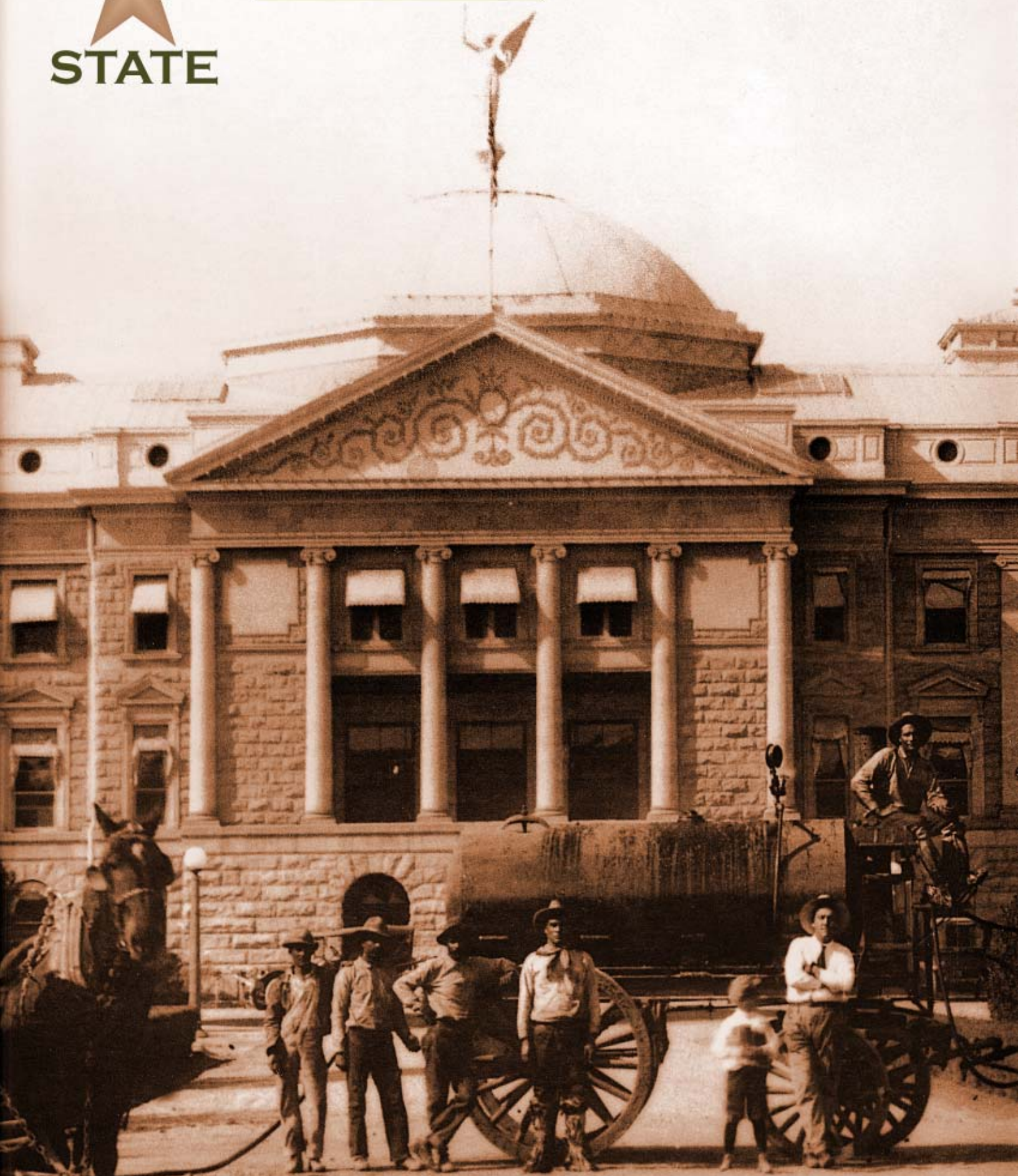


COPPER



STATE

CONSULTING GROUP



Copper State Consulting Group is a
full-service public affairs firm
based in Phoenix, Arizona
specializing in government affairs,
media relations, issue management
and campaign strategy.

