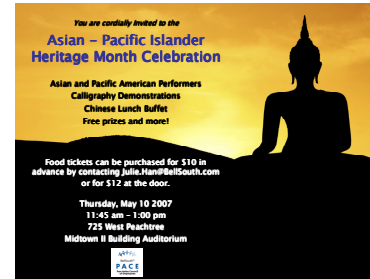




## PACE Asian/Pacific American Heritage Month Celebration

May 10<sup>th</sup>, 2007, Midtown 2 Auditorium, Atlanta, Georgia

The US Congress and the President has designated May as Asian/Pacific American Heritage Month (APAHM). In recognition of APAHM, the PACE (Legacy BellSouth Asian diversity group) held a Lunch Celebration on Thursday May 10<sup>th</sup> at the Midtown 2 Auditorium. The lunch celebration recognizes the contributions and culture of the Asian community in Atlanta.



Belinda Grant Anderson (VP-HR-Leadership Dev & Diversity) gave the keynote speech. She highlighted the new AT&T's commitment to inclusion and diversity. She stressed that "Diversity is about counting heads. Inclusion, on the other hand, is about making heads count." Five percent of AT&T's workforce (300,000+) is of Asian heritage. In addition, AT&T recognizes 10 different employee resource groups (ERGs) and has supported both national and local Asian organizations.

Belinda also spoke on the global aspect of AT&T being in many different countries and having a multicultural work force. AT&T markets their products and has in-language services in 7 Asian languages. Belinda provided some insight - "The Asian market will climb to 15.5 million consumers by the year 2011, which will be five percent of the U.S. population. Nationally, the Asian market's buying power will reach \$622 billion, representing an increase of 434 percent since 1990. These figures clearly show why the Asian American market is so important to our business."

Norman Chu (*PACE* president – Legacy BellSouth) provided an update about the *PACE* progress in merging with the *Asians Pacific Islanders for Professional and Community Advancement (APCA)* group. *APCA* is one of the ten company-recognized employee resource groups that are open to all our employees. The current *PACE* board hopes to finalize the merger integration with *APCA* in the next month.



Highlights of the APAHM lunch celebration included five performances from different Asian cultures. The event started off with the traditional Lion dance offering respect, good luck, and wealth to everyone. The Chinese Dance Company performed the Bamboo Forest



Rain dance from the Dai ethnic group in Southern China. The Indian dancer performed the Bharatanatyam dance which is a classical dance form that originated from the state of

Tamil Nadu in Southern India. The “Tinikling” bamboo dance, the National dance of the Philippines, was performed by the local Filipiniana Dance Troop. The event closed with the Korean Samulnolee drum performance.

Attendees enjoyed the dances and trivia contest and, overall, the feedback has been very positive. This event would not have been possible without the help of the many PACE members and volunteers. We hope to have this again next year with the added support and membership of APCA

