

THE NEWS

Winter 1999

G O R D O N C . J A M E S P U B L I C R E L A T I O N S

A Note from Gordon

Happy New Year to all of you. 1998 was a tremendous year for Gordon C. James Public Relations, and we're blazing ahead toward the millennium at full speed. I am pleased to send our fourth agency newsletter to you, our clients, friends and associates. In each issue, we aim to share with you the latest happenings at our agency as well as successes involving our clients.

If you are interested in receiving additional information about Gordon C. James Public

Relations and our services, or would like to schedule a personal consultation to see how we can help you with your public relations needs, please contact us at (602) 274-1988. Thank you and best wishes for the year to come.

Sincerely,



Gordon C. James



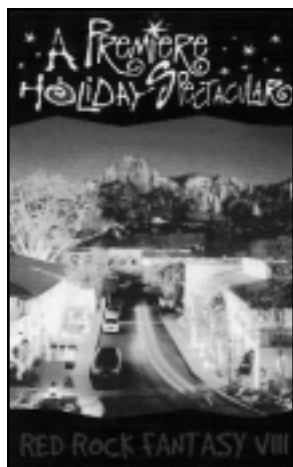
Spotlight on Event Management

One of Gordon C. James Public Relations' areas of specialty is creating and executing events such as national conferences, golf tournaments, corporate grand openings and charity fund raisers, among others. Our firm members have experience in staging, sound, lighting and program development. On top of that, we know how to create event magic with eye-catching invitations, exceptional decorations, classy event programs and appealing entertainment. We can take care of every detail involved in conceptualizing and managing an event, or

we can join your team in implementing the event when the big day arrives. We always work with our clients to tailor a plan that incorporates their needs and desires. In many cases, we bring event management and media relations together to maximize the audience and the effect of a given event.

In this issue, we take a look at two such recent events – the grand opening of Red Rock Fantasy VIII and a hurricane relief project involving Food for the Hungry.

Red Rock Fantasy VIII Dazzles Crowds at Los Abrigados



This winter, Los Abrigados Resort and Spa in Sedona, Ariz., once again donned its holiday gown to the delight of thousands. Each year during the holiday season, the resort is transformed into a winter wonderland complete with more than one million lights and 48 glittering light displays. Red Rock Fantasy VIII is nestled among 22 spectacular acres featuring Sedona's world-renowned red rock formations and the stately sycamores of Oak Creek Canyon.

Gordon C. James Public Relations managed the glittering opening ceremonies November 25 to celebrate Red Rock Fantasy VIII, "America's Most Spectacular Holiday Lights Display."

Phoenix radio personality Pat McMahon (KTAR-AM) emceed the event, which featured music from the Boys & Girls Clubs of Sedona Choir, Canyon Carolers and Dickens & Co. carolers. ILX Resorts Chairman Joseph P. Martori joined McMahon in throwing the ceremonial "first switch" that lit up Red Rock Country.

Our media relations efforts resulted in extensive live television coverage of the opening ceremonies as well as numerous television and radio spots throughout the months of November and December. In addition, we implemented a statewide concierge program to generate Red Rock Fantasy visitors. These combined efforts resulted in a surge in this year's attendance.

Food For the Hungry, Home Depot, GCJPR Assist Hurricane Victims

The hurricanes in Central America have ended. But it will take years to recover from the destruction. Food for the Hungry, a national emergency relief organization, has been working tirelessly to assist those affected by the disastrous results of October's Hurricane Mitch. One of the successful programs implemented by Food for the Hungry involved a partnership with The Home Depot. Gordon C. James Public Relations assisted Food for the Hungry in tying into a nationwide Home Depot used tool drive, held December 3-6. Our agency successfully publicized the event with a press conference at a Phoenix Home Depot store announcing the partnership between Home Depot and Food for the Hungry, as well as a donation of \$100,000 to the relief organization from Revelation Corporation of America, a nationwide buying co-op headquartered in Memphis.