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The ability to integrate direct lobbying, media relations and public perception efforts into one strategic communications program distinguishes Copper State Consulting Group.

Since its founding in 1997, the firm has helped corporate and membership-based groups meet their public affairs goals and objectives in the Grand Canyon State on time and within budget.

Copper State's success is based in large part on a keen sense of Arizona's political history, emphasis on personal relationships, effective media strategy and use of best practices.

Our work has entailed virtually the entire spectrum of public policy issues, with a particular emphasis on: taxation, manufacturing, oil/electricity, environment, healthcare, regulatory matters and sensitive issues.

Whether at the state or local level, we provide advice and counsel or go directly into the trenches ourselves to get the job done.

We can either compliment existing public affairs efforts or create and implement them entirely ourselves. Our size enables us to give clients the attention they deserve while being able to tackle any challenge presented.

We invite you to learn more about us and how we may help with your agenda.



Arizona Territory Lawmen - 1895 / Arizona State Capitol - 1915
Arizona Territorial Legislature - 1897 / Downtown Phoenix - 1895

History

Stan Barnes established Copper State Consulting Group in 1997 after serving six years in the Arizona State Legislature where he quickly rose in the ranks as a leader of capitol politics.

Barnes also gained respect as a media expert after working many years in both television and radio.

Starting as one person with one client, Barnes began leveraging his political contacts, knowledge of public policy and media expertise on behalf of the private sector.

As a result, the firm has grown each year to eventually become a highly skilled team of specialists that provide the full range of public affairs services.

Now he joins only a handful of former state legislators in Arizona to successfully make the transition into the public affairs realm with his firm.

In fact, Copper State is one of the few firms based in Arizona that can provide lobbying, public relations and media affairs services under one roof.



Arizona Governor Hunt - 1925 / Phoenix City Hall - 1890
Arizona School - 1895 / Phoenix Fire Department - 1895

Government Affairs

As registered lobbyists, the Copper State Consulting Group team takes issues directly to lawmakers and policy officials. And when agendas require additional pressure, we pull from our arsenal of indirect lobbying tools.

Copper State helps clients get bills signed by the Governor or killed quietly before a committee hearing.

In addition to administrative rules, we specialize in lobbying at the local levels of Arizona government including rural towns and counties like Casa Grande and Mohave County.

And we help provide access to Arizona's congressional delegation when issues turn national.

Our focus is maintaining the positive relationships with elected and non-elected public officials and staff members that have taken years to develop -- And having a former state legislator as our principal oftentimes sets us apart when it comes time to call on those relationships.

We analyze the lay-of-the-land and determine what's real versus what's perceived so we don't waste time chasing red herrings. And we hold ourselves to the highest ethical standards possible.

We utilize a broad range of techniques to capture the hearts and minds of policymakers and influence the outcomes of public policy debate depending on strategic research and analysis.

Some agendas call for diverse coalitions and ally organizations to weigh-in. Others call for grassroots mobilization and individual testimonials.



Arizona State Legislature - 1912

- ★ relationships with elected officials / staff
- ★ direct / indirect lobbying
- ★ state / local governments
- ★ legislative / regulatory issues
- ★ bill / amendment / rule drafting
- ★ committee testimony
- ★ grassroots programs
- ★ coalition building / strategic alliances
- ★ monitoring / research / analysis
- ★ position papers / advocacy pieces
- ★ political action committees

And sometimes it means just standing guard on watch for harmful proposals.

We open doors for clients, guide them through the maze of Arizona's state and local politics, regulations and permits and get them where they need to go while preserving their good name and reputation.

Media & Community Relations

Utilizing the media to communicate messages to the public can be a double edge sword, so it requires precise message formation, skillful technique and solid relationships with reporters and editors.

As a result, the public gets the facts straight and opinions are more favorable.

Copper State Consulting Group deals regularly with the Arizona capitol press corps, large and rural media markets, television and radio personalities and trade/membership publications.

We help develop communication plans and identify target audiences to determine which reporters to target at the right time.

Depending on strategy, we'll identify allies and individual citizens willing to write letters-to-the-editor, schedule meetings with newspaper editors, get on talk radio programs or seek the nightly news.

Or if the intent is to keep a low profile, we work to keep clients under the radar screen and off the front page.

