



First meeting of the Pioneers in 1911 in Boston.

## Seal Marks Approach of Centennial

You may have noticed the gold seal that appears in this issue of the *PioneersPress*. This seal marks the start of our countdown towards celebrating the Pioneers' 100th Anniversary in 2011. Throughout the year to come, you'll see this seal accompany our new spark logo in all of the communication we share with you about ways you can get involved in this once-in-a-lifetime anniversary and equally important, how you can ensure the legacy of Pioneering you have helped build continues for centuries to come. It will also appear on commemorative items for you to earn and purchase. This seal reflects the core values held dear by Pioneers past and present - fellowship, loyalty and service. These are the values that have fueled our members' commitment to volunteering countless hours since our founding, positively impacting our local communities and the lives of so many in need. When you see this seal, take pride in knowing that as a member you have made a real difference and in doing so have made the Pioneers the great organization it is.



930 15th Street, Suite 1200 • Denver, CO 80202

Become the **SPARK** of Change!  
membership matters

### 'Answer the Call' Campaign Launches in Early Spring

Pioneers will be invited to volunteer for our annual *'Answer the Call' Campaign* this February. The campaign focus is to expand financial support for Pioneering beyond our membership to the people in the communities we serve.

Pioneers will be telephoned and asked to reach out to their friends and neighbors to make a donation in support of Pioneers. A special *Answer the Call Campaign Kit* will be sent to each Pioneer that volunteers for this great opportunity to educate others about how Pioneers address real community needs.

Gifts made to the campaign are tax deductible and every donor will be sent a 2010 Pioneers Calendar with a letter of thanks. Also, donations collected this year will count toward special Pioneers Centennial commemorative rewards. See the enclosed insert for more details. Pioneers Headquarters will partner with Infocision, a leading provider of nonprofit fundraising telemarketing solutions on this campaign. If you are not phoned and wish to receive a kit, contact Christina Hemphill at 303-571-9260 or chemphill@pioneersvolunteer.org

# PioneersPress

OFFICIAL NEWSLETTER OF THE PIONEERS

A VOLUNTEER NETWORK



Winter 2010 Vol. 4, Issue 1

## Pioneers Prepare to Honor 100th Anniversary

In 2011, we will celebrate the **100th anniversary of Pioneers**. Your dedication helped us reach this exciting milestone! As Pioneers, we take an active role in making our hometowns better places to live and work. As our Centennial anniversary approaches, join us in honoring Pioneering by participating in the **Centennial Rewards & Recognition Program**.

While the greatest reward of this program is guaranteeing the legacy of Pioneering continues for generations to come, there are also commemorative rewards in thanks for your commitment to the future of Pioneers.

### Centennial Supporter Rewards Program

Consider joining a Centennial Circle of supporters and your cumulative giving will result in special commemorative rewards like Centennial inspired attire, anniversary mementos and the opportunity to attend the Centennial Gala in Boston. Your commitment from the Bronze Circle to the Chairman's Centennial Circle can be made cumulatively over the next two years. Centennial Circle supporter levels begin at \$240 - that's just \$10 a month!

### Centennial Volunteer Recognition Program

Equally important as having the financial resources required to respond when Pioneers are needed, are Pioneers actively carrying out our mission. Receive special recognition when you volunteer. By entering the hours you volunteer as a Pioneer into Volunteer Now! at <https://pals.pioneersvolunteer.org/VM/index.aspx>, you'll receive Centennial commemorative items and special recognition in Pioneers' publications like the *PioneersPress* and our *Pioneers Projects & Programs Periodical*.

See the insert in this issue of *PioneersPress* for more details on how you can participate!

## contents

Letter from the Chairman • Pioneer Leadership Insight • AT&T Pioneers Lead 145-City Holiday Food Drive • AT&T Chapters Pilot New Project Structure

## letter from the chairman

Dear Fellow Pioneer,

I am thrilled to be joining the Pioneers as your new Chairman as this great organization prepares to celebrate its Centennial.

As Qwest's Idaho State President and a proud Pioneer myself, I have always valued the work of my local Qwest Pioneers. I recognize the genuine fellowship they share, the service they provide to our neighbors in need, and the good will they foster as community ambassadors for my company. I began my career in the telecommunications industry more than 25 years ago as a regulatory affairs manager for Mountain Bell in Boise. I have since held a variety of public policy, marketing, regulatory and legislative positions. The opportunity to lend my leadership and guidance to the Pioneers at an international level during this pivotal time in our history is truly an honor.

In this year leading up to the 100-year celebration of our founding, we will begin to recognize and celebrate our achievements while energizing for the future. Many local Pioneers units will be participating in a series of signature Pioneers' volunteer programs that will be rolled out across the organization in 2011. The projects follow a model that ensures we'll meet specific community needs while engaging current Pioneers, recruiting new members and generating visibility for the Pioneers.

How can you participate as a Pioneer? By continuing to do what you do best - volunteer! Report your hours at VolunteerNow!, our online volunteer management system, so we can measure our impact. Recruit a friend to experience the rewards of volunteering. Help spread the "buzz" about this great milestone by talking to co-workers, friends and family about it. Watch for interactive opportunities to share your stories and photos of Pioneering. Finally, support Pioneering by making Pioneers your charity of choice for financial contributions. In doing these things, you can earn exclusive Centennial commemorative items through our *Pioneers Centennial Rewards & Recognition Program*. And most importantly, you'll ensure the Pioneers' legacy continues for another 100 years.

I look forward to serving this great organization and celebrating our approaching Centennial with you!

