

HOUSE JOINT RESOLUTION 295

By Lundberg

A RESOLUTION to honor and commend the owners and employees of The Corporate Image on the occasion of the company's 20th anniversary.

WHEREAS, it is fitting that the members of this General Assembly should salute those citizens who through their extraordinary efforts have distinguished themselves as business leaders of whom we can all be proud; and

WHEREAS, the owners and employees of The Corporate Image are many such noteworthy persons, who recently celebrated the company's 20th Anniversary; and

WHEREAS, The Corporate Image, Inc., is the largest media/public relations firm in the Northeast Tennessee and Southwest Virginia region; and

WHEREAS, current president, Jon C. Lundberg, founded The Corporate Image on March 2, 1993, in Virginia and relocated to Bristol, Tennessee, in 1995; and

WHEREAS, a staunch advocate for the revitalization of its community's downtown and committed to its further development, The Corporate Image renovated a downtown building for its office space, growing a successful business in that location for sixteen years; and

WHEREAS, when growth and expansion generated the need for additional space, The Corporate Image renovated and transformed a highly visible, undesirable deserted building in the heart of the city into a vital corporate setting, relocating its headquarters to 619 Volunteer Parkway, Bristol, Tennessee, in November 2011; and

WHEREAS, the company serves clients not only across the State of Tennessee, but also in a multi-state region, primarily in the Southeastern United States; and

WHEREAS, for two decades the company has continued to set the standard for the highest quality professional services in corporate communications; and

WHEREAS, the company specializes in providing public relations, graphics design, marketing, and advertising services to a diverse list of clients representing municipalities, utilities, economic development, global entrepreneurship, banking, health care, education, manufacturing, mining, nonprofits, music, entertainment, and more; and

WHEREAS, throughout its many years of stellar service in the public relations industry, The Corporate Image has developed a reputation for integrity and quality, having been honored in 1994 by the Vice President of the United States for “perseverance, dedication and hard work” and in 1996 named “Business of the Year” by the *Business Journal of Tri-Cities Tennessee/Virginia*; and

WHEREAS, the company is recognized for excellence each year by the Public Relations Society of American and the American Advertising Foundation for outstanding service to clients, as well as support of the public relations and advertising/marketing professions; and

WHEREAS, the company employs an award-winning staff of specialists who achieve professional and peer recognition in strategic communications, media relations, crisis response, internal communications, writing, advertising campaigns, graphics design, website development, audio/visual production, and numerous other areas; and

WHEREAS, The Corporate Image is committed to its community, purchasing supplies from local businesses whenever possible and sponsoring community events throughout the region; and

WHEREAS, recognizing that education is the foundation for success, the company supports students through mentoring, job shadowing, class lecturing, and providing an internship program; and

WHEREAS, the company encourages career development and community involvement among its employees, who regularly lend support and volunteer efforts to organizations such as PRSA, American Advertising Federation, YMCA, ALS Foundation and Lead Bristol, as well as to religious, civic, and educational endeavors; and

WHEREAS, The Corporate Image remains dedicated to its employees, supporting the workforce with a strong “families first” emphasis; and

WHEREAS, this General Assembly finds it appropriate to pause in its deliberations to acknowledge and applaud the owners and employees of The Corporate Image for their dedication to furthering the public relations industry in the State of Tennessee and throughout the region, the nation, and the world; now, therefore,

BE IT RESOLVED BY THE HOUSE OF REPRESENTATIVES OF THE ONE HUNDRED EIGHTH GENERAL ASSEMBLY OF THE STATE OF TENNESSEE, THE SENATE CONCURRING, that we hereby honor and commend the owners and employees of The Corporate Image upon their celebration of the company’s 20th Anniversary, and extend to them our best wishes for every future success.

BE IT FURTHER RESOLVED, that an appropriate copy of this resolution be prepared for presentation with this final clause omitted from such copy.