

AMPPLC 24TH ANNUAL MEETING

The Association of Motion Picture Producers and Laboratories of Canada held its twenty-fourth annual meeting at the Inn on the Park on May 4/5th. The Friday sessions included Panel discussions on Bidding Practices on Sponsored Films, Super 8 - It's present and future, Effective Sponsored Film Distribution, and Entertainment Films - a New Canadian Venture. At the luncheon Friday, John Smith MPP, Parliamentary Assistant to Hon. John White, Minister of Industry and Tourism of Ontario, spoke at length on Toronto now ranking as the third largest film production centre in North America - after Los Angeles and New York; Statistics Canada figures recording the 1970 value of private industry motion picture production in Canada as 43-million dollars - Ontario's share of this being well over 25-million, or nearly 59 per cent; and making three important announcements on behalf of the Minister. Namely, the appointment of Mr. Dan Hunnisett as Ontario's Film Industry Co-ordinator, the Ontario Government's sponsoring of an Ontario Film Festival in co-operation with the industry, and the possibility that the Ontario Development Corporation's Board of

Directors review their lending policies with the Province's film industry in mind.

Mr. Hunnisett, the new Film Industry Co-ordinator in Ontario, will help to cut red tape for film producers in Ontario. He will assist in location searching, information on sources of talent, equipment suppliers, studio facilities, etc. His responsibilities include Cinesphere and the exhibits at Ontario Place.

To be utilized for the proposed Ontario Film Festival would be Cinesphere, the Ontario Science Centre Theatre, and other suitable facilities. Mr. Smith stated at the AMPPLC luncheon where he made these important announcements, that "the success of Stratford's International Film Festival has prompted us to consider such an endeavor."

Other important business transacted at the 24th Annual Meeting of the Association of Motion Picture Producers and Laboratories of Canada included:

- the election of Henry Michaud, Vice President of SDA Productions Ltee, Montreal, as the new President of the AMPPLC;

- Edward Zemla, Canadian Cinegraph Ltd., Toronto, was elected Vice President of the 85 member association which

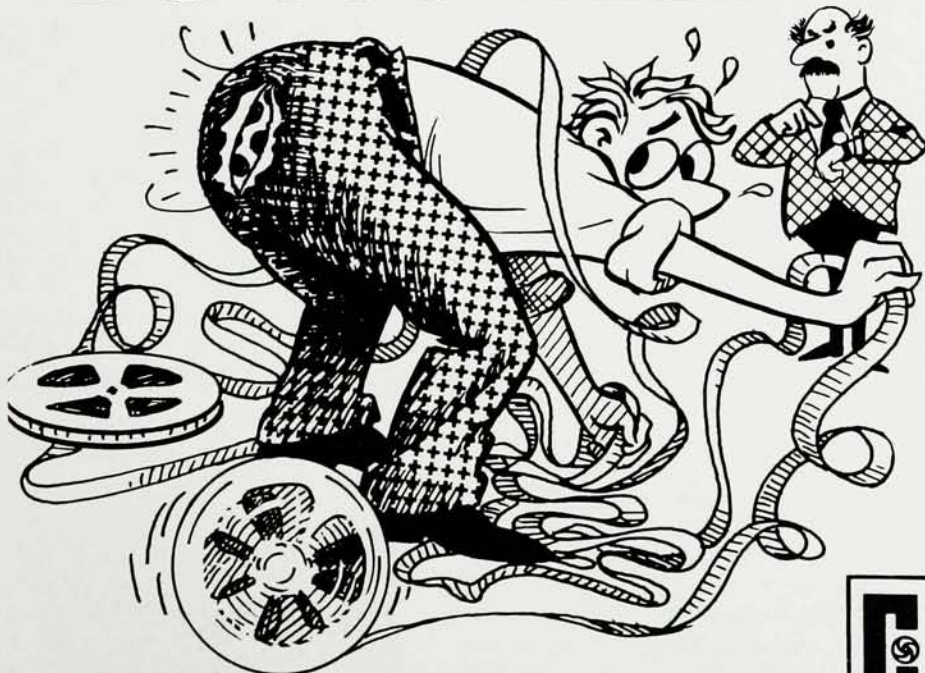
represents the private sector of the Canadian film industry.

- Other AMPPLC Directors elected were Robert Drone of Film House Ltd., Toronto; Christopher Dew, Simon Christopher Dew & Co., Toronto; Andre Fleury, Sonolab Inc., Montreal; Gunter Henning, Western Films Ltd., Winnipeg; Gerald Kedney, Motion Picture Centre Ltd., Toronto; A. Kenneth Orton, AKO Productions Ltd., Toronto; Ralph Umbarger, Alpha Cine Service Ltd., Vancouver; Robert Mackenzie, Mackenzie Equipment, Toronto.

Henry Michaud, a pioneer entertainment film and TV commercial producer, stated upon his election as President, that the AMPPLC membership had increased 20 per cent in the last year and now represents an estimated 80 per cent of Canada's private film production. Michaud added that his term of office would see stepped up activity in other facets of a fast-changing industry; to ensure a continuing role for the private film industry in a business where government seems to be doing more and more of its own work, requiring the investment of public funds in facilities and equipment.

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