



Pioneers stuff heart pillows which are used at local hospitals.

Become the **SPARK** of Change

Membership Matters

Pioneers Partnering with Life Line Screening

Life Line Screening, the nation's leading provider of preventive health screenings, has partnered with Pioneers to provide these potentially life-saving health services to our members while generating monies back in support of the Pioneer mission.

Five screenings involving the use of ultrasound technology are offered to help identify risk of stroke, vascular disease and osteoporosis. Pioneers, family members and friends have the opportunity to receive these convenient and easy-to-obtain health services at a price of \$135. These screenings, if done through a doctor's office or hospital, cost \$1,500 to \$2,000 on average. And it's convenient, you can choose to be screened in area churches, health clubs and other community spaces when it fits your schedule.

For more information, or to schedule an appointment, call 1-800-690-7485 toll free or visit www.LifeLineScreening.com/Pioneers to search and sign up for screenings in your local community.

If you are enrolled in other medical coverage, you may be eligible to obtain certain preventive screenings through your health care. Contact your insurance company for details if applicable.

Give a Gift That Keeps on Giving

The Pioneers Special Occasion Giving program enables you to make a financial contribution even more meaningful with commemorative and memorial gifts. Commemorative gifts are a great way to honor someone special or celebrate any occasion – an anniversary, birthday, wedding, veteran's holiday, graduation, or other special event. A memorial gift is a beautiful testimony to the meaningful life of a departed loved one, friend or colleague. Either can provide you with the perfect gift and support your commitment to Pioneering.

To make a gift in honor or in memory of someone special, simply provide Pioneers Headquarters with the name of the loved one you wish to honor when you make your gift. We'll send an acknowledgment of your thoughtful gift to the person you designate.

Special Occasion gifts are tax deductible and help ensure the legacy of Pioneering will continue for generations to come.



TelecomPioneers
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pioneer press

Official Newsletter of the Pioneers

Winter 2009 * Vol. 4, Issue 1



A Brand New Look ... for a New Era of Pioneering

Building on our proud history of community service, and leveraging the strengths of our loyal membership base, we are looking to the future and our 100th anniversary in 2011 with great enthusiasm. To ensure we are well positioned for the next 100 years, we will be starting the new year with some new goals and an exciting new look.



Naturally we turned to our Life and Regular members, as well as non-Pioneer employees of sponsor companies to get valuable insights regarding the future of Pioneering. Your input served as the basis for thorough research, and ultimately led to the establishment of four organizational objectives. We hope all members will take an active role in embracing these new endeavors to:

1. Refine our project and program focus and structure to give more volunteers greater flexibility by offering more one-day and week-end opportunities.
2. Refine our membership recruitment strategies to encourage more people to participate, and to provide an outlet for families to volunteer.

3. Re-engage our sponsor companies; and
4. Update our image and brand.

The new Pioneer logo shown to the left, with the traditional Pioneer triangle in the center of the 'spark of change' will be rolled out over the next 24 months. It was created along with our enhanced mission statement, to clearly tell the world who the Pioneers are ... an energetic, volunteer network that is ready for action.

We're counting on you to be part of this exciting new era in Pioneering.

Our Mission

Pioneers is a network of volunteers who effect immediate, tangible change in local communities, in partnership with their sponsors.



- Letter from the Chairman
- Pioneer Leadership Insight
- Buckle Bears Saving Lives
- Without a Shadow of Doubt

Letter from the President

Dear Pioneer,

On behalf of the 620,000 Pioneers across the United States and Canada, it is a pleasure to welcome Dave Nichols as Chairman of the Board.

Dave brings a wealth of experience as an industry leader and an enthusiasm for Pioneering to his new role. The Board of Directors has already begun working with Dave and is looking ahead with confidence to advancing the Mission of Pioneers under his direction.

As we welcome Dave, we also thank John McCullouch, our Immediate Past Chairman, for a job well done. During his two years in office, John served with a concern for the individual Pioneer and a commitment to strengthening the entire organization. We are grateful to John for his many contributions and are appreciative that he has pledged his ongoing support.

Sincerely,

Marty Lee, President, Pioneers

Letter from the Chairman

Dear Pioneer,

It is with great excitement that I begin serving as Chairman of the Pioneers organization. The Pioneers stand for what is good and positive within our communities and have shown their caring and determination repeatedly in community projects or disaster situations. I look forward to working with all of you to continue that tradition.

Like many of you, I have covered quite a bit of territory during my 28 years in the telecommunications industry. While each assignment carried a new challenge, there remained one constant: The volunteer work of Pioneers and their willingness to do what was needed.

As we move forward with a fresh approach supported by our new brand, we do so guided by the vision of my predecessor, John McCullouch. Pioneers have made tremendous strides under John's leadership and now it is up to all of us, working together, to build upon that foundation for success.

