

House Resolution 20

By: Representatives Rogers of the 10th and Gasaway of the 28th

A RESOLUTION

- 1 Recognizing and commending Britney Vickery and Ivy Hall for the success of their business,
- 2 Initials, Inc.; and for other purposes.

- 3 WHEREAS, sisters Britney Vickery and Ivy Hall founded Initials, Inc., as a Direct Selling
- 4 Association party planning company in 2005; and

- 5 WHEREAS, Georgia based Initials, Inc., has since become a premier personalized handbag
- 6 and accessory company, consistently experiencing growth with remarkable alacrity in both
- 7 sales and recruiting across the country; and

- 8 WHEREAS, Initials, Inc., has made notable strides in promoting individuality by creating
- 9 opportunities and improving lives through the Initials, Inc., iCare Foundation, which was
- 10 founded in 2012 to enable creative partners, hostesses, and customers to unite on a global
- 11 scale; and

- 12 WHEREAS, the company was recognized in August of 2012 as one of America's fastest
- 13 growing private companies by *Inc.* magazine and earned the rank of 77th in the retail
- 14 category nationwide; and

- 15 WHEREAS, Britney Vickery and Ivy Hall have been hailed as innovative and inspiring
- 16 leaders by *Woman's Day* magazine for creating financial opportunities for women across the
- 17 country by inviting them to act as entrepreneurs on behalf of Initials, Inc.; and

- 18 WHEREAS, the company's Boot Camp was awarded the 2012 Ethos Award for Excellence
- 19 in Sales Force Development-Personal Development/Motivation from the Direct Selling
- 20 Association.

- 21 NOW, THEREFORE, BE IT RESOLVED BY THE HOUSE OF REPRESENTATIVES that
- 22 the members of this body recognize and heartily commend Britney Vickery and Ivy Hall for

23 their strong entrepreneurial background of creating their own path, one simple embroidery
24 machine each, and an incredible drive to create success on their own terms.

25 BE IT FURTHER RESOLVED that the Clerk of the House of Representatives is authorized
26 and directed to transmit an appropriate copy of this resolution to Britney Vickery and Ivy
27 Hall.