



## January 2016

### *In this issue:*

- *Greetings from our President*
- *New Member Corner and Member Spotlight*
- *February Meeting: NMA Leadership Speech Contest*
- *NMA's national newsletter, Breaktime article: "90 Years: Two Minds with One Great Thought"*
- *NMA and BlueACTS collaborate for our February Professional Development event*
- *"Tool of the month" and Veteran's ERN*
- *Reminder: NMA Board Elections*
- *NMA Code of Ethics and Statement of Principles*



# NMA's 2016 Leadership Speech Contest



### **NMA National Mission Statement**

NMA offers leadership development products and opportunities that maximize the potential of our members, sponsoring organizations, and communities.



# Building Trust Through Transformation

2015 – 2016

Awareness  
Loyalty  
Accessibility

## From the Desk of our President



Angela Hollis,  
2015-2016 Chapter President

Greetings Fellow NMA Members,

I hope you all enjoyed the holiday season and had an opportunity to spend time with your loved ones. The New Year provides time to refocus our goals and set the stage for new beginnings. As your current NMA President, I would like to thank the members for your constant support; without you, we would not be the outstanding chapter we have been for the past 19 years.

The NMA leadership team has been busy planning an action-packed year filled with enthusiastic speakers, spectacular venues, and engaging professional development events. 2016 marks our 30 year anniversary as a NMA Chapter. Currently, we have over 1,800 members; however, there are over 3,000 NBU employees here at BCBSM. At this time, we need your help. I task each member to reach out to your friends, families and co-workers who are NBU employees and encourage them to become a part of the success of our great chapter. One team, One goal = Outstanding chapter!

Our next chapter meeting will be our annual speech contest which will be held on Wednesday, February 17 at the Detroit Tower Auditorium. Please join us and guest speaker Laura Byars, vice president, Human Performance, as we listen to high school students speak about leadership and what it means to them. Kudos to Karen Baird, Danita Ford-Vaughn and their teams. Because of their efforts, we had a huge response to our competition (30 applicants), with twelve student finalists competing for a chance to advance to our regional level. I really encourage everyone to come out to this event; it is truly the highlight of the chapter year.

During the month of February, you will also have an opportunity to submit nominations for our upcoming NMA board elections. Information was forwarded by the nominations committee on the criteria of becoming a board member. If you have not done so already, please take some time to nominate a co-worker, outstanding leader or yourself.

I appreciate your support and commitment as members. I look forward to seeing you at an upcoming membership meeting, Blue Nights<sup>SM</sup> Mixer, community service event or Professional Development Lunch and Learn session.

Sincerely,



# New Member Corner

Welcome New Members!



Welcome to the organization! You are joining a great group of leaders, striving to live out our theme “Building Trust Through Transformation”. We encourage you to connect with our members and learn something new about the organization. For more information, you can always go to our [SharePoint](#) site.



## Get Acquainted

We have many upcoming events in 2016 for you to begin networking and meeting other NMA members. Check them out here in the *blueprint*.

For more information about all other upcoming events, please visit the SharePoint site.

**Hope to see you at the next event!**

## New Members

Rachel Hubers
Daniel Maier
Karthik Ramachandran
Shri Reddy
Lydia Wilcox



## Get Involved! Member Benefits

Take advantage of these opportunities:

- Networking through monthly meetings and mixers
- Professional development through workshops and lunch and learns
- Community involvement through events like Gleaners, Meals on Wheels, Adopt-a-highway and more!



## New Member Spotlight Momena Cheema

In 2013, Momena Cheema officially began her career at BCBSM. In the previous year, she started out in a contractor position. She currently works in Operational Performance Management supporting business areas in Claims, Enrollment, and Program Management. In her role, Momena helps with capacity planning, forecasting and scheduling, and business process improvements. She learned about NMA through a friend who encouraged her to join and told her that it was “a great platform to meet other individuals.”

