



NEW HORIZONS

The National Newsletter of HISPA

Issue 2

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Message from the President

By César Bocanegra
Exiting National President

By the time you read this, HISPA will be beginning a new chapter in its life by preparing for the SBC/AT&T merger and the resulting changes that will occur. You will also have a new President.

I would like to take this opportunity to extend to all of you my thanks and deepest appreciation for everything you have done for this organization and the support that you have shown for me personally.

Being President of HISPA means long, unpaid hours of work, but it is also very satisfying to help strengthen such a worthwhile organization. The reward and payoff came when I had the pleasure to meet some of you or when I heard about all of the success and community involvement activities the local chapters have attained. I have been truly blessed by strengthening my relationships with old friends and making new ones.

Together we have collectively created something special in HISPA and I look forward to the exciting changes that will take place as SBC and AT&T join forces. We are positioned to create a world-class Hispanic-serving organization focused on helping its members and the Hispanic/Latino youth of today, and I have no doubt that that is exactly what we will do. And, even though I will no longer lead HISPA, I will be close by to support your new leadership.

Remember, as members of HISPA, we are all part of the decision-making process that will determine HISPA's future. Please stay informed and educated as to what those changes will be and participate actively in shaping those changes.

HISPA is committed to serving the needs of our membership. That is why HISPA exists. Along with your local leadership teams, the National Board is committed to creating a better, brighter future for HISPA.

Those members include:

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And our appointed Chairs:

- | | |
|--|--------------------------------------|
| Sarah Romero
Awards/Recognition Officer | Stacie McGee
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| Luis Mercado
Parliamentarian | Frank Diaz
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By-Laws Chairperson | Dusty Stephens
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| Lloyd Lopez
HR Chairperson | |

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New Horizons

New Horizons, the national newsletter of HISPA, is published quarterly. Please send all articles and inquiries to Teresa Grado, Communications Director at tgrado@att.com.

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Visit us on the web at
<http://www.hispa.org>

HISPA CALENDAR OF EVENTS

JUNE/JULY 2005

American Cancer Society Relay for Life (Multiple locations nationwide)

HISPA Board Elections

NALEO Conference, Puerto Rico, June 24-26.

AT&T Shareholders' Meeting, June 30.

National Council of La Raza (NCLR) Conference, Philadelphia, PA, July 16-19

ADDITIONAL HISPA NEWS AT:

<http://www.hispa.org>

BRG Council Wins Chairman's Diversity Award

The Business Resource Group (BRG) Council comprised of the Presidents and Vice Presidents of HISPA, The Alliance of Black Telecommunications Workers, the Women of AT&T (WATT), the Intertribal Council of AT&T Employees (ICAIE), Individuals with Disabilities Enabling Advocacy Link (IDEAL), LEAGUE and the Asian/Pacific American Association for Advancement (4A), met May 23rd for a meeting with AT&T CEO and Chairman Dave Dorman for its annual meeting to discuss the BRG Council and AT&T. What made this meeting more unique and enjoyable was that just prior to the meeting, Mr. Dorman had announced that the BRG Council was the recipient of his 2005 Chairman's Diversity Award.

The award, presented to the BRG Council immediately prior to its scheduled meeting, was given based on the BRG Council's demonstration of AT&T's diversity values "in an exemplary way."

Specifically, the BRG Council established goals to support AT&T, advance diversity and strengthen the respective organizations.



AT&T's Business Resource Group Council

L-R Cesar Bocanegra (HISPA), Simone DuBois (League), Kathy Stewart (WATT), David Lin (4A), Mark Carden (League), Dave Dorman (AT&T Chairman & CEO), Dave Leitson (IDEAL), Merle Isler (Alliance), Dajuana Cobbins (ICAIE)

CHAPTER NEWS

WASHINGTON, DC

A fundraising cake sale was held in Oakton, VA to support HISPAs of the Nation's Capital with its operating funds. The sale was very successful and HISPAs were able to reach a large audience to provide delicious baked goods and educational information on HISPAs and its goals and objectives.

