

# SANTA BARBARA NEWS-PRESS

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## **IN BRIEF : Councilman, wife start up business**

### **Staff report**

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CARPINTERIA City Councilman Joe Armendariz and his wife Karla have launched a new strategic public affairs company, Armendariz Partners. The formation of the company is the culmination of more than 15 years of strategic alliances developed in business and politics, according to a release announcing the formation of the company. Mr. Armendariz said the company aims "to help private sector businesses 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 logistical support services in the process."

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