



**GALVESTON ISLAND**  
**GSCA INTERNATIONAL**  
**CONFERENCE & TRADESHOW**  
 SEPTEMBER 18-20, 2006 • MOODY GARDENS

# Big news

**MON.**  
**09.18.**  
**06**

BROUGHT TO YOU BY **OKP** **70MM**

## Welcome, Educators!

For the first time, GSCA extended a special invitation to museum educators from around the world to attend the conference and take part in education-focused sessions, network with other educators, screen films so they can plan educational outreach programs, and discuss with filmmakers how to make more effective educational films. All attendees will find the educator sessions useful, however. GSCA's education committee will use this experience in

Galveston to plan a full-day education symposium for the 2007 GSCA conference in Vancouver.



Janna Emmel and Phil Streater were instrumental in planning the educator sessions

## Big News to Share?

If you've got breaking news or want to share something you learned or found valuable at the conference, *Big News* would love to hear from you.

- All entries should be submitted by 7:00 p.m. to Kelly Germain at [kellygermain@giantsscreencinema.com](mailto:kellygermain@giantsscreencinema.com) or 651-270-4915.
- There is a 150-word limit.
- All content is subject to review, and submission does not guarantee publication.
- No advertising or promotions will be accepted.

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## GSCA Welcomes You to Galveston, Texas!

Welcome to the 2006 Giant Screen Cinema Association (GSCA) International Conference and Tradeshow, Big Business, Big Future: Part II. GSCA staff and volunteers have spent countless hours to ensure this conference is informative, thought provoking, and time well spent. As in previous years, this conference includes numerous professional development sessions; screenings for new films, films in production, and films in development; peek-behind-the-curtain technical sessions; the Achievement Awards gala celebrating industry excellence; and plenty of opportunities for professional networking.

In a constant effort to make the conference even more valuable to attendees, you'll find some new features this year as well, including a session devoted to power networking, longer clips for films in production, marketing briefings for new films, and special screenings for trailers and short films. GSCA committee meetings held on Sunday were open to all members who wanted to attend, and Wednesday's meetings at 9:30 a.m. will also be open. (See page 26 of the conference program for a list of committee names and meeting locations.)

## GSCA Strategic Plan Progress

Pre-conference board and committee sessions on Saturday and Sunday yielded great progress in shaping GSCA to ensure it brings the most value to its members. Board members met for over seven hours on Saturday to set strategic direction and priorities for the GSCA for the coming two years. The group also determined new committee mandates, and committees met on Sunday evening to begin implementing those mandates. More details of the strategy session will be reported at the members meeting today at 12:30 p.m.

**A Tip From Tammy:** Don't forget to bring your free drink tickets (provided in your delegate bag) to the opening reception, tradeshow, and Achievement Awards. GSCA staffer Tammy Seldon suggests putting them in your plastic nametag holder as soon as you get them from your bag so you don't forget them or lose them.

On Wednesday at 11:15 a.m., guest speaker John H. Falk, author of *Thriving in the Knowledge Age: New Business Models for Museums and Other Cultural Institutions*, will address some of the challenges facing the giant screen film industry, what to keep in mind as we look at the kind of changes we may need to make to ensure a viable business model, and how we can begin to rethink how we do business in the knowledge age. Copies of Falk's book will be available for sale at the session, and he will be available for book signing immediately following the session.

Our gracious hosts here at Moody Gardens exemplify southern hospitality, and delegates will have plenty of opportunities to experience some Texas-sized fun while here on Galveston Island. Don't miss tonight's opening reception, sponsored by National Geographic Giant Screen Films; the film distributors' beach bash tomorrow night; and Wednesday night's Texas-style Achievement Awards, sponsored by CFI/Technicolor and IMAX Corporation. Each offers the opportunity to mix and mingle with longtime and new friends alike.

Have a great conference, everyone. Thanks for coming.



