

2011 *Canadian Picture Pioneers*
PIONEER OF THE YEAR | AWARD DINNER

November 16, 2011

PIONEER OF THE YEAR

*Michael
Goldberg*

MIJO Co-Founder

**SILVER SPOTLIGHT
AWARD RECIPIENTS**

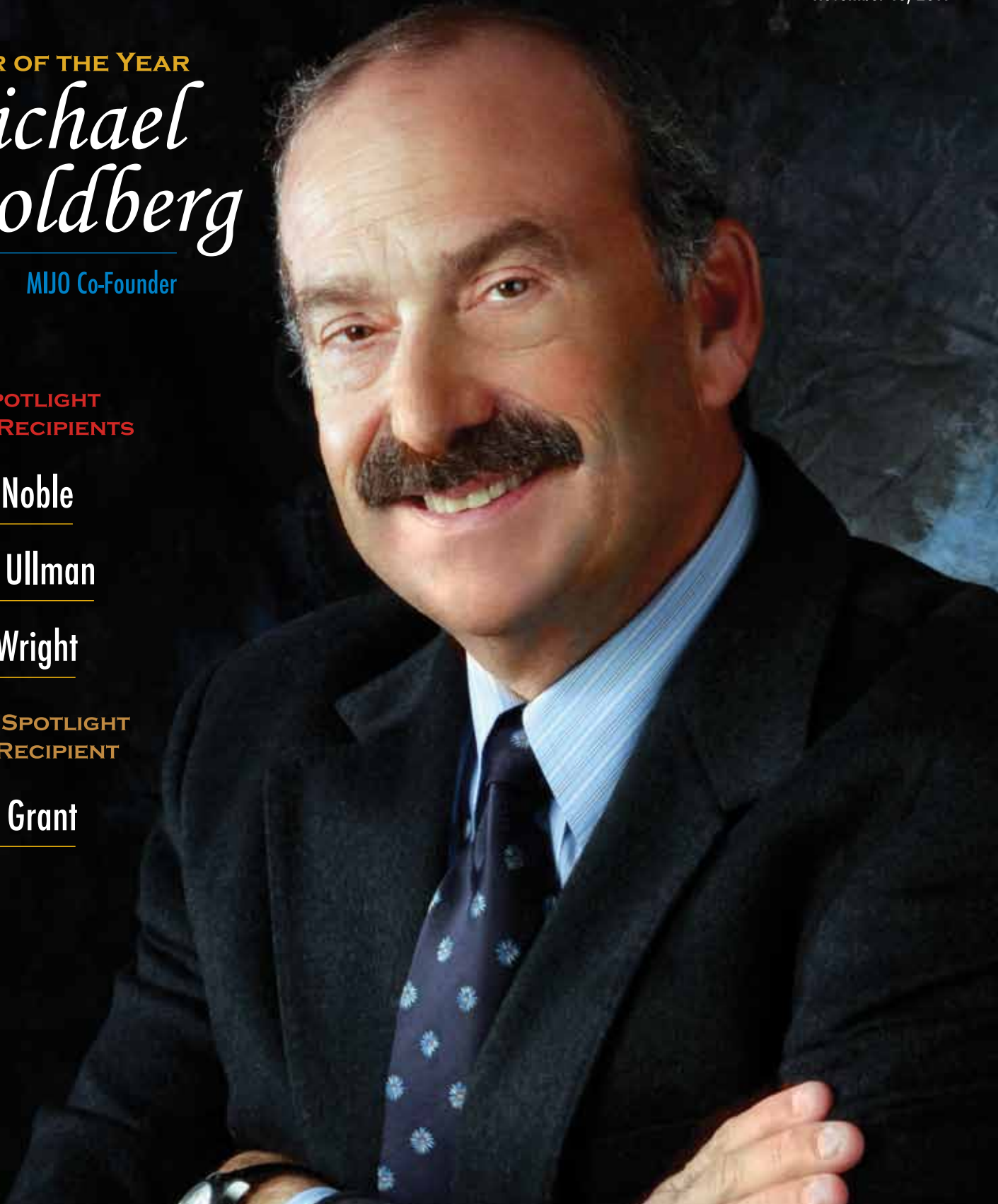
Adam Noble

Darlene Ullman

Jason Wright

**DIAMOND SPOTLIGHT
AWARD RECIPIENT**

Donna Grant



MIJO

A Salute to michael



Proudly honouring MIJO's own Michael Goldberg. Your dedication, leadership and vision is an inspiration to us all. Congratulations on this well-earned recognition.

2011 Pioneer of the Year

goldberg

MIJO Co-Founder

Congratulations to all the Canadian Picture Pioneers Award Recipients:

Silver Spotlight Award Recipients

- Adam Noble**
- Darlene Ullman**
- Jason Wright**

The Inaugural Diamond Spotlight Award Recipient

Donna Grant

With Love and Gratitude from your MIJO family



From all of us at

MIJO

MIJO.COM

a subsidiary of DG

JASON, YOU ARE

pioneer
IN A MILLION.

CONGRATULATIONS TO YOU AND TO ALL OF TONIGHT'S HONOREES,
ADAM NOBLE DARLENE ULLMAN
AND DONNA GRANT
AND TO THE PIONEER OF THE YEAR
MICHAEL GOLDBERG
FROM EVERYONE AT ALLIED.



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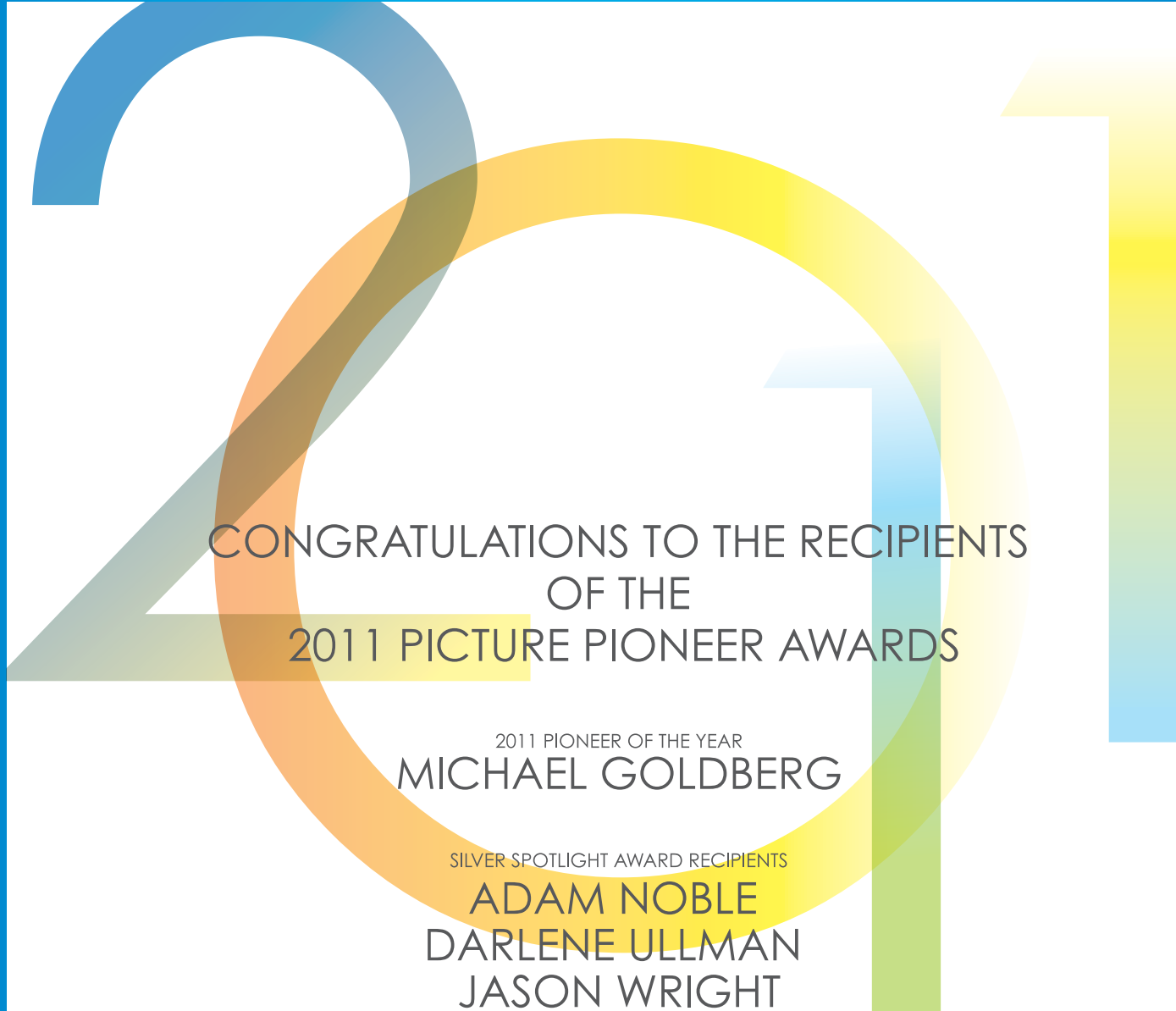
Congratulations
to the 2011 Pioneer of the Year

Michael Goldberg

A Genuine Partner.
A Loyal Friend.
A True Pioneer.



