

SANDRA I. STEWART

2003 CANADIAN PICTURE PIONEER OF THE YEAR



Each month, millions of Canadians get the scoop on the hottest new movies, thanks to Sandy Stewart.

In 1979, Sandy co-founded the Tribute Entertainment Media Group of companies with her husband and partner, Brian. The first title was Tribute Magazine, now Canada's most popular in-theatre publication. During the past 25 years, Sandy has expanded the *Tribute* franchise. The roster of magazines now includes *Kids Tribute* and *Teen Tribute*, the most widely read teen magazine in Canada today.

Tribute's reach has also extended to Quebec's French-language market with the success of *En Primeur* and *En Primeur Jeunesse*. The family of magazines now has an annual readership of more than 28 million.

Tribute Entertainment Media Group's other properties include Tribute TV, Canada's top-rated movie preview show, tribute.ca/enprimeur.ca, Canada's leading movie web sites, as well as Big Screen Entertainment, which provides in-theatre advertising and marketing.

Two recent additions to the fold are Preview Marketing (a division of Basstoy Intl. Corp.), a leader in motion picture promotions, and CCDE (Closed Circuit Digital Events Inc.), which provides alternative entertainment content (concerts and sporting events) to theatres.

But Sandy is more than the co-founder of a

remarkably successful group of companies; she's also someone who has long believed in giving back to the community. She's a strong supporter of the Picture Pioneers, the Canadian organization that helps individuals who have been part of the movie industry. Sandy is the driving force behind the Show Canada programs and has also helped produce a successful calendar benefiting the Pioneer fund.

"I am proud to be a part of this organization," says Sandy. "Supporting the Pioneers and its fund is an important part of supporting our industry." Sandy is now helping to create a youth scholarship fund for employees in the industry and children of the Picture Pioneers.

Sandy is committed to other community activities as well. She raises funds for Variety Club and the Look Good...Feel Better initiative of the CCTFA. In creating material for Teen Tribute, she's worked closely with the Literacy Association of Canada, Health Canada, Kids Help Phone and the Drug Abuse Committee of the Canadian Association of Chiefs of Police.

And there's more. Sandy is a Fellow of the Insurance Institute of Canada. She is also the proud mother of two accomplished children. Her daughter Alex is on a break from working for McKinsey & Co. in Washington to earn an MBA at Harvard. Her son Rob is a successful and much sought-after wildlife photographer who is currently producing a High Definition documentary on the plight of sharks in our oceans.

2003 Ancillary Award Recipient

HARRIET BERNSTEIN



photography: Jon Lidolt

Harriet began her career working for Nat Taylor, one of the earliest Pioneers: first as Assistant Editor on the Canadian Film Digest, & then at International Film Distributors, a Canadian indie representing various U.S. & European distributors, where she handled Advertising, Publicity & Promotion. She subsequently handled Pub/Promo for Paramount Canada, & Ad/Pub/Promo for MGM/UA. While at MGM/UA, she was offered an opportunity in Sales, which she accepted, becoming the first woman Branch Manager of a “major” in Canada. Buena Vista called her when they were gearing up to open their own Canadian office, & Harriet made a direct move from MGM/UA to BVPD, operating under the aegis of Harriet Bernstein Consulting until the BV license came through. When it did, Harriet & her nucle-

us of HBC co-workers officially became employees of Buena Vista Canada, with Harriet heading it up as not only the first female General Manager of a major distrib, but also the only division head with responsibility for both Sales and Marketing. In 1990, due to difficult ongoing family demands, Harriet resigned her position; that was the single hardest professional decision of her life, since she loved her job and enjoyed superb relations with the heads of distribution and marketing in California. But her family had to come first.

For the next several years, Harriet handled freelance publicity and public relations assignments for a variety of clients, none of them film-industry related, which was an interesting change and broadened her experience. However, the film business is in her blood, and when DreamWorks was being formulated, Jeffrey Katzenberg, with whom she had worked at both Buena Vista and Paramount, called her and said he’d like her to be part of the team. Since DreamWorks Canada started up, Harriet has handled Theatrical Marketing, reporting to her division head, the fabulous Patricia Gonzalez, in California.

However, in all honesty, Harriet has always felt that her most important job is that of mother, which she is to her wonderful daughter Samantha, a student, writer, and musician. In addition to being on the Board of the Pioneers, Harriet is a Recognized Practitioner with the Therapeutic Touch Network of Ontario, and is a member of SOCAN, as she is also a published lyricist and poet.

2003 Ancillary Award Recipient

MICHAEL KENNEDY

The Unauthorized Biography



My first entry into the sophisticated world of motion pictures was when I accidentally wandered into a showing of the film *Tom Jones*. The manager came in and told me I couldn't watch this movie because it was *Restricted* and I was only five years old. It was confusing because there were two auditoriums in the theatre. It made me think though. If they have two movies playing in the same theatre, that means they could make twice as much money. What if they put twenty theatres in the same building, then they would make twenty times as much money. Nah, that's ridiculous, nobody will ever do that.

Growing up on the mean streets of Burlington meant that I had to find a job. Being a movie theatre usher seemed like the high school vacation for me. \$1.40 an hour, free popcorn, loose candy girls and all the flashlights I could steal.

Not to mention that snazzy looking bow tie and red jacket!! Did it get any better than this?

