

SENATE RESOLUTION NO. 591

**WHEREAS**, The Senate of the State of Texas is pleased to recognize Michael P. Smith and the Rénard Group Advertising Consultants for 40 years of excellence in the field of advertising; and

**WHEREAS**, The Rénard Group was founded by Michael Smith on April 4, 1977; located in Tyler, it is the oldest and largest full-service advertising agency in East Texas; and

**WHEREAS**, Through the years, the agency has compiled an impressive roster of clients that includes Frito-Lay, United Telephone of Texas, Ferro Corporation, Bryant Beverage, Royal Crown Cola, Tyler Pipe and Couplings, Trane, and numerous chambers of commerce across Texas; the firm has also handled municipal bond elections and political campaigns for local, state, and national candidates; and

**WHEREAS**, Under Mr. Smith's exemplary leadership, the agency has adhered to the advertising ethic of representing only a single client in any particular discipline to ensure that there are no competing demands on the agency's expertise or confidences; and

**WHEREAS**, Over the course of four decades, Michael Smith and the Rénard Group have earned a strong reputation for their effective advertising and public relations work, and they have played an instrumental role in the success of businesses, organizations, and charities in the East Texas community; now, therefore, be it

**RESOLVED**, That the Senate of the State of Texas, 85th Legislature, hereby commend Michael P. Smith on his success in leading the Rénard Group Advertising Consultants and extend to him best wishes for continued success; and, be it further

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

Hughes

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President of the Senate

I hereby certify that the above Resolution was adopted by the Senate on April 6, 2017.

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Secretary of the Senate

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Member, Texas Senate