*With Love and
Great Respect,*
The Reitmans
Joel, Jill, Sam & Richard



CONGRATULATIONS TO THE RECIPIENTS
OF THE
2011 PICTURE PIONEER AWARDS

2011 PIONEER OF THE YEAR
MICHAEL GOLDBERG

SILVER SPOTLIGHT AWARD RECIPIENTS
ADAM NOBLE
DARLENE ULLMAN
JASON WRIGHT

INAUGURAL DIAMOND SPOTLIGHT AWARD RECIPIENT
DONNA GRANT



CANADIAN PICTURE PIONEERS 2010 SCHOLARSHIP RECIPIENTS



Stephanie Brown



Devon Dodge



Justine Edmondson



Robert Hick



Rebecca Hollett



Melanie Hutchinson



Austin MacDonald



Erika O'Halloran



Tyler Phill



Amanda Teixeira



Teresa Yeung

The Canadian Picture Pioneers Scholarship Fund

Thanks, Pioneers

Your contributions have made a huge difference!

Your Canadian Picture Pioneers Scholarship Fund has awarded more than **\$110,000** in the past eight years... changing the lives of **88** young people associated with our industry.

Movies are magic and the film industry is full of ambitious, intelligent and creative young people. If you would like to support the Pioneers' future movers-and-shakers, please consider the Scholarship program.

Let's keep changing young lives!



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1940-41 Clair Hague

1942 O.R. Hanson

1943-45 Clair Hague

1946 Leo Devaney

1947-49 Hon. J. Earl Lawson, K.C.

1950 Ray Lewis

1951 O.R. Hanson

1952-55 N.A. Taylor

1956-57 Morris Stein

1958-59 R.W. Bolstad

1960-62 Frank H. Fisher

1963-65 Dan Krendel

1966-67 Leonard Bishop

1968-69 Myer Axler

1970 A.L. "Pat" Travers

1971 Lloyd C. Pearson

1972-73 Leonard Bernstein

1974-75 Lionel Lester

1976-77 Don Watts

1978 Gerald Dillon

1979-80 Orval Fruitman

1981-82 Jack Bernstein

1983 Ted Hulse

1984-85 Dudley Dumond

1986-88 Barry Carnon

1989-90 Ron Emilio

1990 Barry Silver

1990-92 Robert Stinson

1993-94 Michael Taylor

1995-97 Phil Carlton

1998-2001 Cathy Watson

2002-PRESENT Phil May



2011 BOARD OF DIRECTORS

First Row Sitting: Paul Wroe, Sarah Necoloff, Greg Mason, Karen Davis, Rob Wales

Second Row Standing: John Pederson, Jason Wright, Darren Stokes, Ian Shaw, Michael Kennedy, Phil May, Sandra Stewart, Louise Campbell

Back Row Staircase: Denise James, Karen Burke Keniston, Cathy Watson, John Freeborn

Absent: Margaret Burnside, Jennifer Hofley, Ernie MacDonald, Michael Mosca, Danish Vahidy

CONGRATULATIONS

You are an inspiration to our industry.

Michael Goldberg

Adam Noble

Darlene Ullman

Jason Wright

Donna Grant



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ELLIOTT SHIFF, FERNE SHERKIN-LANGER & NINA CASTLE
CONGRATULATE

THE 2011 CANADIAN PICTURE PIONEERS AWARD RECIPIENTS

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Doremi Cinema honors

Michael Goldberg
2011 Pioneer of the Year

Adam Noble ; Darlene Ullman ; Jason Wright
Silver Spotlight Award Recipients

Donna Grant
Diamond Spotlight Award Recipient

and proudly congratulates them on their
achievement and contribution to the industry.

doremi
cinema

PIONEER OF THE YEAR

MICHAEL GOLDBERG

2011 SILVER SPOTLIGHT AWARD WINNERS

ADAM NOBLE
DARLENE ULLMAN
JASON WRIGHT

INAUGURAL DIAMOND SPOTLIGHT AWARD WINNER

DONNA GRANT



CANADIAN PICTURE PIONEERS

Board of Directors, Trustees and Members across Canada congratulate this year's honourees and thank them for their dedicated service to the Pioneers over the years. We would like to thank every one of our members and sponsors across the country for supporting the Picture Pioneers. Your continued support of events, annual donations and in memory bequeaths are truly appreciated by those who need our assistance.

CONGRATULATIONS TO THE 2010 SCHOLARSHIP RECIPIENTS

Stephanie Brown	Devon Dodge	Justine Edmonson
Robert Hick	Rebecca Hollett	Melanie Hutchinson
Austin MacDonald	Erika O'Halloran	Tyler Phill
Amanda Teixeira	Teresa Yeung	

2011 scholarship recipients will be announced at the Awards Dinner.

CANADIAN PICTURE PIONEERS HONOUR ROLL

PIONEER OF THE YEAR

1953 John J. Fitzgibbons C.B.E.
1954 Jack Arthur O.B.E.
1955 Louis Rosenfeld
1956 Oscar Hanson
1957 William Summerville Sr.
1958 N.A. (Nat) Taylor
1959 Haskell Masters
1960 Morris Stein
1961 Reuben W. Bolstad
1962 William Lester
1963 Frank Fisher
1964 Robert D. Hurwitz & Harry Hurwitz
1965 Herbert Allen
1966 Dan Krendel
1967 Harold Pfaff
1968 Harvey Harnick
1969 Leonard Bishop
1970 David Rothstein
1971 Myer Axler
1972 Zeke Sheine
1973 David Ongley Q.C.
1974 O.J. Silverthorne
1975 Leonard Bernstein
1976 Lionel Lester
1977 Hector Ross
1978 N.A. (Nat) Taylor
1979 Gerry Dillon
1980 George Destounis
1981 Barry Myers
1982 Robert Myers
1983 Jack Bernstein
1984 Don Watts
1985 Chris Salmon
1986 Morris Appleby
1987 Doug Gow
1988 Barry Carnon
1989 A.L. (Pat) Travers
1990 Dudley Dumond
1991 Ron Emilio
1992 Ted Hulse
1993 Robert Stinson
1994 Herb Mathers
1995 Michael Taylor
1996 Doug Pinder
1997 Paul Wroe
1998 Philip R. Carlton
1999 Orval Fruitman
2000 John Bailey
2001 Doug Isman
2002 Cathy Watson
2003 Sandra Stewart
2004 Allen Karp
2005 Karen Davis
2006 Brian Stewart
2007 Michael Kennedy
2008 Eugene Amodeo
2009 Denise James
2010 Stuart Fraser

