

THE NEWS

Gordon C. James
PUBLIC RELATIONS
Winter 2000



This past year has been very exciting for Gordon C. James Public Relations!

Agency work this year ran the gamut. From local events and promotions, to new product launches and national media campaigns, GCJPR garnered favorable media article placements and radio and television spots for each of our clients. Most notably, we worked with George W. Bush and his

campaign staff on his quest for the presidency of the United States. And, what a ride! We were there throughout his campaigns, tours and debates; the voting and counting; and the Inauguration and celebration. Did I mention the recounts? We certainly have had the unique privilege of being a part of this historic election.

Our responsibilities began last summer with the planning and coordinating of the governor's Victory 2000 Campaign Train Trip. We traveled from Philadelphia to St. Louis in four days, stopping in 20 Midwest cities and visiting with hundreds of thousands of Bush supporters.

Next, we accompanied Gov. Bush across the country for his debates with Vice President Gore in Boston, Winston-Salem and St. Louis.

It was with much anticipation when we moved to Austin to prepare for Election Day. I don't know if anyone could have been fully prepared for what followed! We waited many hours

Canine Capers in Full Swing

Howl-o-ween

Last October, the team at GCJPR developed in-store activities for PETSMART's Howl-o-ween, the latest canine caper event designed specifically to increase foot traffic and sales for a group of stores around the nation.

The carnival-like event geared toward kids and their pets had dogs bobbing for bones, kids fishing for prizes and painting pumpkins, and both participating in smart pet trick and costume contests. At the end of the day, every child and pet left with a souvenir Polaroid photo commemorating the festivities. The concept development and coordination of supplies,

Iced Tea Drinkers Now Enjoy China Mist at Home

China Mist®, the premier name in fresh-brewed gourmet iced tea for eating and drinking establishments, is now available to enjoy at home in its new consumer product line.

The Scottsdale-based company is introducing its three-most popular iced black teas – Traditional, Passion Fruit and Fiesta Fria – along with its Green Star® Blackberry Jasmine iced green tea in convenient, easy-to-use packaging for home brewing. China Mist Iced Tea is expected to be available nationwide in gourmet grocery and other specialty food stores, gift shops and coffeehouses.

Using China Mist's well-established presence in the foodservice industry to enhance brand recognition in consumer markets, GCJPR currently is targeting national restaurant and hospitality publications to feature the new line's rollout.

to see if we would enjoy the victory party we had planned for the night. The entire nation waited with us.

After a trip to Florida to check on the recounts

and protests, we listened to court hearings. And, on Dec. 13, George W. Bush claimed the presidency after Vice President Gore's gracious, albeit second, concession. Finally, Bush was named the 43rd President of the United States. After a brief celebration in the office, we got back to work – the Inauguration was just over one month away!

GCJPR went into overdrive in planning the three-day long 54th Presidential Inauguration. We directly handled aspects of the weekend that included the Opening Ceremony, the Swearing In Ceremony and the eight Inaugural Balls.

While it was an extremely long and winding ride, we certainly enjoyed all of it. We look forward to 2001, and give our best wishes to everyone for a successful and prosperous New Year!

Sincerely,

Gordon C. James



decorations and store layout were only a small part of our efforts to create this fun, successful event.

Smart Saturday

For the same group of PETSMART stores, GCJPR located and retained experts from local zoos, universities and animal-enthusiast groups for Smart Saturdays in November. Presenters conducted hour-long sessions for consumers that focused on general grooming and feeding techniques for a variety of pets, including fish, reptiles, rodents and birds.

Several of the PETSMART stores reported increased foot traffic and sales on event days as a result of our efforts.



China Mist Iced Tea is an upscale, proprietary blend of China black teas formulated to eliminate the bitter, dry aftertaste associated with other iced teas. In addition to its traditional iced black tea, China Mist's foodservice line consists of flavored iced black teas, caffeine-free iced herbal tea blends, decaffeinated iced tea and Green Star iced green teas.

Client Corner: Banking on the Community Concept

 With service at large, traditional banks becoming more and more automated, many consumers are feeling like just another number. Many are now finding comfort with a highly personalized service offered at locally owned banks, such as newly established Desert Hills Bank (DHB).

Six veteran Valley bank executives are banking on that community concept with DHB. Led by president and CEO John E. Fahrendorf Jr., Charles R. Haney, Thomas P. Rudzki, J. Thomas Hand, Anthony M. Ashton and Patricia A. Taylor combined more than 170 years of experience to open DHB in the Biltmore area of Phoenix.

“We are excited to introduce Desert Hills Bank to the marketplace as we recognize the necessity of providing reliable personal banking,” Fahrendorf said. “We are also very focused on the future with aggressive plans to introduce additional capabilities. We consider our clients to be our partners in identifying and developing services unique to the market.”

GCJPR joins DHB to raise awareness of the Bank’s location, its officers and its specialized services in real estate lending, commercial lending, private banking and business-to-business transactions, as well as to promote its local ownership and commitment to providing quality relationship banking.

GCJPR Welcomes Karen M. Kase

Since joining Gordon C. James Public Relations this past October as an assistant account executive, Karen has traveled on site preparatory trips for the 2001 *SNICKERS*® soccer championships, coordinated seven PETsMART Smart Saturday clinics and handled media releases for copper alloy producer PMX Industries.



Karen is a graduate of Xavier University with a degree in Sport Management and a minor in business. While at Xavier, she worked as a student assistant in the sports information office for two years where she was responsible for writing press releases, working event management and writing and editing the women’s soccer media guide. She also served as an intern for the Multiple Sclerosis Society, where she was active in publicizing and promoting various fundraisers and events. Most recently, she spent a year in the San Francisco Bay Area working for the Pacific-10 Conference. Her duties included writing press releases for various sports, compiling statistics and designing media guides. Karen has also worked as a game-night media assistant for the Golden State Warriors, Phoenix Mercury and Phoenix Suns.

Welcome Karen!

Gordon C. James Public Relations Event Calendar

- Boy Scouts of America Report to Nation.....February
- China Mist Tea at New York Restaurant Expo.....Feb. 25-27
- Frontiers in Ophthalmology.....March 9-10
- PETsMART Flyball at Suns HalftimeMarch 28
- PETsMART Flyball Regional Championships.....March-May
- Valley Forward EarthFest 2001April 17
- Berridge Nurseries Art-in-the-Garden.....April 28