Mike Applin facilitates the GSCA board strategic planning session.

## Giant Screen Theater Workshop

Diane Carlson lead the Giant Screen Theater Basics Workshop on Sunday, which was attended by delegates opening or planning new theaters, newly hired staff at existing theaters, and others looking for some good practical advice on how to run a theater. Mary Jane Dodge, Jim Barath, and Toby Mensforth offered their industry expertise during the session as well.



Mary Dodge presents at the Giant Screen Theater Workshop

## Theater Tips

- Don't have concessions? Try selling bottled water during hot spells. It is fast, clean, and can add to the bottom line.
- Teacher hook? Take "welcome back" gift bags that include some complimentary tickets and film swag (promotional items) to schools to be used as door prizes.
- Ad Rule: Never buy an ad without getting a free ad or promotion!
- Want more members? Pay ticketing and store staff a commission. How much? At Pacific Science Center in Seattle the rates range from \$1.00 to \$15.00 per membership, depending on the level. At the Smithsonian they pay \$3.00 per membership.

- Contributed by Toby Mensforth, Diane Carlson, Mary Jane Dodge

## Today's BIG Events :: Monday, September 18 (Day 1)

TIME	SESSION	LOCATION
7:00 a.m. – 6:00 p.m.	Registration and Information	Group Registration Desk MGH
8:30 a.m. – 9:30 a.m.	Coffee Break sponsored by Virtuosity	Foyer MGH
8:30 a.m. – 9:30 a.m.	<b>Professional Development Session:</b> Networking at the Conference: 10 Ways to Make the Most of It	Ivy MGH
9:30 a.m. – 10:45 a.m.	<b>Professional Development Session:</b> Internet Marketing	Moody I MGH
9:30 a.m. – 10:45 a.m.	<b>Professional Development Session:</b> Giant Screen 101: From Script to Screen – Designing Educational Films	Ivy MGH
10:45 a.m. – 11:15 a.m.	<b>Professional Development Session:</b> Power Networking	Vine MGH
10:45 a.m. – 11:15 a.m.	Break	Foyer MGH
11:15 a.m. – 12:30 p.m.	<b>Professional Development Session:</b> Round Table Discussions	Moody I MGH
11:15 a.m. – 12:30 p.m.	<b>Professional Development Session:</b> Revitalize and Revolutionize your Educational Programming	Ivy MGH
12:30 p.m. – 2:30 p.m.	Members Meeting and Opening Luncheon – <b>Sponsored by Member Theaters</b>	Moody II MGH
2:30 p.m. – 3:00 p.m.	Open time and travel to IMAX 3D Theater at Moody Gardens	
3:00 p.m. – 4:00 p.m.	<i>Deep Sea 3D</i>	IMAX Theater
4:00 p.m. – 4:15 p.m.	Break	IMAX Theater
4:15 p.m. – 5:15 p.m.	<i>Hurricane on the Bayou</i>	IMAX Theater
5:15 p.m. – 6:15 p.m.	<i>Wired to Win: Surviving the Tour De France</i>	IMAX Theater
6:15 p.m. – 7:30 p.m.	Open Time – Dinner on your own	
6:15 p.m. – 7:30 p.m.	Museum Film Network (By Invitation)	Board Room MGH
6:30 p.m. – 7:15 p.m.	First Timer and "New to the Industry" Member Reception	Aquarium
7:30 p.m. – 10:00 p.m.	Opening Reception – Sponsored by <b>National Geographic Giant Screen Films</b>	Aquarium
10:00 p.m. – 11:00 p.m.	Extra-Large Shorts Program – Sponsored by <b>RPG</b>	IMAX Theater

## Today's Sponsored Events

DKP 70MM Inc. ( <i>Big News</i> )	Member theaters (members meeting and opening lunch)
FotoKem Film and Video (delegate bags)	RPG Productions (Extra-Large Shorts Program)
K2 Communications (pocket schedule)	Superior Quartz Products (conference program and delegate list)
National Geographic Giant Screen Films (opening reception)	Virtuosity (morning coffee break)

Delegates at the Galveston conference represent at least 21 countries, and 61 registered delegates are attending the conference for the first time.

