



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

### Exclusive Deals from Life Line Screening

Pioneers has partnered with Life Line Screening to bring you two exclusive deals, created especially for our members.

**Know Your Number:** This screening is designed to predict your risk for 6 major chronic diseases: stroke, diabetes, coronary heart disease, congestive heart failure, COPD and lung cancer. You will receive a personalized report of your results that tells you what you can do to reduce your risks and how your risk compares to others of the same gender and age.

For the month of January, Life Line Screening is offering this package to Pioneers for only \$70. To schedule your appointment visit [www.lifelinescreening.com/PioneersKYN](http://www.lifelinescreening.com/PioneersKYN) or call 1-866-579-5104 and use priority code BKYN001. (Offer not available in the following states: NY, NJ, NH, MD, ME, TN, WY, RI, ND, SD, UT)

**Couples Sign-up:** With National Heart Month right around the corner, Life Line Screening is offering a \$20 discount to each couple that signs up for a screening by February 28, 2011. The screening package includes four of the most popular tests, along with a personalized report for you to share with your doctor.

To schedule your appointment, call 1-800-690-7485 and use priority code BTPC001.

## Pioneers Centennial Calendar Available for Purchase

As you flip through the pages of the 2011 Pioneers calendar, you can't help but feel a strong sense of pride and accomplishment. Starting with the cover photo of the first Pioneers meeting in 1911, when the 734 original members came together to create a bond between telecommunications employees that has lasted a century. The images in the calendar depict a broad range of occupations that have contributed to the success and history of our industry. The diversity, dedication and hard work they illustrate are synonymous with the core values of Pioneering. Pioneers impact our communities in powerful and positive ways and we intend to do that for the next 100 years.

The limited edition calendar is only \$15, which includes shipping and handling, and is a wonderful way to spread the word about Pioneering. Plus, every purchase helps support the vital community service work of your local Pioneers. To celebrate our Centennial, with every calendar ordered we are also including a Pioneers Address Book, absolutely free!

To order your limited edition Pioneers Centennial calendar visit us online at [www.pioneersvolunteer.org/calendar](http://www.pioneersvolunteer.org/calendar).



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



## Taking on Hunger Across North America

When a fierce blizzard hit the northeast coast in 1888, Angus Macdonald and his co-workers not only kept the lines of communication open between Boston and New York, they also trudged through the snow to bring food to travelers stranded on a train.

In that Pioneering spirit of service in our 100th year, we're planning a Pioneers International Centennial Project focused on hunger that will unite Pioneers across North America and fulfill our mission to effect immediate, tangible change in our communities. Hunger is increasing at an alarming rate and today one in eight people can't afford the food and groceries they need - a 50% increase since 2006. And hunger is especially prevalent among children.

As part of the Pioneers Centennial year, we will be encouraging all Pioneers units to participate in a fall weekend project to address the acute hunger issue - whether it be holding a healthy food drive, volunteering at a soup kitchen or delivering meals to ill or elderly shut-ins - the Pioneers International Centennial Project will underscore the need for nutritional foods that provide hungry people with healthy, balanced meals. As the year progresses, we will be sharing more details with you as they become available.

To ensure that you receive information about the Pioneers International Centennial Project and all Centennial communications, be sure that we have your email address. You can register your email at <http://pioneersvolunteer.org/emailregistration.aspx> or you can update your email at [https://www.pioneersvolunteer.org/profile/edit\\_profile.aspx](https://www.pioneersvolunteer.org/profile/edit_profile.aspx)

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## letter from the chairman

Dear Fellow Pioneer,

Thanks to the enthusiasm and commitment of members like you, Pioneers has reached our landmark Centennial Anniversary - 100 years of sharing the rewards and fellowship that come with volunteering to make a difference. We have achieved a century of making a positive, tangible impact in our communities and count on the Pioneers spirit to ensure that our highly valued work continues into the future.

Throughout the year, we will be celebrating our Centennial in countless ways. There will be an opportunity for everyone to participate in our first-ever Pioneers International Centennial Project and help ensure that families across the United States and Canada have access to nutritious food. (Highlighted in our cover story.)

There is an opportunity for each of our members to make a special Centennial gift to celebrate this momentous occasion. In addition, each gift you make will add up to special commemorative rewards that were developed to recognize your role in helping us reach this important milestone and inspire your continued participation to help us ensure the Pioneers legacy continues for many generations. (Learn more about how to make your special Centennial contribution in the Fundraising Update section inside.)

The telecommunications industry has made an everlasting impact on the lives of people. It continues to make an impact as it grows and changes every day. The same is true of Pioneering. You and your fellow Pioneers accomplish great things because of your commitment to making life better for the people of your community. That's a fact you should take great pride in. Just think of how many hearts we've touched through the past 100 years and how our own lives have been enriched in the process.

