



Asian Pacific Islanders for Professional and Community Advancement (APCA) Year 2007 Accomplishments

Corporate Partnerships and Initiatives

Collaborated with AT&T West's Asian Markets Group and represented AT&T in the Oakland Chinatown and the San Francisco Lunar New Year Festivals (February)

Collaborated with State of California's AT&T Regulatory & Constituency Relations to represent AT&T at several community events:

- Attended Museum of African Diaspora Gala Event in San Francisco (March)
- Attended Self Help for the Elderly Gala Event in Burlingame (June)
- Attended Keiretsu Forum hosted by AT&T West President Tim Harden (July)
- Participated in Project Open Hand Plate to Plate Fundraiser at AT&T Park, San Francisco (August)
- Helped staff the Black Chamber of Commerce event in San Francisco (August)
- Volunteered at the AT&T booth at the Oakland Chinatown Street Fest (August)
- Accepted plaque given to AT&T for company's \$7,500 donation for computers at the Oakland Chinatown Library (September)
- Attended the Mabuhay Alliance Conference in San Diego (October)
- Attended fundraiser for California State Assembly Member Alberto Torrico (December)

Collaborated with AT&T External Affairs to represent AT&T at several community events:

- USPAACC CelebrAsian Business Opportunity Conference 2007 in San Francisco (May)
- LEAP Annual Awards Dinner in Los Angeles (July)
- Vibha 5K Walk in Atlanta (September)
- Asian Business Association Annual Awards Event in Los Angeles (October)
- Diversity Summit Conference in San Diego

Held "meet and greet" meeting with Texas State Representative Hubert Vo in Houston. Meeting was co-hosted by APCA Houston Chapter, HACEMOS Houston Chapter, and the Houston AT&T External Affairs team. (September)

Participated in the letter-writing campaign in support of U.S. Congressional Bill to keep moratorium on taxing the Internet. In November, Congress voted for a 7-year extension of the moratorium. (October – November)

Participated in Vice President – GM sponsored Dragon Boat race in Long Beach. Partnered with AT&T External Affairs to showcase AT&T consumer products and wireless phones and generate ERIC referrals. Veterans from the Go For Broke National Educational Center also participated. (July)



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Participated in Dragon Boat festivals and races in Atlanta. Partnered with AT&T External Affairs to showcase AT&T consumer products and wireless phones and generate ERIC referrals. (September)

Completed merger process with legacy BellSouth Pan Asian Council of Employees (PACE). To ensure smooth transition and integration of PACE membership into existing APCA structure, the APCA National Board created and filled a PACE Integration Vice President position on the National Executive Council and the National Board to represent PACE membership on related integration issues. Formed new APCA chapter in Atlanta (October)

Launched new APCA chapter in Illinois (July)

Community Support

Hosted Perspectives 2007 National Conference and Awards Banquet on Sept. 28-29 in San Diego. This year's two-day event brought together attendees from AT&T, the community, and other corporations on the theme, *Culture Flavors the Rice*.

The event included the following:

- Golf and social mixer that raised money for the Scholarship Program
- Lunchtime panel discussion on the convergence of media and technology with panelists from AT&T and the local San Diego media organizations, and moderated by Lee Ann Kim, San Diego Asian Film Foundation (SDAFF)
- SDAFF and Leadership Education for Asian Pacifics (LEAP) conducted conference workshops on networking, interviewing, career development, and the power of film
- Evening awards banquet recognized outstanding corporate and community leadership, and member achievement. Highlights included presentation by Tim Harden, AT&T West President, and by Yul Kwon, Management Consultant and Winner of *Survivor: Cook Islands*.
- Bone marrow drive conducted by Asians for Miracle Marrow Matches (A3M) provided helpful information and resulted in 37 new registrants, a 25% take rate that exceeded their usual 10% take rate.
- Silent Auction and golf tournament raised \$4,700 in scholarship money

Granted \$6,500 in Scholarship Awards to eight graduating high school students in 2007 (June)

Conducted several Holiday Toy and Clothing Drives (November – December):

- Holiday Toy Drive in San Ramon. Delivered 236 gifts to needy students at Yuk Yau Child Development Centers in Oakland
- Holiday Toy Drive in San Francisco. Delivered 120 gifts to needy students at Joy Lok Family Resource Center in San Francisco



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- Holiday Toy Drive in Los Angeles. Collected over \$675 in gift cards and many presents for the Center for Pan Asian Family organization
- Holiday Drive in San Diego. Collected toys, clothing, and food for Union of Pan Asian Communities for the sixth year

Successfully solicited AT&T for Community Sponsorship for the San Diego Asian Film Foundation Festival. In addition to featuring the latest Asian American films, the event was highlighted by a star-studded awards night including actors George Takei, John Cho, and Tamilyn Tomita, and Perspectives 2007 keynote speaker, Yul Kwon. (October)

Provided staff augmentation for the Diversity Career Fair Booth at the 21st annual National Association of Asian American Professionals (NAAAP) National Convention in Atlanta (August)

For the fifth year, volunteered to serve meals at the Asian Senior Christmas Luncheon in Houston (December)

Volunteered at Dresden Elementary School, Habitat for Humanity, and the Rainbow Heights Retirement Community in the Atlanta area

Partnering by APCA Southern California with Union of Pan Asian Communities (UPAC) to provide opportunities for mentoring and leadership development for aspiring and/or at-risk students (April – May)

Partnered with other AT&T employee resource groups and supported several community groups in Washington, D.C. including the American Cancer Society, Marines from Iraq, and Children's Hospital (May – June)

Provided financial support for community organizations, Go For Broke National Education Center's Hanashi Program, and the PASACAT Asian Pacific Arts Company

Helped to plan and also attended LEAP's First Annual Asian American and Pacific Islander Leadership Community Conference in the San Francisco Bay Area. Networked with community members and employees at other San Francisco Bay Area companies. Attended workshops on leadership, communications, personal brand, mass media, networking, and mentoring (November)

Generated \$14,083.14 in revenue from 11 ERIC referrals

Donated a total of \$4,720 to nonprofit community organizations in 2007



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Cultural Education and Membership Enrichment

Hosted special event on leadership and teaming with Yul Kwon, Management Consultant and Winner: CBS *Survivor: Cook Islands* Program in San Ramon. Co-hosted bone marrow drive with the Asian American Donor Program (AADP), resulting in 23 new registrants and more than \$1,000 in donations. (June)

Provided ongoing networking opportunities and leadership training for APCA members with Corporate Asian American Employee Network (CAAEN) in the San Francisco Bay Area. Two APCA members graduated from the 2007 CAAEN Leadership Training Program (August)

Helped plan and made “best practices” presentations at the second annual Corporate Asian American Employee Network (CAAEN) Leadership Summit in Oakland (October – November)

Sponsored APCA Lunar New Year luncheons in Phoenix, San Ramon, and San Francisco, which were open to all AT&T employees to enhance cultural enrichment (February)

Celebrated our culture and heritage through various Asian cultural events during Asian Heritage Month in Atlanta, Middletown, San Francisco, San Ramon (May - June)

Held several cultural events, international festivals, guest speaker events, and membership drives in Atlanta, Middletown, Phoenix, and Tempe (March – November)

Attended AT&T employee resource group events including Community NETwork’s White Linen event (April) and FACES’ annual dinner and awards event (November). Also supported events by Spectrum and HACEMOS.

Participated in Dragon Boat festivals and races in San Francisco and Tempe. Promoted cultural awareness and networked with other corporate and community organizations. (March and August)