

VERIZON
UP TO SPEED LIVE
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>> Thank you so much for starting your week with us for Up to Speed live this episode is a continuation of a conversation that started with Hans just a few weeks ago regarding the rise in attacks targeting the Asian American community. This, of course, is near and dear to my heart. You might rather we take our video here, our CEO took some time to declare that hate has no place here in our company as well as our society. And so we invite you to watch the replay of the episode on inside Verizon. Hans made a point that day to say we will continue to educate the stakeholders, all of them, in our communities, in our companies in our lives and that's what we aim to do today with this conversation to educate you. Now in the days following that conversation, so many. You reached out to us, not only expressing your willingness to support but wanting to learn more about some of the recent events targeting Asian Americans and how our V-teamers are processing this topic.

Today we have an opportunity to speak candidly with some very special V-teamers and they've got news to share about how Verizon is giving back in a big way. So with that, I would like to introduce today's panel. And we will introduce with a little bit of levity here.

Panelists, if you will humor me as I introduce you I want you to share your favorite family meal growing up. So today we have an opportunity here to talk about all kinds of topics but we will start with food and I'm not sure if you can hear my dog but she heard food so she is ready to have this conversation as well.

Number one -- yes, yes. We are talking about food. We will start with Miguel and Miguel Quiroga is the CEO of visible. Talk to us about your favorite food growing up as I try to figure out how to snack -- give a snack to our dog here. Miguel, thank you for joining us on Up to Speed

>> I love the starting point. The food is near and dear to my heart. My team knows well. Would say one of my fondest memory is my grandfather who is Chinese. He actually loved these type of Szechuan chicken wings and would break out the hot Chile oil which made anyone's eyes to tear with. That's one of my fondest memories of food growing up.

>> Miguel, I believe your mention of the hot chile oil produced quite a few hearts on Twitter as we are live on Twitter. Thank you for that. And joining us as well, our chief marketing officer, Minjae Ormes, thank you for joining us. Your favorite food.

>> Thank you for having me. In our family, the biggest deal was when we would go out to sushi. So I have to put a vote in for sushi as my favorite family meal.

>> Excellent. And then finally rounding out our panel is Amber Nakamura who is with our small and medium business team and all three of our panelists happen to be in Denver and it was not planned this way, but Amber, thank you for joining us. Your favorite family meal growing up?

>> Thank you for having me on this show. I actually have two different types of favorites. Since I am Japanese and Korean, one of my favorite Japanese snacks was since we grew up in Hawaii was every Friday. And then over the weekend my mom would actually make us -- one of my favorite Korean dishes and it's because it's so colorful, has all of that sticky rice in there and get to decorate it the way you like it to and sometimes it's so good you want to ask for seconds.

>> And I will take seconds as well, Amber. Thank you very much. Yes, this is -- making me very hungry and great to have you all here and I think we successfully inspired our colleagues to look up a few new recipes.

Turning now to food for thought, as I was watching the recent coverage of Asian American Pacific Islander advocates across the country hitting the streets and raising awareness, there was an image and message that caught my eye this was a young woman holding a sign that simply reads, love our people like you love our food. In so many meaningful ways food has been the connective tissue among countless Asian communities yearning to be a part of our uniquely American experience. If you are looking at this image and wondering where this kind of concern is coming from, some statistics that have come out since the start of the pandemic may give you some context here. So

as we go to the next slide, the group stop AAPI hate, a coalition aimed at addressing anti-Asian discrimination during the COVID-19 pandemic says it has received more than 2800 first hand reports of anti-Asian hate including physical and verbal assaults between March 19 and December 31 of 2020. Now the group believes that number has now exceeded 3,000. And that women are almost two and a half times more than men with Asian American seniors being in more than 7% of those reports. Those numbers, many Asian advocates believe that the numbers are under reported because of the culture of assimilation and silence in many of our Asian American -- especially our senior communities and something that I hope we can start to talk about during this panel.