And when crisis hits, we deal tactfully with reporters and stay on message to mitigate damage and turn negatives into positives.

We specialize in handling controversial and sensitive issues.

We also help make inroads and develop relationships with the local communities through grant programs, public events, volunteer activities and non-profit board participation and publicize good efforts with the media to improve and enhance public image.

- ★ relationships with reporters / community leaders
- ★ news releases / advisories / press conferences / press kits
- ★ clipping / monitoring services
- ★ opinion editorials / letters-to-the-editor
- ★ editorial board briefings / media tours
- ★ charitable contribution programs
- ★ public meetings / special events
- ★ collateral material / website development
- ★ speech writing / talking points / media training
- ★ public service announcements



Phoenix Herald Newspaper - 1878

Our objective is not simply to create publicity -- We want to positively impact how our clients are viewed in the community and to build their public reputation, awareness and positive identity.

Issue Management & Campaign Strategy

Sometimes the objective is not to influence policy or get media attention, but simply to be understood.

And other times, it means developing large-scale communications campaigns to smooth over public opinion or influence votes at the ballot box.

Copper State Consulting Group manages issues the same way it manages political campaigns -- Keep it research-based, creative and strategy-driven.

And we bring our understanding of the unique Arizona political landscape and constituencies to bear in every communications program we develop and implement.

Whether goals are short or long-term, our game-plan is always to give strategic counseling, provide political intelligence, identify key audiences/opinion leaders/decision makers, define issues, craft messages and communicate those messages to the right people at the right time.

Our objective is to prevent crisis situations, but have the ability to handle inevitable problems with style and class.

We are willing to take issues/candidates through a tough election or implement a sound communications plan that impacts the public.

We've taken on some extremely challenging tasks that many critics predicted could not be done and come out victorious.



Roosevelt Dam - 1912

- ★ strategic planning / message formation
- ★ crisis prevention / management
- ★ initiative / referendum measures
- ★ state / local candidate races
- ★ direct mail / voicemail campaigns
- ★ campaign material / website development
- ★ fundraising events
- ★ polling / research / analysis
- ★ public forums

Part of that success comes from finding key areas of opportunities as well as discovering the blind spots in advance.

And it stems from natural instinct and insight that only comes from diverse experience.

The talent assembled at Copper State Consulting Group is high caliber. We approach issues with passion and zeal, but our style is low key and personal. Our line-of-attack is multi-disciplinary, utilizing technical, political and personal skills. And our team approach doesn't mean our clients see everyone except the principal -- It means all hands on deck, all the time.

Stan Barnes

Stan Barnes, a native Arizonan, is the founder and President of Copper State Consulting Group. For much of the past two decades, Barnes has been involved in virtually every facet of key political and media-related issues and is viewed as a seasoned veteran of both state and local public affairs battles in Arizona.

Before establishing the firm, Barnes served six years in the Arizona Legislature - First in the State House of Representatives where he was elected in 1988 as the youngest member of the 39th Legislature. He quickly rose to positions of leadership, serving in such capacities as Chairman of the Natural Resources & Agriculture Committee, where he was appointed in only his second term in office. At an early stage of his legislative career, Barnes was identified as a leader on key policy issues and a political force who could build diverse coalitions to get things done at the capitol.



Subsequent to serving in the State House, Barnes was elected to the Arizona Senate in 1994 where he served as Chairman of the Government Reform Committee. He was active on key legislative measures such as business tax reduction, streamlining environmental regulations and developing energy policy. During his service in the State Senate, Barnes was also appointed to the American Council of Young Political Leaders and led a delegation of elected officials from across the U.S. on a diplomatic tour of Australia.

In addition to running his practice, Barnes is a highly regarded political commentator, regularly appearing on Arizona television and radio news programs, as well as frequent guest editorials in state and local newspapers. He served as Editor-In-Chief of West Washington, a bi-weekly political newsletter on Arizona's elected officials and public policy debate.



Barnes is a 4th generation Arizonan born and raised on a family farm in rural Pinal County. He received his B.S. degree from Arizona State University in 1983 and went on to work for several years in broadcast media including both television and radio. Barnes is currently serving a three-year term as a Governor-appointed member of the Governor's Regulatory Review Council. He is active in the community as a member of the East Valley Partnership and political committees of the Arizona and Phoenix Chambers of Commerce.

