




# Will Power

A NEWSLETTER FROM THE PIONEERS ASSISTANCE FUND

HELPING INDUSTRY VETERANS FOR 80 YEARS



## BIG SCREENS. BIG HEARTS.

The movies are back, but theater workers still need your help. This message is at the core of the Pioneers Assistance Fund's latest fundraising campaign: Big Screens. Big Hearts.

This year's objective is to reach a new kind of audience: the movie-goer. To do so, we have created a dedicated webpage with charity information and downloadable social media images for supporters to share their generosity on their personal platforms. For more information, or to donate to the campaign today, visit [WRPioneers.org/BigHearts](http://WRPioneers.org/BigHearts).

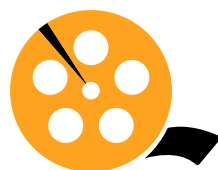
# 10,000+

industry workers assisted in 2020



# \$3,500,000

in COVID relief grants distributed



# 98%

of requests for help in 2020 came from theater workers

# THANK YOU!

The Pioneers Assistance Fund would like to give a special thanks to our major donors of 2020. Without your support we couldn't have helped over 10,000 theater workers affected by the pandemic:

**Sony Pictures**

**National Association of Theatre Owners**

**Lionsgate Live Event**

**Dolby Laboratories**

**Faro Foundation**

**Cinemark Theatres**

**Beam Foundation**

**Amazon Studios**

**Universal Pictures**

**Paramount Pictures**

**James J. Cotter Foundation**

**James & Theodore Pemas Family Foundation**

**Deluxe Digital Media**

Thank you to our third-party events lending support to the Pioneers Assistance Fund in 2020:

**Kernel Season's:** Social Media Campaign

**Alamo Drafthouse:** Special Screening of *Roar*

**Malco Theatres:** Virtual Trivia Event

**Laura Carson & Krista Gano:** Virtual Table Read of *Invisible*

**Reel Blend Podcast:** Limited Edition T-shirt Sale

**Film Row:** Virtual Trivia Series

# A WORD OF THANKS

“

Thank you all so much for your organization. I lost my job twice in 2020 and was not sure how I was going to afford anything. **I AM SO APPRECIATIVE** for all that you are doing for us and thank you for your assistance! Thank you!

“

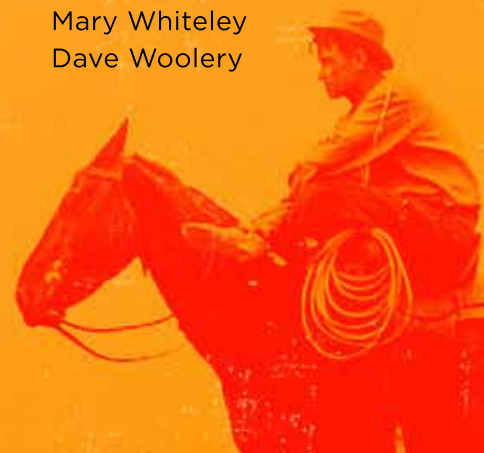
I will always be thankful for all the help and support I have gotten through this hard time. With the assistance, I am able to pay my rent and keep a roof over my head. My cat, Garfield, also thanks you! I would like to thank everyone who works at the Pioneers Foundation with a special thank you to the social workers [and] donors, **THANK YOU FOR THE GENEROSITY.**

“

I cannot begin to tell you how grateful myself and my family were to get these funds. They all came when I had a new expense that I couldn't quite cover without cutting back on food or fuel. Every contact I had at the organization took the time to hear me, and [left me with] a positive feeling after the call was over. **I THANK YOU FROM THE BOTTOM OF MY HEART.**

## IN MEMORIAM

William R. Beale, Jr.  
Mike Bisio  
Darlene Blair  
Robert Cannizzaro  
Bob Cheren  
Eileen Dalier  
Leo Fisch  
Gus Frintzilas  
Virginia Garcia  
Gene Goodman  
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Reta M. Schumacher  
Frances Shapiro  
Fred Spitz  
Robert B. Steuer  
Betty Thomas  
Bruce Van Wetter  
Martha Weissman  
Mary Whiteley  
Dave Woolery



## HEALTH TIP

**Q:** I read that the brain tends to lean toward negative thoughts. With the pandemic, I find myself feeling dread more often. How can I get my brain to work for me?

**A:** You read right! The brain does gravitate toward negative thought patterns, which is unfortunate. Some of us “trick” our brains into positive thinking, but this is a challenge for others. At the very least, we can distract negative thoughts, which gives us some much-needed respite. The negative thoughts are still there, but we can file them away for a little while.

Deep breathing is a good distraction technique—gently inhale and exhale, and repeat for a few minutes—during times like this. Caring for others is another. Sometimes, when we help others, we forget about our problems. Give it a try. It won't hurt.

# VITAMIN D

## WHAT YOU NEED TO KNOW



Vitamin D: You find it in food, they put it in milk, and you get it from the sun. It helps with everything from a happy disposition to fighting infection, including potentially playing a role in fighting COVID-19. Some researchers, like Dr. Frank Lipman, founder of Eleven Eleven Wellness Center, have even suggested a potential epidemic of Vitamin D deficiency.<sup>[1]</sup>

So what is Vitamin D? What does it do? What happens when we don't get enough, and how do we get it?

### WHAT IS VITAMIN D?

Vitamin D is a fat-soluble substance. That means any excess gets stored in your fat cells rather than flushed out directly by your kidneys. Our systems turn it into the hormone calcitriol, the activated form of the vitamin that our bodies use to do miraculous things.