While considering the NMA, Momena heard that Chris Maier (vice president, Claims Enrollment and Program Management) was hosting the BlueNights<sup>SM</sup> mixer at Coach Insignia. Wanting to support her leader, Momena decided to attend. While there, she saw how many people in attendance knew each other through the NMA. “I felt as though it was time to broaden my network outside of what I currently know,” she commented. As a result, she decided to submit her membership application.

In the coming months, Momena hopes to be involved in some of the professional development opportunities as well as the community events that the NMA has to offer. “As a young professional who wants to go back to school, it can be hard to prioritize between all the moving pieces. A platform that can provide professional mentorship as well as a chance to be a proactive volunteer outside of BCBSM sounds like a win-win.”

When you see Momena at the next event, make sure you ask her about her amazing travel experiences. Momena has been to Japan, Dubai, France, Italy, Mexico, and Pakistan on different occasions with her family. As she’s been able to explore many sights around the world, she has great stories to share with those she will meet in the NMA.



*Scenic view of Japan*



*Scenic view of Dubai*



*Scenic view of Italy  
(above) and France  
(right).*





## Don't Forget: NMA 2016 Leadership Speech Contest Meeting

By Ann Charlick, Senior Financial Analyst, MAR

I encourage you to come to the annual speech contest on February 17, 2016 at the BCBSM Detroit Tower Auditorium. This year our executive host is Laura Byars, Human Performance vice president and an NMA executive advisor. Our emcee is Dan D'Amico, a Market Relations manager. Special thanks to Karen Baird for spear-heading the success of this annual event. We'd also like to thank the Detroit and Southfield Toastmasters Chapters for working with the contestants on their presentations.

I have had the pleasure of attending these contests, and I am amazed at the presentation skills and content of the contestants' speeches. Our 2013 winner, Kamaria Washington, and our 2015 winner, Sachi Arora, both placed high enough in the regional competition to advance to the final national contest.



2015 Winner, Sachi Arora



2013 Winner,  
Kamaria Washington

This year we had 30 contestants register and the twelve best essays will be presented orally. This is a unique opportunity to hear what future leaders believe are the attributes of a leader, who they believe possesses these traits and how these leaders have changed our beliefs.

I have no doubt that if you attend, you will obtain a greater knowledge of how the leadership role plays a part in affecting change in our lives and the lives of others. Hors d'oeuvres and a cash bar will be provided for those who RSVP to the invite and limited door prizes will be awarded to those who attend.

Keep an eye out for the invite and RSVP if you plan on attending. On behalf of myself and the contestants' families, thank you in advance for your support of the high school students by providing them with an enthusiastic audience to demonstrate their presentation skills.



**Building Trust  
Through Transformation**

2015 - 2016

Chapter #141





**Laura Byars**  
Vice President  
Human Performance

**Executive Speaker...**

**Wednesday, February 17, 2016**

**Presents...**



**Last Year's Winners**

# Leadership Speech Contest!



Blue Cross Blue Shield  
Tower Auditorium  
600 E Lafayette Blvd  
Detroit, MI 48226

**Program Information**

4:30 - 5:30 Networking and Hors d'oeuvres

5:30 - 6:00 Opening Remarks by Chapter President Angela Hollis and Executive Speaker Laura Byars

6:00 - 7:30 Speech Contest and Announcement of winners

Photographs, desserts and refreshments to follow



## NMA's National newsletter, *Breaktime*

The following article is near and dear to our hearts. Please enjoy how NMA and Toastmasters share similar goals within their respective organizations. The article was originally published in *Breaktime*, August – December 2015, page 12, by Avis French. Reprinted with permission.

