



Gordon Paving's Snarky Ad Responds to City Spokesman

JUNE 11, 2013 2:10 PM • BY KIMBERLEE KRUESI KKRUESI@MAGICVALLEY.COM

If you picked up today's *Times-News*, you might have seen an ad at the bottom of the Business section announcing that Gordon Paving Co. hired Josh Palmer as its company spokesman. The ad is snarky, sarcastic and a tad biting, and it's not true.

Palmer is spokesman for the city of Twin Falls, and he's not leaving, said City Manager Travis Rothweiler.

So why the ad? Gordon Paving was responding to Palmer's quotes in a June 6 *Times-News* report, "Asphalt Distribution Plant Opening in Twin Falls."

In the article, Palmer said the company had downsized and auctioned off millions of dollars in equipment.

He also said: "Gordon Paving has downsized to the point where they're no longer handling a lot of commercial or industrial projects. Within the city of Twin Falls, we expect to see an increase (in demand) with the canyon rim development."

Brian Hanson of Gordon Paving said Palmer's quote was damaging to his business and angered them enough to take out the ad.

"My livelihood depends on large commercial business," he said. "Eight of my top customers called me after the piece ran, upset with us."

The city also expressed disappointment with the advertisement.

Here's the full text of the ad:

We feel that Josh has a great handle on the direction we apparently want to move our company to. We feel he will be a great asset with his vast back ground in marketing and communication (working for a small local market newspaper). A man of his great ability and high level of integrity will be welcomed to our team. He will be in charge of representing and supporting a lot of our involvement in the many different organizations that we are not having enough time to support, rainbow coalition, and the fair and equal act, and our anti-NRA stance. Please do not hesitate to contact him about any of the upcoming events scheduled for Gordon Paving, but please only call him for small projects, we are not interested in any LARGE COMMERCIAL projects. If your company needs a spokesman even if unwarranted, please contact him, he may even do it for free.