ANCILLARY AWARD RECIPIENTS

Lt. Col John A. Cooper, Ray Lewis, Bernard E. Norrish
William McLaughlin, Charles Stephenson
Hy Bossin
James A. Whitebone, Winnipeg Branch
Kenneth Leach
A.J. Laurie, William Singleton, Walter Wilson, J. Howard Booth, Charles Krupp
Frank Gow, Joshua Lieberman, Harold Pfaff, David Rothstein
Reg Doddridge, Tom Cleary, Clare Appel, Steve Rolsten
Bert Copper, William Redpath, Robert Hurwitz, J.F. (Jimmy) Davies, Izzy H. Allen
Roy Tash, Bill Stewart, Hugh Sedgwick
Ken Beach, J.M. Rice, William Reeves
O.J. Silverthorne, Tom Daley
Charles Dentelbeck, F. Gordon Spencer, Fred Varlow
Art Bahen, Maynard Joiner, David Rothstein, A.L. (Pat) Travers
First 50 year Scrolls awarded to over 100 Pioneer members
Harry Irving Howard, James Nairn, May Chinn, Hy Swartz
Walter DuPerrier, Nat Gordon, Abe Levy, Zeke Sheine
Jack Fitzgibbons, Ferg Martin, Ivan Ackery
Owen Bird, Lionel Lester, Phil Maurice, Andy Rouse
Bert Brown, Florence Long, Hector Ross, Sam Swartz
Gerry Dillon, John Ferguson, Curly Posen
Lloyd Pearson, Murray Lynch, Gerald Sutherland
Morris Appleby, Jack Armstrong-Taylor, Robert Myers, Larry Strick
Romeo Goudreau, Dawson Exley, Barry Myers, Bill Devitt
Les Sprague, Frank Marshall, Martin Simpson, Harry Blumsom
Ross Campbell, Blain Covert
Doug Gow, Harold Joyal, Fred Leavens, Bert Wiber
Don Watts, John Bernard, Greig Jones
Orval Fruitman, Herb Mathers, Mark Kramer, Fred Levitt
Dudley Dumond, Al Youngson, Syd Sniderman, Cecil Johnnston
Barry Carnon, Mort Prevost, Al Laubenstein, Vi Hosford
Hilliard Gunn, George Heiber, Genny LeBlanc, Irving Stern
Ted Hulse, A.W. Shackelford, Nadie Wolk, Cedric Woodbury
Herb Black, Doug Isman, Olive MacDonald, Bud Prygrocki
Jack Gow, Graydon Hulse, Ruth Melman, Michael Taylor
Betty Bellamy, Jack Franko, Jim Fustey, Dan Jardine
Don McKelvie, Doug Pinder, David Wolk
Dan McLeod, Pat McIntyre, Paul Wroe
Lou Barr, Phil Carlton, Roly Rickard, Bryan Rudston-Brown
Joan Brown, Gail Shiffman, Ron Tiboni
Gordon Purnell, Cathy Watson
Brian Rogers, Richard Lothian, Bob Shackelford, Ellie Munro
Hank Heck, Denise James, Gary D. Martin
Ancillary Awards not presented in 1996
Dene Joyal, Bob MacDonald
Karen Davis, Bob Scott
Ted Bielby, Brian Stewart, Sandy Stewart
Ray Mainland, Ian Shaw, Al Whittle, Tom Fermanian
Marie Formosa, John Freeborn, Michael Goldberg
Colin Davis, Bruce Elves, Phil May, Ken Williamson
Harriet Bernstein, Michael Kennedy, Greg MacNeil, John Pedersen
Neil Campbell, Jennifer Hofley, Dean Leland, Clinton Young
Dianne Schwalm, Robert Wales, John Xinos
Kelley Bowman, Barry Chapman, Denis Hurtubise, Isabella Middleton Howe
Adina Lebo, Kevin Norman, Raffaele Papalia, Danish Vahidy
Margaret Burnside, Pierre Gauthier, Dan McGrath, Michael Mosca
Stan Ford, Greg Mason, Darren Stokes
Guy Gagnon, Karen Burke Keniston, Leonard Schein

Our apologies for any errors or omissions due to missing records.
Please call the Canadian Pioneers office in Toronto with any corrections. (416) 368-1139

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WE SALUTE AND THANK THE FOLLOWING WHO HAVE CONTRIBUTED THEIR TIME, TALENTS AND FINANCIAL SUPORT TO THIS YEAR'S AWARD DINNER

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Special thank you
 to Awards Dinner
 Master of Ceremonies
 Michael Kennedy

VIDEO PRODUCTION & EVENT SIGNAGE



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Harriet Bernstein
 Karen Burke Keniston
 Margaret Burnside
 Karen Davis
 John Freeborn
 Jennifer Hofley
 Phil May
 Lisa McAlpine
 Shaun McAlpine
 Darren Stokes
 Danish Vahidy

AWARDS BOOK



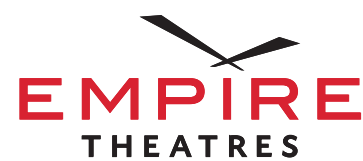
AUDIO/VIDEO



WINE



DESSERT



PHOTOGRAPHY



PHOTOGRAPHER
 JOHN NARVALI

TABLE GIFTS



PRIZES



SPONSORS



A special thanks to the team at Allied Integrated Marketing for their dedication and expertise in creating The Picture Pioneers Award Programme. We also send out a well-deserved thank you to all the companies that support our program magazine each year. We count on your generosity to help keep our organization strong and healthy.

2010 MEMORIES



PHOTOGRAPHY COURTESY OF
Pictures By John Narvali



CANADIAN PICTURE PIONEERS
250 THE EAST MALL, SUITE 1762
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www.canadianpicturepioneers.ca

PIONEERS PAST & PRESENT



2011 PIONEER OF THE YEAR
MICHAEL GOLDBERG

CANADIAN PICTURE PIONEERS

DIAMOND SPOTLIGHT AWARD WINNER

Donna Grant



CANADIAN
PICTURE
PIONEERS

SILVER SPOTLIGHT AWARD WINNERS

Adam Noble
Darlene Ullman
Jason Wright



John J. Fitzgibbons, C.B.E.
1958



Jack Arthur, O.B.E.
1954



Louis Rosenfeld
1955



Oscar Hanson
1956



William Summerville Sr.
1957



N. A. Taylor
1958



Haskell Masters
1959



Morris Stein
1960



R.W. Bolstad
1961



William G. Lester
1962



Frank H. Fisher
1963



R.D. Hurwitz
1964



Harry Hurwitz
1964



Herbert Allen
1965



Dan Krendel
1966



Harold Pfaff
1967



Harvey Harnick
1968



Len Bishop
1969



David Rothstein
1970



Myer Axler
1971



Zeke Sheine
1972



David J. Ongley, Q.C.
1973



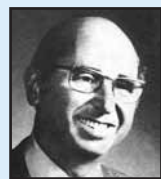
O.J. Silverthorne
1974



Leonard Bernstein
1975



Lionel Lester
1976



Hector Ross
1977



N.A. Taylor
1978



Gerald Dillon
1979



George P. Destounis
1980



Barry Myers
1981



Robert Myers
1982



Jack Bernstein
1983



Don Watts
1984



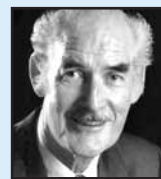
Chris Salmon
1985



Morris Appleby
1986



Doug Gow
1987



Barry Carnon
1988



A.L. "Pat" Travers
1989



Dudley Dumond
1990



Ron Emilio
1991



Ted Hulse
1992



Robert Stinson
1993



Herb Mathers
1994



Michael Taylor
1995



Doug Pinder
1996



Paul Wroe
1997



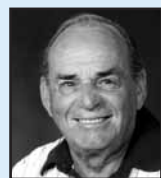
Philip R. Carlton
1998



Orval Fruitman
1999



John Bailey
2000



Doug Isman
2001



Cathy Watson
2002



Sandra I. Stewart
2003



Allen Karp
2004



Karen Davis
2005



Brian Stewart
2006



Michael Kennedy
2007



Eugene Amodeo
2008



Denise James
2009



Stuart Fraser
2010

CANADIAN PICTURE PIONEERS SCHOLARSHIP PROGRAMME

The Canadian Picture Pioneers and Trust Fund have been providing financial assistance and fellowship for those in the motion picture industry since 1940.