# 90 Years – Two Minds with One Great Thought!

## NMA and Toastmasters

by Avis French

1995 NMA Member of the Year / Laguna Woods, CA



In 2015, the National Management Association, founded by Charles F. Kettering, celebrates its 90<sup>th</sup> anniversary. Also In 2015, Toastmasters International, founded by Ralph C. Smedley, celebrates its 90<sup>th</sup> anniversary with a yearlong tribute through October 2015. Both men had the same great thought – provide a safe environment in which their organization's members could practice their professional development and leadership skills.

The two organizations have many common goals:

- Professional Development
- Leadership Opportunities
- Membership
- Speech Contests

Let me explain.

Both organizations offer a wide variety of Professional Development activities: NMA provides professional and personal development workshops at the spring conferences and at the fall conferences, in addition to an extensive library of workshops and seminars and on-line presentations for professional and personal development. Toastmasters provides LACE (Leadership and Communication Experience) in the spring and in the fall, as well as an extensive library

of manuals for developing personal and professional development, leadership abilities and communications skills.

Both organizations offer Leadership opportunities: NMA affords officer opportunities for chapters, councils, areas, and the national board of directors. Toastmasters affords officer opportunities locally for clubs, areas, divisions, and districts, and election of International Directors who serve on the international Board of Directors.

Both organizations offer differing levels of Membership: NMA offers chapter membership for company-sponsored chapters, community chapters, and individual memberships. Toastmasters offers club membership for closed company clubs and for open community clubs.

Both organizations offer Speech Contest experience: NMA conducts a speech contest for high school students annually at the chapter, council, area, and national levels; Toastmasters members help administer the NMA contests; Toastmasters members conduct Youth Craft at schools that are participating in the NMA speech contest. Toastmasters conducts speech contests for members in the spring and in the fall at the club, area, division, district, and international levels; Toastmasters Founders District Community Relations Committee (Orange County, CA) supplies judges for as many as 40 high school and college speaking events annually.

Over the past 90 years, the one great thought shared by Charles Kettering and Ralph Smedley has been shared by all the members of the National Management Association and Toastmasters International.



Join NMA at the next  
Professional Development event



## There is an “I” in team . . . Part 2 with Umar T. Muhammad, M.S., CNM

In Honor of Black History Month, the BCBSM NMA Professional Development Team has partnered with Blue ACTS (African Ancestry Committed to Success) to bring back the dynamic and empowering teachings of Mr. Umar Muhammad. His 2015 presentation, There is an “I” in team, provided a creative perspective on sports and leadership for individual contributors ; let’s see how he will captivate our audience this year. Get ready for There is an “I” in team: Part 2.



### SAVE THE DATES:

- ❖ Tuesday, February 16<sup>th</sup> (BCBSM Towers)
- ❖ Wednesday, February 17<sup>th</sup> (BCN Commons)



- ❖ Soul Food Tasting: 11:30 a.m.
- ❖ Presentation: 12:00 noon

## THE NMA TOOLBOX



### January 2016: The Drill

The drill is the most dynamic tool in our Building Trust Through Transformation toolbox. Our shared knowledge, skills, and experiences are interchangeable drill bits we use to twist our way through the fears and doubts surrounding growth through transformation. Drilling creates openings in the wall of status quo that allow us to peer into the possibilities on the other side of change. So use the drill this month and share your bit. You'll be surprised at the breakthrough created by your drilling, and amazed at the line of sight you create toward fulfilled potential.

### Leadership Opportunities with the



The Veterans Employee Resource Network (ERN) will be holding its first annual membership meeting on Thursday, February 4, 2016 at the BCBSM Detroit Tower Auditorium from 12:00 – 1:00 pm.

The Veterans ERN is looking for people to serve on various leadership committees. If you are a veteran, have a family member who is a veteran or just want to support the veteran community, please come out to hear more about the exciting events the Veterans Network is planning for 2016. You can also sign up for the ERN here: [Veterans ERN](#)



*Pictured (front row): Lauren Mosley, Jason Gaiser, Stephanie Bracken, Shalease Brown, Freda Sampson and Iva-June Williams. Back row, Jesus Hernandez, keynote speaker Joe Grimm, William Plies, vice president, Corporate Planning and Phillip O'Leary.*

The membership meeting will also include a laptop donation from Diversity & Inclusion and IT to the Fallen and Wounded Soldiers Fund.





