

RESOLUTION

Honoring and celebrating Philadelphia's Living Legends: George Albert Beach, Joey Temple, Rita R. Smith-Wade-El, and Valeria Bullock, who are leaders in the areas of civil rights, community activism, education, business and youth mentorship in the Philadelphia area; and further honoring those legends who are no longer with us: Vernon Marks, Charlie “Boo” Burrus, Abdul Malik Muhammad, Carl Moore, and Joe Faulk as part of the commemoration of Black History Month.

WHEREAS, George Albert Beach is the founder of Beach Advertising which was one of the oldest minority-owned advertising agencies in the state of Pennsylvania. For more than four decades, Beach’s company has been the advertising agency of choice for many local and national corporations and non-profit organizations, including Hershey Food, Campbell Soup Company, and the Philadelphia Convention and Visitors Bureau. Beach is the recipient of numerous awards including the Addy, Neographic, and Art Directors Club awards and a best of category award from Printing Industries of America. Beach is revered for paving the way for many African-Americans to learn fundamental skills and strategies to navigate the Communications field; and

WHEREAS, Joey Temple is a radio producer and a lifelong resident of Philadelphia. Temple’s career in radio began when he received an opportunity to volunteer with Mattie Humphrey at WDAS. During his internship, he participated in the Breakfast Show, and provided knowledge to the community about mass incarceration. After the completion of his internship, Temple stayed at WDAS to work with the legendary Georgy Woods. Currently, Temple produces “A Message in Music,” which airs on WRD 196.1 on Fridays, and “The Cody Anderson Show” for WURD on Saturdays. Temple spends his time outside of the radio station being active in his community and working to prevent youth from engaging in a life of crime; and

WHEREAS, Rita R. Smith-Wade-El is a Professor of Psychology and African-American studies at Millersville University of Pennsylvania. Dr. Smith received her Bachelor of Arts in Psychology from Columbia University, and her Master of Arts and Doctorate of Philosophy in Psychology from University of Pennsylvania. In addition to being a dedicated professor who supports the future success of younger generations, Dr. Smith is also an activist, organizer, breast cancer survivor, and the Vice President of the Lancaster chapter of the NAACP; and

WHEREAS, Valeria Bullock is a former Senior Business Analyst for PECO, who was responsible for managing the company’s Low-Income Usage Reduction Program. Early in her career at PECO, Bullock implemented a solar water heating pilot program that targeted low income residential customers with solar technology. Bullock’s work at PECO brought national attention to the importance of usage reduction programs and their benefits to low income residential utility customers. Bullock is the recipient of the Philadelphia Visionary Award and the Award for Excellence given by Pennsylvania Legal Services. Her work has also been recognized by the American Council for Energy Efficiency and Economy and the former National Fuel Fund Network; and

WHEREAS, Vernon Marks was the long-time chairman of Philadelphia’s Vacant Property Review Committee. Notably, Marks was the first African-American bail bondsman in the City of

Philadelphia and was one of the founders of the Strawberry Mansion Citizens' Participation Council. Marks was a champion of his community and was an active leader and organizer in Philadelphia's Civil Rights struggle. Marks was known by many as the "Mayor of North Philadelphia"; and

WHEREAS, Charlie "Boo" Burrus was a life-long resident of the Mantua section of Philadelphia. Burrus can be described by those who knew him as a unique individual that was fully committed to the success of his community. Burrus' particular focus was supporting and helping Philadelphia's youths. Burrus worked around the clock to ensure that youth strayed away from negative encounters, pushing them to move forward in a positive direction. Burrus was on the forefront of trying to reduce gang activity throughout the city through his work with the Crisis Intervention Network, where he was a member of the field operations team. Burrus also founded the Inner City Organizing Network (ICON), a nonprofit that aided young men by using their skills to renovate homes; and

WHEREAS, Abdul Malik Muhammad was a longtime resident, community leader and entrepreneur from West Philadelphia. In 1986, Muhammad founded the Lancaster Avenue Business Association, which bridged the gap between the businesses from 34th Street all the way out to 63rd Street. Muhammad provided firm leadership to the corridor and showed direct support for unification and teamwork strategies to a diverse business community. Several of the services Muhammad worked continually to maintain were sanitation and cleanup services, creating an area town watch for security on the corridor, and a zero-tolerance graffiti policy. With support from membership participation, Muhammad created programs that prompted change implemented towards the revitalization of Lancaster Avenue through community, social and economic development; and

WHEREAS, Carl Moore was a community activist from South Philadelphia, whose primary mission was advocating for affordable and accessible community healthcare. In 1970, Carl Moore founded the Greater Philadelphia Health Action, Inc. GPHA was one of the first medical managed care programs in the City of Philadelphia. Over 45 years after Moore started on his mission, residents of South Philadelphia and community stakeholders, including Councilman Kenyatta Johnson, celebrated the opening of the Carl Moore Health Center at 1401 S. 31st Street. The state of the art facility specializes in providing primary care, OBGYN, podiatry, dental, behavioral health and pharmacy services to the community at an affordable cost; and

WHEREAS, Joe Faulk was a well-respected community leader. Always looking out for the underdog, Faulk helped with various projects aimed at enhancing the quality of life of young people in his community. Faulk's greatest accomplishments and achievements were in the Nicetown and Tioga neighborhoods. Faulk served as a dedicated Committee Person for the 51st Ward; Now, therefore be it,

RESOLVED, BY THE COUNCIL OF THE CITY OF PHILADELPHIA, That it hereby honors and celebrates Philadelphia's Living Legends: George Albert Beach, Joey Temple, Rita R. Smith-Wade-El, and Valeria Bullock, who are leaders in the areas of civil rights, community activism, education, business and youth mentorship in the Philadelphia area; and further honors those legends who are no longer with us: Vernon Marks, Charlie "Boo" Burrus, Abdul Malik

Muhammad, Carl Moore, and Joe Faulk as part of the commemoration of Black History Month.

FURTHER RESOLVED, That an engrossed copy of this resolution be presented to Philadelphia's Living Legends and the families of our lost legends as further evidence of the sincere appreciation and gratitude of this legislative body.

Curtis Jones, Jr.
Councilman, 4th District

January 25, 2018