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Media Contact: Michael Webb
214.214.2187 / mwebb@gdbea.org

AT&T, la Madeleine French Bakery & Café Named Recipients of 2018 Greater Dallas Business Ethics Award

Cary M. Maguire “Spirit of Ethics” Award Also To Be Presented

DALLAS, Apr. 16, 2018 – Dallas-based **AT&T** and **la Madeleine French Bakery & Cafe** are the latest local companies to be recognized with the Greater Dallas Business Ethics Award (GDBEA). The award honors companies demonstrating a measurable commitment to ethical business practices in everyday operations, management philosophies and responses to crises or challenges.

“These companies exemplify how ethics can be consciously integrated throughout an entire business,” said Michael Webb, Chairman of the North Texas Ethics Association (NTEA), which presents the GDBEA program. “They create a culture of “do the right thing” for both internal and external stakeholders. Their efforts reinforce the positive, ethical values of our local business community.”

This year’s luncheon and award presentation will take place Tuesday, May 8, at 11:30 a.m. at the Renaissance Dallas Hotel, 5555 Stemmons Freeway. Dallas entrepreneur, businessman, bestselling author and philanthropist **Craig Hall** will deliver the keynote address.

“We are honored to learn that la Madeleine has been recognized with the Greater Dallas Business Ethics Award. Because of our shared values and beliefs, ethics at la Madeleine goes beyond process or policy, it is our culture,” noted John Cahill, President and Chief Operations Officer for la Madeleine. “I am incredibly proud of our team, and know this recognition will serve as inspiration for even higher levels of ethics excellence.”

NTEA will also announce the recipient of the Cary M. Maguire “Spirit of Ethics” Award, which recognizes honorees demonstrating and advocating above-and-beyond ethical practices, at the awards luncheon. This recognition is named for Dallas businessman, philanthropist and longtime GDBEA supporter Cary M. Maguire.

“It’s an honor for AT&T to be recognized with this distinguished award,” said David Huntley, SEVP & Chief Compliance Officer at AT&T. “Operating as an ethical company is a top priority at AT&T. It’s what is expected from our customers, our employees, our shareholders, our communities. Recognition like this further validates that we’re on the right track, doing the right things the right way. Thank you to the North Texas Ethics Association for their work to promote integrity in our business community.”

Peer judges for the esteemed awards program include accomplished professionals from the business, academic and consulting communities, including former award recipients. Student evaluators from The Posey Leadership Institute at Austin College also visit the workplace of each nominated company to interview company officials and note observations of company employees “in action.”

— more —

Past GDBEA Honorees

More than 40 companies have been recognized as GDBEA recipients since 2000. They include: Atmos Energy, Balfour Beatty Construction, Benjamin Franklin Plumbing, Brinker International, Castro Roofing of Texas, CDG & Associates, Community Management Associates, Corgan Associates, The Container Store, Daisy Brand, Dave & Buster's, DHD Films, EDS, Ellis: Partners in Mystery Shopping, Fluor Corporation, Haven Home Health Inc., HKS, Hospice Plus, Imprimis Group, Interstate Batteries, Kahn Mechanical, Karlee, Kimberly-Clark, Lone Star Analysis, MRP Facility Services, ParkHub, Purdy-McGuire, Regeneration Partners, The Richards Group, Sendero, Sleep Experts, Staffelbach, The Staubach Company, TDIndustries, TELOS Performance Center, Texas Institute for Surgery, Trammell Crow Company, TXU, UR Holdings, Weir's Furniture Village, and Wishbone Graphics.

About AT&T

AT&T Inc. (NYSE:T) helps millions around the globe connect with leading entertainment, business, mobile and high speed internet services. It has the nation's largest and most reliable network* and the best global coverage of any U.S. wireless provider. It's one of the world's largest providers of pay TV. It has TV customers in the U.S. and 11 Latin American countries. More than 3 million companies, from small to large businesses around the globe, turn to AT&T for its highly secure smart solutions. *Coverage not available everywhere. Based on overall coverage in U.S. licensed/roaming areas. Reliability based on voice and data performance from independent 3rd party data.

About la Madeleine

Dallas-based la Madeleine French Bakery & Café was founded in 1983 by Patrick Esquerré of Tours, France. Patrick's dream was to bring the traditions and recipes of his childhood in the French countryside to America. From its signature fireplace to its crave-worthy food, la Madeleine offers a warm, welcoming atmosphere where guests enjoy French-inspired fare throughout the day. Breakfast, lunch and dinner menus feature entrées, sandwiches, salads and soups, as well as freshly baked breads, croissants, handmade pâtisseries and more. La Madeleine operates over 80 corporate and franchise bakeries in 10 states, and is owned by Le Duff America, Inc., a subsidiary of Rennes, France-based Group Le Duff, which was founded by Louis Le Duff in 1976.

About NTEA

The North Texas Ethics Association, Inc. provides training and educational opportunities to businesses in the DFW area as part of its mission to inspire, recognize and educate companies about ethical businesses practices. Through the Greater Dallas Business Ethics Awards, the NTEA recognizes and celebrates companies that demonstrate and substantiate a commitment to high ethical standards and corporate responsibility. A list of honorees, criteria and guidelines can be viewed at gdbea.org. The NTEA is a Texas, 501(c)(3) nonprofit corporation.

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