



OCCIDENTAL ENTERTAINMENT GROUP HOLDINGS

CORPORATE STAGES TECHNOLOGICAL SERVICE LIGHTING & GRIP PROPS OFFICES WAREHOUSES PARKING

# Occidental Entertainment Newsletter

www.OccidentalEntertainment.com

December 2012

Issue No. 6

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## Message From The CEO



*"Do what you regard to be 'the right thing' to do -- even when you don't have an obligation to do so. And avoid the temptation to do the 'the wrong thing' -- even when you think you can get away with it."*

*I often think of this quote, which happened to be an impromptu answer of mine a few years ago when I was asked by a student at USC's Marshall School Business for my definition of "Ethics."*

*To put this in context, I was honored to be one of three panelists addressing a couple hundred students who were taking a Master level course captioned "Ethics In Business." Gratefully, I was able to quickly come up with a simple answer to a complex question ...; and yet, my words are so much easier said than done.*

*Just look around. The conscience of Wall Street has crumbled... Presidents have stumbled... Governors have faltered... Generals have fallen from grace... Cops commit crimes... and Pastors beg for forgiveness. Yes, leaders from all walks of life, who are entrusted with the public's faith and confidence, do tend to get "intoxicated on their own moonshine."*

*Sadly, they all-too-often find themselves adoring a self-image magnified by public admiration...; and they presume to have a sense of power that is somehow impervious to failure and above reproach. But alas, we are all human...; and in the end, it is those human frailties and human blunders that often bring us down.*

*So why is this message somehow pertinent during the Holiday Season? And why do I feel it's worth mentioning as we say goodbye to 2012?*

*From my perspective, and irrespective of one's religious beliefs, there is no better time than the Holidays to remind ourselves of the value of ethics, morality, trust, character, kindness, and those positive traits that make us deserving of praise and worthy of the respect of others. And it is a perfect time to consider more carefully the competing tenets of selflessness vs. selfishness.*

*As we approach the end of yet another year, what better time than now to reflect on that which is truly important, and endeavor to do better in the year ahead?*

*This will continue to be a recurring Resolution of mine as we begin another New Year...; and I hope it will also be one of yours. May 2013 be a year filled with hope, happiness, peace, and an abiding respect for the rights, liberties, dreams, and choices of all who live among us. My best wishes are with you all.*

CRAIG

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## Occidental Studios Opens A New "SmartStage" At Mansfield



"SmartStage 2.0 Studio"

As we begin the New Year, our Occidental Studios division will be unveiling another of its virtual reality studios -- long known as a "SmartStage." In its new configuration, "SmartStage 2.0" will provide user-friendly, cost-effective, dynamic compositing at one of our dozen sound stages in Hollywood.

In 2001, Occidental's initial "SmartStage" introduced a compositing environment that supported target driven camera tracking and virtual sets. Although we were breaking new ground allowing filmmakers to pre-visualize scenes in a virtual environment, and to create cost-effective digital backdrops in a controlled setting, it wasn't until the feature film "Avatar" was released that the production community took a hard look at virtual reality production and the limitless potential it can offer.

Today, along with Hybrid TV, a major Europe-based supplier of broadcast robotic and virtual studio facilities, Occidental will be providing robotic jibs and virtual set software packages to enhance our "SmartStage" configuration. With Hybrid TV, Occidental's "SmartStage" just got smarter.

