

As I strolled into the theatre for the fourth time to see Thor, I asked myself a question: What is it that keeps me wanting to come back? What is it that makes me smile and enjoy the movie so much? The answer to that question is “The Moment”—an aspect during the movie where you stand up, fist bump the air, and say to yourself ‘WOW!’ Now I know that may be a little extreme, but we all know that these moments exist. It is the one thing we strive for every time we pop a movie into the DVD player or go to the theatre. I believe it’s the one thing that can make or break a CBM. If you take a look back over time, some of the best CBM’s have had this moment. Take for instance the first Superman. Who wasn’t jumping out of their

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