After graduating from college with a diploma in the Graphic Arts and a couple of Philosophy credits it became immediately apparent that I was un-hirable. An old friend, Bert Segal, took pity on me and offered me a job booking cartoons in Drive-ins for Astral Films. Obviously the Terry-Toons' library pretty much sold itself, so I was hungry for more action. Bert was quick to accommodate by selling me to Astral Video for a stapler and a draft pick to be named later. The Video world was a thrill ride. Hucking major titles such as *KISS MY GRITS* and *MONSTER DOG* to Macs Milk stores was pretty rewarding, but still, I yearned for more.

That's when Eric Bauman called and told me I had all the right qualities to come and work for Garth Drabinsky at Cineplex Odeon Theatres. He never told me what those qualities were, but I assume it was trying to fit ten movies into six screens at the same time. Exhibition was a whole new world. Having to deal with Distributors every day was kind of like the way a farmer has to deal with locusts. I learned many colourful new expressions, some that I still use to this day. In 1990 Allen Karp became the boss at Cineplex and taught me some valuable lessons, mainly that I should work on my attire. I spent twelve happy years at Cineplex Odeon, when one day the Warden called me into his office and told me I'd been paroled.

That's when John Bailey asked me to come and work for Famous Players. He has heard that I was a ten handicap and he needed me for the Famous Players Golf Team. Wow was he disappointed. He always said, "How can a guy who plays so much golf be so bad at it?" The nice thing about Famous players is that although it was a new company for me, I still got to deal with the same Distributors I'd dealt with at Cineplex. Except now they had to return my calls.

2003 Ancillary Award Recipient

GREG MACNEIL



Greg MacNeil began his career in motion pictures in 1965, as a teenager ushering at the Odeon Oxford Theatre, in his home city of Halifax, N.S. His keen interest in movies and his eagerness to learn more about the industry earned him the position of relief assistant at the Odeon Hyland Theatre.

Looking for an opportunity to advance his career, he joined the larger, national Famous Players chain in 1972. Greg began his career with Famous Players as head usher of the Capitol Theatre, renowned for its imaginative castle-themed interior, and as a venue for live entertainment as well as the showplace of the Maritimes.

His previous experience as relief assistant manager with the Odeon chain and commitment to his work, helped him to earn a promotion to assistant manager, at the new Scotia Square Cinema and soon after, manager of the Paramount in downtown Halifax.

From 1972 to 1984 he managed each of several indoor theatres owned by Famous Players and the two, local drive-in theatres.

In late 1984, Greg was offered a position in advertising and readily accepted this new challenge. Not only was he responsible for creating the weekly layouts for the local newspapers, he also took on the added responsibility of film transport for theatres in Halifax/Dartmouth and surrounding communities.

The Maritime Division of Famous Players had a new partner, Atlantic Theatres. Patrick McIntyre, Booker for the Famous Players' district office, had decided to hire someone to assist him with the daily tasks of a very busy, combined booking department. From 1985 to 1987 Assistant Booker, Greg worked hard at learning the business of booking films from his mentor, Patrick McIntyre.

The Atlantic Theatre chain was eventually absorbed by the new Empire Theatres Ltd. With the retirement of Patrick McIntyre, Greg became the Assistant Booker to Maurice Landry. In 1992 Greg was promoted to Film Buyer for Empire Theatres where you will find him booking films to this day.

Greg has been an active member of the Atlantic Motion Picture Pioneers for a number of years and for the last eight years holds the position of President.

He has been married to Beverly, his wife of thirty years. They have one daughter, Angela, who resides in Edmonton, Alb. In his spare time, he enjoys going to movies, playing pool and raising a glass or two at his favourite tavern, The Midtown.

"I have been very fortunate to know so many wonderful people associated with the film industry," said Greg.

2003 Ancillary Award Recipient

JOHN PEDERSEN



John started his career with Famous Players on June 1st, 1975 at the Orpheum Theatre as an assistant manager trainee. After the closure of the Orpheum in November 1975 he became assistant manager of the Downtown Theatre.

Over the years he worked as an assistant at various theatres, eventually landing the manager's position at the Denman Place theatre in the fall of 1985. He was then transferred to the Lougheed Mall Triple in 1986 where he continued to work until the summer of 1990. He went on to head the opening of the Richmond Centre Six.

During his time at Richmond Centre he began a monthly free seniors movie. The seniors would see a free movie with a donation of any food item, with all proceeds going to the

Richmond Food Bank. This programme brought in totals of 20,000 to 25,000lbs of food each year and is still in existence today. In April of 1994, John won the first ever Customer Service Award which was sponsored by the Richmond Review Newspaper. He also went on to win Volunteer of the Year twice, Above and Beyond the Call of Duty twice and various other awards at the AGM of the Richmond Centre Mall. His most recent award was for Famous Players Volunteer of the Year, which he received last December.

In 1999 he was transferred to the Capitol Six as an Operations Manager where he worked until May 2000 when he was then transferred to the Silvercity Metropolis where he is currently employed.

John has been on the Board of Directors for the Motion Picture Theatre Association of British Columbia since June 1990 and the Board of Directors for the British Columbia Motion Picture Pioneers Association for the last three years.

John has been the team captain for the Famous Players' team in the Vancouver Aids Walk. During this time he has helped Famous Players to raise over \$72,000 towards this worthwhile cause. Famous Players has been the #1 corporate team three out of the last five years with John being the top fundraiser for the last two years.

John and Famous Players were also nominated for an Accolade Award in the category of philanthropy this year, which honours Business and Individuals who have helped out in responding to the Aids epidemic.