



**October 31, 2018**



### **InspirASIAN National President's Message**

As we head into the last couple months of the year, I was reminded that I've hit a halfway mark – my first of a two-year term as National President of InspirASIAN was coming to an end. Prior to this experience, I've been an active member, serving on InspirASIAN committees and in leadership roles for nearly twenty years, but the experience as National President was one that far exceeded my expectations. I've always been active in the Asian and Pacific Islander (API) community, but more on a local capacity. So, when I was challenged to broaden my reach with the API community at a national level, it was daunting. Thankfully, I was encouraged by those I admire and respect (mentors, business

and community leaders) to pursue the prestigious role as National President. I knew there would be challenges and sacrifices, but I was excited to take on this opportunity. I would be able to push myself beyond my own limits but also influence and positively impact our communities, at a much larger scale.

2018 was a year of celebration, headlined with InspirASIAN's **40-year anniversary**. Our company took significant strides toward realizing our vision of becoming a modern media company. In pop culture, it was a proud moment with the theatrical release of Crazy Rich Asians. Many of us were moved to tears, because we've impatiently waited for a moment so long for fair representation on the big screen. Asian men can be leading men in Hollywood. Asian and Asian-American women can be brave, bold and beautiful. Asian stereotypes don't have to be insulting. The Asian story is something that's relevant, not just to Asians but resonates with a bigger audience. What's important is that this didn't happen overnight. It took a long 25 years, since Joy Luck Club, but also 25 years hard work and sacrifices behind the scenes to make the box office success in 2018, featuring an all-Asian cast and Asian-American lead. I hope it doesn't take another 25 years for the next. The journey toward representation in pop culture goes on, and we're nowhere close to being done.

The same can be said about InspirASIAN. As we celebrate 40 years, we could have easily said that 2018 is our moment, but I think we have had amazing moments on this journey and will continue to have many more breakthroughs.

Another important milestone this year was the **10th Anniversary of AT&T's National ERG Conference**. Personally, I've attended the conference each year and this year I had the privilege of representing InspirASIAN at a face-to-face meeting with John Donovan, CEO of AT&T Communications. To top it all off, I was given the awesome honor of introducing our Chairman and CEO Randall Stephenson at the dinner event. Immediately following the conference, InspirASIAN leaders came together for a strategy session using design thinking to map out our 2019 initiative Igniting Possibilities.

It was an inspiring experience gathering with like-minded individuals working together for a cause close to our hearts. The loyalty, dedication, and talent of our InspirASIAN leaders and members are what drives us toward our **mission**. It has certainly been a team effort and I'm so excited and to start year two of my term.

I encourage you to **DARE TO BE** whatever it is that is holding you back to achieving your full potential. And let's blaze through the bamboo ceiling.

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## Together We Pledge 2019

It is that time of the year again and InspirASIAN is looking for your support. You can donate to your favorite charity to support a cause that you care about.

To donate, you can follow these steps for AT&T Giving campaign. As always, InspirASIAN is looking for your support. To donate, follow these easy steps.

How do you pledge?

To get started, click on this **Link**. Then follow these easy steps:

- 1) On the top right click on Give and you will be brought to the pledge page. Note that if you ⇒ have donated in 2018 then your previous charities will appear and you can go directly to them to update your donations. ⇒
- 2) If this is your first time pledging, click on the "Donate Now" button
- 3) On the Explore Charities Page type in "InspirASIAN" and select search

4) Click on "View Profile" Button

5) Click on the "Make a New Donation" button

6) Click on the appropriate button for how you wish to give. We recommend "Recurring Payroll" as the amount is done before taxes.

7) Type in the amount per payroll you wish to donate or select from the pre-populated amounts provided. To designate where you want your donation to InspirASIAN to be used, click on the "+Add a Designation" link and click on the drop down box and select "Other".

8) Click on "Add to My Cart" and continue the process to complete out the pledge.

So please consider InspirASIAN when you are considering donating to charitable causes during this season of giving. Together, we can make a difference!



# Voting closes today for National Executive Council elections

Cast your vote for the **2018 InspirASIAN National Executive Council** elections! Learn more about our candidates:

## National Vice President

- [Victor Kwong](#)

## National Treasurer

- [Jeff Wang](#)

## National Marketing & Communication Officer

- [Deniz Kustu](#)

## Important guidelines for voting:

- Cast your vote using the [Electronic Ballot Election](#) for the 2018 InspirASIAN National Executive Council elections.
- One vote per member. Voters are able to access their vote multiple times to change their selections. But only 1 vote counts (the last vote recorded before voting closes) from each voter. Voters must be InspirASIAN members by Sept. 30, 2018.
- Write-in candidates are allowed. The write-in candidate must accept/acknowledge the nomination for the position. You may fill in the name and info of the write-in candidate in the space provided and select the radio button next to 'Write-In Candidate'. When adding a write-in candidate, include their name, ATTUID, and office phone number. Write-in candidates must be InspirASIAN members by Sept. 30, 2018.
- Associate members, Retirees and Lifetime associate members do not have voting rights.
- Voting period closes on Oct. 31 at 5 p.m. PT, with results to be announced in early November.