As we turn to our panel, we will start with Miguel. We mentioned we had big news here and like so many of our colleagues I know you felt this was a moment not only to acknowledge what happened, but to take action. So Miguel, tell us how visible --

>> Thank you, Andy. First of all I was struck by the visual you shared with us. I think it sets the tone. I think one of the things we think about as a particular -- myself being bi-racial, I'm both Chinese American and Bolivian American, we were proud to be an Asian led company. We really reacted strongly to these terrible reports that you describe here. And it hit especially close to home for many of us. It was really great to see Hans be so vocal and supportive and many others inside of the Verizon community and family so I wanted a big thank you to everyone across Verizon. The big announcement is something I wanted to share and something that Minjae and her team spearheaded. Gold House is a non-collective Asian American and Pacific Islander founders, creative voices and leaders and incredibly honored to support Gold House with a 55,000 grant to help the organization continue their work of enabling and more authentic and cultural. And working through development of small and medium-sized businesses built indivisible and it's the desire to make the invisible visible and by shining a light on communities and people -- who they feel seen, heard and empowered we believe this can make a difference. At the end of the day, hate against one is hate against all and we are always going to aim to use our platform to support organizations that continue to fight system that creates crazism and we are proud of our ability to help at small step but something we wanted to share with everyone today.

>> Yeah, thank you so much. And thank you for being a wonderful role model and leader for all of us and as an Asian American in our company it's wonderful to see you doing great things and a fantastic show of

support here for Gold House.

Minjae, as Miguel mentioned, you have leveraged social media to address the issue, to keep the conversation going and you have done this in such profound and personal ways. What drives you to engage in those personal ways and how can our teammates best amplify AAPI voices?

>> Thank you, Andy. I have to admit, I wasn't always perhaps as brave or vocal, and this is part and I'm generalizing a little bit but the cultural experience of being Asian and having immigrated from Korea to Canada when I was 13. And I think the first part of that life was about observing and figuring out how to fit in. Because a lot of the times when you are dropped in a new place it's about figuring out how to mimic other people's behavior down to the clothing and how you say things and what do you like and what are your preferences to figure out how you can potentially belong in a community. I would say the past ten years for me personally and professionally have been undoing a lot of that learning. To figure out how can I actually belong somewhere without necessarily being exactly like everybody else and fitting in. To be able to find people and be embraced because I am different.

So in recent weeks and months and the year that we've all experienced especially eat conversations around racial justice and women's equity issues, it's an opportunity for me to try to give back to people who have given me the opportunity and open the door for me. So it's the more that I am able to speak up and support the existing efforts like the Gold House efforts, I'm finding that there are more and more allies and people in the community who have maybe also felt like I did ten years ago or other people who are supporting each other's community and be able to lift everybody up instead of staying silent which hurts all of us.

>> Thank you very much. Of course, if folks would like to see some of your beautiful writing and personal thoughts, please follow Minjae on all social channels including Linked-in where you find the articles and a fantastic tweeter by the way. Thank you very much for your perspective.

Amber, I know we talked about what life has been like in the retail space. You have been lucky enough to be in one space for quite a long time and you have been throughout the pandemic as well. You have seen our customer interactions evolve over the past year. What can we all do to maintain a commitment to diversity and inclusion,

especially with every interaction. You have probably seen the gamut of interactions. Tell us what that's been like and how within the scope of this conversation, how those interactions have affected?

>> Most definitely. You know, growing up here in America, I was born and raised in Oregon and my parents have always taught me to speak up in the most educational way possible. So for example, we do have customers or just individuals in general that do ask us questions that we believe that might be based off ignorance. What my parents did teach me there are times where there are individuals that they ask you a specific question but they don't understand or they don't know that question is something that they shouldn't have asked. Where we shouldn't say, oh, that was the wrong thing to say but think of maybe they aren't educated on what to say.

For example, there are times where people will come up to me at the retail store when I was a manager and we greet them and ask them what we need to do to come in the store and there are times we try to do small talk and times when customers are like, is Amber your real name or is -- do you have an Asian name? And there are times where it's like, you know, I'm not sure why you asked that question but at the same time it's where you are probably not educated to where I actually my first name is Amber on my birth certificate. I take the opportunity to have that conversation with the customer. Rather than biting back at them because they don't know and I think that because of that, it helps our store and our community here in Aurora that I'm able to deliver that type of conversation with other customers.