HISPAs of the Nation's Capital recently held many events in support of the American Cancer Society's Relay for Life including a Silent Auction that raised hundreds of dollars for the cause. A HISPAs team was also formed to participate in the walk held at George Mason University in Fairfax, VA.

HISPAs-DC chapter members also provided support at the Susan G. Komen Race for the Cure to fund research for Breast Cancer. HISPAs members worked at tables to receive applications prior to the race and filled volunteer positions along the course immediately preceding, during, and after the race. DC President Susie Valenzuela led the efforts. (NOTE: Susie Valenzuela was recently hired by the National Association of Latino Elected Officials (NALEO) as an Administrative Manager in Washington, DC. Congratulations Susie!

SAN FRANCISCO/BAY AREA

The SF/BA chapter held a three-day membership event that proved to be a huge success. The membership committee sends out a big MUCHAS GRACIAS to all who have participated in their event. This would not have happened without all of your hard work & your given time, energy, enthusiasm, commitment and all the BIG SMILES that were given to all the people who supported our function. At last count, the chapter added 19 new members but the membership committee anticipates more joining.

The chapter also used the membership drive to raise funds for their chapter. They raffled a wine basket, a margarita basket and held a 50/50 raffle.

The event also had door prizes including a Starbucks gift certificate, a Jamba Juice gift certificate and a Red Robin gift certificate, as well as a mini photo album.

CHICAGO

On April 7th, Chicago HISPAs held its first fund-raising effort of the year with a Tamale Drive that targeted Chicago and suburban area AT&T locations.

This highly successful event added almost \$600 to the Chicago HISPAs Scholarship fund, which helps provide money to Chicago area Hispanic High School Seniors intending to further academic careers by attending college. One thousand dollars is usually awarded and the number of awards depends entirely on the success of this and subsequent events held during the year. The award is presented in December/January.

The food was prepared by a local area Hispanic church organization, so Chicago HISPAs is able to help both the High School students and the church group with this fund-raising effort.

NEW JERSEY

Multiple Sclerosis Coast-the-Coast

On May 21 & May 22, Luis Mercado participated in the annual "Coast The Coast" Bike Ride benefiting Multiple Sclerosis. He is a long time member of AT&T's Trailblazers Cycling Team for the **(2-Day) 170 mile trek** along the coastline of New Jersey and was joined by his friend and training partner, Brad Perrone; who works for MetLife. This year's ride was dedicated to Jay & Carol Hook (Luis' in-laws) and Robert Newman (a co-worker's father) -- who all have all been battling the physical aspects of the disease. Multiple Sclerosis (MS) is a disabling disease that

randomly attacks the nervous system, wearing away the control one has over his/her body. The National MS Society is dedicated to advancing the cure, prevention, and treatment of MS and improving the lives of those affected by the disease. Luis has raised over \$12,000 in joining MS Walks & Bike Rides over the years and collected more than **\$3,000** supporting this year's quest. This year's ride conditions were favorable with temperatures in the 70's & 80's; with limited rain. Proudly, Luis & Brad finished the ride more than two (2) hours each day ahead of Luis' pace last year -- cycling 85 miles daily. [New Jersey HISPA Chapter "Fun Fact" - Luis actually met Mildred Medina during a previous MS Coast-the-Coast ride leading to his membership.]



NJ Chapter Member Lou "Lance Legstrong" Mercado on Left

Autism Benefit Ride

On Saturday, June 11, Luis Mercado rode another charity event benefiting a New Jersey Autism Foundation. He was joined by a friend; Pam Kresge (owner of a local Print Plus store), Pam's mom, Dolores, and friend, Jim, on a very hot (humid) day riding 101 miles. Dolores selected a 50 mile ride due to the weather conditions but Luis, Pam, & Jim pushed to complete the 101 miles with Luis' achievement of a personal goal. This was the longest single day distance ridden by Luis and maybe even for Jim; who recently began supplementing general fitness by more bike riding. (Wonder how much influence Pam had in that decision? Ha! Ha!) Anyway, with the exception of Pam's flat tire the team (proudly wearing Print Plus Cycling Jersey's) raised a few hundred dollars for this worthy cause.

