



# The Pioneer Projects and Programs

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TelecomPioneers, 930 15<sup>th</sup> St. 12<sup>th</sup> Fl., Denver, CO 80202  
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## Message from the President

Pioneers actively support *Make a Difference Day*, *Groundhog Job Shadowing Day* and other similar events throughout the year. These are all worthy causes that benefit from our support.

Such opportunities enable Pioneers to develop partnerships with other community organizations and combine resources to better serve those in need. These events also help promote the work of the partner organizations and increase awareness of their areas of focus.

Pioneers also have a promotional opportunity every year during *Pioneer Week*. This special week was established in 1953 and occurs this year from Saturday Nov. 1 to Saturday Nov. 8. It is important to note that within *Pioneer Week* we annually celebrate *Pioneer Day* - which is always observed on Nov. 2, the date of our founding back in 1911.

*Pioneer Week* offers tremendous potential for our entire organization. It is a great time for membership drives and other internal events designed to showcase the people and the projects of Pioneers. It is an opportunity to renew or establish ties in the community and to engage local media.

Many chapters use *Pioneer Week* as an occasion to increase visibility by setting up information booths in common areas of sponsoring company locations or in shopping malls. Still others conduct week-long events, attracting attention with a menu of projects, or by featuring a different project every day. Of course, *Pioneer Day* is a perfect opportunity to share messages of our heritage and our tradition of service.

Just as we support others in their signature events, I remind you that *Pioneer Week* is *our* time to tell *our* story.

-Marty Lee, President, TelecomPioneers

## INSIDE THIS ISSUE

- 2 Foundation Fund & Dodd's Fund Designation
- 3 Playground Maps Update
- 4 Talking Books Update
- 5 Readers for Life Program
- 6 Alliant Pioneers Press Mention
- 6 SaskTel Pioneers Contest
- 7 PC & PUTR training schedules
- 8 Old Dominion in the Spotlight
- 9 Fire Safety Hug-a-Bears
- 10 October Madness
- 11 Project Updates & Newsletter Contest Results
- 12 Pioneer Updates & Resources

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### ***Schedule of Dates to Submit Your Pioneer Articles for Consideration:***

*September 25, 2008 for the October issue; Theme: Pioneer Day/Week Projects*

*October 24, 2008 for the November issue; Theme: Holiday Projects*

*November 21, 2008 for the December issue; Theme: Projects for the New Year*

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## Designation of Foundation and Dodd's Funds for 2008

*By Kari Biesendorfer, Program Director, TelecomPioneers*

The TelecomPioneers Board of Directors has voted to designate the money available through the Foundation and Dodd's funds to the purchase of *Power Up To Read* (PUTR) material. The decision has been made for the 2008 application year only, and not for subsequent years.

The Board believes the benefits of this decision include that it will support TCP's goals and objectives to market and grow the PUTR program, increase the brand presence of the groups in the local community, and increase volunteer participation and the number of books distributed to children.

To participate in this grant process, units are required to fill out the PUTR application form which can be accessed via the TCP web (under Awards) or via the following link: <http://www.telecompioneers.org/awards/awardslist.aspx> Applications must be submitted to the Group's Award Committee member on or before October 15<sup>th</sup>. Applications will be reviewed and approved at the group level by November 14<sup>th</sup>. Once the amount is approved, units will be informed of the amount they will be receiving and will need to submit the product order form ([Link to Product Order Form](#)) to Denver Headquarters on or before December 15<sup>th</sup>. Denver Headquarters will then submit the approved unit's order to Immedia Print (TCP's Printing Partner). Immedia Print will process the order and ship the materials directly to the unit at the address listed on the application.

If the cost of the material ordered including tax and shipping exceeds the allocated grant amount, Immedia Print will invoice the unit. Any unused grant money will be put back into the Foundation/Dodd's funds and awarded the following year.