## Additional info:

For a description of the InspirASIAN National Executive Council positions, see section 7.9 in the [InspirASIAN National Bylaws](#). More info will be posted at the [InspirASIAN National tSpace site](#).

Questions? Contact [Shawn Rajguru](#), InspirASIAN National Election Chair

## Moments from the ERG Conference



Representing InspirASIAN at  
the 2018 ERG Conference



Shirley Sanz & Victor Kwong  
at the InspirASIAN ERG  
Dinner



InspirASIAN Strategic  
Brainstorm sessions



## **National Banquet in Seattle**

This year's National Award Banquet was hosted in Seattle, WA for the first time in InspirASIAN's history to celebrate the non-profit's 40th anniversary. We hope you had a wonderful Pacific Northwest experience with the dinner event on a historic ferry stationed on Lake Union, breathtaking Seattle Skyline as the backdrop, professional entertainment with taiko and flamenco performances, and an inspiring keynote speech by Chris Penrose (President of AT&T's Internet of Things organization), focused on the banquet's theme of "Igniting Possibilities - DARE TO BE". Washington Chapter planned and executed the banquet beautifully exceeding many of its goals that include a sold-out event and surpassing our fundraising targets.

We would like to congratulate all of our awardees this year:

- InspirASIAN Corporate Leadership Award: Abhi Ingle (AT&T Senior Vice President - Digital, Distribution and Channel Marketing)
- InspirASIAN Community Leadership Award: Japanese American Citizens League – Seattle Chapter
- InspirASIAN Outstanding Member: Jackson Ku (AT&T Lead Member of Technical Staff)

- Small Chapter of the Year: InspirASIAN Washington Chapter
- Large Chapter of the Year: InspirASIAN Northern California Chapter
- DARE TO BE - Impact Award Recipients: InspirASIAN Washington Chapter, InspirASIAN New Jersey Chapter, InspirASIAN Southern California Chapter

Thank you everyone for supporting the chapter through your attendance, sponsorship and donations. As a reminder, InspirASIAN is an IRS recognized 501 3(c); EIN 94-3053602 and that your donation at our banquet event is tax deductible. Here are the links to:

- [View video summary of the banquet](#)
- [Download event photos](#)
- [View current and past honorees](#)
- [View InspirASIAN blog entry](#)
- [View InspirASIAN Washington chapter's banquet page](#)
- [View event program booklet](#)





**"I DARE TO BE engaged because it starts with**

Jade Enguito  
San Diego, California



**"I DARE TO BE an investor of the next generat**

Yakun Gao  
SUWANEE, Georgia



**"I DARE TO BE Intellectually curious and a life that is possible"**

Suzanne Maxon  
Redmond, Washington



**"I DARE TO BE a foodie and share the love of**

Victor Kwong  
Chicago, Illinois



**"I DARE TO BE a better me every day, not allow me"**

Bushra Mahmood  
Middletown, New Jersey

## **Dare to Be**

To Ignite Possibilities, it starts with a DARE TO BE proclamation

Join our "DARE TO BE" campaign to raise money for our scholarship program. Donate on this [page](#) and include an "I DARE TO BE" proclamation to show the world what Igniting Possibilities is about.

It's a FUN way to support a good cause along with learning more about our colleagues and friends. It could be something as simple as "I DARE TO BE content" or it could be daring like "I DARE TO BE able to rock climb". The "DARE TO BE" campaign is fluid and dynamic. Depending on your mindset, mood or time of day there are many insightful "DARE TO BE's" that are waiting to surface. Submit as many "DARE TO BE's" as you would like and donate as many times as you want!

We challenge all InspirASIAN chapters, colleagues, family and friends to help us Ignite Possibilities within ourselves and our students!

## **#SockSociety Social Media Contest**

In 3Q18, the Global Marketing Organization has activated an employee engagement campaign to increase brand love. Employees shared favorite pictures of themselves with branded AT&T socks to external social media, using the hashtag #SockSociety and their ERG hashtags. This was a fun, easy and affordable way for employees to get in on the brand love.

Contest ended right before the ERG conference and if you want to know who won...

**\*DRUMROLL\***

Of course, InspirASIAN took the top spot! You can find us on [Around the Globe](#) (look at the 2 minute mark InspirASIAN winning the #SockSociety challenge). Let's keep our social media game on!

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## ***Igniting Possibilities***

[Website](#)

[T-Space](#)

[Twitter](#)

This is our quarterly national newsletter for InspirASIAN.

You are receiving this email communications because you are a member of the InspirASIAN Employee Resource Group (ERG). To manage you membership(s), please visit the [ERG Website](#) or contact us at [inspirasian@att.com](mailto:inspirasian@att.com).

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