

a note from gordon

WHILE WATCHING with great sorrow the space shuttle Columbia tragedy, I was struck by the enormity of how easily we take for granted such unbelievable human achievements and accomplishments. The seven brave souls lost with the Columbia are indeed heroes, heroes that we hardly knew had rocketed into space just days before.



Our good friend, Bruce Zanca, managed the memorial service at the Houston Space Center for the White House. To his great credit, he used the Center as a backdrop and let the pictures of the families and others in attendance tell the story. President Bush, as always, did a superb job of providing comfort to the families and the nation, while reminding all of us of the risks of space exploration.

The same day, I also saw images of our recently deployed troops to the Kuwait and Iraq border. I remembered Former President Bush visiting the same area in 1991, and finding the same scene. I remember how young all our troops were and with what great anticipation they looked toward the battle ahead. I am sure the same emotions and fears are present today. All of these brave souls are at great personal risk and we need to remind ourselves that they are also true heroes.

Please pray for these courageous soldiers with the same whole heartedness that you extended to me this past fall.

God bless you and God bless America.

GCJPR helping America's top doctors to explore Frontiers in Ophthalmology

ON FEBRUARY 28 AND MARCH 1, some of the country's best eye physicians, surgeons and technicians flocked to Arizona for the 28th annual Frontiers gathering. In our 10th year of coordinating the conference, GCJPR helped to present attendees with the latest techniques and knowledge in ophthalmology.

This year's conference, located at the Camelback Sanctuary Resort, attracted more than 120 ophthalmologists. They learned about the latest techniques, instruments and studies in the areas of oncology, glaucoma, retinas and corneas while earning CME credits.

Co-chaired by Dr. Robert Gross and Dr. Edward Shaw, the conference was commended for both its informative value, which featured six prominent speakers, as well as the event management it received from the GCJPR staff.

GCJPR has Georgia on our Mind

IN DECEMBER, members of the GCJPR team headed to Atlanta, Georgia to coordinate the Inauguration for US Senator Sonny Perdue. Our team was successful in helping produce both the Inaugural ceremony and ball. In the end, the event was declared a hit, entertaining more than 20,000 attendees and honoring Governor Perdue. It was indeed a 'Sonny day in Georgia'.

GCJPR is no stranger to inaugural galas, already having planned the successful three-day long 54th Presidential Inauguration in 2000. GCJPR directly handled aspects of the weekend including the Opening and Swearing-In ceremonies and eight Inaugural balls.

client corner



ONE OF GCJPR'S NEWEST CLIENTS scored a hat trick this year. Head Games, a corporate training and sport psychology practice, drew some great media attention, landed some high-profile new clients and opened a new office. The Phoenix Business Journal started the media side rolling with a November article about the similarities between corporate and sports mental training. The next month, The Sporting News' Kara Yorio interviewed Head Games co-founder Chris Dorris about the pressures facing top-level athletes. The story also quoted Head Games client Doug Weight, a high-scoring center for the National Hockey League's St. Louis Blues. Weight told The Sporting News that Head Games has given him an extra edge and helped him return to the top echelon of the sport. Then, co-founder Dr. Alison Arnold sat down with KNXV Channel 15 reporter Julie Jones to talk about how to beat the winter doldrums and stay fit.

Head Games also landed deals with computer giant Insight and Big Five accounting firms Deloitte & Touche and Ernst & Young. They join Weight, the US National Gymnastics Team, PGA golfer Paul Casey and others as part of the Head Games team. For more information, go to www.headgames.ws on the Internet. You can also read about Head Games in the online edition of The Sporting News at http://www.sportingnews.com/voices/kara_yorio/20021226a.html.

The Department of State and GCJPR confront Human Trafficking

IN LATE SEPTEMBER 2002, Gordon C. James Public Relations successfully pursued and subsequently was awarded a \$1.8M congressional grant to produce an international summit with the goal of documenting best practices and strategies by world leaders in the global war on human slavery and trafficking in persons. Working cooperatively with the United States Department of State, GCJPR successfully produced this unique event that included nearly 400 international, front-line leaders in the areas of prevention, prosecution and protection against human slavery and featured more than 30 workshops simultaneously translated into six UN languages. The US Attorney General, the Vice President of Colombia, as well as many congressional participants were featured keynote speakers.

This internationally prominent conference was led by GCJPR's Washington, DC governmental affairs and event management team.

GCJPR hops into the White House for its annual Easter Egg Roll

GORDON C. JAMES PUBLIC RELATIONS has a long-standing history of working with the George W. Bush Administration, from campaign tours and debates to the Inauguration and celebration. In April, the GCJPR team will once again be privileged to work with the White House as we coordinate its largest public event, the annual Easter Egg Roll.

While this is only the third year that GCJPR has organized this event, the White House Easter Egg Roll is a tradition dating back to 1878, in which children are invited to the South Lawn to participate in Easter festivities such as "Egg Ball" and "Egg Croquet." Gordon C. James Public Relations' role in the event is to coordinate all South Lawn and Ellipse activities, as well as sponsorships and entertainment.

event calendar

March

March 14 National Wildlife Refuge System centennial celebration, Pelican Island, FL

April

April 21 White House Easter Egg Roll

April 26 Berridge Nurseries' 5th Annual Art-in-the-Garden, Phoenix

June

June 20-25 SNICKERS® Midwest Regional, Des Moines, IA

June 22-28 SNICKERS® Far West Regional, Honolulu, HI

June 26-July 1 SNICKERS® Southern Regional, Greensboro, NC

July

July 3-7 SNICKERS® Region I, Kingston, RI

July 22-27 SNICKERS® Cup National Championships, Germantown, MD

Governmental Affairs Going Strong

TO SAY GCJPR lobbyist James Hamilton has been busy since the opening of the 2003 legislative session is an understatement. Representing clients such as Kennecott Exploration, Resolution Copper Company, Spectrum Astro, Hawthorn, Peoplesoft and Accenture, he is a fixture at our Arizona capital.

We've Moved!

SINCE OPENING IN 1990, GCJPR's Washington, DC, office has experienced substantial growth. This expansion has prompted our move into a larger office so we can continue to provide the best service to our clients. The GCJPR DC branch is now located at:

1900 M Street, NW, Suite 810, Washington, DC 20036
P: 202-293-1988 • F: 202-293-2656

More Additions to the GCJPR Family

MEGAN ROSE and her husband Scott welcomed daughter Savannah Ashleigh into their family and ours February 10. Savannah came into the world weighing 7 pounds, .04 ounces and measuring 19 inches long at 3:18 in the afternoon.