Thank you to DKP 70MM Inc. for sponsoring *Big News* throughout the Galveston conference.



## What's New Today?

■ Expand your giant screen industry network. New to this conference is today's **Power Networking** session, 10:45–11:15 a.m. in the Vine Room. Every three minutes a bell will ring and you'll meet someone new. Bring plenty of business cards.

■ Make sure you attend the **Extra Large Shorts** program tonight at 10:00 p.m. at the IMAX Theater (sponsored by RPG Productions). You'll have the chance to see some of the best short films ever made for the giant screen. These films don't often get the screenings they deserve, so don't miss them!

### THINGS TO KEEP IN MIND:

- Food and beverages are not allowed in the Moody Gardens Theater. Please refrain from bringing any food into the theater during the conference.
- In addition to internet access in your room, wireless access is available in the hotel lobby and in Shearn's.
- Shearn's, a fine dining experience on the ninth floor, is open every day of the conference except Monday. Not to worry, though. Word has it there is a really great party that night at the aquarium.

### PRESENTING OR SPEAKING?

A speaker ready room is located next to the conference registration desk for your convenience.



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### Top Ten Good Reasons to Attend the Tradeshow

10. Be a part of the highest concentration of giant screen industry business professionals.
9. Network with colleagues and industry partners.
8. It's air conditioned.
7. Meet with specific companies and see their products.
6. Keep current on industry trends and issues.
5. Learn how to market new films.
4. Enjoy a free lunch.
3. Win a GREAT attendance prize.
2. Find out what's new in film.
1. Use your drink ticket at the bar. (Did we mention that they are in your delegate bag?)

Visit the Tradeshow in the Moody Ballroom from 12-4 p.m.

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# Big news

**TUES.**  
**09.19.**  
**06**

BROUGHT TO YOU BY **OKP 70MM**

**A Tip From Tammy:** It can get a little chilly in the IMAX theater, so bring a sweater when you go to view films today and tomorrow.

## Things to Do, People to See

We have a busy day ahead of us because today's schedule is full of "don't miss" events. Make sure you've got your conference schedule readily accessible so you can take advantage of all the day has to offer. Don't miss films in development and production, the networking bonanza of the GSCA tradeshow, behind-the-scenes insight into what makes giant screen films so special revealed at the technical session, the session on film trailers, and screenings of a new and a classic film.

The GSCA education committee and museum educators

will be meeting today to begin planning a daylong education symposium for the 2007 GSCA International Conference and Tradeshow in Vancouver. The symposium will address lifelong learning and the impact of giant screen films and will be modeled after the Giant Screen Films and Lifelong Learning Symposium lead by Dr. Emlyn Koster of Liberty Science Center at the 1999 GSTA conference.

And save some energy to kick up your heels at tonight's film distributors' Beach Bash. Our industry distributors definitely know how to throw a party.

## Expanding Your Network

Chris Palmer of MacGillivray Freeman Films Educational Foundation offered numerous networking tips for first-timers and veteran delegates alike at the lively workshops he moderated yesterday. Here are 5 tips from Chris to help you have a fun and fulfilling conference.

- Write down 5 goals you have for GSCA.
- Make a plan based on your goals.
- Identify successful people who can help you meet your goals.
- Develop an action plan to follow after the GSCA conference
- Be warm, generous, and sincere.

Photo by James Hyder © 2006 Cinergetics LLC



Lane Smiley from Aztec on the River practices his networking skills at the workshop.