The tool drive resulted in hundreds of donations, which will

be taken to Central America by Food for the Hungry short-term construction teams. These teams are helping to rebuild homes, schools and health clinics in Honduras, Nicaragua

and Guatemala. Phoenix Home Depot store manager Dave Vanover explained, "We chose to partner with Food for the Hungry on this project because it is a reputable nonprofit organization with ongoing programs in several Central American countries." Additional information about Food for the Hungry is available at <http://www.fh.org>.



GORDON C. JAMES

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And Now A Word From Our Clients...

What do you feel was your greatest accomplishment in 1998?

“This December, *Design News* named the DuraSwitch PushGate™ as a winner in the Electrical/Electronic category of its annual Best Products of the Year awards. This is a tremendous honor from a well-respected publication. More importantly, it is a tribute to the PushGate inventor, Tony VanZeeland and our engineering staff. We’re finding that this durable, reliable and versatile electronic switch is really capturing customers’ imagination.”

Terry Dunlap
DuraSwitch Industries, Inc.

“We’re thrilled that Vidal Sassoon was selected as one of the top 10 salons by *Arizona Business Magazine*. We’re continuing to experience significant growth at our Scottsdale location. However business isn’t the only thing booming around here. Lisa and Monica, two of our colorists, both gave birth this year, and our stylist Ronaldo is a proud new father as well. We are all looking forward to more good things to come in 1999.”

Mei Lee Jackson
Vidal Sassoon

“1998 was a good year for Automated Dispatch Systems. We increased our staff by 21 percent, released a completely new version of ADS software and had a record sales year. On top of that, we were honored for our growth by two hi-tech growth recognition programs. In October, ADS was included in the AzTech 50 list of rapidly growing Arizona high technology companies. Then in November, Deloitte & Touche ranked us 85th in its national Fast 500 program. We were in good company, with America Online only one notch above us at number 84.”

Bob Glovitz
Automated Dispatch Systems

“In the spring of 1998, The Faith House Agencies embarked upon a \$7 million capital development campaign for Prospect Park – a new five-acre community of care for women and children who are affected by domestic violence. We are pleased to announce the virtual completion of Phase I of the project, which includes a shelter bed facility and two-year transitional facility, making room for at least 64 new beds for victims of domestic violence and their families. We are continuing our quest in 1999 and look forward to what the year ahead brings.

Betty Bergstrom
The Faith House Agencies

We are pleased to announce that our Washington, D.C. office has moved. We are now located in the recently opened Ronald Reagan Building and International Trade Center. Our new address is:

Gordon C. James Public Relations
Ronald Reagan Building and
International Trade Center
1300 Pennsylvania Avenue, NW, 6th Floor
Washington, D.C. 20004
Phone: (202) 383-9725 • Fax: (202) 371-2940

Edward Cowling is the director of our Washington, D.C., office. Ed’s background combines extensive event management, legal, governmental and political experience. He has held legal and management positions at the Federal Communications Commission, Commerce Department and Justice Department. In addition, Ed spent six years producing shows in the auto industry, coordinated events for four presidential inaugurations and served as a presidential advance representative for numerous foreign and domestic events. In 1992, he served as Director of the San Antonio Summit, a major international summit meeting hosted by the President of the United States and attended by seven foreign heads of state. Ed, who specializes in government relations, has recently helped a number of corporations effectively navigate federal and state regulatory agencies including the Environmental Protection Agency and the United States Department of Agriculture.

Gordon C. James Public Relations Event Calendar

- February 25-27St. Luke’s Frontiers in Ophthalmology Conference
- March 13Fight Night V with Muhammed Ali
- March 14Boys & Girls Club of the East Valley
Bon Vivant, a celebration of wine and food
- April 6Valley Forward EarthFest ’99
- April 8Drugs Don’t Work in Arizona luncheon
featuring President George Bush