

**MICHAEL S. RAWLINGS**

**MAYOR**



**CITY OF DALLAS**

April 2014

*Greetings,*

On behalf of the City of Dallas, it is with great pleasure that I welcome you to the Better Business Bureau Ad Review Conference, held on April 10-11, 2014.

With attendees representing BBBs from all over the United States and Canada, I am reminded of the significant role that the city of Dallas played in advancing the "Truth in Advertising" movement. The city of Dallas played host to thousands of "Ad Men" during the 1912 conference for the Associated Advertising Clubs of the World. The city remains proud of its ties to the "Truth in Advertising" movement and still embraces the ethical spirit that helped to create the BBB system.

In the coming days you will be broadening your knowledge of advertising self-regulation and reigniting the passion for honest advertising. Dallas is proud to be a hub for marketplace ethics and as mayor of this great city, it is my hope that this conference will help the attendees engage in stimulating dialogue and foster ideas that can positively impact the marketplace as a whole.

I commend BBB for once again choosing Dallas as the location for this conference and for their continued dedication to serving our communities throughout the years. Best wishes for a successful and memorable conference.

Best regards,

Michael S. Rawlings  
Mayor