## An Education Success Story

Julie Brown and Mark Bretherton from Australia's Sydney IMAX Theater have increased school attendance from 40,000 to 140,000 annually. At the Revitalize and Revolutionize Your Educational Program session, they shared that integration is the key to their success. It is critical to achieve a balance in the experience, price, value for the money, and curricular connections. Here are their tips for improving your school group program:

- Take stock of your situation
- Build on the basics
- Listen to teachers
- Build a database of regular and loyal teachers and schools
- Give teachers something for nothing (food discounts, parking discounts, etc.)

- Back up your efforts with strong and exemplary customer service
- Offer film programming that is flexible to meet teachers' needs
- Make curricular connections
- Work with market competitors by creating synergies in the form of joint excursion packages
- Develop regular and consistent communication and marketing



Julie Brown and Mark Bretherton from the IMAX Sydney.



Many thanks to the projectionists who are working so hard at the conference: Adrian Guajardo and Phil Jaeger from Moody Gardens, John Miller from IMAX, and Richard Dube from Famous Players.



First-time attendees Kurt Przybilla from Molecularium and Martin Palicki from InPark magazine.



First-time attendees Julia Walter and David Marks from Yes/No Productions Inc.



Mark Henderson from the New England Aquarium and Jerome Williams from the American Museum of Natural History.

GSCA extends its thanks to IMAX Corporation's Richard Gelfond for making the trip to Galveston on Monday to address members at the all member meeting.

## Today's BIG Events :: Tuesday, September 19 (Day 2)

TIME	SESSION	LOCATION
7:00 a.m. – 6:00 p.m.	Registration and Information	Group Registration Desk MGH
7:30 a.m. – 8:00 a.m.	Breakfast on your own	
8:00 a.m. – 11:45 a.m.	Films in Production, Films in Development sponsored by <b>DKP 70MM</b>	IMAX Theater
11:45 a.m. – 12:00 p.m.	Travel to Moody Gardens Hotel	
12:00 p.m. – 4:00 p.m.	GSCA Tradeshow and Luncheon	Moody Ballroom MGH
12:30 p.m. – 3:20 p.m.	<b>New Film Marketing Briefings</b>	Vine I
12:30 p.m.-12:50 p.m.	Ride Around the World	
1:00 p.m.-1:20 p.m.	Hurricane on the Bayou	
1:30 p.m.-1:50 p.m.	Greece: Secrets of the Past	
2:00 p.m.-2:20 p.m.	Deep Sea 3D	
2:30 p.m.-2:50 p.m.	Open Season 3D	
3:00 p.m.-3:20 p.m.	Treasure of the Gods: Zion Canyon	
12:00 p.m. – 1:30 p.m.	<b>Educators Only:</b> Looking Forward to GSCA 2007 Vancouver: Luncheon and Workshop	Ivy I
4:15 p.m. – 5:05 p.m.	<b>Professional Development Session:</b> Behind the Curtain Technical Session – Sponsored by <b>CFI/Technicolor</b>	IMAX Theater
5:05 p.m. – 5:50 p.m.	Film Trailers Session	IMAX Theater
6:00 p.m. – 7:00 p.m.	<i>Ride Around the World</i>	IMAX Theater
7:00 p.m. – 8:00 p.m.	<i>Treasure of the Gods: Zion Canyon</i> Popcorn and soda at this screening sponsored by <b>Big Films</b>	IMAX Theater
8:00 p.m. – 9:00 p.m.	Dinner on your own	
9:00 p.m. – 12:00 a.m.	Beach Bash Sponsored by <b>Film Distributors</b>	Palm Beach

## Today's Sponsored Events

Thanks to the following organizations for sponsoring today's events:

Big Films, Inc. (Popcorn and soda)  
CFI/Technicolor (Behind the Curtain technical session)  
DKP 70MM Inc. (*Big News*, Films in Development, Films in Production)

Film Distributors (Beach Bash)  
FotoKem Film and Video (delegate bags)  
K2 Communications (pocket schedule)  
Superior Quartz Products (conference schedule and delegate list)

## What's New Today?

■ This year filmmakers get to showcase up to 15 minutes of footage in the **Films in Production** session today at 8:00–11:45 a.m. at the IMAX Theater (sponsored by DKP 70MM Inc.). At past conferences, film clips were limited to 5 minutes. View expanded footage to help you make your future booking decisions.

