



October 11 – ETA, a Long Beach-based full-service advertising agency, was awarded the prize for "Best Website for a Builder or a Community" by the Building Industry Association (BIA) at its SoCal Awards on September 24. ETA, which was recognized for its Web site work in support of Long Beach rental community Gallery421, garnered the award for quality of design, ease of obtaining information and the organization of its message. The agency was also nominated for "Best Neighborhood Branding" and "Best Internet Marketing Campaign," for which it received finalist recognition in both categories. "The entire ETA team works tirelessly each day to produce inspiring work that exceeds the creative challenges and business goals set forth by our clients – not work necessarily destined to receive industry acclaim," Cindy Allen, founder and CEO of ETA, said in a statement. "But winning such a fantastic honor from BIA is a prestigious byproduct of our hard work, attention to detail and vision – validating our consummate effort to deliver on all client expectations." Pictured, from left, are: Jayne Bradley, director of account services; Rachel Holliday, director of business development; Allen; Bob Satrnay, senior copywriter; and Cassie Popli, account executive. (Photograph courtesy of ETA)