

HOUSE JOINT RESOLUTION 513

By Chism

A RESOLUTION to honor and commend Beverly C. Robertson of Memphis for her meritorious service to the citizens of this State.

WHEREAS, it is most fitting that the members of this General Assembly acknowledge and applaud those Tennesseans who have dedicated their time and energies toward enhancing the quality of life in their communities; and

WHEREAS, one such individual is Beverly C. Robertson, a community leader of the utmost integrity and ability who has diligently served the people of Memphis and this State for more than four decades; and

WHEREAS, a Memphian with roots in the Beltline/Orange Mound Community, Mrs. Robertson attended Melrose High School before matriculating at the University of Memphis; she went on to teach at Florida Elementary School in Memphis, working at night at Holiday Inn Corporate Offices in Reservations to supplement her income so that she could assist her family and ensure that her siblings would have an opportunity to pursue higher education as she had done; and

WHEREAS, during her time at Holiday Inn, Beverly Robertson was tapped to participate in an Executive Leadership Development Program through the University of Pennsylvania, Wharton School of Business; she thereafter served in a leadership position with Holiday Inn Worldwide for nineteen years; and

WHEREAS, a principal of TRUST Marketing since 1992, Mrs. Robertson has been responsible for landing such national accounts as the Promus Companies, Holiday Inn Worldwide, Midas International, and Merrill Lynch, as well as accounts with the City of Memphis, Shelby County Government, LeMoyne-Owen College, and Memphis Area Transit Authority; and

WHEREAS, Beverly Robertson is also currently serving as interim president of the Greater Memphis Chamber, a fitting role, as she has amassed more than thirty years of experience in public/community relations, communications, strategic planning, and research; and

WHEREAS, Mrs. Robertson recently retired from her position as president of the National Civil Rights Museum; she joined the museum in 1997 as only the second executive director in its history; under her leadership, the museum experienced exciting growth and increased prestige at the national and international levels; and

WHEREAS, during Beverly Robertson's tenure at the National Civil Rights Museum, the museum was accredited by the American Alliance of Museums, a designation only five percent of museums achieve; two major renovation projects—an \$11 million project in 2002 and a \$27 million project in 2014—were executed, expanding the building and installing new exhibits with state-of-the-art interactivity; and the museum became the designated custodian of police files and court documents in the murder of Dr. Martin Luther King, Jr.; and

WHEREAS, also during this time, Nobel Peace Prize Laureates and worthy civil and human rights icons visited to receive the National and International Freedom Awards, and the museum received extensive media attention, being named one of the "Top 10 American Treasures" and the third "Most Iconic Site" in the nation by *USA Today*; and

WHEREAS, ever devoted to serving the youth in her community, Mrs. Robertson focused on youth-related activities at the museum; she secured sponsorships from major corporations to eliminate any costs to schools and students, and she helped institute programs and activities designed to inform and inspire youth to become engaged in social justice, activism, and public policy; and

WHEREAS, Beverly Robertson has also given back to her community through involvement with organizations such as Latino Memphis; the Orange Mound Progressive Club; Girls, Incorporated, which she served as board chair; the RISE Foundation, which she served

as vice board chair; Leadership Memphis, which she served as board chair, and United Way of the Mid-South, which she served as a board member; and

WHEREAS, a woman of devout faith, Mrs. Robertson is active in her church, having worked with the young adult ministry for many years; she also conceived of and executed a cross-denominational talent contest with a diverse range of performances that were put on before packed houses; and

WHEREAS, Beverly Robertson has been blessed with the love and support of her husband, Howard; together, they have mentored and assisted young men from public housing and disadvantaged neighborhoods, facilitating their pursuit of a college degree by paying for books, transportation, fees, housing, food, and other necessities; and

WHEREAS, Mrs. Robertson is a proven leader in her community who is passionate about making Memphis and Shelby County a place where businesses and families can thrive and developing a positive culture in which children can reach their full potential; now, therefore,

BE IT RESOLVED BY THE HOUSE OF REPRESENTATIVES OF THE ONE HUNDRED ELEVENTH GENERAL ASSEMBLY OF THE STATE OF TENNESSEE, THE SENATE CONCURRING, that we honor and commend Beverly C. Robertson for her innumerable contributions to Memphis and Shelby County, extending our best wishes for continued success in all her future endeavors.

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