

**SENATE RESOLUTION NO. 31**

**WHEREAS**, The Texas Senate is honored to recognize the world-renowned Texas-based advertising agency TracyLocke on the occasion of its 100th anniversary; and

**WHEREAS**, TracyLocke was founded in 1913 by Shelley E. Tracy and Raymond P. Locke under the name Southwestern Advertising Agency; they soon moved its headquarters from Oklahoma to Dallas, Texas, with the hopes of leading the Southwest region in the advertising world; and

**WHEREAS**, TracyLocke functions as a full-service advertising agency to clients such as 7-Eleven, T-Mobile, PepsiCo, HP, Pizza Hut, and Samsung; the company employs 250 people in Dallas and 575 people in eight other locations worldwide; and

**WHEREAS**, The agency offers a wide variety of client services, including advertising, local marketing, branding and packaging, media planning and buying, production services, strategic planning, shopper marketing, and analytics and research; and

**WHEREAS**, Over the course of 10 decades, TracyLocke has won international acclaim for advertising and branding campaigns for such iconic companies as Borden, Imperial Sugar, Frito-Lay, Haggar, and Mrs. Baird's, due to the work of creative teams built and inspired by former chief executive officers like Morris Hite, who was inducted into the American Advertising Federation's Advertising Hall of Fame in 1996, and Mike Rawlings, who went on from TracyLocke to become the chief executive officer of Pizza Hut and is today mayor of the City of Dallas; the company's original founders are being inducted into the Southwest Region Advertising Hall of Fame this year; and

**WHEREAS**, TracyLocke's rich and colorful history is exemplified by its creation of the "Drink a Bite to Eat at 10, 2 and 4 o'clock" slogan for Dr Pepper in 1926, the invention of Elsie the Cow for Borden in 1936, the coining of the word "slacks" for the Haggar Clothing Company in 1940, the introduction of Doritos as a brand in 1966, the rebranding and renaming of the Tot'em stores to 7-Elevens in 1946 to reflect their hours of operation, the creation of the Simpsons Kwik-E-Mart Campaign in 2007, and the coining of the expression "Metroplex" in Dallas; and

**WHEREAS**, TracyLocke merged with BBDO in 1982, and then DDB Needham in 1992, making its parent company, Omnicom Group, the Southwest's largest conglomerate of advertising agencies; and

**WHEREAS**, TracyLocke, under the visionary leadership of current chief executive officer Beth Ann Kaminkow, looks forward to its next 100 years of creativity by proudly adhering to its three founding principles: strategic thinking, passion, and a desire to work smarter than anyone else; now, therefore, be it

S.R. No. 31

**RESOLVED**, That the Senate of the State of Texas, 83rd Legislature, 2nd Called Session, hereby commend TracyLocke for its outstanding accomplishments and its role in shaping our region's cultural history through the creation of memorable and iconic consumer images for the public's enjoyment and extend to all associated with the company congratulations on its 100th anniversary and best wishes for continued prosperity; and, be it further

**RESOLVED**, That a copy of this Resolution be prepared for the company as an expression of esteem from the Texas Senate.

Carona

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President of the Senate

I hereby certify that the above Resolution was adopted by the Senate on July 11, 2013.

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Secretary of the Senate

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Member, Texas Senate