



COMMUNICATOR

WINTER 2002

SJC Activities

2002 has been an exciting year for Shonna James Communications! We have added new clients, assumed additional responsibilities and projects, and continued to contribute to various groups within the community.

As 2003 approaches, we would like to thank our clients, vendors and business colleagues with whom we enjoy working. We appreciate your support and assistance. We would also like to update you regarding a few of our recent activities, so please read on and enjoy. Happy Holidays! ■

In the Community

Under a large white tent filled with various representatives from the city and community, Richmond American Homes recently broke ground on Mosaic at Anderson Farms, located at 27th Avenue and Baseline in Phoenix.

The new community will offer nine floor-plans ranging in size from 1,236 to 2,474 square feet with three, four and five bedrooms and up to three baths.



Featuring Classic architecture found between 1915 and 1940, each home has been designed to fit on one of three specifically sized homesites that are arranged in a "Mosaic" pattern.

To depict the upcoming neighborhood and models, the company used a ViewMaster, a historical product first introduced at the New York World's Fair in 1939.



"Everyone can relate to a ViewMaster," said Shonna James. "As we reviewed possible ways of showing in advance the neighborhood's unique streetscape, land plan and

models, we decided on a fun entertainment medium that tied perfectly into the time period of the community." ■

Client Corner

Sierra Pointe, Scottsdale's most luxurious rental retirement community, recently welcomed a new, on-site amenity for its residents: a branch location of Bank One, N.A.

The new branch, which offers full-service banking and financial options to the residents of Sierra Pointe, is located on the second floor of the upscale community.

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Celebrating the opening of Bank One's new office is Les Hunt, executive director of Sierra Pointe, Judy Swenson and Ric Clements of Bank One, and Ellen Devine, Sierra Pointe's marketing director.

Three banking relationship managers and a financial advisor staff the office, which is open from 9 a.m. to 12 p.m. on Tuesdays and from 1 p.m. to 4 p.m. on Thursdays. Staff members are also available outside of regular business hours by appointment.

During a ribbon-cutting ceremony held September 20 for residents, Sierra Pointe also showcased its new, 24-hour computer center and expanded fitness room. ■

*"Some are born great, some
achieve greatness, and some
hire public relations writers."*

In the News

Camelot Homes Wins Builder's Choice Award

As showcased in the October issue of *Builder* magazine, Camelot Homes has been recognized with a 2002 Builder's Choice Award for its Trovere floorplan at Firenze at Grayhawk.

Selected from 400 projects nationwide, the Trovere plan is a 3,785-square-foot floorplan designed around a large great room that takes the place of separate living and family rooms. Loggias provide shade and a seamless transition between indoor and outdoor courtyards, and archways create a dramatic flow through indoor living spaces.



According to *Builder* magazine, winners of the Builder's Choice awards were rewarded for thoughtful, efficient plans, the use of lower plate lines to create more intimate scales, and restrained elevations with personality and authenticity.

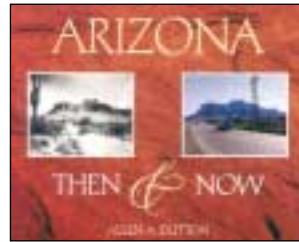
Mark Hancock, a principal of Camelot Homes, credits the distinction to the company's commitment to uniqueness and value.

"These awards recognize builders who pay attention to details," says Hancock, "and we are pleased to have been recognized. This award justifies our efforts to continuously offer our homeowners a unique home, lifestyle and value."

Based in Scottsdale, Camelot Homes is one of the Valley's most recognized family homebuilders. Earlier this year, the company received a Gold Nugget Grand Award and two Awards of Merit at the 2002 Pacific Coast Builders Conference in July, and four MAME awards presented in May by the Home Builders Association of Central Arizona. ■

Spotlight

Working in conjunction with Valley bookstores and scenic tourist destinations across the state, Shonna James Communications is promoting the arrival of *Arizona*



Then & Now, just released by Englewood, Colo.-based Westcliffe Publishers.

This stunning coffee-table book by locally renowned photographer Allen Dutton features 155 pages of compelling, historical and contemporary photo pairings of the state. A unique holiday gift for anyone, *Arizona Then & Now* is available at Barnes & Noble and other Valley bookstores. Copies can also be ordered on-line at amazon.com or westcliffepublishers.com, or by calling Westcliffe Publishers at 800-523-3692. ■

On Television

Phoenix's Best New Homes has ended its first year on television with an average targeted audience of approximately 14,000-16,000 households per week. The first show on January 2 accounted for 170 hits on phoenixbestnewhomes.com. By August, the show had featured more than 20 builders and the website had reached a high of 326,378 hits.



**Phoenix's Best
New Homes**
Saturdays at 10 a.m.
on FOX 10

Results of a recent website survey indicated that more than 32% of viewers watch Phoenix's Best New Homes every week and more than 65% watch two to three times per month. This exposure has resulted in more than 34% of viewers visiting 2-4 communities and 15.82% visiting five or more communities. ■

Inside SJC

RANKING
The Best of Arizona Business
ARIZONA

In September, Shonna James Communications was notified of its inclusion in the 2003 issue of *Ranking Arizona*, published by *Arizona Business Magazine*.

Making the 2003 list of the top ten public relations firms in Arizona marks the second year Shonna James Communications has been recognized by *Ranking Arizona*, the largest business opinion poll in the state. ■

HOW TO REACH US

PHONE

(480) 423-3950

FAX

(480) 423-3911

E-MAIL

[shonna@
shonnajames.com](mailto:shonna@shonnajames.com)

WEBSITE

[www.
shonnajames.com](http://www.shonnajames.com)