

**APCA Member Conference Call  
May 14, 2009  
Minutes prepared by Mae Jean Go, National Secretary**

**In attendance:**  
**National Officers:** David T. Lin, Carol Tagayun, Arlene Lum, Suwathin Phiansunthon, Mae Jean Go  
**Chapter Presidents:** Norman Chu, Larry Uno, Atul Jani  
**Advisory Board:** Floyd Mori  
**APCA Directors and Members:** Tod Cruz, Randy Okamura, Chuck Salcido, Prasad Atluri, Derek Richardson, Jackson Liu, Julie Han, Debbie Ichiriu, Brajesh Mishra, Ana Cabato, Gary Sablan, Joyce Shaffer, Christina Mo, Derek Richardson, June Tom, Ebrahim Keshavarz, Rebecca Laguana-McHugh, Julie Han, Sammy Hui, Tony Orlando, Alan Law

Agenda Item	Discussion	Action Taken	Action Pending
<b>Welcome and Introductions (David)</b>	<ul style="list-style-type: none"> <li>• David welcomed everyone to the meeting.</li> <li>• We want dialogue with our members and welcome your suggestions.</li> <li>• He provided an overview of the agenda, introduced our national officers, and chapter presidents in attendance.</li> </ul>		•
<b>Advisory Board (Carol)</b>	<ul style="list-style-type: none"> <li>• Carol provided a brief overview of the Advisory Board, roles and responsibilities, and mentioned quarterly conference call meetings.</li> <li>• Local chapters are encouraged to meet with advisors who are located in their area.</li> <li>• Floyd Mori, one of our advisors, gave a brief introduction. He is a former mayor of Pleasanton, CA. He's currently the National Executive Director for JAACL, the oldest Asian American organization in the US. JAACL has 113 chapters throughout the US.</li> <li>• David commented that we have 7 advisors who are SVP's within AT&amp;T. All advisors support our diversity initiatives and our ERGs.</li> </ul>		•
<b>2009 Strategy, plans, and goals (David)</b>	<ul style="list-style-type: none"> <li>• David provided an overview of our strategy, plans, and goals.</li> <li>• APCA has had a long history with its predecessor organizations, 4A, ACCA, and PACE. We're now one organization as APCA.</li> <li>• APCA seeks to provide value to its members through professional and personal development, networking opportunities, and community outreach.</li> <li>• We have 5-year goals in the areas of membership, chapters, programs, organizational, and financial.</li> <li>• Suwathin will post David's presentation slides at our APCA Web Site so they can be downloaded by our members. To view, go to <a href="http://www.apca-att.org">http://www.apca-att.org</a></li> <li>• Question: Why do we need to collect membership dues at the local chapter level?</li> </ul>		•

