



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](http://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.



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# pioneer press

Official Newsletter of the Pioneers

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## 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.



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## 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 Qwest Pioneers,

It is with great enthusiasm that I begin to serve my term as the Group Vice President for the Qwest Pioneers. I have traveled the last six months to meet many of you and participate in your community service activities. I am so impressed with your volunteer efforts and in the pride you display for being a Qwest Pioneer. I look forward to meeting more of you over the next year and helping to grow the Pioneer membership throughout the 14-state Qwest region.

This is an exciting time for Pioneering as the organization has introduced a refreshed logo and brand positioning to enhance our image, awareness and presence. This will help broaden the organization's purpose, reflect today's business environment and be more engaging to younger and potential members.

Please take a look at the new logos and watch the video by Marty Lee, President of Pioneers, explaining the Spark of Change branding. Go to [www.qwestpioneers.org](http://www.qwestpioneers.org). All of the logos are downloadable for chapter updating of materials, newsletters, etc.

Cindy Barnes-Pharr, Ph.D.  
Vice President,  
Qwest Pioneers

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

—Winston Churchill

## Contact Us



QWEST PIONEERS  
931 14th Street, Rm 1400  
Denver, CO 80202

Business: 303/624-8583  
Facsimile: 303/896-4982

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



Pioneers give generously of their time to improve the community.

## Go Green for Schools Gaining Results

Go Green for Schools is the Qwest phone recycling initiative that helps keep unused cell phones out of landfills. This effort reduces greenhouse gas emissions and raises money for public school districts and Pioneer-sponsored education initiatives.

To date, nearly 5,000 phones have been collected resulting in \$13,000 of cost savings and raising more than \$5,000 for education.

To help understand the environmental impact of such an effort, the EPA has developed a calculator that estimates the environmental and economic benefits of reusing and recycling mobile telephones using

common equivalencies.

Using this calculator, the results from August 18, 2008 to November 4, 2008 include: savings of electricity to power 12 U.S. households for a year; removal of greenhouse gas emissions equal to 9 passenger car on the road for a year; and removal of toxic materials equivalent to the weight of four bricks.

Learn more at [www.qwest.com/go-greenforschools](http://www.qwest.com/go-greenforschools)

## Mark Your Calendar

- |               |   |
|---------------|---|
| 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.qwestpioneers.org](http://www.qwestpioneers.org) or go to the international website at [www.telecompioneers.org](http://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](mailto:kristinem@telecompioneers.org) for your campaign kit.

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



Please detach and return in the envelope provided

## Qwest Pioneers Four-Part Focus

Qwest chapter leaders approved four key areas of Pioneer focus for 2009 at the Group Training in October.

Membership survey research conducted during the Pioneer re-branding effort showed that our members prefer to volunteer for a one-day project, preferably on the weekend, that includes family, work-group or team-building opportunities.

They also expressed a slight desire for small group experiences. This doesn't mean that your project has to be small, but that you try to create opportunities for people to work in smaller groups within a larger project. In general, people would commit to a one-day project

four times a year.

Qwest Pioneers quarterly events include: Easter Egg Hunt (1st quarter), Spring into Action where employees partner with Pioneers on Environmental events (2nd quarter), Back to School (3rd quarter), and Social Services including Food Banks and Support Your Troops (4th Quarter).

Gift Reply