Below are some examples of PUTR-based projects that would qualify for funding:

- Purchase of material to support the online program currently being used in schools/after school programs
- Purchase of books and/or CDs as rewards for users finishing the online program
- Purchase of books, bookmarks and/or CDs to fill Back to School Backpacks and/or Christmas Stockings
- Donation of books to libraries, community shelters, hospitals, etc.

If you have any questions, please feel free to contact Kari Biesendorfer, TCP Program Director.

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## WY-JO Council Takes on Playground Maps Stencils

*By Arvilla Walters, AT&T TelecomPioneers*

Kansas Chapter's Wy-Jo Council has stepped up to make and ship Pioneer Playground Map stencils. The stencils are \$150 each, plus shipping. Production will begin in November, but you can order now to get a jump on the 2009 map painting season.

For more information or to place your order, please contact Jason Dye: [jd272g@att.com](mailto:jd272g@att.com) or Marvie Shoemake: [marvieshoemake@sbcglobal.net](mailto:marvieshoemake@sbcglobal.net)

When ordering\*, please provide the following information:

Chapter/Council/Club Name

Ship to contact name and address

Invoice contact name and address (if different from mailing address)

e-mail address

Number of stencils being ordered

\* If being shipped to an AT&T location please specify building address (street, floor/dept.) and shipping recipient with phone number and e-mail, if available.



*Pioneers working on  
Playground Maps*

## Talking Books Program Transitions into the Digital Age

Talking books, long a critical communication link for more than 700,000 blind and disabled users, are making the transition to the digital age.

The goal is to transfer the 60,000 titles that the National Library Service (NLS) has on audio cassettes onto special digital flash drives and giving patrons new machines on which to play them.

"The library system is here because free public library service is a basic tenet of our society," says Judith M. Dixon, who is blind and navigates with the aid of a guide dog. "This program is providing access to people who would otherwise not have it."

Pioneers have partnered with the NLS and the Canadian National Institute for the Blind (CNIB) to repair talking books since 1960 and repair approximately 70,000 machines a year. To date, Pioneers have maintained more than 2.3 million players, a contribution valued at more than \$82 million.

A clinical psychologist, Dixon joined NLS 27 years ago and is a part of a team that has been working for nearly a decade to create a new generation of audio books. A digital cartridge can hold 46 hours of audio, versus the six-hour capacity of cassette tapes.

The transition is driven in large part by the fact that cassette tapes and players are quickly becoming a thing of the past. Going forward, it will be more and more difficult to locate spare parts need to refurbish broken players.

Going digital is just the latest change for a program that began by offering audio books on record albums in the early 1930's before adding cassettes in the 60's.

The new players have large buttons and a single built-in speaker. The digital cartridge is about the same size as a cassette tape.

Additional information on the NLS and CNIB can be accessed via: <http://www.loc.gov/nls/> or <http://www.cnib.ca>



*Digital Talking Book player and cartridge*

## Qwest Readers for Life Program

*By Cindy Barnes-Pharr, Ph.D., Corporate Social Responsibility*

The *Readers for Life* program is a project to help elementary students lacking in English language and reading skills. The program was started a few years ago in Washington State, and in 2008 Minnesota, Arizona, and Colorado Qwest Pioneers also participated.

### Overview

*Readers for Life* is a Qwest Pioneers project to help public school teachers and reading specialists get supplemental books for students who are struggling with their reading skills. Once a teacher expresses interest in the project, the Pioneers begin to work with that teacher to get individual class information, such as reading levels, number of struggling students, favorite authors, etc. Pioneers then place an order with the publisher for books that are enjoyable books aimed at encouraging reading. Over the past few years, we have seen that reading scores have risen in some schools that have adopted the program. An important part of this project has been the co-branding of the Pioneers and Qwest logos.

Basically the object is to provide a book to each child. The selected books are fun to read and help build vocabulary at the same time. These books are for kindergarten through 3<sup>rd</sup> grade students, although in some cases suitable for students up to 5<sup>th</sup> grade.

