

2006
PIONEER
 of the Year
BRIAN
STEWART

“Everything Else is Just Business.”

Think back to the most innovative movie marketing initiative you can remember. Chances are Brian Stewart was the man behind it.

Brian’s career in sales began at Baton Broadcasting—where he later became the top sales rep for the television division, representing CFTO TV, Canada’s #1 TV station. While working for Baton, he married his high school sweetheart Sandy. Sandy was honoured in 2003 with the Pioneer of the Year Award, making them the first husband and wife team ever honoured by the Pioneers.

Realizing the business opportunities that lay in merchandise licensing and film marketing, Brian and Sandy launched Basstoy International Corporation in 1979, a company devoted to developing unique promotion concepts and executions that the studios would use to support their films. His early work on *Rocky*, *Bond* and *Star Wars* established the business that one day would become known as Tribute Entertainment Media Group. TEMG’s work in bringing together major packaged-goods clients, fast food restaurants and corporate marketing partnerships with the world of movies, set record results for both studios and the various clients, most of which are still working with TEMG today.

Once Basstoy was established, the Stewarts introduced *Tribute* magazine, Canada’s #1 movie/entertainment magazine for more than 27 years. During this time, they also expanded the Tribute franchise. The roster now includes *Kids Tribute*, *Teen Tribute* and



the French-language editions *En Primeur* and *En Primeur Jeunesse*. The family of magazines now has an annual readership of more than 29 million.

TEMG’s other properties now include tribute.ca and enprimeur.ca, Canada’s leading movie web sites, Tribute TV, Canada’s top-rated movie preview show and In-Theatre Media, which provides advertising and marketing services and sales for a number of Canada’s leading exhibitors.

Over the years, Brian has exhibited on-going support for the Motion Picture Industry and the needs of the Motion Picture Pioneers. He’s served as a director, as well as creating and executing marketing programs for the industry which have generated hundreds of thousands of dollars in donations. One of the most successful has been the ShowCanada programs, resulting in substantial revenues for the Pioneers. Tribute is also a long time sponsor of the Annual ShowCanada Golf Tournament.

Brian is the proud brother of Randy and son of Alex Stewart (deceased) and Marnie Stewart, who is attending the Pioneer of the Year awards tonight. Despite all his success, Brian boasts his greatest achievements are his marriage to Sandy and his two children, Alex and Rob. Alex is working in financial consulting for McKinsey in New York while Rob is traveling the film festival circuit promoting his first feature documentary film, *Sharkwater*. As Brian says, “Everything else is just business!”



Above (inset) - Brian has high hopes for *Sharkwater*, the film written, directed and produced by Brian’s son, Rob. Left - The man himself, 2006 Pioneer of the Year, Brian Stewart.



KELLEY BOWMAN

FROM "CANDY GIRL" TO PIONEER... KELLEY REFLECTS ON A LIFE IN THE MOTION PICTURE EXHIBITION INDUSTRY.

by Kelley Bowman

From these early beginnings I have had the pleasure of working in a number of locations in the Lower Mainland. After a three year hiatus to attend the British Columbia Institute of Technology in Financial Management, get married, and start a family, I returned in 1984 at a time of significant expansion for Famous Players. Over the next six years I changed locations four times, assisting in the opening of; Eagle Ridge 6, Guildford Four Plex, Station Square 7, and Richmond Centre 6. During the 90's, while at Richmond Centre, and then later, Guildford, I was fortunate enough to be on loan to Vancouver Centre Cinemas to work the Vancouver International Film Festival during festival time. Finally in 1999, in my post soccer mom phase of life, I decided to accept a full time position at SilverCity Coquitlam where I remained until 2003. SilverCity Riverport is currently my home away from home.

Away from the ticket booths and concession bars, I have the privilege of being a director on both the British Columbia Motion Picture Pioneers and the Motion Picture Theatre Association of British Columbia. My volunteer work for Industry Conventions such as ShowCanada, ShoWest, and ShowEast, is a passion in my life for which I am truly grateful.