■ Meet with colleagues and distributors to discuss ideas for launching this year's new films in your market during the **New Film Marketing Briefings**. These sessions will be held in the Ivy Room throughout the tradeshow. See the schedule to the left for a list of films and times.

■ See all the trailers for this year's new films, plus trailers for some giant screen classics and favorites at the **Trailers Session** tonight at 5:05 p.m. in the IMAX Theater.

DID you know?



Thank you to DKP 70MM Inc. for sponsoring *Big News* throughout the Galveston conference.

Nearly 420 delegates pre-registered for the conference. Two hundred fourteen are from theaters, 55 of those are from commercial theaters, 174 are film buyers, 68 represent distributors, 97 are in film production, and 27 are suppliers to the industry.



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## John H. Falk Session and Book Signing

Dr. John H. Falk, author of *Thriving in the Knowledge Age: New Business Models for Museums and Other Cultural Institutions*, will speak today at 11:15 a.m.–12:30 p.m. Known internationally for his research on free-choice learning, he is founder and president of the Institute for Learning Innovation, an Annapolis, Maryland-based nonprofit learning research and development organization, and Professor of Free-Choice Science Learning at Oregon State University. During the session, titled “New Business Models for a New Age,” Falk will address some of the challenges facing the giant screen film industry and how the industry can begin to rethink how it does business in the knowledge age.



Falk also will be available for a book signing immediately following the session.

## Big News to Share?

This is the last edition of *Big News* for this conference, but we still want your news to include on the new GSCA Web site. The site will be updated daily, so if you've got breaking news to share with the industry, GSCA would love to hear from you.

- All news and press releases should be sent to Kelly Germain at [kellygermain@giantsscreencinema.com](mailto:kellygermain@giantsscreencinema.com) or 651-917-1080.
- All content is subject to review and editing, and submission does not guarantee publication.

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## Day 3 and Still Going Strong

It's hard to believe this is the last day of the 2006 GSCA International Conference and Tradeshow. Today's focus is the business side of the giant screen industry and the association. GSCA committees will meet from 9:30–11:00 a.m. to discuss conferences, member services, external marketing and promotion, education, industry development, professional development, and publications. Committee meetings are open to all GSCA members, so please feel free to participate. We'll also screen three new films today.

Don't miss John Falk's session titled “New Business Models for a New Age” at 11:15 a.m. Copies of his latest book will be available for purchase, and he'll be on hand for book signing immediately following the session.

Closing the conference is tonight's always highly anticipated Achievement Awards presentation and dinner. Festivities get under way at 7:00 with a reception in the foyer near the GSCA registration desk, with the awards at 7:30 and dinner at 8:30. The industry's version of the Academy Awards, it's a chance to dress up, celebrate industry excellence, relax, and say farewell to friends and



colleagues at the closing party. Semi-formal attire is suggested.

Huge thanks to our sponsors and the many volunteers who made this conference such a success. Thanks also to all of you for attending and participating. As a member-driven association, we rely on you to make all of this possible.

Safe travels home, everyone, and we'll see you at the next conference.

## Postcards from the Distributors' Beach Bash



# Let's Make a Deal...



... at the GSCA tradeshow. Thanks to all the exhibitors and the delegates who came to see what films, services, and products are available to the industry.

An op-ed piece written by Chris Palmer about responsible wildlife filmmaking and programming was published in the Baltimore Sun today. Prompted by the tragic death of Steve Irwin, the article cites examples of irresponsible filmmaking and notes that "animals in the wild need their space." Read the full article, titled "Fallen 'Crocodile Hunter' Still Has Lessons to Teach About Wildlife," at [www.baltimoresun.com/news/opinion/oped/](http://www.baltimoresun.com/news/opinion/oped/).