In 2003 Sandy Stewart from Tribute Entertainment Media Group brought forward the idea of helping out younger people in our industry requiring financial assistance by awarding scholarships. The Trustees unanimously approved and the first the Picture Pioneer Trust Fund Scholarships totaling \$5,500 were awarded in 2004.

Applications are accepted in the fall of each year from eligible Canadian students who are 27 years of age and under, currently enrolled in full time studies at a post-secondary institution and who currently work or have worked in the motion picture industry within the past 6 months, or are a child/grandchild of an individual who currently works or who has worked in the motion picture industry in the past 6 months.

Each year the Trustees receive hundreds of applications from students requesting support for their studies. Students are asked to write a short essay about themselves, why they need financial assistance and explain how the scholarship money would benefit them and how their continued education will benefit society in the future.

In the few short years that the scholarships have been awarded, the Canadian Picture Pioneers Trust Fund has assisted 88 students totaling \$110,000. The main funding for this project is the ShowCanada program guide produced each year by our great corporate partners at Tribute.

Thank you for the support of this guide and please remember to place an ad each year so we can continue this great work. Please contact the Canadian Picture Pioneer office for additional information regarding the Picture Pioneers Trust Fund Scholarship Program.

CANADIAN PICTURE PIONEERS TRUST FUND

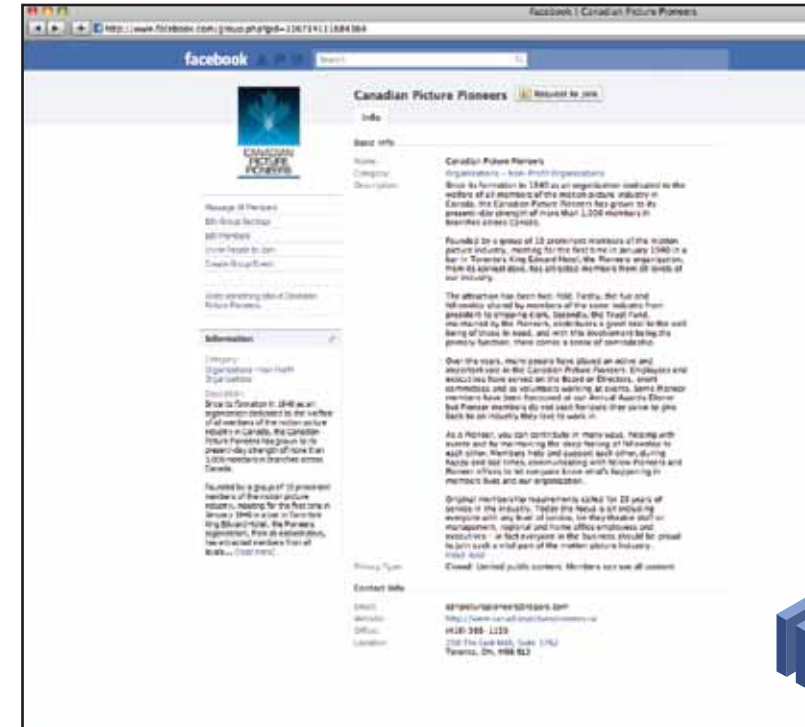
One of the three objectives set by the founders of the Picture Pioneers when they met in 1940, was to aid industry members in times of need. To highlight this objective, a benevolent fund was formed in 1942. In 1947, the Trust Fund was registered as a federal charity allowing tax benefits to supporters.

The Trust Fund is managed by the Trustees. All applications are discussed in confidence to maintain recipient's privacy. Benefits range from long-term financial assistance to one-time payments or other considerations such as wheelchairs, taxi rides to the doctor and payments to cover utility bills. The money is not given as a loan, but as a gift. Grateful recipients often write to say how without the generous support provided by the Trust Fund they would not be able to manage.

At the National Annual General Meeting, John Freeborn, Canadian Picture Pioneers Executive Director, reported on the Trust Fund. In the past 69 years with generous member support, the Trust Fund has granted over \$2,500,000 in assistance to fellow industry members in need. Last year, the Trust Fund provided \$70,000 in assistance to recipients and a total of \$20,000 in scholarships to thirteen post-secondary school students.

All of these funds have been raised by the efforts of Pioneers across Canada, with the generous support of the many companies and suppliers that make up our industry. We are truly grateful for your contributions. Your continued support will ensure that the Canadian Picture Pioneers Trust Fund will serve as a living memorial to all those who have served in the past.

STAY CONNECTED



A great way for Pioneer members to keep up-to-date with news and events.



www.CanadianPicturePioneers.ca



IN MEMORIAM

THIS LAST YEAR WE LOST THE FOLLOWING MEMBERS ACROSS CANADA

ALBERTA BRANCH

Lloyd Fedor

ONTARIO BRANCH

Ronald Brooker

Gloria Esford

David Haslam

Douglas Lawless

Lucia Louis

R. Fraser Neal

Gerald Pratley, C.M.

Andrew Rouse

Ed Stephens

Henrietta Vine

Clifford Wilson

QUEBEC BRANCH

Gerald Sabourin



Need money for school?

The Picture Pioneers Scholarship Fund can help.



More scholarships than ever!

If you reside in Canada, are 27 years of age or younger, enrolled in full-time courses at a post-secondary institution and you have worked in the film industry in the last six months (or your parent or grandparent works in the film industry) you're eligible to apply.

Watch the Picture Pioneers web site for full details on applying in 2012.

www.CanadianPicturePioneers.ca

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joins our
friends at MIJO
in honouring
Michael Goldberg
2011
Pioneer of the Year*

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PIONEERING
Women

Join the Pioneering Women for
The Empresses' New Clothes!

Banana Republic (80 Bloor St. W),
Wednesday, November 23rd @ 7:30pm

\$20 for Pioneer Members

\$25 for Non-Members

Learn from fashion consultants, and hair and make-up artists! Enjoy a special 25% in-store discount, wine and hors d'oeuvres, networking and a special gift with purchase!

Contact

INFO@PIONEERING*women*.COM

for more details!



BANANA REPUBLIC



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2011 PIONEER OF THE YEAR



MICHAEL GOLDBERG

June 2011 signified my 33rd year in the Feature Film Industry in Canada.

When my partner, Joel Reitman and I gave birth to MIJO in 1978, I certainly didn't know whether I would carry-on in Toronto for 33 days....not dreaming it would last 33 years and counting. As a new arrival from 'south of the border', I was more concerned with what story I was going to come up with to coerce Canada Customs officials to let me and my belongings across the Peace Bridge and into the country.

Prior to this foray across the Niagara River... my initial 'Pioneer qualifying employment' commenced in the summer of 1973 in NYC at a 'trailer house' called Utopia Productions. I started out as an FSPEM (Frequent-Street-Pretzel-Eating-Messenger)... and then, I learned to become proficient at removing dust from '35mm mag' film using a very special black velvet cloth. And ultimately, it was at Utopia, where I developed a keen interest in film and sound editing.

Excluding the above, my years in Toronto represent my entire professional career in the feature film business... in a sector that most people outside of the industry don't even know exists. In fact, most people haven't a clue exactly what MIJO does. And, that includes most family members, people I encounter while waiting to tee-off on golf courses, in addition to, countless government auditors.

I have a very short resume. I've only had one full-time job in my professional life... all at one company... in one city.

My years at MIJO have given me the privilege of working on a plethora of movie ad/pub campaigns; including those for some of the most successful and noteworthy films of all time.

At MIJO, we've had the opportunity and responsibility of being part of the technological evolution of film marketing... and even serving as a leader in the development, expansion, and exploitation of much of the new technology; be it in SD and HD broadcast, newspaper advertising, satellite, fibre-optic, and in these contemporary times...utilizing the capabilities of the web.

While MIJO has hopefully made a reasonable mark as an ongoing business enterprise, I fully understand the importance of balancing corporate goals with corporate citizenship; which includes a strong dedication to benevolent causes. Hence, MIJO has eagerly supported many worthwhile charities, organizations, and events throughout our many years of existence. Yet, none is more important than the Canadian Picture Pioneers.

It certainly has been said by better people than me that the Pioneers are the heart and soul of the film industry in Canada; who individually and collectively make a positive contribution to the lives of so many...and in countless ways. The organization brings us together several times a year to confabulate, commemorate, and celebrate. Equally important, it looks after us during times of adversity and ill-health.