Plus, we have a bunch of Koreans in our community to where they do feel comfortable coming into our store as well because we are very diverse and they know someone who is Korean and they do feel safe at our store. I think because we deliver such a safe environment at our location, that our location has become a open arm to everyone here in Aurora and in Denver as well

>> I think the campaign, the call for kindness campaign is critical in that regard as well. And Amber, it's funny you mention that even names but you will see in the bi-line my legal name is -- and people often wonder, where did you get that name Andy and I have gone by Andy my whole life. I just happen to be born in Seoul.

Let's talk about identity. Because that's really what it boils down to. And Minjae, we will go back to you and let's take the slide of the Minjae's social post. Please make sure to take a look at all

that Minjae has done in terms of spreading awareness here.

I think, I wanted to talk to you about what is identity to you when it comes to Asian America? It's one of those things where we don't want to look at something so monolithically but there are certain cultural elements that perhaps keep us from the individualism that may remedy some of this. Talk to us about in -- whether it's in your writings or the ways that you have engaged with our teammates and the world. How would you define identity right now in the Asian American community?

>> Boy, I think it's complex and personal to all of us. On the one hand race is a construct. It is something that was systematically designed to create ways in which people are having to think about who are they and how are they showing up in ways that are perhaps a little different from their personal experiences and unfortunately the experience of racism is by design devices. It is designed to separate us and hope that we remain fractured and that we sometimes even in communities of color stay that way and sometimes pitted against each other.

Whereas I find really rewarding about these more personal connections and my ability to have conversations with you, Andy and Amber and Miguel and these communities of people that you are showing on screen is that first the idea of Asian is broad and we all have different cultural upbringing or the country we identify with and all of that defines us in personal ways. And because of that, because of the differences, because of the different flavors and because of the different ways in which we feel who we are as people is actually ultimately what unites us. It's not other people's construct of race in itself that puts us in the same category but it's about our personal experiences and what we share as people that unites us.

I'm hoping that more and more through these conversations and actions and being able to lift each other up in each other's communities that we be able to define who we are and how we show up and how we ultimately show up for each other in ways that are coming from here and defined by us instead of feeling like we have to be defined by a construct that oppresses all of us.

>> Minjae, I threw a big question at you to start things off, and I knew you would deliver. And Miguel, I will extend that question to you and really kind of when we are talking about leadership roles and moving up in the world, the Asian-ness, your Asian-ness, your Asian identity, you know, you were quick to point out that this is a Asian-led

company. And talk to us about where you feel sometimes the delineation between who you are as a professional and who you are in your personal life. Talk to us how you marry those two, those two ideas of identity?

>> It's a good question. I think I was raised in a professional environment where bringing your full self to work wasn't always the natural outcome of being successful. And I think there is a massive shift in the last decade in particular. You see it happening across a lot of companies and Verizon and many ways has been leading that emphasis around you can be your full self fully transparent, be everything you are and that's just enough. And as someone who grew up in the United States, you know that element of Asian, just assume that you fit into a box. I like how Minjae described in many ways race is a construct because I think that's so true. It's so easy for people to be put in boxes. I think oftentimes that experience that I've had of being felt like being put in a box because of who I was and who I wasn't or what I did or didn't do was I just enough as an Asian American or just enough of a Hispanic American or just enough of a professional in a professional setting I think was something I really wrestle with a lot. And it's something I think I work through. Candidly I think what's important now is if we think of ourselves as being put in a box that will be a problem because together we are better but separate we are alone and apart. Whether that's within the Asian community or beyond any community, we are all humans at the end of the day. I think what strikes me about all of the activity that's happening is it's a level of dehumanization. And dehumanization is a slippery slope because with dehumanization a lot of bad things happen. All of the atrocities we have seen stem from that ability to put someone outside of the sphere of someone you believe is a fellow human. The closer we can get to that and the faster to listen and understand. I love how Amber was describing, assume positive intent. We will be better as a society. So I'm encouraged that there is a lot of work to do.

>> It's powerful to be on this panel with you moderating and adhering these words. It's giving me power to say, yes, bring your full self to work and be proud of it.

Amber, as we start to close the panel here, I want to mention that you have -- you grew up in the Bay Area. You have family there. And of course in the short term we are all thinking of our loved ones and our older loved ones and family members. Tell us about how they are doing and what's going on and what's the conversation been like and hopefully everything is okay with you and your family.