	<p>Why doesn't the National Board use conference calls rather than meeting in person?</p> <ul style="list-style-type: none"> <li>• Answer: It's important for the National Board to meet annually face-to-face. This is a good investment and allows for more effective teambuilding and communication. Members use their personal time when they meet.</li> <li>• Question: As a 501c3 organization, is APCA allowed to apply for grants? Can any member send a proposal for a grant?</li> <li>• Answer: Yes. Send your ideas about possible grant proposals to David Lin, APCA National President <a href="mailto:dl2128@att.com">dl2128@att.com</a></li> <li>• Question: It's hard to get new members. The membership fees seem to be a barrier for prospective members.</li> <li>• Question: Membership recruitment is difficult. Many of the recruitment activities require money that's hard to get.</li> <li>• Answer: We appreciate the input. Our experience with fundraising is that it takes every member. Word of mouth is best. If we're excited and believe in what we do, that will really help. We can do it. It takes each of us to do it.</li> </ul>		
<p><b>2009 Scholarship Program (June)</b></p>	<ul style="list-style-type: none"> <li>• This year we had 29 volunteer judges who helped with the program.</li> <li>• We awarded 13 scholarships this year.</li> <li>• We'd like to automate the application submission process and are looking for volunteers to help develop this.</li> <li>• If you'd like to volunteer to help, contact June Tom, Chair of APCA Scholarship Program <a href="mailto:jt5243@att.com">jt5243@att.com</a></li> </ul>		<ul style="list-style-type: none"> <li>•</li> </ul>
<p><b>Membership Recruitment Promotion (Carol)</b></p>	<ul style="list-style-type: none"> <li>• Membership promotion starts now and goes through Aug. 31.</li> <li>• Bring in a minimum of 10 new members to be in the contest. Prizes will be awarded to the top recruiter for new members.</li> <li>• For more info about the membership recruitment promotion, visit the APCA Web Site <a href="http://www.apca-att.org">http://www.apca-att.org</a></li> <li>• Question: Who is eligible to become an APCA member?</li> <li>• Answer: Active employees and retirees of AT&amp;T are eligible for membership as general members and Lifetime active members. Former employees of AT&amp;T can also become members as long as they do not work for a competitor.</li> <li>• For more information, see the APCA National Bylaws, Article III: Membership and Dues. Visit the Governance page at the APCA Web Site and download a copy of the bylaws <a href="http://www.apca-att.org/governance.html">http://www.apca-att.org/governance.html</a></li> </ul>		<ul style="list-style-type: none"> <li>•</li> </ul>

<p><b>APCA National Awards Banquet in September (Norman)</b></p>	<ul style="list-style-type: none"> <li>• The national awards banquet is tentatively scheduled for Saturday, Sept. 19, in Atlanta. Save the date and plan to attend.</li> <li>• We'd like to showcase APCA's value, highlight our accomplishments, and provide recognition. We plan to include entertainment and promote cultural awareness. We'll include a fundraiser with a silent auction.</li> <li>• We're looking for volunteers to help with committees, sponsorships, and donations to the silent auction.</li> <li>• If you'd like to volunteer to help, contact <ul style="list-style-type: none"> <li>○ Norman Chu, APCA Atlanta Chapter President <a href="mailto:nc0912@att.com">nc0912@att.com</a></li> <li>○ Julie Han, APCA Atlanta Chapter Treasurer <a href="mailto:jh2052@att.com">jh2052@att.com</a></li> </ul> </li> </ul>		<ul style="list-style-type: none"> <li>•</li> </ul>
<p><b>Discussion (All Members)</b></p>	<ul style="list-style-type: none"> <li>• Question: Getting membership dues is a challenge. Can we look into other revenue sources such as sponsorships?</li> <li>• Answer: Yes, the National Board will look into other sources.</li>   <li>• Question: Diversity, Inc. recognizes companies for their diversity. AT&amp;T used to be recognized in the top ten for Asian Americans but not this year. Can APCA help?</li> <li>• Answer: David Lin will talk with the National Board and the corporate diversity team. We'll discuss how APCA could help.</li>   <li>• Question from Rebecca: I'm located in the state of Washington. I saw a flyer in our lunchroom about this meeting. I'd like to talk to the national officers about looking into getting more members here or starting a new chapter.</li> <li>• Answer: David Lin will follow up with Rebecca. If other employees would like to get more info about APCA, contact David to set up a meeting.</li>   <li>• Question: Many of us work with team members in other states. Does APCA offer anything that will help us learn how to reach out to other APCA members as well as get coaching and practice in networking?</li> <li>• Answer: Yes, APCA offers many opportunities for volunteers to help in working on events. Members can learn new skills and work in a non-threatening environment. They also get to meet others across many business units and can enhance their networking skills.</li> </ul>		<ul style="list-style-type: none"> <li>•</li> </ul>
<p><b>Next APCA member conference call (David)</b></p>	<ul style="list-style-type: none"> <li>• Question: Do we plan to have more member conference calls?</li> <li>• Answer: We're planning to have quarterly conference calls. We'll send out info soon on the next conference call meeting.</li> </ul>		<ul style="list-style-type: none"> <li>•</li> </ul>