



NEWS

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Estey-Hoover Advertising Up In Down Economy

Newport Beach, CA (March 2009) – The economic downturn certainly hasn't slowed the activity much at the Estey-Hoover Advertising & Public Relations agency of Newport Beach, according to Dave Gyurina, Executive VP of the 34 year-old full service agency. "It's our best year in the past three, as a result of both growing clients and new accounts," he said. New to the agency this past year has been Nu Image Med Spa, MegaPath, Information Centers of America (ICOA), WSS Warehouse Shoe Sale, law firm Kasdan Simonds Riley & Vaughan, and Attention Deficit Disorder Treatment Centers. "We have felt the impact of the tight economy in some sectors" Gyurina continued, "with the demise of a real estate industry related account and the sale of a med spa client. On the plus side, our net gain for the year is about \$1 million in billing and we have some other new business opportunities just ahead."

Estey-Hoover was founded in Newport Beach in 1975. Its founder and president, Dan Hoover, had previously been in the agency business with his brother Darrell under the name of Hoover & Associates. At that time, in the early 70's, most of their clients were real estate developers. Several serious economic downturns convinced Dan to diversify his newly formed Estey-Hoover agency into serving a wide variety of industries instead of specializing in one. "I attribute our longevity to that early decision," says Hoover. "We have been able to hold up relatively well through a number of economic downturns and several recessions because some portion of our customer base has always moved in the opposite direction of the large swings in the marketplace. I guess you would call that our 'balanced' client portfolio." Estey-Hoover expects some new challenges in 2009, but sees plenty of room for opportunity and growth. According to Gyurina, "We will continue to keep our client roster diversified and welcome new business from almost any industry category that might be able to take advantage of our experience and expertise."

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