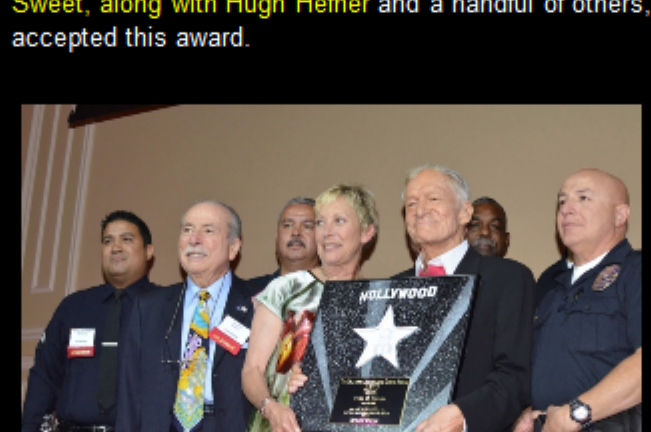


Please give us a call us to set up a demo and see this new cutting edge virtual reality technology right in the Heart of Hollywood! With competitive pricing, high quality facilities, and superior service, Occidental Studios is helping to keep production in Los Angeles!

**Contact**  
**Ricky Stoutland**  
President  
Occidental Studios  
213-384-3331

## "Hero Of Hollywood" Albert Sweet!

The Heroes of Hollywood Awards recognize exceptional leaders in the Hollywood community who have transformed the lives of others and/or have made a remarkable contribution to the physical environment. Since 1993 the Hollywood Chamber of Commerce Community Foundation has saluted more than 125 extraordinary leaders from Hollywood. This year Albert Sweet, along with Hugh Hefner and a handful of others, accepted this award.



Here is an excerpt of Mr. Sweet's speech: "As I accept this generous honor from The Hollywood Chamber of Commerce, I also want to thank my close friend & business partner, Craig Darian. Craig is fond of saying -- "Building Things is important, but building Character is Imperative."

These words describe perfectly my beliefs, and the culture of our companies.

As business people, let us not forget that Hollywood is so much more than a popular tourist destination and the Entertainment Capital of the world. Hollywood is a community where we all carry a profound obligation to support our police & fire departments... our schools... our hospitals... our social services... and those who work hard to make Hollywood a better place without much recognition.

Thank you for honoring me today. I am grateful to be able to contribute to the growing success of our community -- And I am humbled to be called a "Hero."

## Banking Relationships Remain Strong

2012 presented exceptional opportunities for high-quality borrowers. And for those who could, it was an ideal time to restructure debt and take advantage of very low interest rates on long-term fixed mortgages.

Occidental seized the opportunity by restructuring more than \$50 million of debt on very favorable terms. And while the market has been very favorable...; it is the important relationships that we share with lenders who understand our business that is by far the most favorable.

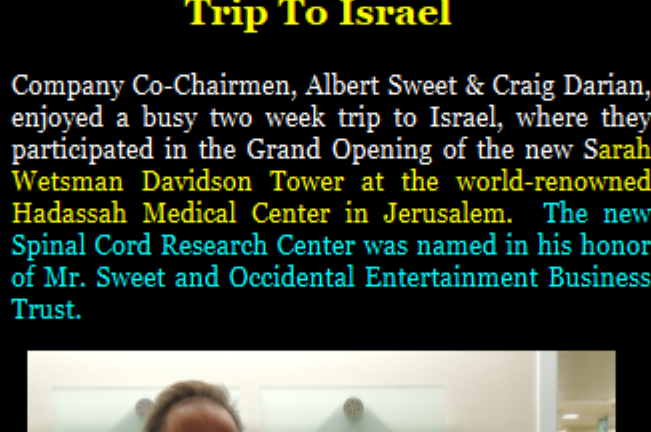
## More

In this regard, we appreciate our friends at First Republic Bank and JP Morgan Chase, who were the centerpiece in our refinancing activities during the past year. We additionally appreciate our close relationships at OneWest Bank and Pacific Western Bank, both of which have supported our operations.

From a Landlord's perspective, we've always abided by the adage -- "Know Thy Tenant." But in this economy, it is equally important for a Tenant to "Know Thy Landlord." Nothing is more important to the peace of mind of any organization than to know that the person and/or entity on the other end of the deal is financially healthy...; and that they will be able to stand behind a deal once it's been struck. For Occidental, giving our clients this level of comfort is an imperative part of our business.

