**A** **SENATE RESOLUTION**

TO HONOR AND RECOGNIZE TYRONE ADAM BURROUGHS, CHAIRMAN, PRESIDENT, AND CEO OF FIRST CHOICE SALES AND MARKETING GROUP, INC., AND TO CONGRATULATE HIM UPON THE OCCASION OF BENEDICT COLLEGE’S SCHOOL OF BUSINESS AND ECONOMICS BEING NAMED IN HIS HONOR.

Whereas, the members of the South Carolina Senate are pleased to learn that Benedict College will honor Tyrone Burroughs on Saturday, April 22, 2017 at the Benjamin F. Payton Learning Resources Center Plaza; and

Whereas, Tyrone Burroughs holds a Bachelor of Arts degree in political science from Benedict College. Upon graduation, he began developing his sales and marketing skills and created successful account portfolios for his employers. In 1987, Burroughs founded First Choice Sales & Marketing Group, Inc.; and

Whereas, thirty years later, Burroughs is Chairman, President, and CEO of First Choice. As one of the personal care industry’s most profound and respected executives, he leads the development of company-wide strategic planning and long-range sales, marketing, and retail execution initiatives; and

Whereas, with over three hundred years of collective experience in brand management, First Choice is the nation’s largest consumer products management agency in the multicultural personal care category, which represents more than $1.7 trillion in buying power. First Choice has become a recognized leader by providing quality sales efforts, competitive knowledge, promotional support, distributor training, and trade show participation to some of the world’s largest product manufacturers and retailers. The First Choice team focuses on engaging clients in the planning, analysis, and selling of their brands to retailers and distributors throughout the country. First Choice provides critical expertise and analytics through the use of syndicated data, shopper insights, and in-store execution; and

Whereas, Burroughs and his wife Nelda reside in Memphis, Tennessee, where Burroughs is a prominent developer in the restaurant and residential industries. He is the proud owner of the historic R. S. Lewis & Sons Funeral Home, which prepared the remains of the Reverend Dr. Martin Luther King, Jr. for public viewing; and

Whereas, Burroughs serves on several civic, non-profit, higher education, and corporate advisory boards. He is an integral member on the board of directors for the Regional One Hospital, Memphis NAACP Chapter, First Alliance Bank, and Memphis and Shelby County Board Convention Center; the chairman of the Metropolitan Baptist Church Board of Trustees; and the chairman of The Burroughs Foundation, Inc.; and

Whereas, the members of the South Carolina Senate appreciate the pride and recognition that Tyrone Burroughs has brought to the State of South Carolina as a visionary pioneer in the business community. Now, therefore,

Be it resolved by the Senate:

That the members of the South Carolina Senate, by this resolution, honor and recognize Tyrone Adam Burroughs, Chairman, President, and CEO of First Choice Sales and Marketing Group, Inc., and congratulate him upon the occasion of Benedict College’s School of Business and Economics being named in his honor.

Be it further resolved that a copy of this resolution be presented to Tyrone Burroughs.

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