Throughout the years, along with my dearest friend John Pedersen, I have been involved with many charitable organizations a few highlights being - Vancouver Aids Walk, Variety Club, Kids Help Phone, Run For The Cure, Spotlight On The Cure, and The Richmond Centre Senior Movie programme in support of The Richmond Food Bank.

While proud of my professional and charitable accomplishments, they do pale in comparison to the pride I feel towards my family and dear friends. My loving husband of twenty-six years Jack, and our three adult children, John, Janelle, and Jordan are the ultimate joys of my life.

In reflection, the thing I hold closest to my heart about the film exhibition industry, is the incredibly wonderful people I have had the pleasure of meeting and working with over the years. It is these individuals I will fondly remember always .

A lot of popcorn has been popped since I started with Famous Players as a seventeen year old "candy girl" in 1977 at the Guildford Theatre. You remember those days, when you calculated concession order totals in your head, only to have the customer change that medium to a large and add a chocolate bar - just at the very end. Yes, the world of film exhibition before the advent of interactive ticket machines, cineque booths, calculating tills, and food fairs located in the lobby was a much different place to work but it was there, that I fell in love with the Film Exhibition Industry.

It really does seem like yesterday when after laughing at the Manager's joke he replied, "your hired". Who would have imagined how those two simple words would translate into a career spanning well let's just say, along time. In fact, I remember a time when our chocolate bars sold for only 15 cents while everywhere else in town charged 25 cents!!!



B A R R Y CHAPMAN

A Biography by Barry Chapman

When I was a kid growing up in west end Toronto we had three movie theatres within walking distance of home; the nearest was the Odeon, a small local house; the much larger, and grander, Parkdale; and the Kum-C, a true dump, in which you could sometimes feel a mouse run over your foot to get any dropped popcorn. However the Kum-C gave away dishes at certain early evening shows, which families all attended, and the kids were exhorted by parents to bring home whatever was being given out, unchipped. Many families in the neighbourhood ended up with full dinnerware sets, courtesy of these giveaways.

In those times (1940's) you got a double-bill, a cartoon, a News of the World, a Pete Smith Comedy and a serialized western or thriller; a visual banquet! We kids would trip over each other at the end of the show, trying to get up the aisle before "God Save the King" popped up on-screen! In those days you stood for the national anthem, at the movie house.

I dropped out of school early - I really hated school! After spending eight years at Queen Victoria P.S. and a couple at Western Tech and Commerce, I'd had enough. Regrets, I've had a few, but as the old maxim says, "You grow too soon old and too late smart." However, I've no complaints. I went to work at The Robert Simpson Company in the mid-50's and remained there 25 years for which I got a watch commemorating my serfdom. Actually, I liked my work in the customer service department, helping dissatisfied customers of which there were many. I had patience then - now, I'd tell'em to get lost and I'd get fired! Later, running the office in home furnishings was a breeze - the office and the sales staffs were easier to deal with. Downsizing began when the Bay took over Simpsons. Monetary inducements were offered to some middle management, so I took the money and ran.

At this time, my good friend Patricia Thompson informed me that Curly Posen was looking for an indentured servant for the MPTA of Ontario, which also included working for Orval Fruitman and Canadian Picture Pioneers. So, I joined the industry officially in 1981 and the Pioneers in 1993. I knew Curly because he booked films, non-theatrical, for the Toronto Film Society, which began life in 1948 with Gerald Pratley, its first president. I had joined the Society in 1972 and became further acquainted with the wonderful and unique, Curly. He was a great benefactor and friend and couldn't understand why we wanted to show pictures like "Pretty Baby" and Pasolini's Salo, which had been banned in Ontario. However, he booked them for us. During negotiations, I met with the formidable Mary Brown, head of the Censor Board, who over a couple of friendly lunches, agreed to allow the screenings although she too couldn't understand why we wanted to show those pictures. I'm still programming films for the Society although we've now shrunk from an international series and a silent series into just two film buffs series, movies from the 1930's, 40's and 50's not available on tape or DVD. And, in 16mm. What's that you say? I thank God for the Universal 16mm collection and thanks to Eugene Amedeo for its availability.