### Where to get the books:

Previous Pioneer groups have been using Random House as a supplier of the books, and others have used Scholastic Literacy Partnerships. Another option is to use the two books in TCP's *Power Up To Read* Program. The PUTR books are entertaining and educational for the children and offer a great opportunity for volunteers to work directly with students in the classroom.

### What schools to target:

Search on-line or contact schools directly to determine which might benefit most from the *Readers for Life* program. Selected schools are then sent letters which go to ESL teachers and reading specialists as well as the principal so they are informed. Books are offered based on the number of students in select classrooms. The books belong to the teacher, who then gives them to the students at the end of the year for them to keep.

### Books:

- When providing books for the school, you can approximate 70 books per class size of 55. This allows for students that arrive later in the year, and also gives teachers some extras to give out as rewards.
- Create a book list from the school. Some schools do not allow some books in the classroom unless they have been approved; others allow the teacher to make the judgment.
- Teachers say they like to receive the books in early January. When school starts in the fall, students are still learning English and how to read. By January they have a better grasp of some words and can receive a book as an award.
- Order books in November and print Qwest (or your appropriate) labels. Send a letter to the school about the update of the books.
- In January, meet to sort books and add labels to the books.
- Individual Pioneers then deliver the books to a teacher.
- This year, Qwest Pioneers will be using the *Power Up To Read* books in conjunction with this program. We will give the teachers the option of using our own PUTR books; these books are for 3<sup>rd</sup>- through 6<sup>th</sup>- graders, take a multi-cultural approach to storyline and characters, build literacy skills, and engage students in reading.

For more information about the program, or to read about the success of the Minnesota Chapter, visit:  
<http://www.mnpioneers.com/picture/readers%20for%20life/08%20rochester.htm>

## Aliant Pioneers Volunteers Help Students “Power Up”

*By Michael Sears, Manager, Aliant Pioneer Volunteers*

The Aliant Pioneer Volunteers are working one-on-one with students from the Beaverbrook School and the Alternate Education Site to help students improve their reading skills and comprehension through “Power Up To Read.”

Students met with volunteers twice a week for 3 weeks to work through a book, building stronger vocabularies and word-recognition skills. Both the students and the volunteers enjoyed the sessions working together.

Aliant has offered to train volunteers from the community to deliver the program next year, and will provide books for any students interested in the program.



## SaskTel Contest Drives Participation

The SaskTel Pioneers developed a program to drive participation by conducting a drawing for tickets to the October 25 Rider football game in Regina. The Riders are playing the Edmonton Eskimos and winning a pair of tickets is as easy as doing some volunteer work and reporting the hours.

Any hours submitted from Jan 1, 2008 until Oct 1, 2008 qualify. The more often hours are submitted, the more chances volunteers have to win. There are a total of 3 pairs of tickets that will be in the drawing. The winners will be announced before Oct 10, 2008.



We encourage Pioneers to attend training sessions that are being offered for the programs below. The sessions last about an hour and provide a high-end overview of the programs as well as a visual walk-through of the website features. Pioneers can obtain a username and password (if one has not already been assigned) to navigate and become familiar with the websites. The meetings are offered through WebEx and make great presentations for group meetings.

#### Project Connect Training Schedule- September:

Date	Time (Mountain)
Thursday, September 18, 2008	1:00 p.m.
Monday, September 22, 2008	12 p.m.

#### Project Connect Training Schedule-October:

Date	Time (Mountain)
Wednesday, October 1, 2008	9:00 a.m.
Friday, October 10, 2008	10:00 a.m.

#### PUTR Training Schedule-September:

Date	Time (Mountain)
Friday, September 26, 2008	10:00 a.m.

#### PUTR Training Schedule-October

Date	Time (Mountain)
Thursday, October 2, 2008	9:00 a.m.
Wednesday, October 16 <sup>th</sup>	Noon

To register for a WebEx training session please contact Kari Biesendorfer, Program Director, at 800-872-5995, extension 262, or e-mail: [kbiesendorfer@telecompioneers.org](mailto:kbiesendorfer@telecompioneers.org)

Each session is limited to 15 participants. After you have been registered for a session you will be e-mailed the meeting details. Please try to register at least 2 days in advance.

