

from the president

WHEN asked his definition of leadership, Jim Myers, a member of our advisory board and President of Myers Management and Capital Group, Inc., offered the following: "A leader has the ability to bring the best out of others and create an environment that is as open, trusting, non-political and as non-defensive as possible."

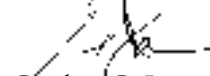
That sounds reasonable, and Jim practices what he preaches. He's always looking on the positive side and, along with his friend Ray Pugh, has influenced many of us.



We want to bring the best out in our clients and friends and strive to provide the leadership to do just that. When you are "high-fiving" around your office over some recent success, we are pleased to share that same enthusiasm around our shop on your behalf.

More importantly, we want to create a relationship with our clients and friends that is open, trusting, non-political and especially non-defensive. The journey should be fun, and we want to help you make it that way.

Sincerely,



Gordon C. James

Top Eye Doctors Explore New Frontiers at Two-Day Conference

GCJPR celebrated its seventh year of handling public relations and event management duties for the Frontiers in Ophthalmology conference by introducing a streamlined format and a new location.

This year's conference, the 26th annual Frontiers gathering, attracted more than 115 ophthalmologists from around the country. They learned about the latest techniques, instruments and studies in the areas of oncology, glaucoma, retinas and corneas while earning CME credits.

GCJPR and Frontiers co-chairmen Dr. Edward Shaw and Dr. Robert Gross moved the conference to Old Town Scottsdale and restructured the previous three-day conference into two days. The change was made to better accommodate the attendees' hectic office schedules.

Conference attendees commended the conference for both its informative value, which featured six prominent speakers, and the assistance received from the GCJPR staff.

a personal note

Something old,
something new,
something borrowed,
something... pink?

- ✓ Our staff heard wedding bells April 28 for friend and colleague **Megan Stone**, who married her long-time love and best friend, Scott Rose, Jr. The newlyweds enjoyed their honeymoon in sunny Florida. We wish them a lifetime of happiness!
- ✓ On March 14, Gordon and Lisa James welcomed to the family their fourth child, **Olivia Lyn James**. Weighing in at 8lbs. 9oz., Olivia by all accounts is a perfect angel – except from, say, 1:30-4:00am.

client corner



FAMILY-OWNED since 1938, Berridge Nurseries features a full line of quality outdoor plants and supplies, upscale quality gardening tools, distinctive home and patio furniture, *Season's* by Berridge Gift Shop and the area's finest greenhouse with a full line of indoor and flowering house plants.

Throughout the year, the Nursery holds special events set amid its blooming backdrop. Several times each month, seminars are held in the Nursery's amphitheater. Topics range from rose care to growing herbs, caring for citrus, bonsai for beginners and cactus container gardening.



Gordon C. James, Meredith Walton and Eddie Matney enjoy China Mist Tea on a warm spring day at Berridge Nurseries.

And for the past three years, as springtime blossoms, Berridge's and GCJPR prepare for the annual **Art-In-The-Garden** celebration. This event is held at the end of April to offer noted local artists, in a variety of mediums, an opportunity to display their artistry. In addition to the artists, several demonstrations are scheduled. A couple of this year's show-stoppers include premier Valley chef and restaurant owner Eddie Matney and the renowned Desert Valley Orchid Society. For more information, please visit us online at www.berridgenurseries.yournursery.com.

The Boys & Girls Clubs of the East Valley honors its Shining Stars

THE Boys & Girls Clubs of the East Valley held their annual Youth of the Year Banquet March 7th, at the Sheraton Mesa Hotel. Seven youths, each representing one of the East Valley Boys & Girls Club branches, were honored for their outstanding scholastic achievements, Club and community involvement and commitment to life goals. Tempe High School senior Michelle Bates earned the East Valley's top honor and later was named the Arizona State Youth of the Year.

The youths shined through a rigorous judging process that included written statements and personal interviews with a panel of judges comprised of Boys & Girls Club donors. Each youth received a \$1,000 scholarship from the Club and a Maricopa Community College scholarship.

GCJPR managed the event, which included speeches by each candidate, special talent acts and recognition of sponsors The Thunderbirds, Intel Corporation and the Chandler Compadres. Media placements included several articles about the nominees in *The East Valley Tribune*, East Valley *Independent* weekly editions and Spanish language newspapers.



During a March visit to Phoenix, former President George Bush held a private audience at the Arizona Biltmore Resort with Youth of the Year winners and candidates from the Boys & Girls Clubs of the East Valley, Metropolitan Phoenix and Scottsdale. Recognizing each youth's achievements, President Bush commended each on their future plans to attend college and also urged them to continue spreading their positive community influence in the future.

event calendar

april

April 28 Berridge Nurseries' Art-In-the-Garden

April 30 Intel Computer Clubhouse Grand Opening at the Boys & Girls Clubs of the East Valley, Thunderbirds Branch, Guadalupe

may

May 5 GCJPR Cinco de Mayo Fiesta

May 19-22 National Restaurant Show Chicago, IL

june

June 21-26 SNICKERS® USYS Southern Regional, Memphis, TN

June 22-27 SNICKERS® USYS Midwest Regional, Springfield, MO

June 24-30 SNICKERS® USYS Far West Regional, Albuquerque, NM

June 29-July 3 SNICKERS® USYS Region I Championships Niagara Falls, NY

july

July 24-29 SNICKERS® USYS National Championships, Lawrence, IN