Today, the Pioneers are comprised of individuals who have just recently launched careers in the movie business, those who we've known and worked with throughout the years (often many, many years), all of whom recognize (or will soon recognize) that we are fortunate to work in an amazing industry that entertains, educates, and enlists the deepest of emotions. Equally important, it helps to sell tons of popcorn.

A handwritten signature in black ink, appearing to read "Michael Goldberg". The signature is written in a cursive, flowing style.



**Warner Bros. Pictures
Congratulates the 2011
Pioneer of the Year**

Michael Goldberg

Silver Spotlight Award Recipients

**Adam Noble
Darlene Ullman
Jason Wright**

**Proud To Honour WB's DONNA GRANT
The First Diamond Spotlight Award Winner**

DIAMOND SPOTLIGHT AWARD

It's safe to say I have grown up in the motion picture industry, spending just over 36 years in film. My journey began just shy of 18 years old when I joined Warner Bros. the first time, answering an ad in the newspaper for clerical work. Over the next 7 and a half years I learned how to work a billing machine, type up manual box office, send grosses to Burbank via a Telex Machine (remember those), take weekly theatre grosses over the phone and apply cash to accounts. By 1981 the only thing I had not mastered was booking.



After a two year hiatus I was introduced to the world of booking at Premiere Operating. I was fortunate enough to have two amazing teachers Leonard Bernstein and Marie Formosa. These early years of my career have given me a close and lasting friendship with Marie and although Leonard is no longer with us, he remains near and dear in my heart.

By March of 1987, I was back "home" at WB. I knew it was where I wanted to be, so I took a position as receptionist, joining the booking department a few months later. "Who's That Girl" was the first film I booked for WB. In 1990 I was promoted to Head Booker, moving to Toronto Sales Manager and ultimately promoted in 2007 to Canadian District Manager and VP of Theatrical Sales.

I never would have believed not in a million years that I would have been a part of the Warner Bros. family for over 32 years! I knew it was home for me, so much so that I have the "WB" tattooed on my ankle. I attribute my success to hard work and truly great mentors and good friends, Irving Stern, Phil Carlton, Roly Rickard, Nancy Michener, Flo Boulet and Andy Faux.

I have been happily married to my husband Ken for 29 years. We have a terrific 26 year old daughter, Stephanie, who I could not be more proud of. I have been gifted with a wonderful family, fantastic friends and in addition, I have an amazing WB family, north and south of the border. I'd like to thank Dan Fellman, Jeff Goldstein and all of the WB theatrical team for believing in me. I'd also like to thank all my WB Sistas, true and honorary, too numerous to list (you know who you are) for making my journey a memorable one.

Being the first recipient of this newly created Diamond Spotlight Award has left me speechless (hard to believe I know). What a tremendous way to end my career.

Congratulations to Michael Goldberg, Pioneer of the Year, most deserved. Adam Noble, Darlene Ullman and Jason Wright all Silver Spotlight Award recipients, congratulations to you all. Being part of such company is very humbling.

It's been an amazing ride.

Donna Grant

We are very pleased to honour our very own 2011 Silver Spotlight Award Recipient

ADAM NOBLE

DIRECTOR OF OPERATIONS

Congratulations to **MICHAEL GOLDBERG**, the **2011 PIONEER OF THE YEAR**.

Congrats also to the Silver Spotlight Award Recipients, **DARLENE ULLMAN** and **JASON WRIGHT**, and to **DONNA GRANT**, the Inaugural Diamond Spotlight Award Recipient.



SILVER SPOTLIGHT AWARD



I was the quintessential movie geek growing up in Moncton NB in the seventies that the three local theatre managers knew as the kid that saw every movie. Through high school, I co-chaired a weekly movie review show on the local cable channel, wrote English-language movie reviews for a northern NB French weekly newspaper and was on the yearly local CBC Radio Oscar predictions panel. I couldn't get enough of the movie business and consider myself incredibly fortunate that my hobby and passion manifested itself into my career. Fittingly, I got my first opportunity to play inside the actual business for real in the fall of 1986 when I became a Relief Manager at one of the city's two twin cinemas beginning my twenty-five year relationship with my Empire Theatres family. My first theatre as GM in Moncton followed in 1988: the old eight-hundred-plus seat and former live theatre, The Capitol. I had grown up in both of these theatres.

I had some firsts with the company including a few that I can boast over: Transferring to Halifax in the summer of 1990, I opened as GM our company's first six-screen complex in Dartmouth. In 1997, I opened Empire's first foray into the megaplex experience: our beautiful Empire Bayers Lake/Empire IMAX theatre. I've been the District Manager of our only Drive-In location in Westville NS. I assisted our new teams in the Ottawa and GTA markets when Empire Theatres joined the national exhibition landscape in September of 2005 and acquired seven theatres between these two markets. Post Millennium, I have held roles on the HR team (Training and Development); the Operations team (District Manager, Nova Scotia) and the Marketing team (Regional Manager of Customer Strategy-Atlantic). I've worked with the management teams of all but two of our fifty-one locations and have been involved in the openings of eight of our locations in one capacity or another (all involving hard hats). I currently work as one of six Directors of Operations that assist in running of our growing circuit. I also volunteer as the Vice President of the CPP Atlantic Canada chapter.

I feel truly blessed to be a part of this incredible, multi-faceted business and for the incredible investment that has been made in my development. From my early mentors in Moncton, that veteran Theatre Manager team of Genny Leblanc (Paramount Moncton) and Dan Jardine (Capitol Theatre) to the many members of our Empire family that support, motivate and challenge me everyday and have over the years and in present day, I couldn't be in a better industry and am, at heart, a valued movie lover.

Adam Noble

Congratulations Darlene!

*A True Natural Resource
for the Alberta Pioneers*



from all your friends at the MPTAA



Motion Picture Theatre Association of Alberta

**Congratulations
Canadian Picture Pioneers
2011 Annual Award Dinner
Honorees**

Michael Goldberg

***Adam Noble, Darlene Ullman,
Jason Wright, Donna Grant***

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Congratulations to
**CANADIAN PICTURE
PIONEER OF THE YEAR**

Michael Goldberg

Diamond Spotlight Award Recipient

Donna Grant

Silver Spotlight Award Recipients

Adam Noble

Jason Wright

and of course our

Very Own

Darlene Ullman

**From All Your Friends at
The Canadian Picture Pioneers
Alberta Branch**

SILVER SPOTLIGHT AWARD



I started my career working for Canadian Odeon on January 29, 1983 at Cinemas 6 at West Edmonton Mall and Sam Binder was the city supervisor. I talked to Max Unland, the manager, in front of the concession and he hired me on the spot. It was my first job at the age of 15 and earned an amazing \$3.35 per hour. 'ET' was playing and Saturday night first show all 6 theatres sold out. On Sunday morning I informed my mother that I was going to quit due to my legs being so sore after standing all day. After that my life seemed to be wrapped up in the theatre business. Any time that I wasn't at school or work, all the staff were together. Every weekend one of the 40 staff had parents that left a house free and the party was on. At the age of 18, hired by Bob Brown current city supervisor, I became a full time assistant as well as attending Grant MacEwan Community College for the next 8 years. At the age of 19, under Ron Tiboni, supervisor, I became the youngest manager at the Mill Woods Drive In. I continued to be what is now referred to as the general manager at Jasper, Meadowlark, Village Tree, Cinema 6, City Center, and Clareview. I was also appointed to training coordinator for the Alberta region for numerous years. My territory took me from Grand Prairie to Medicine Hat hiring and training new managers. It seemed I spent most of my time driving. I attended my first Pioneer Meeting at the age of 25. At that time, they had just changed the rules to having to be in the theatre industry for only 10 years. I got up to go to the meeting and was very politely told that "dear you can't go to the meeting as you are not old enough" from one of the wives. I believe that I was the youngest that had been to the meeting ever in Alberta. Ron had told me at the time that he was considered the youngster in the group.

