

October 25, 2013

## ▶ NAMES TO KNOW



*Beau  
Lane*

### **Beau Lane and Chris Johnson:**

Their advertising and marketing firms are merging, creating the largest communications company in the state. Lane is CEO of Phoenix-based EB Lane ad agency. Johnson is CEO of Tempe's digital marketing agency Terralever. The new business will be called Lane Terralever and will be based in Phoenix. Lane will serve as CEO and Johnson as president. The two agencies have some big clients including the Arizona Cardinals, Arizona Lottery.



*Chris  
Johnson*

**Aric Zion:** His Tempe advertising and public relations agency picked up a national account from Scottsdale-based homebuilder AV Homes Inc. The builder has projects at two DMB Associates developments — Eastmark in Mesa and Verrado in Buckeye. AV Homes is expanding into North Carolina after a \$135 million private equity investment in June.



*Aric  
Zion*