## NMA Board Elections Reminder

Fellow Leaders,

This is a reminder that BCBSM's Leadership Development Association (NMA) will conduct an election to fill five outgoing director positions and we are currently accepting nominations for these positions.

- Three positions will serve the Board for a three-year term
- One position will serve the Board for a one-year term
- One position will serve the Board for a one-year term (Elected At-Large)

The NMA Board of Directors encourages you to consider serving your fellow NMA members while gaining the invaluable and rewarding experience of serving on the Board of the second largest NMA chapter nationwide. Our chapter has earned prestigious awards for participation in numerous community events; networking; opportunities of learning leadership skills; lunch and learn sessions with highly recognized industry professionals; monthly mixers in restful casual environments; sponsoring a speech contest for young bloomers; award winning communications; and above all serving NMA members with an unprecedented commitment to help our members grow professionally. The most important qualifications include your confidence, dedication, and commitment to serving NMA members.

Chapter bylaws require that eligible candidates meet the following qualifications:

1. Must be a member of the BCBSM Leadership Development Association (NMA)
2. Must have served as a committee chairperson or vice president for at least one year prior to taking office as a Board member.

### At-Large Director:

1. Must be a current member of the BCBSM Leadership Development Association for at least two years.
2. Must have participated in the last 12 months in a minimum of two chapter sponsored activities. Activities may include the following, but are not limited to these events. A variation of these events is preferred:
  - Monthly meeting
  - Networking event
  - Volunteer event
  - Professional development course
  - Volunteered on a committee
3. Must fully demonstrate leadership competencies by delivering results, leading people, and building for the future. For additional details reference the Human Resources Leadership Competency Framework.

We encourage all potential candidates to seek guidance from their leadership since it involves time commitment to participate in monthly meetings and other related activities. You may nominate yourself, or your qualified friends to run for the available positions on the Board.

**[CLICK HERE TO EMAIL YOUR NOMINATION](#)**

**The deadline for nominations is March 13, 2016.**

If you have any questions regarding the process, please contact Tina Alonzo [TAlonzo@bcbsm.com](mailto:TAlonzo@bcbsm.com) or Pam Yanis [PYanis@bcbsm.com](mailto:PYanis@bcbsm.com).

**For full details regarding Board responsibilities, see [Article IV, section 2](#) of the Bylaws located under Chapter Info on SharePoint.**

### NMA Code of Ethics

- I will recognize that all individuals inherently desire to practice their occupations to the best of their ability.
- I will assume that all individuals want to do their best.
- I will maintain a broad and balanced outlook and will recognize value in the ideas and opinions of others.
- I will be guided in all my activities by truth, accuracy, fair dealing and good taste.
- I will keep informed on the latest developments in techniques, equipment, and process. I will recommend or initiate methods to increase productivity and efficiency.
- I will support efforts to strengthen the management profession through training and education.
- I will help my associates reach personal and professional fulfillment.
- I will earn and carefully guard my reputation for good moral character and good citizenship.
- I will promote the principles of our American Enterprise System to others, by highlighting its accomplishments and displaying confidence in its future.
- I will recognize that leadership is a call to service.

### Statement of Principles

NMA is dedicated to managerial excellence, personal and professional growth, and leadership development. The following principles identify NMA's core beliefs and provide the basis for the Association's Mission Statement.

- We believe in the highest standards of personal and organizational integrity and respect for the individual.
- We believe in lifelong learning, continuous improvement, and the development of a workforce capable of sustaining a competitive posture in the global economy.
- We believe management is a creative, dynamic, and essential process enabling people to achieve personal and organizational objectives.
- We believe that managerial responsibility is shared among all individuals at all levels of the organization and that leadership is critical to management success.
- We believe that individuals and organizations have a community and civic responsibility.

