

House Resolution 773

By: Representatives Buckner of the 137th, Smith of the 139th, Smith of the 138th, Hugley of the 141st, and Reese of the 140th

A RESOLUTION

- 1 Honoring the life and memory of Jack Basset; and for other purposes.
- 2 WHEREAS, the State of Georgia mourns the loss of one of its most distinguished citizens
3 with the passing of Jack Basset on December 25, 2023; and
- 4 WHEREAS, he was born in Columbus, Georgia, where he served as a member of the
5 Columbus Jaycees, a civic club that significantly contributed to the political and social
6 evolution of Columbus in the 1960s and 1970s; and
- 7 WHEREAS, through his efforts with the Jaycees, he played a pivotal role in the election of
8 J.R. Allen as Columbus mayor and the historic merging of the Muscogee County and
9 Columbus governments; and
- 10 WHEREAS, he served on the new city council after the consolidation, where he contributed
11 significantly to the governance and development of Columbus; and
- 12 WHEREAS, in his professional career, Jack Basset further served as co-founder of Basset
13 and Becker, one of Columbus' most influential advertising agencies, where he managed top
14 advertising accounts and national campaigns; and

15 WHEREAS, he was united in love and marriage to his wife, Becky, and was blessed with
16 two remarkable children, Jere and Will; six wonderful grandchildren; and two outstanding
17 great-grandchildren; and

18 WHEREAS, he gave inspiration to many through his high ideals, morals, and deep concern
19 for his fellow citizens, and the devotion, patience, and understanding he demonstrated to his
20 family and friends were admired by others; and

21 WHEREAS, he was a person of magnanimous strengths with an unimpeachable reputation
22 for integrity, intelligence, fairness, and kindness, and by the example he made of his life, he
23 made this world a better place in which to live; and

24 WHEREAS, a compassionate and generous man, Jack Basset will long be remembered for
25 his love of family, friendship, and community and will be missed by all who had the great
26 fortune of knowing him.

27 NOW, THEREFORE, BE IT RESOLVED BY THE HOUSE OF REPRESENTATIVES that
28 the members of this body join in honoring the life and memory of Jack Basset and express
29 their deepest and most sincere regret at his passing.

30 BE IT FURTHER RESOLVED that the Clerk of the House of Representatives is authorized
31 and directed to make an appropriate copy of this resolution available for distribution to the
32 family of Jack Basset.