

R E S O L U T I O N

1           WHEREAS, The passing of Walter B. Hailey, Jr., of Hunt on July  
2 22, 2003, at the age of 76 has been deeply felt by his family and by  
3 countless individuals whose lives were touched by this remarkable  
4 gentleman; and

5           WHEREAS, A businessman and entrepreneur who achieved  
6 stunning success throughout his varied career, Mr. Hailey was born  
7 on May 27, 1927, in Mesquite; he attended Kemper Military School in  
8 Booneville, Missouri, received a B.B.A. from The University of  
9 Texas at Austin, and studied at the Institute of Insurance  
10 Marketing at Southern Methodist University; before devoting  
11 himself to business pursuits, he served in the U.S. Army, attaining  
12 the rank of sergeant; and

13           WHEREAS, Following his discharge from the military, Mr.  
14 Hailey worked as sales manager for Burrus Mills, Inc.; while  
15 providing extensive scope for his business talents, the position  
16 also afforded him the opportunity to host the company's renowned  
17 radio and television program featuring the Light Crust Dough Boys;  
18 and

19           WHEREAS, Mr. Hailey left Burrus Mills in 1955 and turned his  
20 hand to selling insurance; he did so well that, 10 years later, he  
21 was able to buy his own insurance company; he subsequently founded a  
22 wholesale food insurance marketing system, which went public and  
23 was sold to Kmart in 1973, founded a company to provide life and  
24 health benefits to professional practices, cofounded a medical

1 malpractice insurance company, which went public in 1983, and  
2 cofounded and took public an oil production company; and

3         WHEREAS, Eager to share the essential knowledge he had gained  
4 over the course of his career, Mr. Hailey created Planned Marketing  
5 Associates, Inc., a company that teaches life skills and marketing  
6 skills; since the early 1990s, the firm has worked especially  
7 closely with those in the field of dentistry; Planned Marketing  
8 conducts "Boot Kamp" seminars at Mr. Hailey's Canyon Springs Ranch  
9 in Hunt, as well as at other locations across the country, in  
10 Canada, and in Australia; and

11         WHEREAS, In addition to the many who attended Mr. Hailey's  
12 training sessions over the years, still others have profited from  
13 his columns, articles, and book, *Breaking the No Barrier*; and

14         WHEREAS, A number of civic and professional organizations  
15 benefited from Walter Hailey's involvement and leadership; he  
16 served as president of Dallas East and White Rock YMCA, as a board  
17 member of the World Business Council, and as a cofounder of the  
18 Cowboy Artists of America Museum; and

19         WHEREAS, This esteemed Texan was the devoted husband of  
20 Barbara Dunbar and the proud father of Burt, Ann, Jack, and Michael;  
21 and

22         WHEREAS, Rich in family, friends, and accomplishments,  
23 Walter Hailey helped myriad others find joy and meaning in their  
24 lives through his wisdom, love, and generosity of spirit, and they  
25 will forever cherish his memory; now, therefore, be it

26         RESOLVED, That the House of Representatives of the 78th Texas  
27 Legislature, 4th Called Session, hereby pay special tribute to the

H.R. No. 9

1 life of Walter B. Hailey, Jr., and that sincere sympathy be extended  
2 to the members of his family and to his many friends; and, be it  
3 further

4         RESOLVED, That an official copy of this resolution be  
5 prepared for his family and that when the Texas House of  
6 Representatives adjourns this day, it do so in memory of Walter B.  
7 Hailey, Jr.

Hilderbran

H.R. No. 9

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Speaker of the House

I certify that H.R. No. 9 was unanimously adopted by a rising vote of the House on May 11, 2004.

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Chief Clerk of the House