Stan and his wife Lisa live in Mesa with their five children.

Ian Calkins

Ian Calkins is responsible for handling public relations and media affairs at Copper State Consulting Group. Calkins previously served four years as Vice President of Public Affairs for the Greater Phoenix Chamber of Commerce where he was responsible for lobbying state and local policymakers on general business issues, including tax and fiscal policy, regulatory reform and environmental law. Prior to moving to Arizona, he worked in Washington, D.C. in various public policy and government affairs roles. He served as Legislative Director of the American Legislative Exchange Council (ALEC), Director of State Relations for the Specialty Equipment Market Association (SEMA) and Program Director for Consumer Alert - a free-enterprise policy group. He holds a Bachelor of Arts degree in American Political Economy from The Colorado College. He and his wife Nancy live in downtown Phoenix with their son Henry and Coonhound Georgie.



Sarah McGerty

Sarah McGerty is responsible for communications and government relations at Copper State Consulting Group. She previously served as an assistant to the Arizona Senate President where she handled the daily political newsletter of the Senate and wrote articles on various public policy issues. Prior to that, McGerty served as an Assistant Felony Clerk for the Coconino County (Arizona) Justice Court. She graduated with a B.S. degree in Elementary Education from Northern Arizona University. Her civic activities include Habitat for Humanity, Special Olympics, Big Brother/Big Sister, Hope Cottage Women's Shelter and Kiwanis.



Alice Lara

Alice Lara is responsible for handling the broad-based needs of our clients at Copper State Consulting Group. She previously served as the Talk Show Producer at the KFYI news/talk radio station in Phoenix for five years. Prior to that, Lara worked in the areas of banking, personnel and mortgages. She earned her B.A. degree in social work from New Mexico State University. Her civic activities include Sun Sounds Radio and St. Helen's Catholic Church. She is fluent in Spanish and serves as a member of the Arizona Latino Republican Association, Arizona Latino Media Association and Arizona Coalition against Domestic Violence. Alice and her husband Mark live in Phoenix.



3Com (NYSE: COMS) is a leading partner of choice for converged voice and data networking innovations that improve business value for enterprises and public sector organizations of all sizes. Founded by the inventor of Ethernet technology, Bob Metcalfe, 3Com Corporation was incorporated in 1979. The 3 Cs in the name 3Com are denoted as Computer, Communications and Compatibility. 3Com has approximately 1,200 patents issued and more than 500 pending. FORTUNE Magazine ranked 3Com #4 in its annual "America's Most Admired Companies" for its industry segment in 2003. (www.3com.com)

American Electronics Association (AeA) is a national trade association of more than 3,000 high-tech companies advancing the business of technology. With 17 regional U.S. councils and offices in Brussels and Beijing, AeA offers a unique global policy grassroots capability and a wide portfolio of valuable business services and products for the high-tech industry. AeA has been the accepted voice of the U.S. technology community since 1943. (www.aeanet.org)

Arizona Clean Fuels is a company dedicated to producing the cleanest burning gasoline, diesel and jet fuel that can be produced in the United States today. To this end, Arizona Clean Fuels is building a refinery in southwest Arizona which, when completed, will be the most advanced fuel refinery in North America. (www.arizonacleanfuels.com)

Arizona Kidney Foundation seeks to improve the quality of life of Arizonans diagnosed with kidney failure by providing direct financial assistance with life-sustaining medications, food vouchers, dental aid and emergency living expenses. The organization was founded in 1963. (www.azkidney.org)

Arizona Local Exchange Carriers Association (ALECA) was formed to further the goals of the member telephone companies engaged in providing local exchange service and services in the state of Arizona through contact with the public, the industry, the Arizona Corporation Commission, the Arizona Legislature, regulatory bodies and others. (www.aleca.org)

Arizonans for Electric Choice & Competition (AECC) is a coalition of electricity consumers dedicated to bringing competition to the electric utility industry in Arizona. Members include a wide variety of users of electricity - small businesses, large manufacturers and residential consumers. (www.azelectricity.com)

