



## FOR IMMEDIATE RELEASE

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### Greg Houston Named 2015 Gentleman of Style & Substance Honoree

**CINCINNATI, OH – August 18, 2015** – Greg Houston, Executive Vice President, Chief Operating Officer and Co-Founder of DeanHouston, Inc., a business-to-business marketing communications firm, has been named a [2015 Gentleman of Style & Substance](#) honoree by the [Cincinnati Parks Foundation](#) for his dedication and commitment to the Cincinnati community and its many charitable organizations.

The program committee selected Houston for this prestigious recognition based on his leadership, philanthropy, community support, personal style and professional accomplishments.

Honorees will be featured in the September 2015 issue of *Cincinnati Magazine* and be recognized at a September 3 reception at Smale Riverfront Park in Cincinnati to benefit [Explore Nature!](#), a Cincinnati Parks program that engages over 3,600 underserved youth through hands-on learning.

“I am deeply honored and humbled to have been selected as a member of the 2015 class,” said Houston. “I would like to express sincere appreciation to the selection committee and the Cincinnati Parks Foundation, whose Explore Nature! is one of those below-the-radar programs that does a simply incredible job of educating and inspiring thousands of underserved youth in our community.”



Greg Houston

As a Gentleman of Style & Substance honoree, Houston credits his father as his inspiration in life. “What my dad was unable to provide from his wallet, he provided in unconditional support and encouragement. His confidence and belief that I could do anything in life is what gave me the confidence in 1988 to start DeanHouston with my wife, Pam, and business partner, Dale Dean. Looking back, all we really had was a dream and the confidence to believe we could move any mountain. That confidence for me came from my dad.”

To honor his father, Houston established the Frank Houston Scholarship Fund in 2008 to provide one needs-based scholarship for a full-time undergraduate student attending Ohio State University’s main campus, with preference given to a women’s fastpitch softball player from Cincinnati’s Turpin High School.

Houston has been an assistant volunteer fastpitch coach at Turpin for nearly a decade and also now coaches the Anderson Redhawks, a 16U summer team.

Houston was also honored for his support of the Epilepsy Foundation of Greater Cincinnati and Columbus, and Fighting Chance, an organization dedicated to enriching the lives of urban kids in Cincinnati through mentoring and disciplined boxing training.

Houston's marketing communications firm, DeanHouston, has received a number of top awards in recent years:

- The [Inc. 5000](#) list of the nation's fastest growing privately held companies (four-time winner).
- The Cincinnati Business Courier's Fast 55 award (three-time winner) in recognition of their performance as one of the fastest growing private companies in the 17-county region of Greater Cincinnati.
- The top private business award in the "16- to 50-years-in-business" category from the Goering Center for Family and Private Business Award, sponsored annually by the University of Cincinnati College of Business.
- The Epilepsy Foundation of Greater Cincinnati and Columbus's [2014 Seize Hope Corporate Award](#) winner for community service work.

Established June 15, 1988, DeanHouston is listed as Cincinnati's 13<sup>th</sup> largest advertising-marketing-branding agency, according to the Business Courier's latest rankings. The company also has offices in Chicago, Los Angeles and Shanghai, China. Since 2008, DeanHouston has grown its employee base by 260 percent and its revenues by more than 300 percent, respectively.

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#### **About the Cincinnati Parks Foundation**

The Cincinnati Parks Foundation is committed to creating awareness and generating funds through education, advocacy and fundraising to support the conservation and enhancement of our city's parks and greenspaces. Visit their website at [www.cincinnati-parks-foundation.org](http://www.cincinnati-parks-foundation.org)

#### **About Explore Nature! Program**

Explore Nature! runs for nine weeks during the summer months and brings fun and environmental experiences to over 3,600 underserved youth. While some participants are walk-up guests, others are group members with the Boys & Girls Club, local church groups and other non-profit organizations that share common goals to provide quality summer programming for all children. Staff and volunteers organize weekly sessions

free of charge at multiple sites around the city. Programming includes hands-on lessons covering topics such as wildlife, fossils, insects and much more.

**About DeanHouston**

DeanHouston, Inc. is a business-to-business integrated marketing communications firm, established in 1988 in Cincinnati, Ohio, with offices in Chicago, Los Angeles and Shanghai, China. Current clients include Anthony, Autolite, Dover Corporation, Epilepsy Foundation of Greater Cincinnati and Columbus, FRAM Filtration, Honeywell Sensing and Productivity Solutions, JF Kilfoil Company, Knowles Corporation, Lincoln Electric, LSI Industries, OPW, PDQ Manufacturing, Prestone Products Corporation, PSG®, Roto-Rooter, Ryder Fuel Services, Source North America Corporation, and SWEP (based in Sweden).

**For Further Information Contact:**

Darren Wight  
Vice President of Publicity & Media  
DeanHouston, Inc.  
(513) 421-6622  
[dwight@deanhouston.com](mailto:dwight@deanhouston.com)