



Pioneers stuff heart pillows which are used at local hospitals.

Become the **SPARK** of Change

## Membership Matters

### Spotlights Members Make a Difference

Have you registered your email to receive the *Pioneer Projects & Programs Periodical*? Each issue of this publication, also known as *P4*, is packed with Pioneer project information and updates from Pioneers Headquarters. Read about the latest international Pioneer program initiatives and keep up on ideas and resources that can assist Pioneers in making a difference locally.

You'll also find articles on Pioneer best practices for implementing volunteer projects, and reports from active Pioneers sharing their success stories from the field. *P4* celebrates and motivates our worldwide network of volunteers. To be added to the distribution list, visit [www.telecompioneers.org](http://www.telecompioneers.org) to register your email address.

## 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.

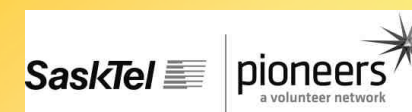
Special Occasion gifts are tax deductible and help ensure the legacy of Pioneering will continue for generations to come.



 **pioneers**  
a volunteer network  
Telecompioneers  
930 15th Street, Suite 1200 • Denver, CO 80202

**pioneer  
press**  
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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 weekend 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 McCullough, 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 McCullough. 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 SaskTel Pioneers,

We begin the New Year on a positive note, with a fresh approach to volunteerism that combines the strength of our heritage with the potential for future growth. That growth will come in many forms, from how we recruit new members to the services we provide in our communities, to the relationships we continue to develop with our sponsoring companies.

Here in Canada, there has also been a change in leadership as Allan Miller and Boyd Summers, after five years as our leaders, pass the torch to me. Allan and Boyd have been loyal ambassadors of this organization and have served us well. We wish them all the best -- knowing they will never stray too far from their friends in Pioneering.

Having been well prepared by Allan and Boyd and the many fine Canadian Pioneers, I look forward to this exciting new challenge and to working with all of you as we "spark change" throughout this great country.

J. Michael Sears  
President,  
TelecomPioneers of Canada

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

—Winston Churchill

## Contact Us



TelecomPioneers of Canada  
National Office  
PO Box 880  
Maritime Centre  
Halifax, NS B3J 2W3

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.

## Poverty Views & Voices

SaskTel Pioneer Terri Sleeva is helping to raise awareness of women living in poverty by supporting the Prairie Women's Health Centre of Excellence (PWHCE) PhotoVoice project.

Overall, the initiative hopes to promote a critical reappraisal of the public policies that effect the economic security and social inclusion and exclusion of people living in poverty.

The PhotoVoice Regina exhibit, which features the work of Ms. Sleeva, is on display at the SaskTel Head Office and was made possible by the SaskTel Pioneers.

According to Ms. Sleeva, the goal of

the project is to "put poverty on everyone's radar. We need to teach people that poverty is prevalent in our society."

Twelve Regina women participated in this project. They took photographs and wrote text to accompany their pictures -- their storytelling becoming a complement to their visual images.

Through the project the women received some training in the use of a camera and how to critique photographs. The women participated in discussions about their photographs and determined what messages they wanted to convey.

## 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.sasktel-pioneers.com](http://www.sasktel-pioneers.com) 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

### Sustaining the Spirit of Service

The image of lineman Angus MacDonald braving a snow storm to ensure telephone service, as captured in the famous Spirit of Service painting, embodies the true dedication and tenacity of those who have served as an employee of the telecommunications industry and Pioneers. It is this enduring spirit, the commitment to ensure that the legacy of Pioneers continues for generations to come, that has inspired a new program to help financially support Pioneering.

The Pioneer Champion Spirit of Service sustainer program offers Pioneers, friends and family an opportunity to support their local Pioneer efforts with reoccurring monthly or quarterly gifts at whatever level is comfortable. Reoccurring payments may be set up by electronic funds transfer from a

savings or checking account or by providing a credit card number.

Pioneer Champions truly 'sustain' the Pioneers by providing regular and reliable funds that the organization can depend on to support the critical work of Pioneer volunteers in your local community. Such contributions enable Pioneers to continue to respond to a range of needs, from providing disaster relief to ensuring that children receive a quality education.

To learn more about how you can become a Pioneer Champion, call the Pioneers Resource Center at 800-976-1914 or visit: [www.telecompioneers.org](http://www.telecompioneers.org).

## Operation Lest We Forget

Pioneers recently partnered with the Central Saskatchewan Military Family Resource Centre (CSMFRC) to help our soldiers and Saskatchewan families who have members serving abroad with "Operation Lest We Forget."

The project involves Pioneers gathering items from the "Wish List for our Troops," which is an inventory created by CSMFRC. The items range from playing cards and CD's to Saskatchewan Roughrider and Regina Pats paraphenalia, and of course Timmy's gift certificates, so the soliders can take advantage of the on-base Tim Horton's. They will also be looking for items for the Dundurn Family Resource Centre.

As part of the 2008 Pioneer Annual

Training Session, Pioneer executive leaders also had the opportunity to meet and speak with some of the soldiers and their families who are currently on the Dundurn base and learn about some of the preparations undertaken before deployment.

Deborah Harris, Chapter 59 Vice President, believes that, "By educating our leaders from around the province, it is our hope that they in turn take information gathered at the training session back to their clubs, and filter into the communities where they live and work."

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



Please detach and return in the envelope provided

Gift Reply