

ARMENDARIZ PARTNERS



Press Release

Contact: Karla Armendariz
Phone: (805) 684-0678
E-mail: karla@armendarizpartners.com

For Immediate Release (04.01.08)

Carpinteria Councilman and Wife Form Public Affairs Company

“Armendariz Partners is culmination of 15 years of business and political alliances”

Carpinteria – Today, Carpinteria City Councilman Joe Armendariz announced the launch of Armendariz Partners, a new strategic public affairs company formed with his wife Karla Armendariz who will be the firms Director of Business Administration.

“I am thrilled to make official what has always been true, Karla was my first strategic partner and is my absolute best asset”, said Joe Armendariz. “With Karla’s active involvement in this new company, I can focus on what I do best which is business development. And the best part is we complement each other well, where she’s strong, I’m not and where I’m strong, she’s not.”

“I have known and worked with Joe and Karla and I can attest to the fact that they are a dynamic team and their energy and passion when they work on things together is contagious” said Bob Poole, Senior Coordinator for Western States Petroleum Association.

Armendariz Partners, according to the firm’s web site is the culmination of over fifteen years of strategic alliances developed in business and politics by Joe Armendariz who in addition to serving on the Carpinteria City Council has worked closely with local nonprofit policy advocacy organizations throughout Santa Barbara County.

“After working with several public policy-centric organizations and serving on a local city council as well as on regional boards and commissions, I have really come to understand today’s information-driven world and the subtle nuances that can shape local public policy,” said Armendariz.

“We decided to start our own firm so we could help private companies and not-for-profit organizations recognize and assess state and local trends in business, politics and government and devise strategic public affairs plans to help them deal effectively in the public policy arena, while adding other logistical support services in the process,” says Armendariz.

In 2007, before forming Armendariz Partners, Joe was Director of Institutions at Paladin Principle LLC, a regional public affairs startup headquartered in Oxnard. At Paladin, Joe was responsible for public affairs and government relations for the firm's institutional clients including the Santa Barbara Industrial Association, World Affairs Council of America, and Zona Seca.

"Paladin was an interesting experience for me professionally," said Armendariz. "I wouldn't trade the experience for anything because it really taught me some valuable lessons about working in a team environment that I hadn't been exposed to while working alone for the past 10 years."

"Joe's experience working with business oriented nonprofit groups will be a great asset to organizations on the Central Coast," said Brandon Edwards, President/COO of DAVIES, and a strategic partner of the new Armendariz firm. "We expect to work collaboratively with Joe on a number of future projects. We see that the type of work Joe does is unique and fills an important niche that adds value."

For more information on Armendariz Partners, visit their web site at: www.armendarizpartners.com

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