

**PROCLAMATION TO CELEBRATE
BURGESS STRATEGIC MARKETING SERVICES
30 YEARS IN BUSINESS**

WHEREAS, Burgess Strategic Marketing Services is celebrating its 30th anniversary in the City of Troy. Owner **Sandra J. Burgess** started the firm as a senior-level advisor to small business owners, corporate executives and nonprofit boards, bringing a vital perspective to business planning – the customer's point of view; and

WHEREAS, Burgess Strategic Marketing Services keeps clients focused on what is important for success tomorrow, not just what is urgent today. This is accomplished by injecting strategic thinking into the planning and execution of marketing communications and public relations campaigns so that they achieve both short-term objectives and long-range organizational goals; and

WHEREAS, Burgess Editorial Services, the firm's creative division, combines strategic vision with the tactical expertise needed to carry out marketing campaigns; and

WHEREAS, Besides professional skills, owner **Sandra Burgess** attributes the firm's longevity to persistence, parental support and the patronage of outstanding, socially responsible clientele. One of the company's guiding values is to remember that the business owes the community more than the community owes the business; and

WHEREAS, Clients have ranged from multinational corporations to small local companies. **Burgess Strategic Marketing Services** specializes in working with clients in health care, transportation and human services, but also has served companies in information technology, manufacturing and other industry sectors; and

WHEREAS, Sandra Burgess is a strategic planner, marketing strategist and professional communicator experienced in leadership and management, marketing communications, market research, public relations, corporate communications and journalism. She launched her company after working for nine years on the Marketing and Public Affairs staff of Beaumont Hospital; and

WHEREAS, Sandra started her career as a journalist for newspapers in Michigan and Ohio. In addition to kudos from delighted clients, she has won more than two dozen awards – including national and international honors – for communications planning, leadership, writing and publications management;

NOW, THEREFORE, BE IT RESOLVED, That the Mayor and City Council of the City of Troy hereby congratulates **Sandra Burgess and Burgess Strategic Marketing Services on their 30th anniversary** in the City of Troy; and

BE IT FURTHER RESOLVED, That the Mayor, City Council and City Management join the citizens of this community in celebration of the **30th Anniversary of Burgess Strategic Marketing Services** and look forward to being part of a new chapter in the firm's history.

Presented this 10th day of October 2016.