In 2001 I volunteered for the secretary/treasurer of the Alberta Picture Pioneers and have been doing this ever since. I very much enjoy the social aspect of being a part of the Pioneers and having the chance to get together with so many people that I have either worked with over the years.

In 2006 I left the motion picture industry to pursue other opportunities; I have now been working for the Federal Government for the last few years, first in the Canadian Pension Plan and Old Age Security and now in Employment Insurance.

My hearts still belongs to the motion picture industry and believe that everyone's first job should be as great as mine was and last as long.

Darlene Ullman

PARAMOUNT PICTURES
WARMLY CONGRATULATES
MICHAEL GOLDBERG
PIONEER OF THE YEAR

SILVER SPOTLIGHT AWARD RECIPIENTS
ADAM NOBLE
DARLENE ULLMAN
JASON WRIGHT

DIAMOND SPOTLIGHT AWARD RECIPIENT
DONNA GRANT



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SILVER SPOTLIGHT AWARD

A lot has changed in the 13 years since I began my tenure at Allied Integrated Marketing, but the varying cast of characters throughout this business remains a constant. Allied has been my home base for over a decade, and it is the people inside and outside our walls who keep it interesting.

When I first walked through the doors of Allied in 1998, the company was in its infancy in Canada, having just opened its doors 2 years before. While the U.S. operation was already an industry leader, the Canadian operation was still searching for its identity. I immediately embraced the opportunity to help the company grow, and the joy that came with being involved, in any capacity, in the business of Film.

It has been a great experience to help grow the Toronto office, and the ups and downs have made for a very exciting ride.

The Pioneers have been a part of my life in this industry from the very beginning. When I first started in this business, it was as an intrigued bystander at the annual golf tournament and dinner. At the time, I had little knowledge of the function or purpose of the Pioneers, but it was evident to me that it was a big part of the Canadian Film Community.

In the ensuing years, I learned more and more about the work of the Pioneers, and was more and more impressed at the immense compassion and purpose within the organization. It was an easy decision to join, and an even easier decision to say yes when I was asked to join the board of Directors 6 years ago. A request I saw as an unexpected honour.

And tonight, I receive another unexpected honour. This organization, the volunteers, and the incredible members of the board, do so much for the industry, and commit so much of their time and efforts to the work of the Pioneers. I am truly humbled and honoured to be recognized.

Congratulations to my fellow Silver Spotlight Award recipients-Adam Noble and Darlene Ullman, and to two long time colleagues- Michael Goldberg, on your well deserved honour as our Pioneer of the Year, and Donna Grant on her receipt of the inaugural Diamond Spotlight Award.

A huge thank you to Clint Kendall, Gerry Feldman and Bob Arnold for their unwavering support of this crazy Canadian's ability to handle their Canadian office over these many years. We are also all only as successful as the people we surround ourselves with, so a big thank you to my entire team in Toronto as well.

There aren't enough words to express my thanks to my amazing wife Kari, and my son James, for always reminding me what matters most when I am outside the walls of work.

We are incredibly lucky to work in an industry where, no matter the roles, everyone is a key member of this crazy cast.



Jason Wright

SONY PICTURES
RELEASING CANADA
SALUTES

Michael Goldberg

2011 Pioneer of the Year

And Congratulates the
Silver Spotlight Award Recipients

Adam Noble

Darlene Ullman

Jason Wright

And the Inaugural Diamond
Spotlight Award Recipient

Donna Grant



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Congratulations

Canadian Picture Pioneers

2011 Pioneer of the Year Recipient:

MICHAEL GOLDBERG

Silver Spotlight Award Recipients:

Adam Noble | Darlene Ullman | Jason Wright

The Inaugural Diamond Spotlight Award Recipient:

Donna Grant

125 years



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Congratulates

PIONEER OF THE YEAR

MICHAEL GOLDBERG

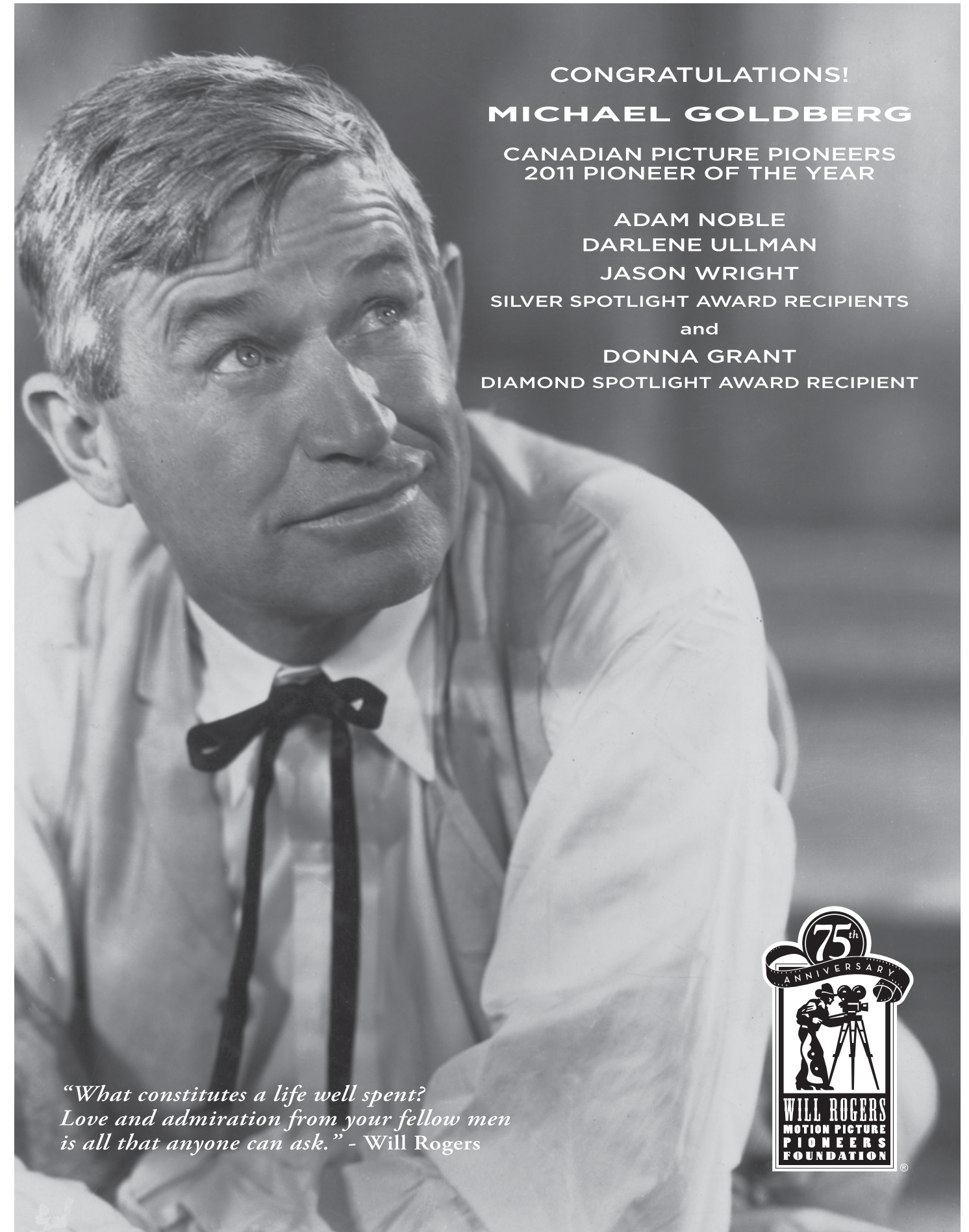
CO-STARRING

ADAM NOBLE

DARLENE ULLMAN

JASON WRIGHT

DONNA GRANT



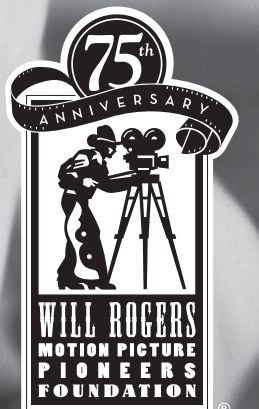
CONGRATULATIONS!