Community Financial Services Association of America (CFSA) is a national membership trade association that provides services to the Deferred Presentment industry. Sometimes referred to as "payday advances," CFSA members represent approximately two-thirds of this market segment with over 8,000 stores nationwide. Industry analysts estimate that payday advance merchants across America extend about \$25 billion in short-term credit to millions of middle class households experiencing cash-flow shortfalls between paydays. (www.cfsa.net)

Duke Energy North America (NYSE: DUK) is the merchant energy business of Duke Energy, whose American generation portfolio currently includes approximately 14,200 megawatts in operation. Duke Energy is a diversified multinational energy company with an integrated network of energy assets and expertise. Duke Energy is headquartered in Charlotte, North Carolina. (www.duke-energy.com)

Jasper Energy develops, constructs, owns and operates energy production facilities, including those that utilize natural gas to produce thermal and electric power (cogeneration), and renewable energy projects that convert solar and wind energy into transmittable electric power (greenpower). Jasper Energy's business strategy is to pursue development activities selectively in the U.S., Canada, Mexico, Caribbean and Europe, giving priority to negotiated rather than publicly bid opportunities. Jasper Energy, LLC is headquartered in Harrison, New York. (www.jasperenergy.com)

Nortel Networks (NYSE: NT) is a global company that supplies its service provider and enterprise customers with communications technology and infrastructure to enable value-added IP data, voice and multimedia services spanning Wireless Networks, Wireline Networks, Enterprise Networks, and Optical Networks. Established more than a century ago, Nortel Networks currently does business in more than 150 countries. (www.nortelnetworks.com)

Otis is the world's largest manufacturer of elevators, escalators, moving walks and other horizontal transportation systems. With 80,000 elevators and escalators sold annually, Otis has an approximate 27% share of the world elevator new equipment market. With 1.5 million Otis elevators and 100,000 escalators in operation, Otis touches the lives of people in more than 200 countries around the world. Otis is part of United Technologies Corporation (NYSE: UTX), a Fortune 500 company and world leader in the building systems and aerospace industries. (www.otis.com)

PPL Corporation (NYSE: PPL) is an energy corporation that controls approximately 11,500 megawatts of electric generating capacity in the United States, sells energy in key U.S. markets and delivers electricity to customers in Pennsylvania, the United Kingdom and Latin America. PPL Corporation is headquartered in Allentown, Pennsylvania. (www.pplweb.com)

Phillip Morris USA (NYSE: MO) is the largest cigarette company in the country, leading the industry with a shipment share of approximately 50%. Philip Morris USA brands include Marlboro, Virginia Slims, Benson & Hedges, Merit, Parliament, Alpine, Basic, Cambridge, Bristol, Bucks, Chesterfield, Collector's Choice, Commander, English Ovals, Lark, L&M, Players and Saratoga. The company was founded in 1902. (www.philipmorrisusa.com)

Qwest Communications (NYSE: Q) is a leading provider of voice, video and data services. With more than 40,000 employees, Qwest is committed to the "Spirit of Service" and providing world-class services that exceed customers' expectations for quality, value and reliability. (www.qwest.com)

Southern Arizona Home Builders Association (SAHBA) represents building industry professionals including land planners, engineers, environmental consultants, builders, developers, trade contractors and the many supporting disciplines necessary to create, sell, furnish and maintain new homes and communities throughout southern Arizona. (www.sahba.org)

Southern California Edison is one of the nation's largest electric utilities, serving a population of more than 13 million via 4.6 million customer accounts in a 50,000-square-mile service area within central, coastal and Southern California. Edison International (NYSE: EIX), based in Rosemead, California, is the parent company of Southern California Edison, Edison Mission Energy and Edison Capital. (www.sce.com)

Southwest Ambulance is a premier private ambulance provider serving more than 25 communities in Arizona and New Mexico. The company was founded in 1982 with one ambulance and has grown to more than 1000 employees and 225 vehicles. They receive more than 275,000 calls and conduct more than 200,000 transports a year. (www.swambulance.com)

West Washington is a bi-weekly newsletter that takes a satirical behind-the-scenes look at Arizona's political issues and elected officials focusing on the State Legislature and Executive Branch. (www.westwashington.com)