We will also work with you to schedule PC and PUTR demonstrations during your unit meetings. Please let us know which program you would like demonstrated and when you typically have unit meetings.

If you register for a meeting and you can no longer attend, please either decline the WebEx invitation or contact us to re-schedule for a later date and time.

## Old Dominion Pioneers in the Spotlight

*By Kimberly King, Chapter President, Verizon Chapter 43 Pioneers*

This fall marks the 28<sup>th</sup> year the Richmond Council has participated in the Alden Aaroe Shoe Fund drive to provide shoes to needy children over the Christmas season. The Salvation Army usually helps over 10,000 children in the Tri-Cities area each year.

Our *Domestic Violence* project continues, with over 800 items collected and delivered to Madeline's House, in our 5<sup>th</sup> year of sponsorship. This shelter operates strictly on donations and grants, so our donations are very welcome and usually arrive at a time of particular need.

For 29<sup>th</sup> year in a row, the Old Dominion Chapter of the Verizon TelecomPioneers will partner with Kings Dominion Amusement Park on Sunday, October 12, 2008 for Telecom Pioneer Family Day. This partnership enables us to sponsor and fund the majority of our philanthropic projects, such as the *Brighter Tomorrow* backpack campaign for children of domestic violence, and for us to supply computers and printers for local shelters, and playground and carpet maps, to just name a few.

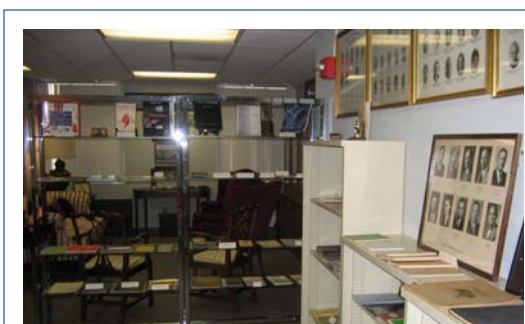
We also participate in and fund many diverse health and human services projects, which recently included supplying health kits to the victims of the Suffolk, VA tornados. We are always on the alert for ways to help provide assistance, whether through monetary or volunteer effort, to our local communities, and the Telecom Pioneer Family Day helps us achieve our goals.

Telephone Museum: The museum began assembly in 1991 in the back of the Pioneer Office in Richmond, VA. Dedicated retirees gathered exhibits, wired switchboards to phones, set up displays, cataloged items and finally opened in May of 1993 during the annual Old Dominion Pioneer Reunion.

Exhibits expanded over the years, with corporate contributions of equipment representing telephony over the years from Outside Plant, Central Office, PBXs and private homes. Photos, tools, paper records, manuals, and payroll cards represented a portion of items. Building signs, Vail Awards, photographs, newsletters and even some of a retiree's personal library were accumulated by 1999.

The museum was moved to the Grace Street building and re-opened there in the spring of 2005. Currently, the museum is open by appointment, by calling 800-423-3422. School class trips are always welcome, and funds are available to assist with the cost of school buses to transport students to and from the museum. Additional volunteers are always welcome.

*Pioneer Library*



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*For more information, please visit:*

[www.verizonolddominionpioneers.org](http://www.verizonolddominionpioneers.org)

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*Phone: 804-333-8102*

*Email: [hpycmpr@peoplepc.com](mailto:hpycmpr@peoplepc.com)*

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## Fire Safety Hug-a-Bears Project

*By Keith Jeffrey, President, AT&T Caddo Council*

The Louisiana Chapter of AT&T Telecom Pioneers has had a long-term relationship with various entities in the state relative to the creation and distribution of Hug-a-Bears. The chapter has always focused on helping children, particularly children who are hurting, traumatized from an injury, or traumatized due to the injury or death of a loved one. The emphasis is to get a Hug-a-Bear into the hands of the child as quickly as possible as the Hug-a-Bears seem to have a calming affect for the child. This year, the chapter chose to have a fire safety theme for the Hug-a-Bears. The intent of the chapter was to honor and recognize all of our fire prevention personnel, all of our emergency medical technicians, and all of our volunteer fire personnel.