MICHAEL GOLDBERG

CANADIAN PICTURE PIONEERS
2011 PIONEER OF THE YEAR

ADAM NOBLE
DARLENE ULLMAN
JASON WRIGHT
SILVER SPOTLIGHT AWARD RECIPIENTS
and
DONNA GRANT
DIAMOND SPOTLIGHT AWARD RECIPIENT

*"What constitutes a life well spent?
Love and admiration from your fellow men
is all that anyone can ask." - Will Rogers*



Pleasure in the job puts
perfection in the work.

~ ARISTOTLE



Congratulations to

Michael Goldberg
2011 PIONEER OF THE YEAR

to

SILVER SPOTLIGHT AWARD RECIPIENTS
Adam Noble • Darlene Ullman • Jason Wright

and to

INAUGURAL DIAMOND
SPOTLIGHT AWARD RECIPIENT
Donna Grant

We applaud your perfect performances!



Congratulations!

PIONEER OF THE YEAR
MICHAEL GOLDBERG

- MIJO

SILVER SPOTLIGHT AWARD RECIPIENTS

ADAM NOBLE

- Empire Theatres

DARLENE ULLMAN

- Alberta Branch Canadian Picture Pioneers

JASON WRIGHT

- Allied Integrated Marketing

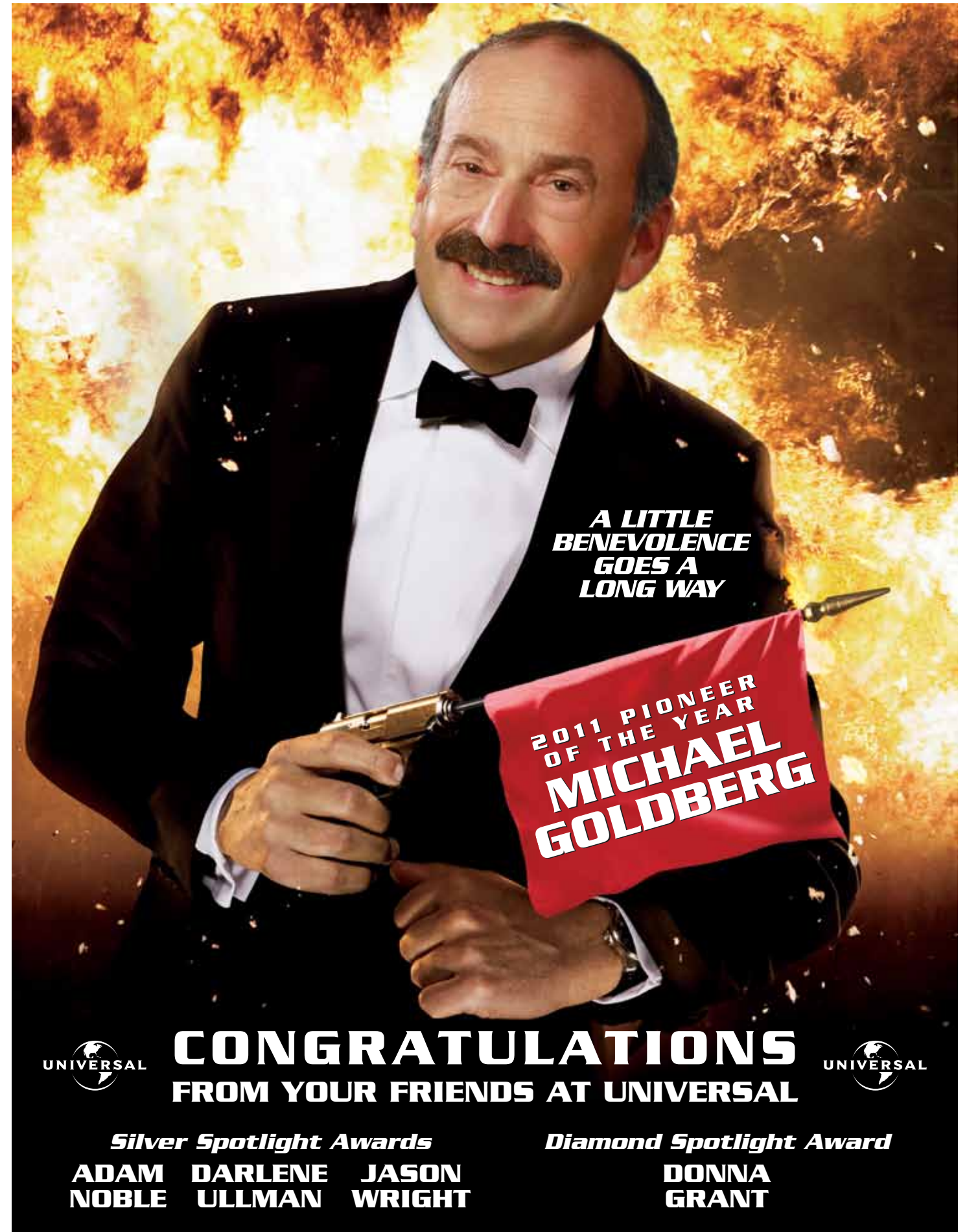
DIAMOND SPOTLIGHT AWARD RECIPIENT

DONNA GRANT

- Warner Bros. Canada



Globe Media



*A LITTLE
BENEVOLENCE
GOES A
LONG WAY*

2011 PIONEER
OF THE YEAR
**MICHAEL
GOLDBERG**



CONGRATULATIONS
FROM YOUR FRIENDS AT UNIVERSAL



Silver Spotlight Awards
ADAM NOBLE DARLENE ULLMAN JASON WRIGHT

Diamond Spotlight Award
DONNA GRANT

TECHNICOLOR
IS PROUD TO SUPPORT
THE **CANADIAN PICTURE PIONEERS**

*Congratulations
to all of the 2011
award recipients*



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CONGRATULATIONS

MICHAEL GOLDBERG- Pioneer of the Year

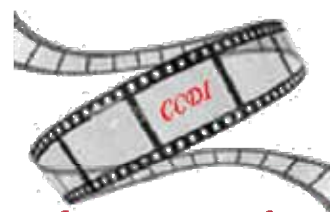
AND THE SILVER SPOTLIGHT AWARD RECIPIENTS

ADAM NOBLE

DARLENE ULLMAN

JASON WRIGHT

& Best Wishes Donna on Your Retirement



Canada Cinema Distribution Inc.



Landmark
CINEMAS

*Congratulates
this Year's*

*Canadian Picture
"Pioneer of the Year"
Michael Goldberg*

Silver Spotlight Award Recipients

Adam Noble

Darlene Ullman

Jason Wright

and Diamond Spotlight Award Recipient

Donna Grant

Congratulations From All Your Friends at





CONGRATULATES HONOREES

MICHAEL GOLDBERG

MIJO

PIONEER OF THE YEAR

ADAM NOBLE

EMPIRE THEATRES

DARLENE ULLMAN

CANADIAN PICTURE PIONEERS, ALBERTA BRANCH

JASON WRIGHT

ALLIED INTEGRATED MARKETING

DONNA GRANT

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Alliance Films
is pleased to congratulate the

2011 Pioneer of the Year

Michael Goldberg

MIJO



Silver Spotlight Award Recipients:

Adam Noble – Empire Theatres

Darlene Ullman – Alberta Branch Canadian Picture Pioneers

Jason Wright – Allied Integrated Marketing

The Inaugural Diamond Spotlight Award Recipient:

Donna Grant – Warner Bros.



