

## PRESS RELEASE

### For Immediate Release

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## RecognizeGood® Announces the 12<sup>th</sup> Annual Ethics in Business & Community Awards Winners

Austin, TX, May 27, 2014 – RecognizeGood® announces the recipients for the **12th Annual Ethics in Business & Community Awards**. This prestigious award recognizes the best in Central Texas leadership. Twelve individuals, non-profits, and businesses were nominated by the community for their exemplary ethical leadership, outstanding ethical practices and excellent business principles.

At the AT&T Conference Center on Thursday, May 22, 2014 over 500 people gathered for the announcement of the Ethics in Business & Community award winners in each of the four categories: Individual, Nonprofit, Small Business and Large Business.

The ceremony was underwritten by many generous sponsors including: ABC Home & Commercial Services, TyRex Group, Ltd., Robert & Patricia Ayres, SabeRex Group, Ltd., Atchley & Associates, LLP, Earl & Anita Maxwell, McCoy's Building Supply, HEB, Goodwill, and the Sidney V. Suggs Family Foundation.

Award winners for the 12<sup>th</sup> Annual Ethics in Business & Community Awards are as follows:

- **Large Business Category Winner:** Community Impact Newspaper
  - o Finalists: BuildASign.com, IBM
- **Small Business Category Winner:** Atchley & Associates, LLP
  - o Finalists: The Bommarito Group, Brown & Brown of Austin
- **Nonprofit Category Winner:** Sustainable Food Center
  - o Finalists: Breakthrough Austin, R.O.C.K., Ride On Center for Kids
- **Individual Category Winner:** Sara Pantin of Asset Strategies Group
  - o Finalists: Martha Smiley of Enoch Keever, PLLC, Curtis Page of Higginbotham

In addition to the four Ethics in Business & Community awards, the **Anita & Earl Maxwell Lifetime Achievement Award** was presented to **Matt Kouri, CEO of Greenlights for Nonprofit Success**. The lifetime achievement awardee was chosen by the RecognizeGood Champion's Circle Executive Committee, a group of past award winners and community leaders. This award highlights one past award recipient that continues to exemplify ethical practices and makes Austin an ethically sound community. It is an opportunity to emphasize how a recipient has continued to demonstrate the five criteria of the Ethics in Business & Community guidelines, defined by the following motto: "Be respectful. Be fair. Be honest. Strive for justice. Embrace sustainability."

Nominations were solicited from May 2013 until January 2014. The nominees were vetted by the students of the College of Business at Concordia University Texas. Once the students had

reviewed the initial applications, they narrowed the field of nominees to twelve finalists (3 per category). The students then began a rigorous, in-depth review of each finalist and presented their findings to an independent selection committee of business and community leaders, who voted on the actual award recipients. The selection committee was led by Don Christian, recently appointed CEO of Concordia University Texas.

### **Event Beneficiary: The Samaritan Center**

Proceeds from this event benefited the Samaritan Center, a non-profit counseling center that provides professional counseling, integrative medicine and community education to prevent and treat abuse, teach healthy life skills, and strengthen families. The Center serves children and adults of all ages who are struggling with a variety of problems such as stress, depression, abuse and addiction. The Samaritan Center's Hope for Heroes program has received statewide recognition for helping service members and military families heal the emotional wounds of war and reintegrate back into our community. More information about the Center can be found at [www.samaritan-center.org](http://www.samaritan-center.org).

### **About RecognizeGood**

RecognizeGood intends to:

1. Illuminate and raise awareness about the good that surrounds our communities, hoping to encourage individuals to commit additional acts of kindness.
2. Promote the importance of ethical behavior and practices in business and community.
3. Connect business with community through advanced technology and training, resulting in a stronger, better partnership that includes employees who are themselves residents of the community.

Unlike other philanthropic endeavors, we do not target just one cause. Every month through our premier program, **RecognizeGood Legends**, we single out an ordinary, extraordinary individual whose selfless deeds inspire their peers and the community at large. Each RecognizeGood Legend receives a \$1000 pay-it forward donation in the name of their selected charity. By utilizing traditional and social media, we are able to shine a light, not only on these remarkable individuals, but also on their causes.

The Legends' sister program, **Say Thanks, Austin**, provides the Austin Community with an opportunity to share its gratitude for these noble individuals. With \$20,000 in total annual awards by RecognizeGood®, the event was celebrated with over 62,000 "Say Thanks" votes in 2014.

The **Business in Community** program was designed to create an association of Socially Responsible Businesses, striving to instill within our community an attitude where ethical practices, humanitarian efforts and simple acts of kindness are celebrated, encouraged and embraced.

RecognizeGood® is the joint, non-profit effort of respected Austin businessmen and women, Andrew Cooper, John Bosch Jr. of TyRex Group, Ltd., Bobby Jenkins of ABC Home and Commercial Services, Nancy Blaich of the Samaritan Center of Austin, and Earl Maxwell of the St. David's Foundation.

To learn more about RecognizeGood® visit [www.RecognizeGood.org](http://www.RecognizeGood.org).