This project has truly been a team effort embraced by all the councils and the Life Member clubs. The state has reported over 1,500 hours so far on this project. The project is done in phases including cutting squares of fabric, tracing and drawing faces, sewing the bears by machine, turning them inside out to show the outside of the fabric, stuffing the bears, and then sewing each bear by hand. One of the most rewarding parts of this project has been that many of the councils have worked together with the clubs to make this project a reality. This blending of Regular and Life Members has added to the success of this project.

To date in 2008, the Louisiana Chapter has created and distributed about 1,870 fire safety Hug-a-Bears in the state of Louisiana to the following entities:

- Opelousas city police
- Louisiana state troopers
- Mexican Family Mission
- Evangeline Oaks Nursing Home
- Amelia Manor Nursing Home
- Acadian Ambulance
- St. Martin Hospital in Breaux Bridge
- Doctor's Hospital in Opelousas
- Linda Ortiz Mission
- New Life Center in Opelousas
- Shreveport Fire Department
- Bossier City Fire Department
- Benton Fire Department
- South Bossier Parish Fire Department
- Desoto Fire District 3

This project has been very demanding, but it has also been very fulfilling. You can see that this project has the potential for touching thousands of lives in the state of Louisiana. The success of this project should be gauged by the people that contributed to it and the people that have benefited from it. We can state with some degree of confidence that all who helped prepare the Hug-a-Bears were winners, and all of the recipients of the bears should feel a little bit better - and that is what Pioneering is all about.



## *October Madness* and the International *Project Connect* Tournament are Back!

*TelecomPioneers wants YOU to participate!*

Last year, Tennessee Pioneers created and executed *October Madness*, TelecomPioneers' first online *Project Connect* tournament, introducing Pioneers all over to a new approach in using PC in the schools and communities. This award-winning project proved to be a great success in promoting PC and recruiting users!

The success of this project led to the PC-16, TelecomPioneers' first International online PC tournament, with students in 13 states and three provinces invited to participate.

This year TCP is combining the two projects to create two levels of a 2008 International *Project Connect* Tournament. In the first round (still called *October Madness*), students will compete on the state/province level to determine one state/provincial winner. The winning participants will advance to the International Tournament to represent their state/province and compete against all other state/provincial winners to find one International PC Tournament champion.

### State/Province level:

Six Rounds

9/25, 9/29, 10/2, 10/6, 10/9, 10/17  
10/20 (if necessary)

### National/International level:

Six Rounds

11/4, 11/6, 11/11, 11/13, 11/18, 11/20  
11/24 (if necessary)

### State/Provincial Prizes:

TBD per chapter

### National/International Prizes:

2 laptops

- 1 for winning student
- 1 for winning entity

3 savings bonds

- \$500 for 1<sup>st</sup> runner-up
- \$300 for 2<sup>nd</sup> runner-up
- \$200 for 3<sup>rd</sup> runner-up

This award-winning project is a great way to market and promote *Project Connect* to schools, extracurricular clubs, community centers, etc. The teachers and the students benefit from PC, and participants get especially excited at the opportunity to compete against other participants from all over the U.S. and Canada!

To view October Madness, please visit: [www.octobermadness.net](http://www.octobermadness.net) for brackets, rules, and general information.

To find out more information and/or to participate, please contact your group coordinator, or:

Kari Biesendorfer, Program Director

Phone: 303-571-9262

Email: [kbiesendorfer@telecompioneers.org](mailto:kbiesendorfer@telecompioneers.org)



## Pioneer Project Updates

**Reminder:** TelecomPioneers Awards applications and grant applications are due October 15, 2008!

All award/grant guidelines and applications can be found at the TCP website:

<http://www.telecompioneers.org/awards/awardslist.aspx>

### 2008 Power Up To Read leads

Back in May, Bekah Wyman, Program Coordinator for TelecomPioneers, and the Georgia Pioneers attended the International Reading Association (IRA) conference in Atlanta, GA and hosted a booth. At this convention, 454 leads were gathered as potential users of PUTR. The leads were broken up by state and sent to their respective state leaders to distribute for follow-ups.

