

By: Craddick

H.R. No. 3062

R E S O L U T I O N

1 WHEREAS, The untimely death of Cathy M. Coughlin of Dallas on
2 April 23, 2015, at the age of 57, brought a great loss to the family,
3 friends, and colleagues of this admired corporate and civic leader;
4 and

5 WHEREAS, The daughter of Eugene and Laura Coughlin, Cathy
6 Coughlin was born in St. Louis, Missouri, on July 2, 1957; she
7 graduated with a bachelor's degree in economics from Northwestern
8 University and later earned a master's degree in finance from
9 St. Louis University; her exemplary 35-year career with AT&T began
10 when she was hired for an entry-level manager position, and she went
11 on to excel in senior management roles in sales and operations
12 before becoming president and chief executive officer of AT&T
13 Midwest in Chicago; and

14 WHEREAS, In June 2007, Ms. Coughlin was named the global
15 marketing officer for the company; a month later, AT&T began
16 serving as the exclusive carrier for the Apple iPhone, and she
17 guided marketing, branding, and advertising efforts during this
18 transformative period in mobile technology; another of her major
19 accomplishments was the company's "Rethink Possible" brand
20 campaign in 2010; and

21 WHEREAS, Ms. Coughlin's commitment to her work was matched by
22 her determined efforts to champion worthwhile causes; her crowning
23 achievement in this regard was the "It Can Wait" campaign that she
24 launched in 2012 to discourage texting while driving; she persuaded

1 competing carriers to join in this urgent initiative as well, and
2 more than 1,500 organizations now participate in the nationwide
3 movement; she was also a powerful advocate calling for greater
4 opportunity for women in corporate leadership; and

5 WHEREAS, Widely recognized for her drive, insight, and
6 commitment to excellence, Ms. Coughlin was the recipient of
7 numerous accolades; she was named one of "50 CMOs to Watch" by
8 *Global Telecoms Business*, and she was recognized among the "Top 50
9 Women in Technology" by the National Diversity Council and as one of
10 the "Top 50 Women in Brand Marketing" by Brand Innovators; and

11 WHEREAS, Cathy Coughlin was a gifted professional who cared
12 deeply about helping others, and her life was an inspiring example
13 of the good that one person can accomplish; now, therefore, be it

14 RESOLVED, That the House of Representatives of the 84th Texas
15 Legislature hereby pay tribute to the memory of Cathy M. Coughlin
16 and extend sincere sympathy to the members of her family: to her
17 mother, Laura Coughlin; to her brothers, Kevin Coughlin, Jim
18 Coughlin, Dan Coughlin, and Mick Coughlin; to her sister, Mary
19 Coughlin Schillinger; to her 11 nieces and nephews; and to her other
20 relatives and many friends; and, be it further

21 RESOLVED, That an official copy of this resolution be
22 prepared for her family and that when the Texas House of
23 Representatives adjourns this day, it do so in memory of Cathy
24 Coughlin.