

The Barnes Profile:

Versatile New Lobbyist is Laser-Sharp

Roger Yohem, Editor

He can talk issues at any level, whether it's career politicians in Washington, DC, who make their living from Uncle Sam or Arizona ranchers who make their living from Mother Earth.

He's as comfortable in a new business suit as he is in torn jeans and cowboy boots.

He can cut through rhetoric like a laser, defusing the debate with logic that moves the political process toward consensus.

"After just a few months on the job, Stan Barnes has already proved his value to SAHBA," said President Ed Taczanowsky. "We've hired a versatile firm that has shown their ability to integrate lobbying, media relations and public perception into results for our members."

Stan Barnes, founder and president of Copper State Consulting Group, replaced Jonathan Paton in early 2005 as SAHBA Lobbyist when Paton was elected to the State Legislature.

Before establishing Copper State in 1997, he served six years in the Arizona Legislature. He quickly rose to positions of leadership, serving as Chair of the Natural Resources & Agriculture Committee in his second term. Early on, Barnes was identified as a political force who could build diverse coalitions to get things done at the capitol.

"Our work touches the entire spectrum of public policy issues, with a particular emphasis on taxation, manufacturing, environment, and sensitive regulatory matters," said Barnes. "We provide counsel or go directly into the trenches ourselves."

After the State House, Barnes was elected to the Arizona Senate in 1994 where he served as Chair of the Government Reform Committee. He was active on key legislative measures such as business tax reduction and streamlining environmental regulations. During this time, he was appointed to the American Council of Young Political Leaders.

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

"We can either compliment existing public affairs efforts or create and implement them entirely ourselves," he said.

Barnes also is a highly regarded political commentator, Regularly appearing on Arizona TV and radio news programs. He is Editor-In-Chief of West Washington, a 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 BS degree from Arizona State University.



For some 20 years, Barnes has been involved in high-profile political issues and is a seasoned veteran in Public Affairs battles.



Barnes (right) replaced Jonathan Paton as SAHBA Lobbyist when Paton was elected to the State Legislature.



Barnes also serves as a Governor-appointed member of the Governor's Regulatory Review Council. He is active in the political committees of the Arizona and Phoenix Chambers of Commerce. He and wife Lisa live in Mesa with their five children.