SENATE CONCURRENT RESOLUTION NO. 604

A CONCURRENT RESOLUTION TO COMMEND ROBYN TANNEHILL UPON HER SELECTION AS MISSISSIPPI BUSINESS WOMAN OF THE YEAR.

WHEREAS, the Mississippi Business Journal has named Oxford advertising executive, Robyn Tannehill, Mississippi's Business Woman of the Year; and

WHEREAS, earlier this year, she was also selected by the statewide publication as one of Mississippi's "Top 40 Under 40";

and

WHEREAS, Tannehill is a 1992 art graduate from the University of Mississippi who has worked in the Public Relations Department at Ole Miss, subsequently moving to the Oxford-Lafayette County Chamber of Commerce, where she became the assistant executive director; and

WHEREAS, from there she became the Director of the Oxford Tourism Council, where she developed the concept and implemented the first, second and third Oxford Double Decker Arts Festivals in 1996, 1997 and 1998, bringing more than 4,000 people to Oxford in 1996, more than 9,000 people in 1997 and in excess of 20,000 in 1998; and

WHEREAS, Mrs. Tannehill loved being Director of the Tourism Council because it allowed her so many opportunities to meet people; and

WHEREAS, with the limitation of a really small budget but a major goal of marketing Oxford as a tourist destination, she wisely utilized her time and funds by catering to travel writers and inviting them to Oxford in the knowledge that the articles
that would be written and published would be worth so much more
than any print ad; and

WHEREAS, in 1998 she started an advertising, marketing and
public relations agency, the Tannehill Agency, that was acquired
by GodwinGroup in July of 2000; and

WHEREAS, GodwinGroup Chairman and Chief Executive Officer,
Danny Mitchell, says "Robyn Tannehill is a highly motivated
professional who makes things happen," and "Her organizational
skills and business philosophies are perfectly in line with
GodwinGroup's vision for success"; and

WHEREAS, her goal in starting her own agency had been to give
herself room to be even more creative, which is what she enjoys
most, as well as being able to help small businesses with their
plans to help them grow, because she finds such great personal
fulfillment in being able to help her clients succeed; and

WHEREAS, when some of her clients outgrew the resources that
a small agency could provide, she made a referral to the
GodwinGroup, from which the GodwinGroup connection grew, which
enables her to solicit larger accounts and offer a greater depth
of resources to the rest of her clients than was possible before;
and

WHEREAS, Tannehill credits many people with contributing to
her success, including Ed Meek of the Ole Miss Public Relations
Department, Max Hipp of the Chamber of Commerce, and Pat Patterson
of University Sporting Goods, for encouraging her and allowing her
to develop her own judgment and business and personal skills; and

WHEREAS, she is married to Rhea Tannehill, a practicing
attorney in Oxford, who says that he is so proud of his wife and
her accomplishments; he praises her for maintaining her busy
career without sacrificing family life and says that she is
outstanding not only in business but as a wife, friend and
parental partner; and
WHEREAS, they are the parents of one-year-old daughter, Maggie, and spending time with her family is Robyn's preferred way to relax, with Ole Miss basketball games being a favorite family activity; and

WHEREAS, she is President of the Yoknapatawpha Arts Council and participates in several different community projects; and

WHEREAS, it is the custom of this Legislature to recognize achievement on the part of citizens of this state:

NOW, THEREFORE, BE IT RESOLVED BY THE SENATE OF THE STATE OF MISSISSIPPI, THE HOUSE OF REPRESENTATIVES CONCURRING THEREIN, That we do hereby commend Robyn Tannehill for her contributions to her family, community and state, and congratulate her upon the occasion of her recognition by the Mississippi Business Journal as Mississippi's Business Woman of the Year.

BE IT FURTHER RESOLVED, That a copy of this resolution be given to Mrs. Tannehill.