

Repaired theater premieres

Downtown Cinema 8 reopens after extensive cleaning from Labor Day fire

Chris Matthews
for the Index

Buttered popcorn, big screens and box-office blockbusters are back in Kirksville.

Last Friday, Downtown Cinema 8 reopened after an electrical fire on Labor Day closed the theater for nearly six weeks. Manager Jim Fitzpatrick said the opening went well, and the weekend crowds were good for this time of year.

"I think we probably did better than we normally would have done, simply because you've got eight movies that are new to Kirksville right now instead of just the two that opened up [nationally] this weekend," he said.

Fitzpatrick said the theater's insurance company, State Farm Insurance, determined the electrical fire was an accident. The Sept. 5 fire started on the south side of the building and spread to the inside, damaging the insulation, merchandise and equipment.

Fitzpatrick said new copper wiring has replaced the aluminum wiring in the theater. Although the previous wiring was not in violation of city code, the new copper wiring should be less likely to cause a fire in the future. The theater passed health inspections before the Friday opening, Fitzpatrick said.

"We've taken most all [of] the equipment apart, taken the filters out of them, just so any smoke that might have ac-



A Kirksville resident walks into the newly re-opened Downtown Cinema 8 on Tuesday night.

Kelsey Vaughn/Index

cumulated won't end up on our food again," Fitzpatrick said.

He said he had to throw away all of the theater's food and drink products, including sealed items, after the fire.

"According to the Health Department, the smoke will get through a sealed cardboard box, taped shut, and get into an individual package that's vacuum-packed in plastic," Fitzpatrick said.

He said he originally estimated the theater would be ready to open within four weeks after the fire. However, the

repairs took longer than expected.

"There were some difficulties between the insurance company and the people that are doing the sound repair ... [who] had to get actually three estimates put together as to which way they wanted to fix it," Fitzpatrick said. "How much down time we would have [depended on] what kind of equipment repairs would be more feasible for the insurance company, so the insurance company wouldn't have to pay so much money."

Fitzpatrick said State Farm Insurance

and Sonic Equipment Company, the sound-system manufacturer, decided to replace the damaged sound system with new and updated equipment, which was covered by the theater's insurance.

He said the total cost of damages has not been determined because some of the bills from the electricians and cleaners have not been reported to the insurance agency. However, he said he has received a reimbursement check for more than \$50,000 for the new sound equipment.

Pat Foglesong, owner of Lewellen's Professional Cleaning System, said

about eight cleaners worked for two to three weeks cleaning carpets, walls, ceilings and heating systems in the theater.

"The theater is much larger than a home or small business, so it took a little longer than usual," Foglesong said. "There was also a significant odor of smoke we had to get rid of."

Fitzpatrick said he offered all his employees the chance to work with the cleaners, but daytime commitments to other jobs and school prevented most from working.

Brian King was the only employee who worked with Lewellen's to clean the theater.

"We had to sponge all the walls to try to get the smoke off ... pretty much everywhere around the building," King said. "Everything that could be wiped off, we wiped it off."

Amanda Mantlo, assistant manager of Downtown Cinema 8, said she worked at both Bank Midwest and the theater before the fire, but for the nearly six weeks the theater was closed she lost that second source of income.

"[The theater closing] affected me a lot," Mantlo said. "That [money] was [for] my car payment and insurance."

Fitzpatrick said he has contacted every employee, and all of them will be returning to work at the theater.

Fitzpatrick said no customer complaints have been filed. He said he has a list of most of the customers present during the fire, and each one will receive two free movie passes for every ticket they purchased. These customers must verify their names with the list during their next visit to the theater to receive the free passes.

SIFE delivers business strategies, help to restaurant

Aaron Eidson
for the Index

A slice of pizza is easier said than sold for Stagecoach Pizza owner Donald Combs.

After owning and running Stagecoach successfully in Edina and Memphis, Mo., Combs decided to move the business to Kirksville in February in hopes of making bigger profits in a bigger town. Thus far, however, he has struggled to draw the campus crowd.

This is where senior Todd Smith, president of Students in Free Enterprise, stepped in.

SIFE is a nonprofit campus organization that works in the community teaching business ethics and essential business skills, Smith said. In its three years on campus, the organization has worked most closely

with young children and teenagers in the Kirksville community, Smith said.

"Stagecoach is different," Smith said. "We have never worked with a business before, so this is a big opportunity for us."

