

R E S O L U T I O N

1 WHEREAS, TracyLocke of Dallas is celebrating its 100th
2 anniversary in 2013, making this a fitting opportunity to celebrate
3 the history of this pioneering Texas advertising agency; and

4 WHEREAS, Founded as the Southwestern Advertising Agency by
5 Shelley E. Tracy and Raymond P. Locke in Oklahoma in 1913, the
6 agency soon relocated to Dallas and became one of the leading
7 agencies in the Southwest and across the nation; TracyLocke merged
8 with BBDO in 1982, and then with DDB Needham in 1992, and now its
9 parent company, Omnicom Group, is the largest advertising
10 conglomerate in the Southwest; and

11 WHEREAS, The agency's campaigns over the years include the
12 creation of the "Drink a Bite to Eat at 10, 2 and 4" slogan for
13 Dr Pepper in 1926 and of Elsie the Cow for Borden in 1936, as well as
14 coining the word "slacks" for the Haggard Clothing Company in 1940,
15 rebranding the Tot'em Store as 7-Eleven in 1946, introducing
16 Doritos as a brand in 1966, and creating *The Simpsons Movie*
17 Kwik-E-Mart campaign for 7-Eleven in 2007; the term "metroplex," to
18 refer to the Dallas/Fort Worth region, was coined by a TracyLocke
19 copywriter; and

20 WHEREAS, Many of the company's staff have won international
21 acclaim over the past century; former CEO Morris Hite was inducted
22 into the American Advertising Federation's Advertising Hall of Fame
23 in 1996, and Mike Rawlings went from TracyLocke to further success
24 as CEO of Pizza Hut, and he is the current mayor of Dallas; in 2013,

1 the company's founders were inducted into the Southwest Advertising
2 Hall of Fame; and

3 WHEREAS, Today, the company's first woman CEO, Beth Ann
4 Kaminkow, leads 250 employees in Dallas and 575 people in other
5 locations in providing advertising services to such clients as
6 7-Eleven, T-Mobile, PepsiCo, Hewlett-Packard, Pizza Hut, and
7 Samsung; and

8 WHEREAS, For 100 years, TracyLocke has created memorable and
9 iconic consumer images that have helped shape the economy and
10 history of Texas, and all that time, the company has remained true
11 to its founding principles of strategic thinking, passion, and the
12 desire to work smarter than the competition; now, therefore, be it

13 RESOLVED, That the House of Representatives of the 83rd Texas
14 Legislature, 1st Called Session, hereby congratulate TracyLocke on
15 the centennial of its founding and extend to its officers and
16 employees sincere best wishes for the future; and, be it further

17 RESOLVED, That an official copy of this resolution be
18 prepared for TracyLocke as an expression of high regard by the Texas
19 House of Representatives.

Branch

Straus	M. Gonzalez of El Paso	Oliveira
Allen	N. Gonzalez of El Paso	Orr
Alonzo	Gooden	Otto
Alvarado	Guerra	Paddie
Anchia	Guillen	Parker
Anderson	Gutierrez	Patrick
Ashby	Harless	Perez
Aycock	Harper-Brown	Perry
Bell	Hernandez Luna	Phillips
Bohac	Herrero	Pickett
Bonnen of Brazoria	Hilderbran	Pitts
Bonnen of Galveston	Howard	Price
Branch	Huberty	Raney
Burkett	Hughes	Ratliff
Burnam	Hunter	Raymond
Button	Isaac	Reynolds
Callegari	Johnson	Riddle
Canales	Kacal	Ritter
Capriglione	Keffer	Rodriguez of Travis
Carter	King of Hemphill	Rodriguez of Bexar
Clardy	King of Parker	Rose
Coleman	King of Taylor	Sanford
Collier	King of Zavala	Schaefer
Cook	Kleinschmidt	Sheets
Cortez	Klick	Sheffield of Coryell
Craddick	Kolkhorst	Sheffield of Bell
Creighton	Krause	Simmons
Crownover	Kuempel	Simpson
Dale	Larson	Smith
Darby	Laubenberg	Smithee
J. Davis of Harris	Lavender	Springer
S. Davis of Harris	Leach	Stephenson
Davis of Dallas	Lewis	Stickland
Deshotel	Longoria	Strama
Dukes	Lozano	Taylor
Dutton	Lucio III	Thompson of Brazoria
Eiland	Marquez	Thompson of Harris
Elkins	Martinez Fischer	Toth
Fallon	Martinez	Turner of Tarrant
Farias	McClendon	Turner of Collin
Farney	Menendez	Turner of Harris
Farrar	Miles	Villalba
Fletcher	Miller of Comal	Villarreal
Flynn	Miller of Fort Bend	Vo
Frank	Moody	Walle
Frullo	Morrison	White
Geren	Munoz, Jr.	Workman
Giddings	Murphy	Wu
Goldman	Naishtat	Zedler
Gonzales	Nevarez	Zerwas

H.R. No. 231

Speaker of the House

I certify that H.R. No. 231 was adopted by the House on June 25, 2013, by a non-record vote.

Chief Clerk of the House