Sincerely,

David Nichols, Chairman, Pioneers

Pioneer Leadership Insight



Dear AT&T Pioneer,

As we listen to the news about the economy and see stories of people in need, it is heart-warming to know that AT&T Pioneers are actively out in our local communities helping people one by one. From preparing food baskets for families at the holidays, sending care packages to the troops, or decorating Christmas trees to spread holiday cheer, there are countless examples of Pioneers making a difference.

I've learned quickly that Pioneers have a fantastic knack for recognizing a need and then filling it. As we reflect on 2008 and plan for 2009, I challenge you to find additional ways to realize the Pioneer mission in your hometown. I also encourage you to reach out to your fellow employee or neighbor to join the cause and increase the impact of the Pioneer organization.

Thank you for all that you do to make a difference in the lives of others.

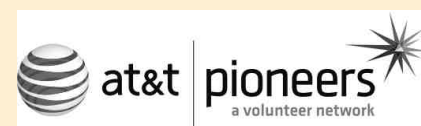
Yours in Pioneering,

Debbie Pyle
Vice President,
AT&T Pioneers

"We make a living by what we get. We make a life by what we give."

—Winston Churchill

Contact Us



AT&T PIONEERS
208 South Akard St., Floor 1
Dallas, TX 75202

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.

For general questions about Pioneering or Pioneer member benefits, please call the Pioneers Resource Center at 800-976-1914 or email us at info@telecompioneers.org



Pioneers give generously of their time to improve the community.

Buckle Bears Saving Lives

The Tennessee Highway Patrol (THP) contacted the President of the Nashville Life Member Club with a dire request. Save our Children.

After THP explained the need to eliminate instances of children riding unbuckled or unrestrained in vehicles, Pioneers responded with a resounding "Yes!"

The club set out to make enough "Buckle Bears" for each officer to have five bears to carry in their vehicles. The project goal was to create 1,000 bears complete with a hand-made seat belt and backpack containing a safety coloring book and crayons.

The goal was met when 1,000 "Buckle Bears" were presented to the THP in time for the kick-off of the THP's program, "Save the Children-Buckle Up!"

Troopers present the bears to children who are found to be improperly restrained or not buckled up at all, in hopes of encouraging child safety restraint usage.

The Nashville Life Member Club created this project, investing over 4,000 hours. The project also engaged others by sponsoring a "Stuff a Bear Day" in the lobby of the Nashville headquarters building, inviting AT&T employees and even tourists in Nashville to come by and stuff a bear.

Mark Your Calendar

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|---------------|---|
| Feb 26 -28 | Pioneers Annual Meeting |
| February 28 | Pioneers Scholarship Application Deadline |
| April 24 - 26 | Global Youth Service Days |

For upcoming chapter events please visit www.attpioneervolunteers.org or go to the international website at www.telecompioneers.org and click on Pioneer Links 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

Answer the Call Campaign Launches Early Spring

In February, Pioneers will be asked to Answer the Call. This is your chance to help expand our reach for financial support beyond our membership to include the communities we serve — a goal critical to our continued success as a public charity.

Pioneers will be telephoned and asked to volunteer to distribute pre-printed letters to individuals within their community to ask for a financial contribution in support of the Pioneers. It's a great opportunity to educate friends, family and others in our hometowns about how Pioneers meet our community needs through our volunteer projects or engage those who have been impacted positively through Pioneering.

Pioneers Headquarters located in Denver, CO, employs the assistance of Infocision, a leading provider of inbound and outbound call center solutions that specializes in non-profit fundraising. Gifts made in support of this campaign are tax deductible with 70% of the net proceeds distributed back to Pioneers to support volunteer work and projects in their local communities.

Help us expand our base of support by volunteering for this important campaign. If you are not phoned to participate and wish to, please call or email Kristine Mazzullo at Pioneers Headquarters at 303-571-9266 or kristinem@telecompioneers.org for your campaign kit.

Without a Shadow of Doubt

AT&T Pioneers know without a "shadow of doubt" the AT&T/JA Worldwide Job Shadow initiative has made its way into the heart of their chapters.

The initiative is a component of AT&T Aspire, focused on addressing the high school drop-out rate in the United States.

When the Pioneers were tapped to lead the administration of bringing 100,000 students into the real world of work, they immediately set out to make the 2008 fall kick-off a big success.

Chapters of AT&T Pioneers began working with Junior Achievement member offices last fall to plan for thousands of students coming into

AT&T offices. Job Shadow provides an opportunity for high school students to experience the workplace firsthand and to learn about the skills they will need to be successful on the job. The program will help inspire young people to finish high school and get ready to succeed in the careers of tomorrow.

Tiffani Evans, Area Manager External Affairs, Dallas, comments after a very successful event for students, "There is absolutely no way the job shadow partnership happens without Pioneer involvement!"

No matter the challenge ...
Pioneers deliver.
Thank you for your loyalty!



Please detach and return in the envelope provided

Gift Reply