### blueprint Team

Co-Editors: Christina Frison and Jeannette van Buitenen

Contributing writers and editors: Christopher Brantley, Stephanie Bracken, Ann Charlick, Sharese Hogan, Angela Hollis and Heidi Saucier.

### Creative Team

Designer: Diana Copp

Photography: Kewanda Murphy, Lamont Corbin and Dena Dalal.

Dustin Freeze, Internet public domain

Web site: <http://sps-corp/nma/default.aspx>

### NMA Board Officers

Chairman of the Board: Ann Charlick

President: Angela Hollis

President-Elect: Anne Ebright

### Board Members

Tina Alonzo

Karema N. Bobbitt

Dreamai O. Crenshaw

Lisa Drayton

James Haskins

Deborah Riley

Pam Yanis

Matthew M. Zelman

### Chapter Representatives

Immediate Past Chairperson: Nancy Bennett

National Director: Alisa Armstrong

Lifetime National Director: Cathy Longo

### Executive Advisors

Michelle Billingsley

Laura A. Byars

Darrell E. Middleton

### NMA Officers

VP Professional Development: Sharese Hogan

VP Program Administration: Danita Ford-Vaughn

VP Public Relations: Brian Wilkes

VP Finance: Cheryl Cawley

VP Administration and Recognition: Nicole Redd





**February 2016**

*In this issue:*

- *Greetings from our President*
- *New Member Corner and Member Spotlight*
- *Highlights: There Is an "I" in Team: Part 2*
- *NMA Leadership Speech Contest*
- *Reminder: Leader of the Year by Gerri Cash*
- *VOLUNTEER for Ronald McDonald House and Bowl for Kids' Sake – NMA's "Pin Droppers"*
- *NMA Calendar of Events: Save the Date*
- *NMA Code of Ethics and Statement of Principles*

NMA's  
Volunteer Opportunity



**RONALD McDONALD  
HOUSE CHARITIES**

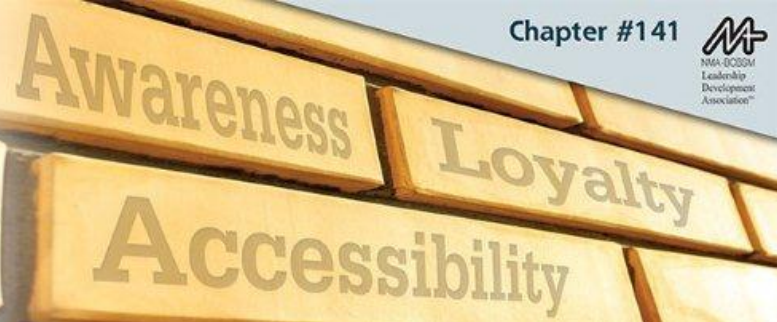


**NMA National Mission Statement**

NMA offers leadership development products and opportunities that maximize the potential of our members, sponsoring organizations, and communities.

# Building Trust Through Transformation

2015 – 2016



## From the Desk of our President



Angela Hollis,  
2015-2016 Chapter President

Greetings Fellow NMA Members,

I know some of you are wondering what's going on with NMA? Did I miss a monthly meeting? Historically, NMA takes a breather during the month of January to give members and leaders time to focus on goals and resolutions for the new year. My team and I decided to dedicate the month of February specifically toward our Annual Speech Contest.

It has been a personal goal of the chapter to increase awareness and attendance for the speech contest. I've had the pleasure of witnessing this contest at all three levels and it is such an amazing experience to observe the hard work, preparation and dedication these students put into their speeches. I'm happy to report that the speech contest was a huge success. We had a total of nine finalists this year and from the feedback from our judges, it was not an easy task selecting the first place winner.

