

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.