

House Resolution 944

By: Representatives McQueen of the 61<sup>st</sup> and Mitchell of the 88<sup>th</sup>

### A RESOLUTION

1 Congratulating and commending V&L Research and Consulting; and for other purposes.

2 WHEREAS, V&L Research and Consulting will be celebrating the 35th anniversary of its  
3 founding; and

4 WHEREAS, under the guiding hand of its owners, Mrs. Lomax Taylor and Mrs. Virgil, and  
5 with the exemplary work ethic demonstrated daily by its dedicated employees, this  
6 outstanding company has grown from its humble beginnings in 1991 to become one of the  
7 top 50 market research firms proudly certified by the American Marketing Association; and

8 WHEREAS, V&L Research and Consulting has established a glowing reputation of renown  
9 throughout Georgia for its ability to empower clients by providing vital insights to enhance,  
10 develop, and assess their services through comprehensive data analysis, focus groups,  
11 surveys, and other innovative research methodologies; and

12 WHEREAS, throughout the company's 35 year history, it has conducted hundreds of studies  
13 to uncover key consumer insights and assess public perceptions in a wide range of sectors,  
14 from local, state, and national government agencies, such as the United States Department  
15 of Homeland Security, the Department of Commerce, and the Centers for Disease Control

16 and Prevention, to private-sector giants like Bank of America, Coca-Cola USA, Delta  
17 Airlines, McDonald's, Procter & Gamble, Target, Walmart, and Visa; and

18 WHEREAS, V&L Research and Consulting has been recognized for its leadership and  
19 innovation with numerous awards, including the Atlanta Business League's Success Against  
20 the Odds Award, the DeKalb Chamber of Commerce Women's Business of the Year  
21 Stargazers Award, the American Marketing Association Innovative Leadership Award, and  
22 Minority Enterprise Development Service Firm of the Year. We were also honored to serve  
23 as a delegate for the White House Conference on Small Business; and

24 WHEREAS, a testament to its legacy of excellence and impact in the field of market  
25 research, V&L Research and Consulting was inducted into the Atlanta Business League  
26 Business Hall of Fame for Pioneering Entrepreneurial Endeavors; and

27 WHEREAS, it is abundantly fitting and proper that the outstanding accomplishments of this  
28 extraordinary company be appropriately recognized.

29 NOW, THEREFORE, BE IT RESOLVED BY THE HOUSE OF REPRESENTATIVES that  
30 the members of this body congratulate V&L Research and Consulting upon the grand  
31 occasion of its 35th anniversary, commend it for its many outstanding contributions on behalf  
32 of the citizens of Georgia, and extend best wishes for its continued growth, development, and  
33 success.

34 BE IT FURTHER RESOLVED that the Clerk of the House of Representatives is authorized  
35 and directed to make an appropriate copy of this resolution available for distribution to V&L  
36 Research and Consulting.