If you have not been able to follow-up with the distributed leads, please let TCP know what we can do to support you. Also, please let us know if you are interested in obtaining leads gathered for PUTR.

### NOW ANNOUNCING...

TelecomPioneers has started a *Power Up To Read* blog for Pioneers. This is a forum where you can ask questions, find support, and exchange information with other Pioneers about implementation and strategies, as well as support each other.

The blog can be found at <http://www.putrblog.blogspot.com/>

### Highlight Your Chapter, Club, or Council!

TelecomPioneers always welcomes articles for the *Projects & Programs Periodical*. This is a great opportunity to share your amazing projects with other Pioneers! Please submit all articles to be considered for the October issue no later than September 25, 2008.

## Newsletter Contest Results

How it works: There will be a clue for a "code word" or "code phrase" under the **Pioneer Updates** section of the *Pioneer Projects & Programs Periodical*; the word or phrase answer to the clue can be found in an article in the newsletter. After you find the answer, just click on the link to enter your answer by the last day of the month. Correct answers are eligible for the monthly drawing for a \$25 gift card to Amazon.com.

#### August Newsletter Contest Clue:

How did Baldy Tait earn the nickname "Mr. Pioneer"?

#### August Newsletter Contest Answer:

Baldy became so well known for his Aliant Pioneer Volunteers activities in his native New Brunswick, Canada, that for many years he was known as "Mr. Pioneer."

#### August Newsletter Contest Winner:

Congratulations to Paulette Dawson, AT&T Indiana Chapter! Please look for this month's clue under the Pioneer Updates section to enter the contest!

## Pioneer Updates

### Newsletter Distribution

If you would like to be added to the newsletter distribution list to receive the *Programs & Projects Periodical* directly, please e-mail a request to:

Kari Biesendorfer, Program Director  
[kbiesendorfer@telecompioneers.org](mailto:kbiesendorfer@telecompioneers.org)

### Spotlight Your Chapter/Club/Council!

We would like to thank all our Pioneers for their contributions and their efforts to better their communities! We appreciate all of our Pioneers' dedication and passion for the Pioneer mission. TCP wants to hear your stories about Pioneers and all they do! If you would like your chapter (or a fellow Pioneer) to be highlighted in an issue of the *Pioneer Projects & Programs Periodical*, please e-mail us and tell us why your chapter (or your Pioneer nominee) should be in the spotlight!

Kari Biesendorfer, Program Director  
[kbiesendorfer@telecompioneers.org](mailto:kbiesendorfer@telecompioneers.org)

### September Newsletter Contest Clue:

**How did the PC Tournament originate?**

Submit your answer by September 30<sup>th</sup> 11:30 pm (Pacific Standard Time):

[http://www.surveymonkey.com/s.aspx?sm=u8QVapkAhBIBPBh2tcnm4g\\_3d\\_3d](http://www.surveymonkey.com/s.aspx?sm=u8QVapkAhBIBPBh2tcnm4g_3d_3d)



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## Resources

Who do I contact if I need IT support?

Contact TCP's helpdesk by going to  
[www.telecompioneers.helpdeskconnect.com](http://www.telecompioneers.helpdeskconnect.com)



<http://www.attpioneervolunteers.org/>

General contact address for AT&T Pioneers:  
 130 E. Travis, Suite 350  
 San Antonio, TX 78205



<http://www.verizonpioneers.org/>



<http://www.qwestpioneers.org/>



<http://newoutlookpioneers.org/>



<http://aliantpioneers.com/>



<http://www.sasktelpioneers.com/>

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