

Senate Resolution 633

By: Senators Seay of the 34th, Anderson of the 43rd, Dugan of the 30th, Harbison of the 15th, Jackson of the 2nd and others

A RESOLUTION

1 Congratulating and commending Delano Massey of Jacob's Eye; and for other purposes.

2 WHEREAS, Jacob's Eye is composed of a collection of strategically grounded, creatively
3 driven, and data influenced industry experts who, in aggregate, have worked with the world's
4 biggest brands and organizations and provided new and innovative solutions that respond to
5 the needs of their clients and has been awarded a new contract to provide marketing services
6 for the United States Air National Guard; and

7 WHEREAS, the base period has a three-year contract term and is valued at more than \$100
8 million; and

9 WHEREAS, under this new contract, Jacob's Eye will manage all United States Air National
10 Guard Recruitment and Retention Marketing Services across all 50 states and territories in
11 the United States; and

12 WHEREAS, the company's efforts under this new contract will include branding, community
13 outreach, events, advertising, website design and maintenance, call center support, public
14 relations, social media, and interactive and recruitment center innovations; and

15 WHEREAS, Jacob's Eye has been awarded many other contracts delivering marketing
16 services for brands throughout the United States such as Coca-Cola, the Centers for Disease
17 Control (CDC), State Farm, the United States Army, the United States Marines, CNN,
18 NASCAR, Ford, Nike, The Home Depot, MasterCard, Crackle Barrel, Denny's, Health and
19 Human Services (HHS), the Atlanta Falcons, the Atlanta Hawks, and many more; and

20 WHEREAS, Delano Massey is a retired United States Army Judge Advocate General (JAG)
21 Corps Warrior and has harnessed numerous lessons from his honorable military service in
22 which government affairs, contract law, regulatory matters, and claims research permeated
23 his daily duties; and

24 WHEREAS, his service is coupled with more than 20 years of experience in owning and
25 operating various businesses across the country including hospitality, restaurants, technology,
26 and real estate; and

27 WHEREAS, Delano has developed the high sensory skills and refined attributes that propel
28 him to overcome challenges without breaking his stride; and

29 WHEREAS, as CEO, Delano oversees all areas of Jacob's Eye Group (JE), ranging from
30 executive management mentoring to business affairs and acquisitions, and from cost
31 accounting to asset management and quality assurance.

32 NOW, THEREFORE, BE IT RESOLVED BY THE SENATE that the members of this body
33 congratulate and commend Delano Massey of Jacob's Eye.

34 BE IT FURTHER RESOLVED that the Secretary of the Senate is authorized and directed
35 to make an appropriate copy of this resolution available for distribution to Delano Massey.