



*"Perhaps the most challenging task in public relations is that of turning public opinion around from one view to its opposite. It seems almost impossible sometimes, but it can be done, given time and a multi-pronged attack."*

#### Confessions of a PR Man

Gordon C. James Public Relations believes that attacking a problem from all angles greatly increases the chance for success. This is especially true when it is necessary to have the backing of those most affected by the issue, be it developers tackling water issues or farmers growing genetically engineered commodities.

## Making a difference in Guadalupe

When the Boys & Girls Club of the East Valley Guadalupe Branch first started operating out of the Frank Elementary School ten years ago, it was no surprise that it was a welcome addition to the town. Over the years, hundreds of young people have been encouraged, coached, and guided into becoming productive, healthy, successful citizens. Now, through the success of its **A Positive Place for All Kids Capital Campaign**, construction of a new 24,000-square-foot facility will provide a place for the Club to extend programs and services to more than 1,500 youth!

On March 28, Governor Hull and Guadalupe Mayor Frances Osuna joined more than 100 Club members, volunteers and supporters for The Boys & Girls Club of the East Valley, The Thunderbird Branch – Guadalupe groundbreaking ceremony.

The new facility will offer the latest in computer and multi-media technology, a gymnasium, art center, game room and classrooms. After-school and summer programs in computer education, sports, peer leadership, tutoring, arts and recreation will be offered. The Club is expected to open in December.

## Tempe Town Lake

Tempe Town Lake on the Rio Salado has restored a 5½-mile stretch of the Salt River from an eyesore to a regional recreational destination. The lake, viewed as the project's focal point, stretches for two miles and is surrounded by 147 acres of park, 100 acres of native habitat and will eventually serve as a premiere location for restaurants, retail shops and residences.

In conjunction with the Dini Partners from Texas and Capital Connection from Scottsdale, we've been involved in a feasibility project that would raise \$100 million of private money for the

## Chop it all off. I've hit a milestone in life and need a new "do"!

For the seventh straight year Vidal Sassoon Salon of Scottsdale teamed up with Thomas J. Pappas Junior High to treat 15 graduating eighth graders to stylish new haircuts. The Pappas School is dedicated to the education of homeless youth, and these makeovers come at a time when appearance is everything for this age group. Fantastic organizing and managing by GCJPR created an event that garnered numerous media hits.

The salon's Creative Director and several students were interviewed by four local TV stations, including the most

Grassroots techniques have taken the place of the "smoke-filled room" tactics of years gone by. Government officials need to know they are on the right side of an issue, and it is up to us as public relations specialists to convince them which side is right. Town meetings, op-ed pieces, editorial board meetings, polling, public awareness presentations, letter-writing campaigns – the list goes on and on, but no stone should be left unturned.

The last thing that we want any of our clients to hear after the fact is that famous quote, "If I had only known how this was going to affect your business, I certainly would have come to your aid." We don't want to hear it either.

Sincerely,

Gordon C. James

## EarthFest 2000 promoted Earth friendly community involvement

This year marked the 11th anniversary of Valley Forward's EarthFest, the state's official Earth Day celebration. The non-profit business organization holds EarthFest annually to urge residents to participate in beautifying their communities, learn more about the environment and explore ways to enhance and preserve the Valley of the Sun.

Scores of Valley businesses, municipal and non-profit organizations featured some 75 interactive educational displays to more than 5,000 students emphasizing this year's theme, "What the World Needs Now."

Other activities included Green Up beautification projects held in seven Valley communities in April and performed by hundreds of individual volunteers and corporate volunteer teams. The EarthFest High School OutReach program featured nearly 500 Valley youths participating in a student-led environmental education conference.

lake. We have completed over 35 interviews with individuals and corporations to determine whether our goal can be reached. The money would be spent on building infrastructure for the lake including water fountains, bridges and a lighthouse. When the feasibility study phase is completed, we will meet with the Tempe Town Lake Study Committee to discuss our results. This committee consists of Mayor Guilano, City Council members and community leaders. We are excited to complete this phase and to help direct the City to the next step of increasing awareness for the project.

watched Hispanic station and the most popular morning show. Phoenix's second largest newspaper and an influential Scottsdale business magazine covered the event.