Combs was not surprised at all when he was first contacted by SIFE to maximize his profits and increase his number of patrons.

"You never know what people are going to be up to next," Combs said. Smith said Stagecoach has plenty of potential.

"It's got a good location," he said. "It's right next to the movie theater and the bars."

Because Combs already has run Stagecoach successfully twice, SIFE will be careful not to take control of the business, Smith said. He said the organization simply wants to develop the potential that already exists

within the restaurant.

After first meeting with Combs a week and a half ago, Smith said he wanted to get an idea of the restaurant's overall quality. Undercover SIFE members played the part of secret shoppers during the weekend, including junior Jacob Westhoff, a new member who will spearhead the project.

"Jake said that Stagecoach seemed to be slightly shorthanded as it took a few minutes to get seated but told me that both the service and food were very good," Smith said. "Their food is so good that they still have people from Edina that drive almost 60 miles round-trip to eat there, but that accounts for most of their business, unfortunately."

After his visit, Westhoff said he thinks the main problem is not the food but marketing.

"Our first goal is to basically get Stage-

coach's name out on the Truman campus," Westhoff said.

SIFE suggested putting menus on residence hall doors with coupons inside of them, Combs said.

The coupons would subtract \$2 from the price of a Stagecoach buffet. Once that is accomplished, however, Smith said SIFE would like to continue to improve Stagecoach in other areas, with Combs' permission.

"We want to change the sign, and we would like to kind of streamline the menu," Smith said.

SIFE is thinking long term for Stagecoach as well.

"We have future plans to possibly set up Stagecoach's own Web site and fax machine," Smith said.

Before any of that would be possible,

SIFE first needs to gain Combs' confidence, Smith said. Once he feels confident in its ability, then SIFE might approach him about further ideas for increasing his marketing and advertising resources.

Combs said he already has confidence that once the coupons are put on the students' doors, the restaurant will know by that afternoon if they worked or not.

"I think maybe this could be something they could learn from," Combs said. "And if they implement something then we would know if it works or not."

Smith said he also thinks this will benefit both Stagecoach and those in SIFE.

"It's going to be a great experience for everyone," Smith said. "I think the majority of people in SIFE will own their own business or be a manager or something someday."

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•Backpack to Breifcase
Oct. 25, 5:00-6:00, SUB: Conference Room 301.
Maria Rolfes, EDWARD JONES

•Ace the Interview
Oct. 25, 6:30-8:00, SUB: Governor's Room 310. Larry Frey, ELI LILLY

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CAREER CENTER

Welcome
To
Mainstreet Market
October 24th - October 28th

Breakfast Special
French Toast with 3 Slices of Bacon
\$2.25

New Spice Market entrees will be offered daily in the Grab & Go and on the Main Event Line

This week - Shanghai Noodle Wrap in our Grab and Go Section- \$5.49
And on the Main Event Line, the Chipotle Grilled Chicken Breast Sandwich. Only 3.99 for the sandwich and \$5.24 for a meal

Classic Line			
Monday		Thursday	
Carved Ham	\$2.75/\$4.05	Carved Turkey	\$2.75/\$4.05
Garlic Chicken w/rice	\$3.05/\$4.35	Beef Enchilada Casserole	\$2.75/\$4.05
Cheese Ravioli w/marinara	\$2.75/\$4.05	Greek Rotini	\$2.75/\$4.05
Tuesday		Friday	
Hot Pork Sandwich	\$3.05/\$4.35	Chicken Breast Florentine	\$2.75/\$4.05
Korean Chicken Stir Fry w/rice	\$3.05/\$4.35	Spicy Cajun Shrimp	\$2.75/\$4.05
Veg. Egg Roll w/Lo Mein	\$3.05/\$4.35	Broccoli Tofu Stir Fry w/rice	\$3.05/\$4.35
Wednesday		Blimpie Special	
Carved Roast Beef	\$2.75/\$4.05	Get a sandwich stacked for \$1.30 more	
Chicken & Dumplings	\$2.75/\$4.05		
General TSO Tofu w/rice	\$3.05/\$4.35		

Tierra Del Sol Special - Nacho Grande & 32 oz Soda
\$3.55

Jazzman's Special - Tall House Blend Coffee refill
\$.79

Freshens Special - Large Cayman Cooler
\$3.09

Bonus bucks and Dining Dollars may be used on Sunday Evening in Mainstreet Market.
You may not use your Block meals on Sunday
except for our large pizza special.