

SENATE RESOLUTION NO. 265

WHEREAS, The Senate of the State of Texas joins citizens across the state in congratulating Austin-based LatinWorks for creating a television commercial for Bud Light that aired during Super Bowl XLI on Sunday, February 4, 2007; and

WHEREAS, LatinWorks is a minority-owned and certified advertising agency that was founded in 1998 by managing partners Manny Flores and Alejandro Ruelas; and

WHEREAS, Employees of LatinWorks, including Sergio Alcocer, Seth Taylor, and Erik Hernandez, conceptualized the Bud Light television commercial and orchestrated its creation and production; the company now has 66 employees; and

WHEREAS, LatinWorks encourages innovative concepts and the exchange of ideas within its ethnically diverse staff and has been recognized internationally for its creativity; and

WHEREAS, LatinWorks is the first Hispanic advertising agency in the State of Texas to create a television commercial to run in a Super Bowl; now, therefore, be it

RESOLVED, That the Senate of the State of Texas, 80th Legislature, hereby recognize the employees of LatinWorks on their many talents and congratulate them on their Super Bowl XLI television commercial; and, be it further

RESOLVED, That a copy of this Resolution be prepared in honor of the cultural and business diversity in our state and as an expression of esteem for LatinWorks from the Texas Senate.

Lucio

President of the Senate

I hereby certify that the above Resolution was adopted by the Senate on February 19, 2007.

Secretary of the Senate

Member, Texas Senate