>> Yeah, most definitely. I actually have my mom here in Denver with me. It comes to the point where there are times I do actually get worried for her because she is very sensitive and if there is an altercation that happens maybe at a grocery store and I'm not around I do get worried she might get too frustrated and if there is a bad outcome. During the pandemic it's actually sadly I've given me a good excuse to keep her home not just because of the virus but at the same time I'm able to protect her from any harm that could happen to be altercations at the grocery store or even in the parking lot. And back home in the Bay Area, you know I have my whole mom side there my grandmother, we keep her home as well. Same perspective. We want to keep her safe from the virus but at the same time there is so many things that go on in the world, you walk out the door and something that you have planned for your entire day can disappear within seconds.

I think it's very important that for my family that we want to make sure that we protect our loved ones as much as we can and also have a positive outlook that is our plan for today and this is what we will do and we will communicate with each other and everything.

I believe that with the things that are going on in the Bay Area with all of the incidents that are happening, I believe that if we have a positive mind set of that we will be doing better as a community, kind of being the bigger person we can definitely make a difference in our voices to be heard not just in the bay but possibly nationwide as well.

>> And Amber, Minjae and Miguel, this conversation has brought on a few comes not only about our favorite foods and the replies of Twitter here. Some great thoughts from our V-team and viewers as well and we encourage folks to continue that conversation on Twitter. Re-tweet, reply. Share the quotes.

As we do close, I want to mention to Miguel and Minjae I can't let you go before we talk about the incredible ways visible continues to make a splash. You have enlisted the help of one Mr. Kevin Bacon in a spot we saw in the Grammys last night. Let's go ahead and roll a snippet of that.

>> Kevin Bacon here. You know me from six degrees to, well, me.

>> The man with the extensive networking helps the best network here. So Minjae, as our visible CMO, tell us about the message we are seeing in this spot right now.

>> Absolutely. As many of you know, speaking of community, this is from day one has been growing with our members. Many of the folks who signed up three years ago are part of our member base. So one of the things that we really wanted to double down and introduce again this year was this notion of growing with our community. And who better than Kevin Bacon who has this con suspect of community itself when the six degrees which we now expanded to 12 degrees. So really the idea here is visible is a -- what gets better with friends. We wanted to put this idea behind with the cultural icon and the concept to be able to tell people, of course, more about the fact that we are powered by Verizon. Of course, the fact that you get the best value for what you are buying here because of our business model. But most importantly that we are a business that gets better by having more people in it as part of our community because of their ability to join our parties and save money but also to be able to bring other people into visible network and be able to save even more money.

So we are fortunate that we were able to come upon this creative concept and work with Kevin Bacon. I do have to take a moment to thank Diego and Ronan for their continued support for our business and really pushing us to think about creative ways to which to bring this message out to market which has been really exciting

>> Wonderful story that you and the team continue to share and really meaningful and fun ways. Congratulations to you and the team. Minjae and Miguel. You see this ad and making so the connections with our growing customer base. What's next for visible?

>> We are super excited to the ad and kudos Minjae and team and what we got across horizon. Ronan and Diego were helping us to craft a lot of the stories we have been sharing. I think it's the same story we have been saying from day one. What is the simple easy to use experience look like in the wireless industry? We felt that answer was in visible. Every evolution and every change from the shift to -- and introduction of the E-sim orientation of how we grow and the community of the orientation of member growth and that will be part of our story and we are super excited to have another beta point of sharing that Kevin Bacon helped us share the story as well.

>> As we get into our inner Kevin Bacon mode I want all of us on the V-team to think about ways we can continue making connections. Not just professionally but of course personally the way that Miguel explained. We bring our true selves to work and magic happens.

To Miguel, Minjae and Amber, I want to thank you for providing honesty and deep and meaningful thought for our conversation and, of course, hopefully this conversation continues and folks feel free. I'm going to speak for the entire panel but reach out to us if you have any more questions about this particular topic because it is near and dear to our hearts and we are so thankful that we are with a Verizon family that believes the same.

Thank you so much. We will continue our conversation here on Up to Speed. Of course, all week I want to thank the panel and thank all of you for watching. Have a great start to the weekend and until next time you are Up to Speed.