

House Resolution 1855

By: Representatives Smyre of the 135th, Abrams of the 89th, Hugley of the 136th, Randall of the 142nd, Bennett of the 94th, and others

A RESOLUTION

1 Commending Jones Worley Design, Inc., recognizing the President and CEO, Cynthia Jones
2 Parks, and honoring the company's 26th anniversary in business; and for other purposes.

3 WHEREAS, Jones Worley Design, Inc., a private, Atlanta-based firm nationally recognized
4 in the transportation industry for outstanding work in strategic marketing communications,
5 public relations, branding, wayfinding, and signage design, was founded in January, 1990,
6 by Cynthia Jones Parks in Atlanta, Georgia; and

7 WHEREAS, within two years after its founding, Jones Worley was awarded its first
8 prestigious contract to collaborate with the design team on Hartsfield-Jackson Atlanta
9 International Airport Concourse E, which became the gateway for more than 2 million
10 international visitors from 197 nations during the 1996 Summer Olympic Games; and

11 WHEREAS, Jones Worley also won a global-reaching contract to help plan and design the
12 look of the Summer Olympic Games and subsequently won nearly 30 other Olympic related
13 projects; and

14 WHEREAS, in 2004, Jones Worley branded and launched the Breeze Card for the
15 Metropolitan Atlanta Rapid Transit Authority, which was the first 100 percent smart card
16 conversion in North America; and

17 WHEREAS, Cynthia Jones Parks relied on her faith at the height of the recession in 2009
18 and helped her business survive by putting a laser-like focus on the transportation industry,
19 and she used the success of the Breeze Card to win seven uniquely different transit smart
20 card contracts from California to Florida, more than any other marketing communications
21 agency in the country; and

22 WHEREAS, Jones Worley was contracted to brand the Atlanta Street Car, the city's first
23 major transit project in 30 years; and

24 WHEREAS, the firm's inventive, forward-looking work in transportation is evident in
25 aspects of 15 transit authorities and more than 20 airports throughout the United States,
26 including the world's busiest airport, Hartsfield-Jackson Atlanta International Airport; and

27 WHEREAS, Cynthia Jones Parks has fearlessly served as a champion and public voice for
28 the inclusion of women and minorities in business opportunities; and

29 WHEREAS, Jones Worley has been called upon to brand commemorative events for local
30 and national icons and community leaders, including Ambassador Andrew Young,
31 Coca-Cola Enterprises CEO Summerfield Johnston, Jr., President Henry A. Schimberg,
32 Reverend Dr. Joseph Lowery, and many others; and

33 WHEREAS, Cynthia Jones Parks, a graduate of Georgia State University, has remained
34 committed to supporting students from colleges and universities across the State of Georgia
35 by providing them with real-world experience via internships and full-time employment at
36 Jones Worley.

37 NOW, THEREFORE, BE IT RESOLVED BY THE HOUSE OF REPRESENTATIVES that
38 the members of this body commend the efforts of Jones Worley Design, Inc., for its
39 continued commitment to service excellence and recognize Cynthia Jones Parks for her work
40 and contributions to the community and the State of Georgia.

41 BE IT FURTHER RESOLVED that the Clerk of the House of Representatives is authorized
42 and directed to make an appropriate copy of this resolution available for distribution to
43 Cynthia Jones Parks.