

a note from gordon



THE ARRIVAL of baseball spring training in the Valley seemed to signal a sense of normalcy after six months of uncertainty and apprehension throughout the country. Events and projects that had been canceled or postponed due to 9/11 were back on schedule.

That sense has been reflected in our schedule since the first of the year. We have been swamped with projects, including the White House Easter Egg Roll, the Department of Education's Leave No Child Behind initiative, St. Luke's Frontiers in Ophthalmology, Berridge Nurseries' Art in the Garden, BSA Report to the Nation, Drugs Don't Work in Arizona with former President Bush, the Peter Piper Pizza Play & Professional Tour, the PhRMA Anthrax initiative, and Intel Computer Clubhouse grand openings in Los Angeles and New York.

All of these projects required teamwork and long hours of hard work. But work as a team we did, and without a doubt, we succeeded beyond the expectations of our clients and even ourselves.

Coach John Wooden said, "Teamwork is not a preference, it's a necessity." I am sure every coach has stressed teamwork to his players, but it can be forgotten when events turn hectic. Maintaining the poise to work together leads everyone to success.

A team manages every project at Gordon C. James Public Relations. Understanding the client's needs and expectations and communication among team members is crucial to getting the job done. A key to our strength is that staff members serve as team leaders on one project and team members on another. Team leaders provide the leadership to create team spirit and a positive attitude, and team members reflect those qualities in their efforts. Congratulations to all Gordon C. James Public Relations team leaders. You achieved what some thought was impossible.

client corner

Berridge Nurseries

ON APRIL 27, Berridge Nurseries and GCJPR presented the fourth annual Art-In-The-Garden celebration. Each April, this event features noted local artists who display and exhibit their artwork. In addition, experts showcase ways to enhance gardens and extend springtime into all facets of home life. This year's top demonstrators included premier Valley chef and restaurateur Eddie Matney and the renowned Scottsdale Bonsai Society.

Berridge Nurseries, a family-owned business established in 1938, features a full line of quality plants and supplies. Berridge also offers 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 houseplants.

Throughout the year, the nursery creates several other special events set amid its blooming backdrop. Several times each month, Berridge holds seminars in the nursery's amphitheater. Topics include rose care, growing herbs, caring for citrus, bonsai for beginners and cactus container gardening.

For more information, please call 602-952-8080, or visit online at www.berridgenurseries.yournursery.com.



GCJPR Cruisin' for Pizza & Play

GORDON C. JAMES AND PETER PIPER PIZZA are cooking up a tasty recipe for success. The Scottsdale-based company created a big splash in rolling out the Pizza & Play Professional concept, an effort to enhance Peter Piper team members' enthusiasm for making great pizzas and creating a fun atmosphere for guests. Not only does this campaign give Peter Piper team members an insight to the company vision, but it also re-affirms to guests that Peter Piper Pizza is the best choice for family entertainment.

The GCJPR team scripted an energetic event that included a pair of red Chrysler PT Cruisers displaying the Pizza & Play Professional logo and tunes blasting from a 250-watt sound system. A team of Peter Piper executives drove the PT Cruisers to company-owned stores in the Phoenix metro area, Casa Grande and Prescott. Seconds after arriving, Peter Piper executives were on the mics and handing out certificates to employees who passed a 60-question Pizza & Play Professional test. The event was a hit with associates and executives alike.

After the Arizona premiere of the Pizza & Play Professional tour, the crew will head out to get the excitement cooking at out-of-state Peter Piper Pizza locations in California, Nevada and Utah.

NASA and the Phoenix Chamber of Commerce Shoot for the Moon

NASA, A NAME SYNONYMOUS with cutting-edge technology, recently worked with the Greater Phoenix Chamber of Commerce to bring its latest innovations to Arizona businesses. In March, the Phoenix Chamber of Commerce acted as a co-presenter of Communicating in the 21st Century at ASU West, aiding the presentation of NASA breakthroughs in data mining, HDTV, navigation and more.

On hand to commemorate the private sector's first look at NASA's technological advances was keynote Speaker Joseph Loeb, president and founder of BreakAway Technologies. Several of Arizona's technological leaders also attended, including representatives from Arizona State University, Arizona Technology Incubator, NASA Far West Region Technology Transfer Center and Pinnacle Management Group. GCJPR generated media coverage for the event and was proud to be a part of making NASA's first technology transfer exhibition in Arizona a success.

GCJPR at the Top of Phoenix's List

WHEN GORDON C. James Public Relations opened its doors in 1990, the company never dreamed of the growth it would enjoy over the next 12 years with national-profile clients, the need to expand its offices and even the addition of a lobbying division. Now GCJPR is proud to announce its latest milestone: a No. 1 ranking in the Business Journal's "List of Local Public Relations Agencies." This premier ranking, which uses the criteria of agency size, gross sales and relative strength, will be published in The Business Journal's Book of Lists 2003.

The Dog Days of...Spring?

GCJPR LOBBYIST James Hamilton may have a bit less spring in his step these days, and it's not because of the onslaught of new accounts. On Hamilton's recent visit to the White House, First Pet Barney, a Scottish terrier, put a different kind of bite on Hamilton than he's used to on the job. Fortunately, the ankle bite was not serious, and we now know that Barney doesn't care for measuring wheels invading the South Lawn.

event calendar

May

May 18-21 National Restaurant Show, Chicago

June

June 13 Intel Computer Clubhouse opening, Miami
June 21-26 SNICKERS® Midwest Regional, Toledo, Ohio
June 23-29 SNICKERS® Far West Regional, West Jordan, Utah
June 27-July 2 SNICKERS® Southern Regional, N. Little Rock, Ark.
June 28-July 2 SNICKERS® Region 1, Niagara Falls, N.Y.

July

July 23-28 SNICKERS® Cup National Championships, Germantown, Md.

August

Aug. 2-13 Little League Southwest Regional, Waco, Texas
Little League South Regional, St. Petersburg, Fla.
Little League West Regional, San Bernardino, Calif.
Little League East Regional, Bristol, Conn.
Little League Central Regional, Indianapolis
Aug. 16-25 Little League World Series, Williamsport, Pa.

Drugs Don't Work in Arizona benefit honors Former President Bush

SINCE 1994, Drugs Don't Work in Arizona (DDWA) has assisted local industries in educating Arizona businesses on the importance of drug-free workplaces. In March, the organization proudly welcomed former President George H. W. Bush as guest speaker, and first recipient of the organization's "Vision Award" at its benefit luncheon at the Phoenician Resort.

After a speech addressing the close connection between drug trafficking and international terrorism, a videotaped message of congratulations from his son, President George W. Bush, recognized his father's innovation and persistence in the fight against drugs.

GCJPR managed the event, which included speeches by several local dignitaries, along with recognition of major sponsors The Londen Companies, the Phoenix Suns, the Arizona Diamondbacks and Intel. Media placements included extensive coverage by Phoenix's local television stations, newspapers and radio stations.