Motion Picture Theatre Associations of Canada congratulates:

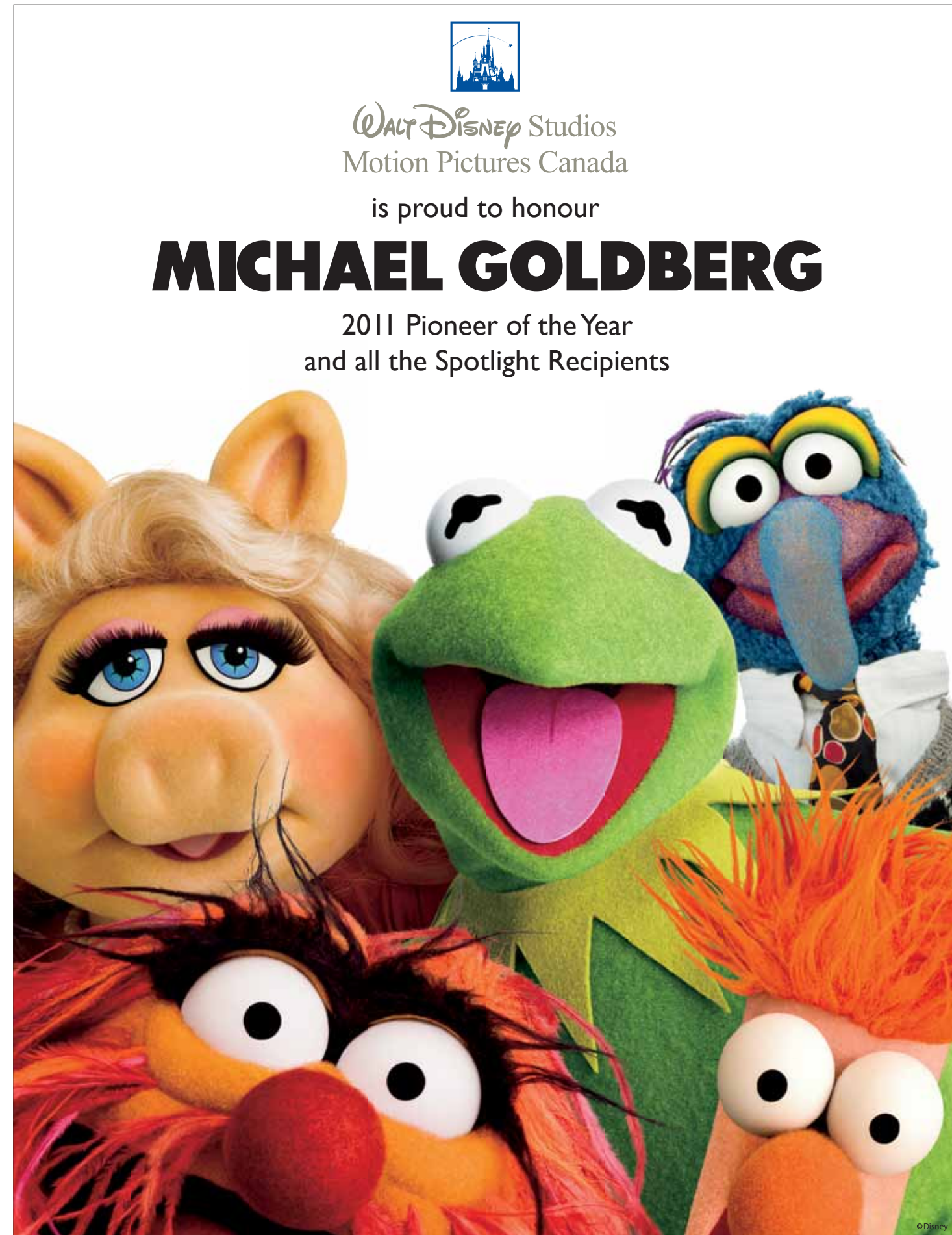
Pioneer of the Year 2011
MICHAEL GOLDBERG

Silver Spotlight Award Recipients:
ADAM NOBLE | DARLENE ULLMAN | JASON WRIGHT

&

The Inaugural Diamond Spotlight Award Recipient:
DONNA GRANT

MPTAC wishes to thank Adina Lebo for her many years of service to the industry.
We wish you well in your retirement!





Congratulations to the **stars** of the **movie industry**

Pioneer of the Year Michael Goldberg – MIJO

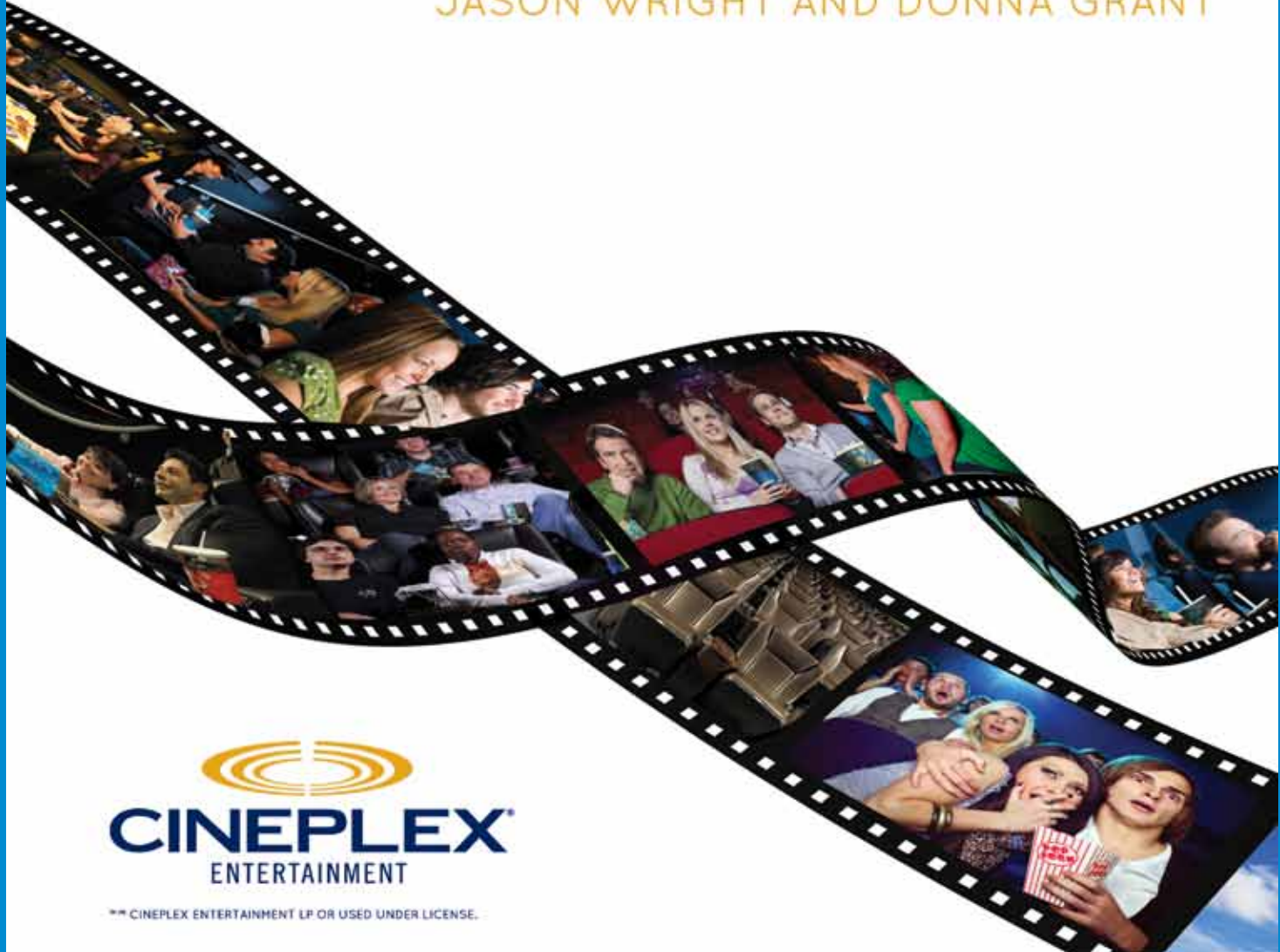
Silver Spotlight Award Recipients

- Adam Noble – Empire Theatres
- Darlene Ullman – Alberta Branch Canadian Picture Pioneers
- Jason Wright – Allied Integrated Marketing

Diamond Spotlight Award Recipient
Donna Grant – Warner Bros. Canada



CINEPLEX ENTERTAINMENT CONGRATULATES
**PIONEER
 OF THE YEAR**
MICHAEL GOLDBERG
 AND SPOTLIGHT AWARD RECIPIENTS
**ADAM NOBLE, DARLENE ULLMAN,
 JASON WRIGHT AND DONNA GRANT**



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