

RICHARD HERRING  
Consulting and Filmbuying  
9459 Airpoint Drive  
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filmbuyer@cox.net  
[www.startamovietheatre.com](http://www.startamovietheatre.com)

THEATRE MANAGEMENT: 1977 to 2005

THEATRE OWNER: 1984-2005 with wife, Jan

OPERATION EXPERIENCE: competent in all phases of theatre operation including projection booth, concession, maintenance, back office and filmbuying

NATIONAL ASSOCIATION OF THEATRE OWNERS (NATO):

Honorary Member of the Board of Directors

Former member of the Product, External Factors, Independent Theatre Owners, and Ratings Enforcement committees. Most of these committees have been reconfigured. I will be attending NATO's annual coastal meetings when it is possible for me to do so, and will especially plan to attend the Independent Theatre Owners committee meetings, plus other meetings while I am there.

MID-ATLANTIC NATO, INC.

I am an Emeritus member.

Former Chairman of the Board and former member of the Board of Directors, past President and past Treasurer.

I was named "Exhibitor of the Year" in 1987.

CONSULTING EXPERIENCE:

Newport Cinema 4 – assisted in the development; have performed filmbuying, back office and advising since theatre opened in 1996.

CONSULTING SERVICES THAT HAVE BEEN PROVIDED:

Feasibility studies or analysis performed for projects or theatres in:

Alabama, Arizona, Alaska (2), Colorado (3), Delaware (2), California (3), Connecticut, Florida (4), Georgia, Illinois (2), Maryland, Minnesota, New Hampshire, Nebraska, Nevada, New Jersey, North Carolina (3), Ohio (3), Pennsylvania (2), New York (3), Tennessee (3), Texas, Utah, Virginia (3) and Wisconsin (2).

Other consulting services have been provided to clients in:

Alabama, Arizona, Arkansas, California, Connecticut, Florida, Georgia, Illinois, Kansas, Michigan, Minnesota, North Carolina, Pennsylvania, Wisconsin, New York, Texas, Belize, Accra (Ghana) and St. Martin (Netherlands Antilles).

PRIOR EXPERIENCE:

Roanoke City Public Schools – I established and managed the Audio-Visual Service Department, Security Department and Transportation Department.

CORPORATE: Owner with wife, Jan, of Davidson Theatres, Inc. (est. 1963). We have also owned a temporary labor service, and we provided contract payroll service for a labor union local for 29.5 years.