

A Note from Gordon



What constitutes a successful public relations campaign? Every project we handle is unique and each client's expectations are different. Measurement tools have included everything from increased sales to counting the number of times a client name appears in print.

In many cases this involves understanding the expectations of the client. Prior to starting any project it is our responsibility to ask the question: What do you expect as the result of our efforts? The front page of *The Wall Street Journal* may be the desired outcome, but the reality may be the front page of the local business tabloid. If certain outcomes are not within reason, it is our job to advise the client on realistic expectations based on the scope of the project and the measurement

Hot New Products Debut

China Mist® Tea Co. and **FrontLine Systems**, touting their unique products, were among 2,000-plus exhibitors at the ultimate restaurant, catering and lodging show earlier this year in Chicago. The 80th annual NRA Restaurant, Hotel-Motel Show hosted 100,000 visitors from 97 countries scouting unique food and beverage products, cutting-edge technology and equipment and the latest in restaurant and lodging trends.

China Mist, which distributes products internationally to more than 20,000 hotels, restaurants and other foodservice outlets, held a press conference during the show to introduce its **Green Star™ Iced Green Teas** line. Samplings of the three flavors, Natural, Kumquat and Blackberry Jasmine, left show-goers and media members extremely satisfied with the green tea line's smooth taste. Green Star debuts as green teas grow in popularity because of research that indicates significant health benefits from drinking green tea.

FrontLine Systems grabbed the media's attention by unveiling its new 18-inch LCD panel version of the **Order Perfect** drive-thru display system for foodservice outlets. FrontLine Systems was founded to provide solutions for restaurant point-of-sale needs and has developed a state-of-the-art, ruggedized color flat panel that increases efficiency and sales in drive-thrus by eliminating errors, displaying accurate color graphics and confirming orders.

GCJPR hits the road with PETsMART, Harlem Globetrotters

Dogs, tennis balls, basketball players and GCJPR. Sounds a little odd, but it's turning out to be a winning combination. **PETsMART®** and its exclusive premium dog and cat food **Authority**, have entered into a sponsorship agreement with the **North American Flyball Association (NAFA)** and the **Harlem Globetrotters**. As a result, the Authority Fastbreak Flyball 2000 tour was created to entertain spectators at Harlem Globetrotter games while educating them about the nutritional benefits of the Authority brand.

Flyball is the latest craze in canine sports, where dogs of all makes and breeds dash over a series of hurdles and retrieve a tennis ball to return to the next dog in the relay. The fastest team is pronounced the winner. During the halftime of approximately 70 Harlem Globetrotters games,

tools we will employ to report our progress.

For example, if the desired result is increased brand awareness, we will develop a method to determine how many new consumer impressions resulted from our involvement. Then, a method will be created to calculate a value for these impressions.

At Gordon C. James Public Relations we have an iron-clad rule. We will not, under any circumstances, accept an assignment that does not allow for some means of measuring results.

If your current agency doesn't provide a measurement that gauges the results of their work, you might ask yourself what value is truly being provided, and may even want to consider making a switch.

Congratulations Entrepreneurs!

This past spring, GCJPR nominated two of our clients to be considered for awards in the annual Ernst & Young Entrepreneur of the Year program in Arizona. The prestigious program celebrates the entrepreneurial efforts and accomplishments of business owners and executives in numerous categories at state and national levels.

Greg Heady, president of FrontLine Systems, and **Bob Glovitz, president of Automated Dispatch Systems,** went through an extensive interview process with us to compile information for the detailed applications. Each then met with a panel of judges from the committee that ultimately selected Arizona's winners. While neither emerged with one of the statewide awards, both nominees impressed the judging panel. Bob Glovitz was named a finalist, and was honored at an awards banquet at The Phoenician.

Congratulations to Greg and Bob, as well as their teams!

Authority-sponsored NAFA teams will provide energetic demonstrations.

GCJPR staff members will be on the road from Dec. 26, 1999 to mid-April 2000 with the Globetrotters. We will be handling the logistics and media relations for the events, including coordinating the 60-plus NAFA teams, in-store promotions, Harlem Globetrotters ambassador visits to local PETsMARTs, and follow-up surveys to determine the effectiveness of the program.



GORDON C. JAMES

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Summer Of **SNICKERS**[®]

GCJPR staff triumphed over withering heat, fierce thunderstorms, airline travails and even a fender-bender to complete another successful campaign this summer for the **SNICKERS[®] US Youth Soccer National Championship**.



GCJPR staff Amber Sowby and Matt James take time out to pose with Kevin Hartman, LA Galaxy goal keeper.

This year's event included performing media relations and presence duties at five regional tournament sites and *Disney's Wide World of Sports[™]* complex in Florida for the national finals. As in the past six years, the country's most prestigious youth soccer tournament generated a host of new opportunities for **SNICKERS[®] Brand** and GCJPR.

For the first time, GCJPR secured marketing agreements with prominent daily newspapers at the five regional tournament sites. The agreements included in-kind advertising featuring **SNICKERS[®]** and US Youth Soccer and on-site presence and vending opportunities for the newspapers. The *San Bernardino County (Calif.) Sun* and *Sioux Falls (S.D.) Argus* also published daily tabloid supplements during the tournaments in their cities, greatly increasing awareness with key audiences.

The national finals at Walt Disney World's state-of-the-art athletics complex provided a showcase for **SNICKERS[®] Brand**. GCJPR designed and coordinated the expanded **SNICKERS[®] Soccer Challenge** interactive zone, which included participation by several US Youth Soccer sponsors. GCJPR helped produce the Opening Celebration in a spectacular setting, Disney's Animal Kingdom Theme Park, with a visit by Women's World Cup champions Joy Fawcett and Shannon MacMillan and a video of regional highlights created for US Youth Soccer in association with DoubleTake Productions of Phoenix.

Some of the media highlights included a *USA Today* feature story on the national finals, news segments on two Los Angeles network TV affiliates, and tournament coverage in more than 70 daily and weekly newspapers throughout the country with clips still rolling in.

As for the fender-bender, parked minivans and fumbling for soccer balls while driving don't mix.

Breakthrough in vision options!

The latest breakthrough for near-sightedness has come to Phoenix, through our long-time client **Dr. Edward Shaw**. Dr. Shaw, chairman of the Frontiers in Ophthalmology national conference managed by GCJPR for the past six years, and his colleague **Dr. Robert Gross** are the only two cornea specialists in Phoenix who have been trained and approved to perform the Intacs[™] procedure.



Intacs corneal ring segments are the first FDA-approved non-laser option for the surgical correction of near-sightedness. Rather than cutting or removing tissue from the optical zone like current surgical procedures, Intacs reshape the cornea mechanically by flattening it out so that light rays are correctly focused on the retina. The most unique part however, is that they can be removed if there is a problem, and the eyes return to their pre-surgery state.

This new procedure has the potential to impact more than 20 million nearsighted Americans, and we are excited to help Drs. Shaw and Gross spread the word to Arizonans through our carefully crafted media campaign.

Gordon C. James Public Relations Event Calendar

November 1-3, 1999

FS/TEC '99
Dallas TX with FrontLine Systems

December 9, 1999

GCJPR Annual Christmas Party

December 26, 1999-April 2000

Authority Fastbreak Flyball 2000/
Harlem Globetrotters tour

Check out our website at www.gcjpr.com