Of Special Note

A BIG congratulations goes out to Mayra Caceres, HISPA NJ Community Service Director, who got her second patent granted, "Flexible Media Request Identification Technique" (Patent #6,886,033 - April 26, 2005): . This patent defines a protocol enhancement to effectively manage multi-media resources (e.g. announcements, music, videos, etc) in the network.

The HISPA Presidents' Leadership Training Seminar: Planning HISPA's Future

By Steven Estrada

HISPA convened its annual HISPA Presidents' Leadership Training Seminar March 30th through April 3rd, in Red Bank, New Jersey and AT&T NJ locations in Bedminster and Middletown. The very successful series of meetings provided education, training, development, fellowship, networking and much, much more. In addition to the developmental aspects of the seminar, HISPA leaders participate in the "Business" of HISPA. This HISPA business included discussion of By-Laws changes, mission and vision modification, elections process, and dissemination of the 2005 HISPA Strategic Business Plan.

HISPA invited targeted leaders including Presidents, Vice Presidents and Financial Directors or designees of any of the above titles. The HISPA Board believes that it is of critical importance that we not only develop our current leaders but also develop a "bench" of future leaders. Continuity has always been the key to HISPA's success.

The seminar kicked off on Wednesday, March 30th with a reception outlining our conference objectives. The reception also included an "ice breaking" segment to allow the leadership team to get a better understanding of each other.

Our agenda was long and packed with training, speakers and read-outs – each day started at 7am and often lasted until 9pm. On Thursday, HPLTS attendees left the hotel and went to AT&T's offices in Middletown. They discussed HISPA's Vision and Strategic Business Plan, as well as the "State of the Union" and the pending SBC/AT&T merger and its subsequent effects on HISPA. Members listened to Pete Cornell, AT&T Labs Vice President, as he gave an overview of his career and shared what he learned about developing ones career. Pete stressed lifelong learning, having balance in ones life, employing the servant leadership model and leading with integrity as some key elements of leadership.

HPLTS attendees participated in a discussion regarding HR initiatives that the HISPA Board has taken including resume database, job opportunity broadcast emails, and an initiative with AT&T to identify "promotables" from within our ranks. A discussion on motivating membership concluded the morning.

At lunch, a special guest – Lillian Rodriguez-Lopez – president of the Hispanic Federation (a non-profit organization focused on the education and welfare of Hispanics) discussed the importance of Hispanic education and mentorship. She challenged each member to return to our communities and make a difference to Hispanic youth by serving as mentors.

The remainder of Thursday afternoon was spent discussing a possible joint BRG conference in 2006, defining 2005 goals as they relate to fundraising and community service and reviewing HISPA's national goals for 2005.

On Friday morning they began their day in a hotel conference room reading out our chapter accomplishments and challenges. One notable accomplishment was that HISPA raised the second highest amount of money by a BRG for the American Cancer Society's Relay for Life through our national chapters. Only the Women of AT&T raised more funds. HISPA chapters also perform an array of community-based activities from mentoring children to providing holiday meals to those in need.

After reviewing chapter accomplishments, HPLTS attendees traveled to AT&T Global Headquarters in Bedminster, NJ. Steve Peralta, AT&T Division Manager, and Beatriz Ugrinovic, AT&T Labs, reviewed the rolling out of the mentorship program by the HISPA Leadership Forum (HLF).

Dave Casillas, Sales Management Vice President (and AT&T's highest level Hispanic), gave us his thoughts on leadership and career advancement. The program continued with its leadership theme with Mirian Graddick-Weir, Executive Vice President of Human Resources. Mirian discussed keys to failing and succeeding as a leader.