As we all come together during the Centennial, I want to say thank you to each and every one of you for the part you played in this momentous occasion. I look forward to celebrating 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 whose dedication and commitment to serving local communities truly made a difference over the past year. As we enter 2011, our Centennial year, the magnitude of what we have accomplished is amazing. From helping the troops to building houses to raising money for community organizations, it is apparent that Pioneers are as committed as ever to improving the quality of life for others.

Now that we have reached our Centennial, I encourage you to participate in this exciting milestone. AT&T Pioneers will be celebrating the Centennial by participating in an International Centennial Project - watch for details in the coming months. AT&T Pioneers chapters also have numerous projects planned that members can contribute their time and talents - which helps to continue our collective impact in local communities. Check with your chapter for more information.

I thank you and all of the Pioneers leaders for everything you've done to lead us into our Centennial year. Members like you make a difference every day and I encourage each of you to be a SPARK for Pioneers during our Centennial year. Make a commitment to get involved and give back!

Yours in Pioneering,



Vice President  
AT&T Pioneers

## calendar

<b>January 17</b>	MLK Day of Service
<b>February 28</b>	Pioneers Scholarship Application Deadline
<b>April 10-16</b>	National Volunteer Week
<b>April 22</b>	Earth Day
<b>May 7</b>	Join Hands Day

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 the Member Center to find out about all the exciting Pioneering projects and activities going on in your local area and across the United States.



## fundraising update Celebrate the Centennial with a Special Gift

As we enter our Centennial year, Pioneers across North America will join together to celebrate a truly momentous occasion - 100 years of fellowship, loyalty and service. The dedication and willingness to meet the needs of our individual communities through projects such as providing food for hungry families, park clean-up efforts, literacy programs for children and comfort kits for our soldiers overseas are just a few of the ways that Pioneers make a difference.

With the Centennial upon us, there is a once-in-a-lifetime opportunity for each and every Pioneer to make a special Centennial gift to celebrate our history and provide the support that is needed to continue the volunteer projects that truly make a difference in our hometowns.

From our earliest beginnings, Pioneers have identified and seized opportunities to make the world better by making a difference in peoples lives, one person at a time. Imagine how many lives we can change - imagine how many communities we can make stronger - when we each give a special Centennial gift.

The Centennial also provides a great opportunity to make a financial contribution even more meaningful with commemorative and memorial gifts.

To make your special Centennial gift, visit us online at [www.pioneersvolunteer.org/donations](http://www.pioneersvolunteer.org/donations)

## Pioneers Grant Program Sparks Change in 2011

To commemorate the Pioneers 100th Anniversary, twenty-one community grants were awarded through the Pioneers Volunteer Community Grant Program. The grants range in size from \$10,000-\$50,000 and span across communities in North America.

Congratulations to the twelve AT&T Pioneers Chapters awarded a Community Grant totaling nearly \$299,000! Throughout the 2011 Centennial year, Pioneers, families and friends will transform a basement into a technology center, restore a recreation center, plant trees, shrubs and flowers in county and state parks, install park benches and picnic tables, build a bird blind, assist and recognize veterans, enhance the education of youngsters, promote cyber-safety to students and seniors, and encourage students to become leaders in their communities and prepare for their futures.

Each and every Pioneer is encouraged to make a personal commitment to participate in at least one Pioneers project this year - 325,000 AT&T Pioneers making a difference.

For a list of current projects near you, visit <https://pals.pioneersvolunteer.org/vm/>. Check often - projects are being added each and every day.

## Book to Commemorate 100 Years of Pioneering

To celebrate our century-long journey, a commemorative edition publication is being created that will document Pioneers proud legacy.

Every Pioneer, past and present, shares an extraordinary bond. Pioneers have connected with each other to make positive changes, and this publication will celebrate this fellowship as well as our accomplishments. It will also help our members stay connected. In addition to documenting our history, this limited edition, Centennial book will include a directory of our members who choose to participate. Each member will have an opportunity to create a personal profile with biographical and contact information. Members will also have the opportunity to share their own personal experiences as a Pioneer, as well as submit a photograph with caption.

To purchase a copy of this book and/or provide a story, photo or your contact information for inclusion, call 1-800-488-9148 no later than February 28, 2011.

Want to receive Pioneers Centennial updates via email? Simply register your email address at [www.pioneersvolunteer.org](http://www.pioneersvolunteer.org) or provide your email address to [info@pioneersvolunteer.org](mailto:info@pioneersvolunteer.org)

## contact us

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*To change a mailing address, notify us of a deceased member, or if you have a question about Pioneers member benefits, please call the Pioneers Resource Center at 800-976-1914 or email us at [info@pioneersvolunteer.org](mailto:info@pioneersvolunteer.org)*

*Please detach and return in the envelope provided*

Gift Reply