### WHAT DOES IT DO?

Vitamin D interacts with more than 2,000 different genes and plays an important role in making enzymes and proteins important in maintaining health and preventing disease. Some say it even helps keep a sunny disposition. Other benefits of Vitamin D include:

- Promotes calcium absorption.
- Supports bone growth and structure.
- Reduces inflammation.
- Boosts the immune system.
- Supports muscle function.
- Potentially staves off heart disease.
- Possibly helps prevent cancer.
- Supports brain development.<sup>[2]</sup>

### WHAT HAPPENS IF WE DON'T GET ENOUGH?

Most people will never know that they have a Vitamin D deficiency unless it becomes severe. But some of the general symptoms include:

- Fatigue
- General muscle pain and weakness
- Muscle cramps and joint pain
- Chronic pain
- Weight gain
- High blood pressure
- Restless sleep
- Poor concentration
- Headaches
- Bladder problems, constipation or diarrhea

### HOW DO YOU GET IT?

Some foods have it, and others, like milk, have it added. Food sources include fish liver oils like cod liver oil; fatty wild fish like mackerel, salmon, halibut, tuna, sardines and herring; fortified milk, orange juice, and cereal; dried shiitake mushrooms; and egg yolks. But it would take five servings of salmon or 20 cups of fortified milk per day to get the Vitamin D you need. As a result, most people get 10% of the required intake at most from food sources. The only sources guaranteed to provide the amounts we need come from supplements or the sun.

### SUNSHINE

Sun on exposed skin can spur the creation of 20,000 units of Vitamin D in 20 minutes, Lipman says. But you must balance the hazards of overexposure with the benefits. Suntan lotions (even weak ones) and glass (like home and car windows), block these effects. But, in the right amounts, the sun does the body good.

### SUPPLEMENTS

First and foremost, you must take the right kind of Vitamin D—Vitamin D3, also known as cholecalciferol. How much you need depends on a variety of factors, like age, gender, and weight. The National Institutes of Health recommends 400 IU for 0-12 months, and 600 IU for 1-70+ years. They say these guidelines will cover 97-98% of healthy people.<sup>[3]</sup>

Lipman says the Food and Nutrition Board of the US Institute of Medicine found these levels optimal for preventing soft bones and rickets, but he thinks we need more. He lays out his suggestions in his article.

What about toxicity? Your body will never make too much Vitamin D in response to sun exposure, Lipman says, but supplements can present a different scenario. He suggests having your blood level checked every three months if you take 5,000 IU or more per day.

When it comes to Vitamin D, most of us could probably use more. Check the shelves of your local grocery store or Amazon.com and talk to your medical provider. Vitamin D might be just what the doctor orders.

[1] [https://www.huffpost.com/entry/vitamin-d-what-you-need-t\\_b\\_308973](https://www.huffpost.com/entry/vitamin-d-what-you-need-t_b_308973)

[2] <https://health.usnews.com/wellness/articles/everything-you-need-to-know-about-vitamin-d>

[3] <https://ods.od.nih.gov/factsheets/VitaminD-HealthProfessional/>



# A SPECIAL THANKS

to our exceptional leadership for being a guiding light through this difficult time.

## EXECUTIVE COMMITTEE:

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## FILM ROW: L.E.A.D.

Last year, our young professional group, Film Row, created a new organization called L.E.A.D. The mission is to empower underrepresented minorities in the entertainment industry through education and career development. L.E.A.D plans to create a more diverse environment and expand the film industry community through events and workshops for individuals in the field at the theater level. They plan to provide exposure to studio executives, exhibition partners and vendors to better understand the roles and opportunities that may be available to them.

The group hosted their first virtual speaker series on September 24, 2020: Fostering Diversity and Inclusion in the Entertainment Industry. The conversation was moderated by Heather Morgan, VP of Content and Programming for Harkins Theatres. The second discussion, A Fresh Start In 2021 with DeVon Franklin, was held on February 4 and moderated by DeDe Brown, SVP of National Publicity for Paramount Pictures. The conversation featured award-winning film producer, New York Times best-selling author and motivational speaker, DeVon Franklin. To watch either of the inspiring conversations, head to [filmrow.org](http://filmrow.org).

### Film Row L.E.A.D. Committee:

Chair, Shelly Kratzer  
Secretary, Carl Laguerre  
Officer, Otto "Tony" Graham  
Frank Martinez  
Melanie Valera



## WILL ROGERS INSTITUTE

The Will Rogers Institute (WRI) has been a rich part of our history going back to the 1950's as part of the Will Rogers Memorial Hospital. Since the beginning, WRI has focused on pulmonary health and infectious disease.

Today, the Will Rogers Institute laboratory is located at University of Southern California Keck School of Medicine. In addition, WRI funds five research fellowships across the United States. The Institute is making strides every day in understanding, treating, and curing pulmonary diseases and disorders, including COVID-19. Edward Crandall, PhD, MD Will Rogers Institute Medical Advisor, states, "Before the pandemic, there were 25 million people in the United States who suffered from a lung disorder. What we learn results in new treatment for very serious lung diseases and ultimately provides better health care for everybody."

We are proud of the work being done at our lab and fellowship institutions caring for patients suffering from the effects of COVID-19 and contributing to finding treatments for this devastating infectious disease.

Will Rogers Institute Pulmonary Research Center at  
Keck School of Medicine USC  
Patricia Neal Rehabilitation Center (Knoxville, TN)  
Burke Rehabilitation Hospital (White Plains, NY)  
University of Texas Southwestern Medical School  
NYU Grossman School of Medicine  
Cedars-Sinai Medical Center (Los Angeles, CA)



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For more information, visit [wrpioneers.org](http://wrpioneers.org) or call **888.994.3863** to learn more about our program that provides assistance to industry veterans who work in distribution, exhibition and trade services.

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