The afternoon continued with a tour of AT&T's Global Network Operations Center (GNOC). It was one of the highlights of the conference as participants saw the monitoring center with over 100 5' screens. One segment of the tour highlighted the spikes in network traffic as they related to the Superbowl, American Idol and September 11th. It was a fascinating tour that is highly recommended that every employee attend.

At dinner, former AT&T employee Lucero Mejia discussed "Life After AT&T." She stressed continuing education and planning as key to success in a post-AT&T world. Once a manager in AT&T's Operator Services organization, Lucero is now successfully involved in the area of fitness and health.

Saturday's agenda began with a "summary" of the meetings. We then went to two training segments held by Thumbprint Communications (the same vendor used by AT&T to train its executive leadership). We received training on Igniting the Vision and Strategic Visibility. Each training component held important information for both our organization's and personal lives.

The HPLTS concluded with a HISPA-sponsored community service activity that was held to benefit local school children.



L-R: SF/BA President Rolando Rodríguez, AT&T VP Dave Casillas, HISPA DC VP Alex Carrasco



L-R: Professional Development Director Ivonne Diaz-Claisse, HLF member Steve Peralta, AT&T VP Dave Casillas and HLF member Beatriz Ugrinovic.



L-R: HISPA President Cesar Bocanegra, AT&T Executive VP Mirian Graddick-Weir, Professional Development Director Ivonne Diaz-Claisse and AT&T VP Dave Casillas



HPLTS Attendees in front of AT&T's Golden Boy at the AT&T Bedminster, NJ campus

HISPA Supporter Gets Her Kicks From HISPA and Cardio Kickboxing

By Steven Estrada

Longtime HISPA SF/Bay Area chapter member Judy Aranda celebrates two important milestones this year. First, Judy celebrates 25 years service to AT&T (currently as a Business Development Manager) – no small feat in our environment of forced management programs and other downsizing initiatives. In her current role Judy supports the Enterprise Sales Centers covering all of Northern California. She works custom pricing and special Terms and Conditions on contracts. Judy is also a long-time member and supporter of HISPA serving previously as SF President, Treasurer, Public Relations Director, Fundraising Coordinator – you name it! In fact, Judy actually designed the logo that HISPA uses today!

Second, Judy has had seven years of involvement in Cardio Kickboxing – the last four as an instructor currently teaching an Ultimate Body Shaping course. “Being a part of watching someone improve themselves physically is tremendously rewarding,” Judy says. “When a student tells you that they’ve lost weight or dropped a dress size or feel better than they have in ages, it is priceless.”

What started out as an invitation to “try out” cardio kickboxing by the owner of the Karate studio where her children went has turned into something of a vocation. Judy teaches Cardio Kickboxing, Bag Classes and Resistance Training (with either weights or resistance bands to isolate muscles to tone and shape).

So what is Cardio Kickboxing? Cardio Kickboxing is an intense workout that involves cardiovascular exercises for the heart and resistance training for strength and conditioning. Cardio Kickboxing is the first fitness program based on professional kickboxing training. It is kickboxing for fitness using sports-specific techniques with and without equipment. It is also the top calorie-burning workout at an average of 800-1000 calories per hour (as reported by Muscle and Fitness Magazine).

Some of the benefits of Cardio Kickboxing include:

- Fat Loss
- Toning
- Increased Flexibility
- Stress Relief

Judy’s involvement in Cardio Kickboxing has made her more energetic, toned, fit and healthy as well as increased her discipline and made her a more productive employee. “It is an unbelievable stress reducer,” Judy reports, “especially in the AT&T environment of working through downsizes and reductions and increased workloads.”

Judy was born and raised in San Francisco and was a basketball cheerleader in high school. Judy has two sons, Maurice and Joey.

She encourages anyone interested in Cardio Boxing to visit their local health club or karate school.

Additional information can be obtained on the internet.

Remember: Always consult with your doctor prior to engaging in any physical fitness program!



San Francisco’s Judy Aranda