

By: Dean

H.R. No. 1404

R E S O L U T I O N

1           WHEREAS, Byron Berkley, president and CEO of Foothills  
2 Entertainment in East Texas, has received the 2017 National  
3 Association of Theatre Owners Marquee Award in recognition of his  
4 leadership in the motion picture theater industry; and

5           WHEREAS, Born in California, Mr. Berkley began working at a  
6 movie house when he was still in high school; he joined the United  
7 California Theatres circuit and managed a number of theaters,  
8 including drive-ins; in 1965, he was hired by the Dr Pepper  
9 Company, and he became the national advertising manager responsible  
10 for brand development in theater concessions; he was later employed  
11 as a brand advertising manager at Jos. Schlitz Brewing Company and  
12 as vice president of food service in the Sunkist Beverage Division  
13 of General Cinema Corporation in Atlanta; and

14           WHEREAS, In 1985, Mr. Berkley bought the Plaza Cinema in  
15 Henderson; he operated the theater from afar and also owned an art  
16 house cinema in downtown Atlanta; after Sunkist was sold, he formed  
17 Foothills Entertainment, acquired the 4 Star Cinema in Kilgore, and  
18 partnered in the purchase of General Cinemas venues in Beaumont;  
19 today, his holdings include 13 screens at four theaters, namely the  
20 Plaza, the 4 Star, the Jackson Cinema in Jacksonville, and the  
21 Brazos Cinema in Mineral Wells; his independent theaters were among  
22 the first to transition to digital screening, and he sponsors  
23 twice-yearly festivals of independent and foreign films; and

24           WHEREAS, Mr. Berkley has been a member of the executive board

1 of the National Association of Theatre Owners for more than a  
2 quarter century; he further serves as the organization's treasurer  
3 and as a member of several committees, and he is president of  
4 Theatre Owners of Mid-America, a regional association for  
5 exhibitors in Arkansas, Kansas, Louisiana, Missouri, Oklahoma, and  
6 Texas; and

7 WHEREAS, In an era of seismic change in the entertainment  
8 business, Byron Berkley has contributed significantly to the  
9 advancement of independent theater exhibition, and he is indeed  
10 deserving of this prestigious accolade; now, therefore, be it

11 RESOLVED, That the House of Representatives of the 85th Texas  
12 Legislature hereby congratulate Byron Berkley on his receipt of the  
13 2017 National Association of Theatre Owners Marquee Award and  
14 extend to him sincere best wishes for continued success; and, be it  
15 further

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