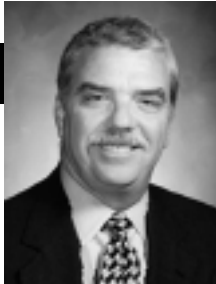


a note from gordon

ONE OF our sons, Graham, is a publicist for MTV in New York City. When our phone rang at 6:30 on the morning of Sept. 11, I had no idea that the longest four hours of my life were about to begin. As we watched the tragedy unfold, gradually unveiling the reality that America was under attack, I began a frantic mission to contact Graham on both his cell phone and his office phone.



Finally at around 10:30 a.m., he called me saying that they had evacuated his building and that he had walked back to his apartment. My only thought was to get him out of there. When I urged him to leave, his response was, "Dad, there is nowhere to go." As a parent you can only imagine my sense of helplessness.

A few weeks later, we were asked to assist the White House on the President's trip to address the United Nations. The overnight visit included a ceremony at ground zero on Veterans Day. As always, we visited the site several times before the actual event. It was a scene that none of us will soon forget. Picture in your mind the severity portrayed by media images; the reality of the site is 100 times as unsettling as any of those second-hand accounts. Seeing the notes and pictures left by grieving families, we realized that a profound sadness would be hovering over this place for years to come.

We also realized just how much we love Graham and thanked God that he was safe. We are reminded now more than ever how much we love our country, and we are thankful for the President's tremendous leadership through our nation's crisis.

God bless all of you and God bless America.



Greater Phoenix
Chamber of
Commerce

Phoenix Forum Series a Success

THE GREATER PHOENIX Chamber of Commerce prides itself on providing quality support to local businesses through public affairs efforts at all levels of government. In keeping with its history of creating opportunities for members to interact with prominent policy makers, the Chamber launched a year-long luncheon series called the Phoenix Forum: Bringing National Issues into Focus.

The series started in April and consisted of nine high-profile speakers from the world of business, politics, media and sports. Past speakers include former U.S. Senator Bill Bradley, economist Stuart Varney and former Vice President Dan Quayle. An average of more than 500 business and community members attended the inaugural Phoenix Forum luncheons.

The 2002 Phoenix Forum series kicks off Feb. 20 with Gen. Barry McCaffrey, former Director of the White House Office of National Drug Control Policy. Upcoming speakers include ABC-TV correspondent Ann Compton, former American Airlines chief Robert Crandall and Hall of Fame basketball player Bill Walton. For more information, please visit www.phoenixchamber.com.

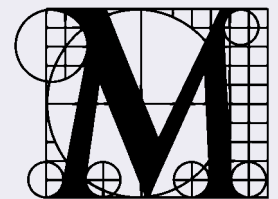
client corner

Madison School District

MADISON SCHOOL DISTRICT has served north-central Phoenix children since 1890. The district has earned a reputation for its quality staff and faculty members who are dedicated to helping their students succeed in the classroom and beyond. Today, the district serves more than 5,000 K-8 students who rank among Arizona's best on standardized tests.

Gordon C. James Public Relations helps the community stay aware of the district's latest projects and promotes its events at the school and district levels. GCJPR associates have succeeded in securing TV and print coverage for Madison's Milken Family Foundation Teacher Advancement Program, a community fundraiser and a recent visit by acclaimed space artist Robert McCall.

GCJPR has close ties to the Madison district. Gordon James was a student in the first class at Madison Simis Elementary School when it opened in 1953, and Brent Goodrich's oldest son is a second-grader at Madison Rose Lane Elementary School.



GCJPR Scores a Double with SNICKERS®

GORDON C. JAMES PUBLIC RELATIONS is proud to announce that its relationship with the nation's No. 1 candy bar just got sweeter. Already with eight years' experience managing SNICKERS® title sponsorship of the U.S. Youth Soccer National Championships, GCJPR is again teaming with Masterfoods USA, the new corporate name for M&M/Mars, to coordinate SNICKERS® marketing activities at the Little League Baseball World Series.

GCJPR looks forward to a summer jam-packed with youth sports, beginning with the SNICKERS® U.S. Youth Soccer National Championships and wrapping up with the Little League Baseball World Series in late August. The SNICKERS® Cup is considered the nation's most prestigious youth soccer event, with tournaments in all 50 states plus four regional tournaments and the national finals. The Little League Baseball World Series is the country's most popular youth sports event, with five regional tournaments and the World Series finals in Williamsport, Pa., which last year drew 297,000 fans.

GCJPR Expands Government Affairs Division

GORDON C. JAMES PUBLIC RELATIONS is returning to its grassroots origins in state and federal government affairs. With the addition of lobbyist James Hamilton to the GCJPR staff in April, the agency is embarking on a variety of legislative challenges with several new clients, such as Kennecott Exploration, Hawthorn, Peoplesoft and Accenture. Having represented several top companies with Arizona water, land development and tax issues, Hamilton brings a strong political background to GCJPR.

Gordon C. James Public Relations is excited to continue its history of public affairs involvement and looks forward to the 2002 Arizona legislative session.

event calendar

February

- Feb. 8 Opening Ceremonies, Winter Olympics
- Feb. 14-17 US Youth Soccer Coaches Workshop, Atlanta
- Feb. 14-22 Presidential Trip to Beijing
- Feb. 20 Phoenix Forum: General Barry McCaffrey

March

- March 1-2 Frontiers in Ophthalmology
- March 18 Drugs Don't Work in Arizona
- March 20 Phoenix Forum: ABC's Ann Compton

April

- April 1 White House Easter Egg Roll
- April 9 Phoenix Forum: Former CEO and chairman of American Airlines Robert Crandall
- April 27 Berridge Nurseries' Art in the Garden

GCJPR Welcomes Kyle E. Kopnitsky

GORDON C. JAMES Public Relations is proud to announce the addition of public affairs specialist Kyle Kopnitsky. Since joining GCJPR in November, Kyle has assisted in publicity efforts for China Mist Teas® and coordination of the upcoming Drugs Don't Work in Arizona, a fundraising luncheon featuring former President George Bush. With the Arizona legislative session resuming, Kyle's primary responsibilities are supporting GCJPR's governmental affairs activities.



Prior to joining GCJPR, Kyle worked in media relations at Walt Disney World Resort in Orlando, Fla. There, she publicized Disney Sports Attractions through media relations efforts for events including the Pop Warner SuperBowl and Atlanta Braves Spring Training. Kyle also promoted Disney's Wide World of Sports complex through planning events such as the United States Olympic Committee's tour for the Tampa 2012 Olympic Bid and the victory celebration for the 2001 Little League World Series U.S. Championship team. Kyle earned a bachelor's degree in Communication Arts and Spanish from Allegheny College in northwest Pennsylvania, where she also worked in the Office of Public Affairs.