMPI Industry International
Mary Ehrlichman	William Berinstein, Cornell Theatres, Inc.
Robert Frattare	Laurie Posiadly
Beatrice K. Freed	Mel Levine
Selma Fried	Martin & Jan Krupnick
Pearl Galus	Daniel Freeman
Gene Gibson	Doris McGehee
	WOMPI Kansas City
	Dorothy Reeves
	Judy Tryon
	Karen Tuzzolino
Dr. Sarah J. Greenwald	Andy Fairbanks
Sunny Greenwood	WOMPI Industry International
Larry Hanson	John Rowley
Barbara Kowalewski	Ellen Mandel
Eliot Kraft's Brother	Sy & Charlotte Frank
Joseph J. Mangine	IATSE Local 871
Jack Martin	Debbie R. White

In Memory of:

From:

Joseph I. Mazer	Robert Feller
George McNeil	Tom Elefante
Beverly Miller	Harrie Anne Kessler
Pat Miller	IATSE Local 871
Jack Morgenstern	Lilyan Horwitz
Martin Perlberg	Nick Guadagno, Creative Entertainment
Lillian Schwartz	Dorothy Reeves
Phil Sherman	Stephen Baker
	John Burnett
	Michael & Kim Casella
	Joseph Gerzema
	Nick Guadagno, Creative Entertainment
	Tom & Linda Hanika
	Charles C. Knudson
	Joe Mazzo
	Rosemary Mazzo
	Fred Mound
	D. Bruce Prout
	Nikki Rocco
	Roy & Judy Ross
	Anaheim Ducks/Honda Center
	Comcast SportsNet
	Universal Pictures Distribution
	Marilyn Krashinsky
	WOMPI Industry International
	IATSE Local 871
	IATSE Local 871
	Fred Tomeo
	Mel Levine
Clara Fox Snider	
Claire Rita Stone	
F. Evelyn Thoreson	
Sharon A. West	
Robert D. Wilson	
Fanny Yacher	

In Honor of:

From:

Banyan Member	
Guest Day	Susan Simon
Susan Fodem	Marjorie Levinson
Kurt Hall	Mercer Management Consulting
Bob Mayson	
Travis Reid	

In Honor of:

From:

Stephen Marcus	Mary Ann Anderson
Alejo Mo-Sun	Marjorie Levinson
Fred Mound	Pierce & Land Families