## Today's BIG Events :: Tuesday, September 19 (Day 2)

TIME	SESSION	LOCATION
7:00 a.m. – 6:00 p.m.	Registration and Information Group Registration Desk	MGH
9:00 a.m. – 9:30 a.m.	Breakfast on your own	
9:30 a.m. – 11:00 a.m.	Conference Committee Meeting	Viewfinders Terrace
9:30 a.m. – 11:00 a.m.	Publications and Communications Committee Meeting	Ivy I
9:30 a.m. – 11:00 a.m.	Education Committee Meeting	Ivy II
9:30 a.m. – 11:00 a.m.	Member Services Committee Meeting	Vine I
9:30 a.m. – 11:00 a.m.	Marketing and Sponsorship Committee Meeting	Vine II
9:30 a.m. – 11:00 a.m.	Industry Development Committee Meeting	Board Room
11:00 a.m. – 11:15 a.m.	Coffee Break Sponsored by <b>Science North</b>	Foyer MGH
11:15 a.m. – 12:30 p.m.	<b>Professional Development Session:</b> Speaker: John Falk "Thriving in the Knowledge Age: New Business Models for Museums and Other Cultural Institutions." A book signing immediately follows this session.	Moody I MGH
12:30 p.m. – 2:00 p.m.	Lunch on your own	
2:00 p.m. – 3:30 p.m.	<i>Open Season: An IMAX 3D Experience</i>	IMAX Theater
3:30 p.m. – 3:45 p.m.	Break	
3:45 p.m. – 6:00 p.m.	GSCA Board Meeting	Board Room
3:45 p.m. – 4:45 p.m.	<i>Roving Mars</i>	IMAX Theater
4:45 p.m. – 5:45 p.m.	<i>Greece: Secrets of the Past</i>	IMAX Theater
5:45 p.m. – 7:00 p.m.	Travel to Moody Gardens Hotel and Open Time	
7:00 p.m. – 7:30 p.m.	Reception	Foyer, Salon E MGH
7:30 p.m. – 8:30 p.m.	The GSCA Achievement Awards Presentation – Sponsored by CFI/Technicolor and IMAX	Salon E MGH
8:30 p.m. – 10:00 p.m.	The GSCA Achievement Awards Dinner – Sponsored by CFI/Technicolor and IMAX	Moody I MGH
10:00 p.m. – 12:00 a.m.	The Closing Party with cash bar	Moody I MGH

## What's New Today?

■ GSCA committee meetings are open to anyone who would like to participate. If you would like to contribute to the business of running the association, please choose a meeting to attend today 9:30–11:00 a.m. See the schedule at left for a list of committees and meeting locations.

## Travel Info

Charlotte Brohi from the Houston Museum of Natural Science shares this helpful travel tip if you are catching Thursday morning flights. There will be heavy traffic from Galveston to Houston in the morning. Most people get on the road at about 5:30 a.m. from the Friendswood area (about 20 miles from Galveston) just to get into downtown before the traffic gets heavy. You should plan on adding an extra hour if you're traveling on I-45 first thing on Thursday morning.

Also, Ed Capelle has room in his car if anyone needs a ride to Bush Intercontinental Airport on Thursday morning. He's leaving at 5:00 a.m. If you'd like to share a ride with him, you can reach him at 541-914-2134.

## Today's Sponsored Events

CFI/Technicolor (Achievement Awards presentation and dinner)  
 DKP 70MM Inc. (*Big News*)  
 IMAX Corporation (Achievement Awards presentation and dinner)

Thanks to the following organizations for sponsoring today's events:

FotoKem Film and Video (delegate bags)  
 K2 Communications (pocket schedule)  
 Science North (morning coffee break)  
 Superior Quartz Products (conference schedule and delegate list)



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