



COMMUNICATOR

WINTER 2005

SJC Celebrates Anniversary

As the new year approaches, we are pleased to mark our first year anniversary on Camelback. We've enjoyed working with many of the businesses in our building and having the additional office space, which has allowed us to welcome new staff members and clients this year.

As always, we look forward to working with you in the coming year, and we wish you the best and brightest of holiday seasons!

Profile: Festival of the West

The 2006 Festival of the West will be held March 16-19 at the new Rawhide at Wild Horse Pass. Located in a growing area south of Phoenix, Rawhide will provide the perfect setting for this family oriented event expected to attract 60,000 attendees and contribute \$10 million to the local economy.



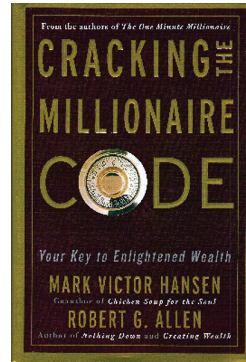
In 2006, we will once again work with local and national media to showcase this event, which features film and television celebrities; entertainment; Chuck Wagon and Dutch Oven Cook-Offs; Cowboy Mounted Shooting Association competitions; traditional log home dwellings, Native American history and culture; and authentic Mountain Man camps. Last year's publicity included the *Wall Street Journal*, *New York Times* and both the *Westerns* and *Outdoors Channels*.

In August, cowboys delivered mailing tubes designed like sticks of dynamite to the local media to announce the "explosive" news of the event's move from Scottsdale. Also mailed to national media, the light-activated tubes featuring the Rawhide theme song have brought increased awareness to the event, including the sale of commercial exhibit space at the event.

"Shonna James Communications has been a terrific investment for Festival of the West. Shonna and her team have brought professionalism and enthusiasm to the forefront, not to mention a whole lot of media attention!"

Mary Brown, founder and trail boss

Client Corner



2005 once again proved to be an exciting year for book and author publicity. Working with Random House and Viking Penguin, we started the year with the opportunity to meet Mary Lou Quinlan, author of "*Time Off for Good Behavior*," and finished 10 books later by hosting Robert Allen and Mark Victor Hansen, co-authors of "*Cracking the Millionaire Code*" (which we are still trying to do!)

This year we also hosted two returning authors. For Dr. Judith Orloff, author of *Positive Energy*, we assisted Random House with her Phoenix media itinerary, which included four television interviews during her two-day visit.

Coming Soon

Mark your calendars now and join us Monday, February 6 to see Debbie Reynolds and Carrie Fisher at the Banner Health Foundation "Speaking Out" Luncheon! To be held at the Arizona Biltmore, this new forum will feature the dynamic mother/daughter team who will speak candidly about their relationship and the struggles both have faced with regard to behavioral health.

Proceeds from the luncheon, presented by Blue Cross Blue Shield of Arizona, will support Banner Behavioral Health Hospital and a new outpatient center.

Seating is limited, so call (602) 495-6359 today for reservations!



The art of communication is the language of leadership.

In the Community

One of our philosophies at Shonna James Communications is to give back to the community. In 2005, we were invited to assist Magical Builders and The Frank Foundation with the renovation of the Family Living Center at Phoenix Children's Hospital. For this project, we designed a new logo, created an identity package



and designed a new website, in addition to handling publicity and assisting with a ribbon-cutting ceremony at project completion.

We also began our second year as the public relations agency for the Susan G. Komen Breast Cancer Foundation Phoenix Affiliate and its 13th Annual Komen Phoenix Race for the Cure®, which raised \$1.2 million. Due to the universal impact of the cause, we were able to compile 16 new media partners that contributed an additional approximately \$300,000 in publicity to the event.

In March, the agency was presented with a Spectrum Award by the American Marketing Association for its work on the 2004 publicity campaign.

"Through the marketing of our new Sleep In For The Cure® program and the development and coordination of numerous media opportunities leading up to the Komen Phoenix Race For The Cure®, Shonna James Communications helped contribute to our most successful event, with resulted in over 41,500 participants - a 10% increase from last year."



Pat Elder, executive director,

Susan G. Komen Breast Cancer Foundation, Phoenix Affiliate

In the News

At the close of 2005, Meritage Homes Corp. is on target to mark its 18th consecutive year of record earnings. A demand-driven housing market, combined with successful acquisitions and operations in Arizona, California, Colorado, Florida, Nevada and Texas, have led to the continued growth and success of this company, as



showcased this year in *The Arizona Republic* and the *Tribune*.

In March, Meritage Homes Corp. will move into new offices in Scottsdale that will combine all operating divisions of the company, which include

Meritage Homes, Monterey Homes and Meritage Active Adult, and feature a new, state-of-the-art design center. Meritage Homes, the seventh largest homebuilder in the Valley, is currently building 18 communities within the Phoenix metropolitan area. Monterey Homes is actively building within the master-planned communities of Verrado and DC Ranch, and Mirabel Village.

Spotlight: JP Malone Construction

More awards, a cover story and continued industry accolades summarize 2005 for JP Malone Construction.

In November, the company was notified that it will receive a Best in American Living Award, the company's sixth since 1999, during the 2006 International Builders Show in Orlando, Fla.



The company was also recognized for its one-of-a-kind custom homes with a cover story in the August issue of *Phoenix Home & Garden*, was invited to speak at this year's Custom Builder Symposium, and will be featured for its custom cabinetry work in the January issue of *Builder & Developer* magazine.

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