

By: Collier

H.R. No. 302

R E S O L U T I O N

1           WHEREAS, The public relations firm Ware & Associates  
2 celebrated its 30th anniversary with a banquet at the Fort Worth  
3 Club on April 24, 2017, and this milestone provides a fitting  
4 occasion to recognize the business for its contributions to the  
5 community; and

6           WHEREAS, Founded in 1987 by President and CEO Wytress  
7 B. Ware, the company was the first public relations firm in Fort  
8 Worth to be owned by an African American female; from its start as a  
9 one-woman operation, the business has grown to employ as many as  
10 seven people, working in behalf of a variety of public and private  
11 entities; Ware & Associates clients include the Dallas/Fort Worth  
12 International Airport, the Tarrant Regional Water District, the  
13 Fort Worth Transportation Authority, and Parkland Hospital  
14 Systems; and

15           WHEREAS, The firm offers services in such areas as community  
16 relations, government affairs, and public forum coordination, as  
17 well as strategic communications planning, speech writing, crisis  
18 management, media relations, and social media development; it also  
19 helps clients navigate changing demographics by providing  
20 multicultural diversity development and compliance services and  
21 business diversity planning and by helping them reach a  
22 multicultural audience; and

23           WHEREAS, Dedicated to giving back to the community, Ware &  
24 Associates provides pro bono services each year to a local

1 organization and recently assisted Mount Olive Missionary Baptist  
2 Church in its role as a host site for the Children's Defense Fund  
3 Freedom School; the firm is a member of the Fort Worth Chamber of  
4 Commerce, the Fort Worth Metropolitan Black Chamber of Commerce,  
5 the Fort Worth Hispanic Chamber of Commerce, and the Public  
6 Relations Society of America; and

7 WHEREAS, Independently owned businesses play a vital role in  
8 the prosperity of the Lone Star State, and enterprises such as Ware  
9 & Associates that establish a record of dependability and longevity  
10 are indeed deserving of special recognition; now, therefore, be it

11 RESOLVED, That the House of Representatives of the 85th Texas  
12 Legislature, 1st Called Session, hereby commemorate the 30th  
13 anniversary of Ware & Associates and extend to Wyntress Ware and her  
14 staff sincere best wishes for continued success; and, be it further

15 RESOLVED, That an official copy of this resolution be  
16 prepared for the organization as an expression of high regard by the  
17 Texas House of Representatives.