Prior to the event, GCJPR coordinated and managed the appearance of four students as guests on a local radio morning show where two boys got their hair cut on-air. With hair flying around the studio, radio show host Dead Air Dave said, "This is the most fun we've had in here in a long time, and a great event to be involved with."

## Client Corner: Lewis and Roca LLP

Ranked as one of the Southwest's leading business law firms, Lewis and Roca LLP is a full service firm that represents a broad range of clients, from local companies to national and international corporations. The firm's clients include prominent Arizona-based, national and multinational companies involved in a multitude of markets, including leading companies in the healthcare, transportation, energy, communications, chemical, pharmaceutical, financial, insurance and technology industries.

Over 34 years ago, Lewis and Roca partner **John Frank** represented Ernesto Miranda before the U.S Supreme Court in the landmark case *Miranda v. Arizona*. The decision secured the rights of criminal suspects in police interrogations as well as Miranda's place in history. Partner **Peter Baird** also represented Ernesto Miranda in proceedings following the Supreme Court's decision. With *Dickerson v. U.S.* pending in the U.S. Supreme Court, there was the potential that the Miranda case would be overturned. Just several days before the session ended, the highest court upheld the decision, securing Miranda rights for future suspects. The two Lewis and Roca attorneys have been interviewed for articles in numerous publications, including *The Wall Street Journal*, *The Arizona Republic*, *Litigation*, *The Arizona Attorney* and *Phoenix Magazine*.

The firm's managing partner, **José Cárdenas**, was recently presented the Ohtli Recognition Award by Jesús Reyes-Heroles, Mexico's Ambassador to the United States, for his outstanding leadership and altruistic labor for Mexican-origin communities in Arizona. The Ohtli Recognition is given by the Mexican Government to honor outstanding Mexicans or Hispanics who live outside Mexico and have dedicated a great part of their lives and best efforts to promote the well being of Mexican-origin communities outside Mexico. Only 19 persons have received this prestigious award since its inception in 1990. Cárdenas is the first person from Arizona to receive the award. The ceremony and reception were hosted by Governor Jane Hull and Mexican Consul General Salvador Cassian-Santos.

Lewis and Roca LLP offers clients the expertise of over 120 attorneys through its offices in Phoenix, Tucson, and Las Vegas. The firm's practice includes numerous industry and legal practice areas grouped into business, commercial litigation and tort practice sections.

## Welcome!

Interning in our Phoenix office this summer are Julia Styer and Andrea Tseng. While Julia's college career has just begun at Arizona State University, Andrea is looking forward to graduating next year from the University of Arizona. Both women are pursuing marketing degrees. We are pleased to welcome Julia and Andrea who will assist in the logistics and preparation for this summer's **SNICKERS®** US Youth Soccer Regionals and National Championship.



## Gordon C. James Public Relations Event Calendar

- June 18-24 .....**SNICKERS®** Far West Region Tournament, Pleasanton, CA
- June 22-27 .....**SNICKERS®** Southern Region Tournament, Waco, TX
- June 23-28 .....**SNICKERS®** Midwest Region Tournament, Lawrence, IN
- June 24 .....**PETsMART®** Telethon in Austin, TX
- June 25-27 .....China Mist Tea at Texas Restaurant Show
- July 1-5 .....**SNICKERS®** Region I Tournament, Providence, RI
- July 23-30 .....**SNICKERS®** National Championship, Orlando, FL
- Aug. 6 .....**PETsMART®** Telethon in Dallas, TX
- Aug. 19-21 .....China Mist Tea at California Restaurant Show
- Sept. 8 .....Valley Forward's Environmental Excellence Awards