

Senate Resolution 126

By: Senator Gooch of the 51st

A RESOLUTION

1 Honoring the life of Mr. Bill T. Hardman and dedicating a road in his memory; and for other
2 purposes.

3 WHEREAS, Mr. Bill T. Hardman was named Georgia's first tourism director of the Georgia
4 Department of Industry and Trade in 1959 and was charged with the responsibility of
5 building this state's hospitality industry; and

6 WHEREAS, Mr. Hardman established and served as president of the Southern Travel
7 Directors' Council, conducted the first Governor's Conference on Tourism in this country,
8 and promoted Georgia at travel conferences around the United States, Canada, and Europe;
9 and

10 WHEREAS, he helped organize and served as chairman of the National Association of
11 Travel Organizations and served on the organization's board of directors for 49 years; and

12 WHEREAS, Mr. Hardman developed the concept of building Welcome Centers at major
13 highway entrances for the State of Georgia; and

14 WHEREAS, in 1991 he created the Southeast Tourism Society's Marketing College at the
15 University of North Georgia; each year 300 students from 12 southern states travel to
16 Dahlonega to participate in this tourism oriented school, which has 879 graduates to date;
17 and

18 WHEREAS, he was active in the effort to preserve and restore Lumpkin County's original
19 courthouse, which now serves as Dahlonega's Gold Museum, and was part of the group of
20 local civic boosters who led a wagon train loaded with gold mined in Dahlonega to the State
21 Capitol to promote Dahlonega as a major tourism destination; and

22 WHEREAS, in his beloved hometown of Dahlonega, Mr. Hardman organized the Christmas
23 Decorating Contest for Dahlonega merchants and raised funds to restore and display the
24 Dahlonega Diving Bell, a relic from 1875 found in the Chestatee River; and

25 WHEREAS, Mr. Hardman was awarded the Tourism Lifetime Achievement Award by the
26 State of Georgia and was inducted into the Atlanta Hospitality Hall of Fame.

27 NOW, THEREFORE, BE IT RESOLVED AND ENACTED BY THE GENERAL
28 ASSEMBLY OF GEORGIA that State Route 400 in Dawson and Lumpkin counties is
29 dedicated as the Bill T. Hardman Hospitality Highway.

30 BE IT FURTHER RESOLVED that the Department of Transportation is authorized and
31 directed to erect and maintain appropriate signs dedicating the Bill T. Hardman Hospitality
32 Highway.

33 BE IT FURTHER RESOLVED that the Secretary of the Senate is authorized and directed
34 to make appropriate copies of this resolution available for distribution to the family of Mr.
35 Bill T. Hardman and to the Department of Transportation.