I would personally like to commend all of the students on a job well done. We are very confident that our first place winner Soumay Kulkarni, daughter of Blues employee, Sapna Kulkarni, will make us proud as she advances to the next level, which will be held April 9, 2016 in beautiful Charlotte, North Carolina. I would also like to personally thank Laura Byars, vice president, Human Performance, Karen Baird, Toastmaster Advanced Leader, Danita Ford-Vaughn, vice president, NMA Program Administration, and our emcee Daniel D'Amico, manager, Market Relations, for their assistance in the success of this year's speech contest.

Also in February, the Professional Development team in collaboration with Employee Resource Network, BlueACTS hosted a Lunch and Learn workshop in honor of Black History Month featuring inspirational speaker Umar Muhammad. Muhammad brought to us part two of his spectacular presentation, "There is an 'I' in Team". There were two live sessions at our Detroit Bricktown Auditorium and at Blue Care Network's Southfield Commons Auditorium as well as webcasts to Ann Arbor, Lansing and Grand Rapids.

In March, we're back in full swing! Our next monthly meeting will be held on Tuesday, March 15 at Blue Care Network featuring Kimberly Benjamin, president of HR Strategies, a non-profit organization designed to assist people in discovering their purposeful life. Senior vice president, Michele Samuels will be hosting our next Blue Night's Mixer on Friday, March 18 at Wright & Co. Our popular college fairs are back and will be offered at multiple locations; additional details will be to your mailboxes soon. To wrap up the month, NMA has volunteered to prepare meals for the Ronald McDonald House of Detroit on Monday, March 28. Volunteers are still needed. If you are interested, please contact [Kewanda Murphy](#) or [Lamont Corbin](#) to sign up.

Finally, we encourage members to submit nominations for the open Board of Director positions. We are looking for leaders who are committed and ready to take our chapter to the next level of success. From my own personal experience, serving on the board is both rewarding and fulfilling. It has taken me out of my comfort zone and has afforded me leadership skills that have led to my personal and professional growth. See the article in this month's *blueprint* describing the terms and what's expected. Thank you for your continued support of NMA.



# New Member Corner

Welcome New Members!



Welcome to the organization! You are joining a great group of leaders, striving to live out our theme "Building Trust Through Transformation". We encourage you to connect with our members, and learn something new about the organization. For more information, you can always go to our [SharePoint](#) site.



## Get Acquainted

We have many upcoming events in 2016 for you to begin networking and meeting other NMA members. Check them out here in the *blueprint*.

For more information about all other upcoming events, please visit the SharePoint site.

**Hope to see you at the next event!**

## New Members

Bradley Anderson	Theresa Kormanik
Amanda Asaro	Sonja McCory
Marc Butiong	Tomika Murry
Vaneitta Goines	Paul Nagrant
Cortney Grabski	Maxwell Ramirez
Jackquelynn Jennings	Shahbaz Saleem
Shalwan Jones	Chelanda Stevenson
Rebecca Stojcevski	



## Get Involved! Member Benefits

Take advantage of these opportunities!

- Networking through monthly meetings and mixers
- Professional development through workshops and lunch and learns
- Community involvement through events like Bowl for Kids' Sake, walks for cures and causes, Adopt-a-Highway and more!



## New Member Spotlight

Sue Abou-Rjaily recently transitioned into her current role as the manager of Group Billing and has been at BCBSM for eight and a half years. The team that she leads is responsible for handling membership and billing processing, as well as inquiries for group business.

Last year, Sue had the opportunity to be involved in the Mentoring Circles program at BCBSM. During that time, she realized that “one of the consistent themes [shared during the program] was to get involved and network.” Having previously learned about the NMA from her leaders, Sue decided to join and take the opportunity to network outside of the membership and billing side of the business.

Hoping to attend a meeting in the near future, Sue wants to find out “more about the company and other areas” as she meets other members. She is also interested in the volunteer opportunities the NMA offers. Knowing that some of her peers are not yet a part of the organization, Sue plans on encouraging them to become members.

