



As in life, relationships are often the key to success.

There are clearly two distinct paths to follow when executing a positive media plan for our clients.

One is to flood the market with faxes and e-mail hoping that someone will pick up the story. Newswires and commercial faxing programs can get the job done in a fraction of the time it used to take. Editors and writers

now receive dozens if not hundreds of these per day. Luck has a lot to say about how they are eventually used.

The other path is based on relationships with editors, writers, program directors and other important decision makers. A trusting relationship greatly increases the chances for success. Over the last 10 years, we have established ourselves as an agency that can be trusted to provide quality stories and ideas that result in positive media placements for our clients.

Our clients all have different needs. They vary geographically. They need coverage in a variety of trade publications. They are looking for placements locally, regionally, nationally and even worldwide. To accomplish these diverse goals, our challenge is to draw attention to our clients' stories and set them apart from the rest of the pack.

At Gordon C. James Public Relations, we have chosen to be relationship-driven for a variety of reasons.

First, we believe our clients expect and deserve quantifiable results. They are not interested in how many press releases we send out. They are interested in how many media impressions resulted.

Second, it works. Of course, we need the newswires and other resources to assure that every possible outlet is, at least, exposed to our clients' brand. But, we also know that the odds increase dramatically when someone who trusts us receives your press release.

Trusting relationships. The key to success.

Sincerely,

Gordon C. James

One Little Monkey, Jumping On The Bed...

Actually, our staff is jumping on the bed after taking on a king-sized job for our newest client, King Koil Sleep Products, a national mattress and bedding manufacturer. GCJPR has developed the national King Koil Camperships program that will not only expand the company's brand identity, but also benefit children in several communities.

Throughout the country, King Koil has partnered with non-profit agencies for a weekend-long benefit mattress sale. In addition to donating net proceeds from the sales, King Koil will award two local children a King Koil Campership, a scholarship to attend summer camp. During a five-year period, the company will donate a specified number of mattresses to the non-profit agency that will be used to replace old mattresses at its camps or residences. The program debuts at the local YMCA in Des Moines, Iowa, on Oct. 13.

In addition to the Camperships program, King Koil and Phoenix-based Activator Methods, a leader in the technique field of chiropractic, are working to develop a program to expand chiropractic care into patient's homes.

Valley Forward Celebrates Environmental Excellence

Valley Forward and valued partner Honeywell once again paid tribute to Valley businesses, municipalities and non-profit organizations that have made significant environmental contributions with the 20th annual Environmental Excellence Awards (EEA), Arizona's oldest and largest environmental awards program. The EEA banquet in September recognized winners in 27 categories, including individual achievement, buildings and structures, site development and landscape, environmental technologies, environmental education, media and art in public places.

Nearly 700 people, including prominent Arizona government and business leaders, attended the banquet.

Established in 1969, Valley Forward brings business and civic leaders together to improve the environment and quality of life in Valley communities.

For more information, visit www.valleyforward.org.

Relief Organization Launches On-line Program

Food for the Hungry continues to make great strides in its mission to provide the world's needy with physical and spiritual nourishment. In September, it launched its newest program, eSponsorship, the nation's premier Internet-based, fully interactive sponsorship program designed to bring relief to the impoverished children of Ethiopia.

In addition to improving upon the efficiency of traditional sponsorship programs by reducing overhead costs, eSponsorship provides the benefit of increased interaction between sponsor and child. Sponsors will be able to exchange letters and video messages with their children via the Internet, thus adding a personal dimension to the gift of sponsorship.

The successful event, held at the renowned Heard Museum, coincided with Arizona Gov. Jane Hull's proclamation of the day as the state's official eSponsorship Day. Several local public figures were in attendance to support eSponsorship, including

Arizona State Sen. Scott Bundgaard. The senator praised the nonprofit organization for providing "...a forum for all citizens to participate in a program which directly enhances the quality of life."

Bundgaard further recognized the organization, emphasizing that "eSponsorship provides an easy way for people to take action now to ensure a brighter, healthier future for children and communities condemned to poverty."

For more information or to sponsor a child, visit online at www.eSponsorship.org.



Client Corner: Activator Methods International, Ltd.

A leader in the technique field of chiropractic, Activator Methods International, Ltd. strives to educate chiropractors on cutting-edge research in order to provide the best possible care to patients. Currently, more than 31,000 practitioners worldwide use the Activator Methods Chiropractic Technique (AMCT), a low mechanical force, manually assisted adjusting instrument that is recognized and covered by Medicare.

Dr. Arlan W. Fuhr is the President and Co-Founder of Activator Methods International Ltd. The company is the product of Dr. Fuhr's 35-year journey to the pinnacle of chiropractic success that began at the Logan College of Chiropractic in St. Louis, where Dr. Fuhr earned his chiropractic degree. Dr. Fuhr opened his first private practice in 1964 in Redwood Falls, Minn. It was in 1969 that the idea for Activator Methods blossomed and Dr. Fuhr began what is now a major force in the chiropractic industry. His thriving practice eventually outgrew Redwood Falls, and in 1981, he opened his second private practice in Willmar, Minn. Since 1969, Dr. Fuhr has served as President and Co-Founder of Activator Methods, which settled in Phoenix in 1988.

Dr. Fuhr has received numerous awards, has been an active member of the Council on Chiropractic Guidelines and Practice Parameters and has served as a commissioner of the Committee for the Establishment for Guidelines for Chiropractic Quality Assurance and Standards of Practice. Aside from being a leader in the chiropractic field, Dr. Fuhr conducts clinical research and has published more than 70 peer-reviewed papers. For more information, visit online at www.activator.com.

Gordon C. James Public Relations Event Calendar

October 12-15.....King Koil Campership - Des Moines, IA
 October 15-17Automated Dispatch Systems Show - Nashville
 October 24Valley Forward Luncheon - Phoenix Country Club
 October 27-29King Koil Campership - Glen Ellyn, IL
 October 28PETSMART Howl-o-ween - 7 Locations
 November 3-8China Mist Tea FoodService Show - Long Beach
 November 4Activator Methods Seminar - Dallas
 December 29-31.....King Koil Campership - Phoenix

Summer of SNICKERS®



Our agency's association with the nation's No. 1 candy bar and most prestigious youth soccer tournament continues to thrive after a highly successful summer promoting the SNICKERS® US Youth Soccer National Championship.

GCJPR staff performed media relations and presence duties for SNICKERS® at four regional tournaments sites and *Disney's Wide World of Sports™* complex in Florida, all located in top 50 media markets. This year's program also featured integrating the SNICKERS® "grabbing hand" marketing campaign with soccer initiatives and expanding activities such as the pre-tournament SNICKERS® Players Party and player surveys.

Notable print media highlights included working with the Pleasanton, Calif., *Tri-Valley Herald* to develop a daily special section for the Far West Regional; extensive coverage of the Southern Regional by the nation's 10th largest newspaper, *The Dallas Morning News*; and a 240-percent increase in space devoted to coverage of the Region I Championship by *The Providence Journal*.

Television coverage highlights included six live segments from the Far West Regional on Bay Area news show *Mornings on Two* and feature stories on three Phoenix stations spotlighting the Tempe Pros Under-16 boys squad that participated in the National Championship.

GCJPR has supported SNICKERS® and its efforts on behalf of the nation's youth soccer players since 1993.

On a personal note, Brent Goodrich rushed home from his duties at the Far West Regional to be with his wife, Peg, for the arrival of newborn son Trey. Brent scored the winning assist, making it to the hospital with five minutes to spare!