So here I sit, coerced into writing a "puff piece" about myself. A humble story, indeed, but not too dull and the Pioneers help keep it lively and certainly interesting. It's a wonderful organization, helping in a big way to unite our industry with that personal touch. Try it - you'll like it!

Th-th-that's all folks.



DENIS HURTUBISE

pionniers de père en fils...

like father, like son...

by Denis Hurtubise

I began in the business in 1982 as a floor usher at the Berris Cinema.

In 1984, I worked for Filmo Vision, a video distributor. Two years later, in 1986, I moved on to Cineplex Odeon film division as a film booker.

Still with Cineplex, I was promoted to the theatre booking department and then put in charge of cinema programming from 1991 to 1994.

In 1994, I started my own booking agency, Services de Programmation DenHur. [It was the] largest booking agency, [in regards to] grouping the majority of independent theatre

owners in Quebec plus certain situations in New Brunswick. I became involved with the Quebec Picture Pioneers when I started work in the industry.

My father, Jean Paul Hurtubise, had a long and illustrious career with Universal for about forty years and had also been involved heavily with the Pioneers. I started sharing the Christmas children's party event with him twenty years ago, and have been doing it ever since.

I was president of the Quebec Picture Pioneers for four years and am still involved with every facet of the industry.

ISABELLA MIDDLETON

Born in Toronto on June 15, 1966, I am the youngest of seven children. My parents, Joseph and Teresa Ciancio had immigrated to Canada from Italy in the 1950's. With so many siblings, I had to learn how to share, how to listen and when to contribute at a very early age. Being a first generation Canadian woman made things challenging to say the least. I put myself through Seneca College taking a Creative Advertising and Broadcasting course. This helped me directly in landing a job at MIJO Productions in May 1986. At that time there were four of us in the company -- Joel Reitman, Michael Goldberg, Clinton Young and me. After a year at MIJO I decided to try my luck at Young & Rubicam as a Traffic Coordinator. One of my main responsibilities was that of trafficking Buena Vista creative in Canada.

My love for the movies, my lack of challenge at Y&R and the fact that Michael calling me to come back resulted in my return to MIJO in November 1988. Since then, I have been directly involved in the expansion of the company that has presently grown to ten divisions. Joel, Michael and Clinton showed me the ropes in various aspects of the business world. My variety of training included that of finance and negotiations, day-to-day operations, post production, project management, leaseholds and human resources. This all encompassing business training was priceless. MIJO, I thank you.

Much of my integration into the world of the Picture Pioneers involved my participation at the annual picnics and dinners. It didn't take long for me to volunteer to cook the hotdogs as the golfers were finishing their rounds. I became a full-fledged Pioneer about ten years ago. Throughout my time in this organization, I have tried to help wherever possible. After Michael Goldberg joined the Pioneer board, we discussed the need for bigger contributions industry wide. Eventually Michael retired his position, thus giving me an opportunity to step in. I joined the Board of Directors immediately. Of course during the first year I was the new kid on the block so I sat back and observed - a talent of mine since childhood. Once I gained the confidence of my peers I realized I had much to contribute, and that my view of things was both positive and beneficial. I have since taken on the organization of the award dinner program book, and been part of



the dinner and picnic committees. Always willing to help when needed, I believe that driving a retired pioneer to a picnic or a funeral is the least I can do.

This industry feels like an extension of my own family. My relationships with my clients, colleagues, fellow board members and pioneers are immeasurable and will always be cherished. I look forward to the future with all of you.