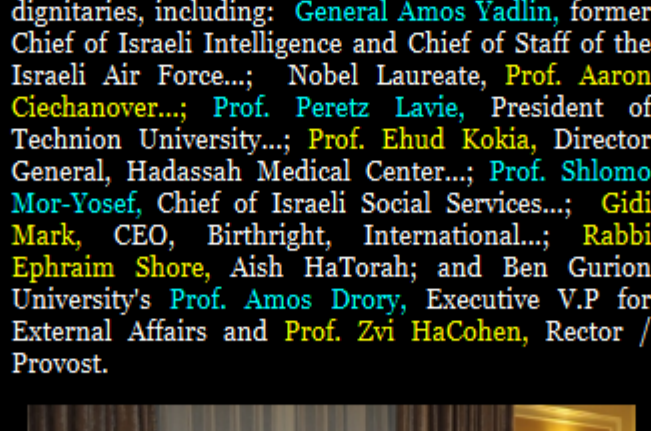
## Hadassah Medical Center... Trip To Israel

Company Co-Chairmen, Albert Sweet & Craig Darian, enjoyed a busy two week trip to Israel, where they participated in the Grand Opening of the new Sarah Wetsman Davidson Tower at the world-renowned Hadassah Medical Center in Jerusalem. His honor of Mr. Sweet and Occidental Entertainment Business Trust.



Craig Darian & Albert Sweet

While in The Holy Land, they met with several dignitaries, including: General Amos Yadlin, former Chief of Israeli Intelligence and Chief of Staff of the Israeli Air Force...; Nobel Laureate, Prof. Aaron Ciechanover...; Prof. Peretz Lavie, President of Technion University...; Prof. Ehud Kokia, Director General, Hadassah Medical Center...; Prof. Shlomo Mor-Yosef, Chief of Israeli Social Services...; Gidi Mark, CEO, Birthright, International...; Rabbi Ephraim Shore, Aish HaTorah; and Ben Gurion University's Prof. Amos Drory, Executive V.P for External Affairs and Prof. Zvi HaCohen, Rector / Provost.



Prof. Shlomo Mor-Yosef, Albert Sweet, Craig Darian, Kim Darian, Michael Ostroff

## Real Estate Group Reaches 100% Occupancy

### The SWEETEST Suites in Hollywood!

With more than a half million square feet of some of Hollywood's most desirable creative office space, Albert Sweet Development (ASD) reached 100% Occupancy during the 4th Quarter of 2012.



2012 has been a very good year for ASD as demand for creative space remains high. And as we conclude the year, we are proud and appreciative to be at 100% occupancy.

We are especially pleased with this year's expansion of Chainsaw's post production operations as they have expanded from their base at 940 N. Orange Drive into newly-remodeled premises at 7017 Santa Monica Boulevard. The million dollar+ remodel continues to support Chainsaw's strong presence in the entertainment industry as an outstanding provider of post production editorial services.

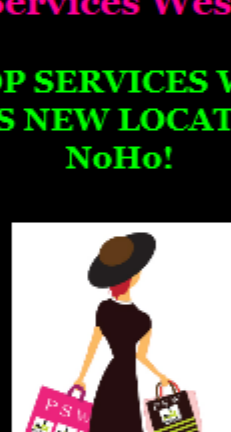
2013 is destined to bring new challenges and opportunities, but with buildings ranging from 2,000 sq. ft. - 50,000 sq. ft. we will continue to expand and work with our tenants in an effort to meet the changing needs of our clientele.

