

By: Senator(s) Tollison

To: Rules

SENATE CONCURRENT RESOLUTION NO. 604

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

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

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

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

14 WHEREAS, from there she became the Director of the Oxford
15 Tourism Council, where she developed the concept and implemented
16 the first, second and third Oxford Double Decker Arts Festivals in
17 1996, 1997 and 1998, bringing more than 4,000 people to Oxford in
18 1996, more than 9,000 people in 1997 and in excess of 20,000 in
19 1998; and

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

23 WHEREAS, with the limitation of a really small budget but a
24 major goal of marketing Oxford as a tourist destination, she
25 wisely utilized her time and funds by catering to travel writers
26 and inviting them to Oxford in the knowledge that the articles

27 that would be written and published would be worth so much more
28 than any print ad; and

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

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

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

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

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

53 WHEREAS, she is married to Rhea Tannehill, a practicing
54 attorney in Oxford, who says that he is so proud of his wife and
55 her accomplishments; he praises her for maintaining her busy
56 career without sacrificing family life and says that she is
57 outstanding not only in business but as a wife, friend and
58 parental partner; and

59 WHEREAS, they are the parents of one-year-old daughter,
60 Maggie, and spending time with her family is Robyn's preferred way
61 to relax, with Ole Miss basketball games being a favorite family
62 activity; and

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

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

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

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