Yours in Pioneering,

Jim Schmit  
Chairman, Pioneers

## pioneers leadership insight

Dear AT&T Pioneer,

I would like to extend a sincere THANK YOU to the 325,000 AT&T Pioneers members. Your passion and commitment to serving your local communities is extraordinary and inspirational. Leading food drives, coordinating care packages for the military, serving thousands of high school students in the AT&T/JA Worldwide Job Shadow Initiative, repairing playback machines for the visually impaired... this list could go on and on. Thanks to you, together we are making a positive impact in our communities.

As we begin 2010, we continue to focus on projects that make a difference in our hometowns and strive to increase our impact with help from new volunteers. In 2009, around 6,000 AT&T employees joined the Pioneers as new members, and we are excited about how their contribution of ideas and time can help advance our mission. Please help us welcome these new members and help us continue to recruit AT&T employees who are interested in giving back.

I also want to take the opportunity to recognize David Nichols who served as Chairman of the Board of the Pioneers on behalf of AT&T in 2009. We greatly appreciate his leadership and participation!

Yours in Pioneering,



Debbie Pyle  
Vice President, AT&T Pioneers

## calendar

February 2 Job Shadow Day  
February 26 & 27 Pioneers' Annual Meeting, Atlanta, GA  
February 28 Pioneers Scholarship Application Deadline  
April 18-24 Volunteer Week

For upcoming chapter events please visit [www.attpioneervolunteers.org](http://www.attpioneervolunteers.org) or go to the international website at [www.pioneersvolunteer.org](http://www.pioneersvolunteer.org) and visit VolunteerNow! to find out about all the exciting Pioneering projects and activities going on in your local area and across the United States and Canada.



## fundraising update

### Sustaining the Spirit of Service

The *Spirit of Service* painting of lineman, Angus MacDonald, braving a snowstorm to ensure telephone service, embodies the dedication of employees in our industry and of Pioneers. This enduring spirit - the commitment to ensure that the Pioneers' nearly century-long legacy continues for the next 100 years - inspires a special program that helps financially support our valuable work.

The *Spirit of Service Sustainer Program* offers Pioneers, friends and family an opportunity to support their local Pioneers with recurring monthly or quarterly gifts. Recurring payments can be made by electronic funds transfer (EFT) from a savings or checking account, or by using a credit card. As a *Spirit of Service* donor, you will truly 'sustain' your Pioneers by providing regular, reliable funds to support their programs in your area.

Beginning this year, gifts through this vital program will count toward special Pioneers Centennial commemorative rewards! See insert in this *PioneersPress* issue for details.

To become a Spirit of Service Sustainer, visit [www.pioneersvolunteer.org/donations/](http://www.pioneersvolunteer.org/donations/) or call 1-800-976-1914.

## AT&T Pioneers Lead 145-City Holiday Food Drive

Recently AT&T and the AT&T Pioneers teamed up with Share Our Strength (SOS) for a special holiday food drive. SOS is a leading national organization working to end childhood hunger for the 12.4 million children at risk in America.

Food banks and food-rescue organizations have seen increased demand during the current economic times. These facts motivated AT&T and Pioneers to host a 100 City Holiday Food Drive held from Nov. 12 to Dec. 18. The response to this call to service was overwhelming, with AT&T volunteers in over 145 cities participating in over 230 locations! This project generated interest across AT&T from both Pioneers members and non-members, many who have not participated in a project like this before. Several Pioneers also partnered with other organizations to support the project, like the Youth Performing Arts School in Louisville, KY.

Results are still being tallied - but so far, reports indicate 84,162 pounds of food delivered and over \$17,500 cash donated to benefit local food banks. Stay tuned for final results!

Also in support of this effort, AT&T contributed \$50,000 to Share Our Strength to support its mission of ending childhood hunger in America by 2015. Great job to all volunteers that were involved!

## AT&T Chapters Pilot New Project Structure

In fourth quarter, AT&T Pioneers in MS and NV piloted projects on behalf of the international Pioneers. The purpose was to take existing projects and modify them according to research that indicates prospective volunteers are particularly interested in one-day projects on the weekend that involve family and friends.

The Mississippi chapter led the project *Sparking Support for Soldiers and their Families* across four cities in their state. These Pioneers took a creative twist on this longstanding project by selling t-shirts "I supported Shoebox For Soldiers 2009" to offset costs. They also invited soldiers to work alongside volunteers who stuffed the care packages.

Silver State chapter spearheaded *Sparking a Clean, Green Planet* in Reno, planting almost 200 trees at area parks. The trees were donated from AT&T Real Yellow pages with the assistance of the National Arbor Day Foundation, kicking off the annual Phone Book Recycling campaign. Pioneers engaged new members in this project along with several other non-profit organizations and local governmental departments.

Both projects were successful thanks to great volunteers and support from AT&T state presidents of MS and NV - Mayo Flynt and Hal Lenox, respectively.

Want to receive Pioneers' information, news & Centennial updates by email?  
Register your email address today at [www.pioneersvolunteer.org](http://www.pioneersvolunteer.org)

## contact us

### AT&T Pioneers

208 South Akard Street  
Suite 100  
Dallas, TX, 75202  
[www.attpioneervolunteers.org](http://www.attpioneervolunteers.org)

To change a mailing address or notify us of a deceased member, please call AT&T's benefit provider, Fidelity, at 800-416-2363, choose the appropriate prompt or dial 0 to speak with a representative.

Please detach and return in the envelope provided

Gift Reply