**Contact**  
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Vice President  
Leasing & Acquisitions  
Albert Sweet Development  
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[More...](#)

## Prop Services West (PSW)

### PROP SERVICES WEST OPENS NEW LOCATION IN NoHo!



Penny Pincher

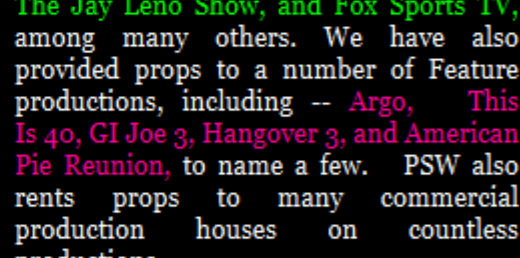
Prop ServicesWest (PSW) opened its new 26,000 sq' showroom earlier this year, which has been received with great enthusiasm by the Set Decorators and others seeking a diverse inventory of props. PSW is a full service prop house that rents home furnishings to the entertainment industry, and has long been a favorite among Set Decorators, Production Designers, Art Directors, Prop Masters and Still Photographers.

PSW's newest location is set in the heart of the 'prop house loop' and adjacent to many Hollywood Studios. Shoppers can find creative furniture vignettes and a very large inventory that spans from Contemporary to Mid Century. And, there is ample gated parking.

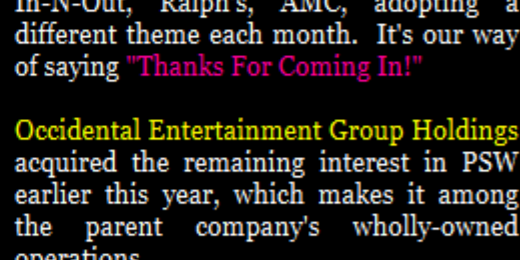
PSW is proud to have provided props for TV productions, including -- The Mentalist, CSI NY, CSI Miami, CSI, Glee, Mad Men, Arrested Development reboot, The Jay Leno Show, and Fox Sports TV, among many others. We have also provided props to a number of Feature productions, including -- Argo, This Is 40, GI Joe 3, Hangover 3, and American Pie Reunion, to name a few. PSW also rents props to many commercial production houses on countless productions.

During 2012, PSW rewarded our shoppers with \$10 Gift Cards to Starbucks, In-N-Out, Ralph's, AMC, adopting a different theme each month. It's our way of saying "Thanks For Coming In!"

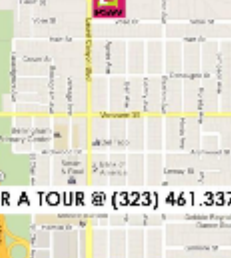
Occidental Entertainment Group Holdings acquired the remaining interest in PSW earlier this year, which makes it among the parent company's wholly-owned operations.



7040 LAUREL CANYON BLVD. CALL US FOR A TOUR @ (323) 461-3371



Our PSW Team giving Rosa a fond farewell in appreciation for her decades of service to PSW.

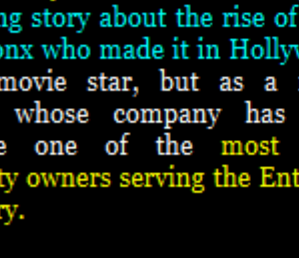


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[More...](#)

## SWEET SUCCESS THE ALBERT SWEET STORY



From the Bronx to Hollywood: The Kid Made Good DAVID MINASIAN

Sweet Success  
The Albert Sweet Story

After a year in the making, "The Albert Sweet Story" is fresh off the press. An inspiring story about the rise of a kid from the Bronx who made it in Hollywood -- not as a movie star, but as a real estate mogul whose company has grown to become one of the most prominent property owners serving the Entertainment Industry.

A complimentary copy will be sent to anyone making a donation of \$50 or more to a qualified 501(c)(3) of your choosing, provided that it serves the needs of veterans, children, or the hungry.

Call for details... 323-464-0055

## Studio Packages Available

- o Studio Operations: 213-384-3331
- o Production Offices/Warehouses Operations: 323-464-7441
- o Lighting & Grip Operations: 213-384-3331
- o Props Operations: 323-461-3371

As you consider the needs of your next project, think of Occidental Entertainment Group Holdings, Inc. Our team of professionals are here to serve you!

For more information and to inquire, please call 323.464.0055.

www.OccidentalEntertainment.com