

A RESOLUTION HONORING THE LIFE OF ROBERT J. (BOB) DALE

WHEREAS, It is with great sadness that the members of this Chamber have been informed of the passing of Robert J. (Bob) Dale on Sunday, March 31, 2024; and

WHEREAS, Bob was a beloved husband, father, grandfather, great grandfather, and successful businessman who co-founded R.J. Dale Advertising and Public Relations; and

WHEREAS, Robert J. (Bob) Dale was born on May 2, 1943 to Charles McDearmon and Jesse Dale in Chicago; and

WHEREAS, He attended St. Cyril Elementary School, and Chicago Vocational High School, before serving in the United States Air Force in Amarillo, TX where he was a member of the U.S. Air Force basketball team; and

WHEREAS, He continued his education at Arizona State University, where he was elected president of the Black Student Union, and then received his M.B.A. at Stanford University; and

WHEREAS, Bob got his start in media as a local account executive at Kaiser Broadcasting in Chicago, where he rose to national account executive at Kaiser Spot Television Sales, before leaving to co-found his own company, R.J. Dale Advertising and Public Relations in 1979; and

WHEREAS, At R.J. Dale Advertising, Bob built an industry-leading black-owned agency as rated by *Black Enterprise* Magazine, specializing in general market and segment market programs; and

WHEREAS, Bob was part of a large and loving family with his wife Cathy, sons Anthony, Yusef, Kareem, and Damon, seven grandchildren, and one great grandchild; and

WHEREAS, He was an avid golfer, loved to read, and was deeply ingrained in the Chicago Black Community through his Chairmanship of the Illinois Black Chamber of Commerce, past Board member of March of Dimes, President of Black Ensemble Theater, President of the Institute of Positive Education, and Board Member of the Alliance Business Leaders and Entrepreneurs; and

WHEREAS, It is with deep sorrow that we mourn the loss of this stalwart of the Black Community who gave so much to his family, his City, and his friends; now, therefore,

BE IT RESOLVED, That we, the Mayor and the Members of the City Council of the City of Chicago gathered here in assembly this 17th Day of April, 2024 A.D., do hereby extend our condolences to the family and friends of Robert J. (Bob) Dale; and

BE IT FURTHER RESOLVED, That a suitable copy of this resolution be prepared and presented to the family of Robert J. (Bob) Dale.



Pat Dowell
Alderman, 3rd Ward