Sue spends a lot of time with her family, which includes her two children. “My days are consumed with all of their activities,” she commented. She is committed to participating in volunteer activities with them to expand their horizons. To make sure that her children are ‘experiencing the world’, Sue’s family has taken various trips together. When you meet Sue, remember to ask her about some of her favorite travel destinations. She’ll be happy to share with you.

Current Chapter Achievement Roadmap points total:

**679**

We earn points when you volunteer through NMA or other community events. We’ve been named an Outstanding Chapter for over 17 years due to our tremendous volunteer service. Here’s a great way for you to help your NMA chapter while serving others!





## There Is an "I" in Team: Part 2 (Fool Me Twice)

Presented by Umar T. Muhammad, MS, CNM

By Jeannette VanBuitenen, senior analyst, Utilization Review



After tastings of fried chicken, greens, corn, macaroni and cheese, and cornbread, cheerfully served by members of BlueACTS amid enthusiastic networking, we were all treated to Part Two of Umar Muhammad's seminar, "There Is an "I" in Team: Part 2".

Monica McKinney, chair of BlueACTS introduced Umar who then informed us that Durham, North Carolina is the home of Black Wall Street, as well as an excellent environment for entrepreneurs and start-ups.

The "I" in Team stands for individual - what one person brings to the team. It is important to accept inequalities such as differences in pay, talent and personality, as each individual brings their own uniqueness to a team. In fact, too much harmony within a team can hurt performance.

High Performing Teams (HPTs) are comprised of talented and high performing individuals. HPTs benefit from variations in talent, personalities and pay. Umar emphasized that teams begin and end with individuals.

During the presentation, three

concepts of individualism were identified:

- Individual – physiology, gender, geography and family which we cannot control.
- Identity – beliefs, expressions, relationships and concepts, over which we have some control.
- Interests – motivation, purpose, passions over which we have the most control.

From these elements, we can define certain personalities: a perfectionist, who can be overly critical; paranoid personalities, who may be hesitant to engage. Also, tenacious individuals are headstrong, while some self-confident team members may appear to be arrogant. A team leader must manage both the good and bad traits of each personality type to create harmony.

## PERCEPTION DETERMINES YOUR REALITY

This tenet plays an important role in teams as individuals struggle with accepting perceptions over reality, dealing with contradictory forces, competing truths and what matters versus what happened. These factors can lead to the Abilene Paradox, which is the absence of conflict can be confused with consent. This can result in the team collectively deciding on a course of action that is counter to the preferences of many (or all) of the individuals in the group.



(Pictures above and below) NMA and BlueACTS members actively listen to Umar's presentation in Bricktown Auditorium.



(continued on page 6)



***There Is an "I" in Team: Part 2 (Fool Me Twice)***  
(continued from page 5)

Umar encouraged us to ask why we get up in the morning. This is an important question we should all ask ourselves daily, then act on it.

Some individuals get sidetracked by the "Impostor Syndrome". This is a mindset held by high-achieving individuals marked by an inability to internalize their accomplishments and a persistent fear of being exposed as a "fraud." Proof of success is dismissed as luck, timing, or as a result of deceiving others into thinking they are more intelligent and competent than they believe themselves to be.

Umar concluded his presentation by encouraging us to embrace individuality. Leaders should learn to manage all personality types and promote harmony between high performing individuals. By doing this, you will soon lead or be a part of a High Performing Team. Remember to ask yourself: what is your "why"?



*NMA and BlueACTS members mingle in the lobby of Bricktown Auditorium before February's Lunch and Learn presentation.*

*(Right picture): Striking a pose with Umar Muhammad are BlueACTS chairperson Monica McKinney, NMA vice president Professional Development, Sharese Hogan and NMA's 2015-2016 president, Angela Hollis.*



*Umar expounds on the "I" in Team during his February presentation.*



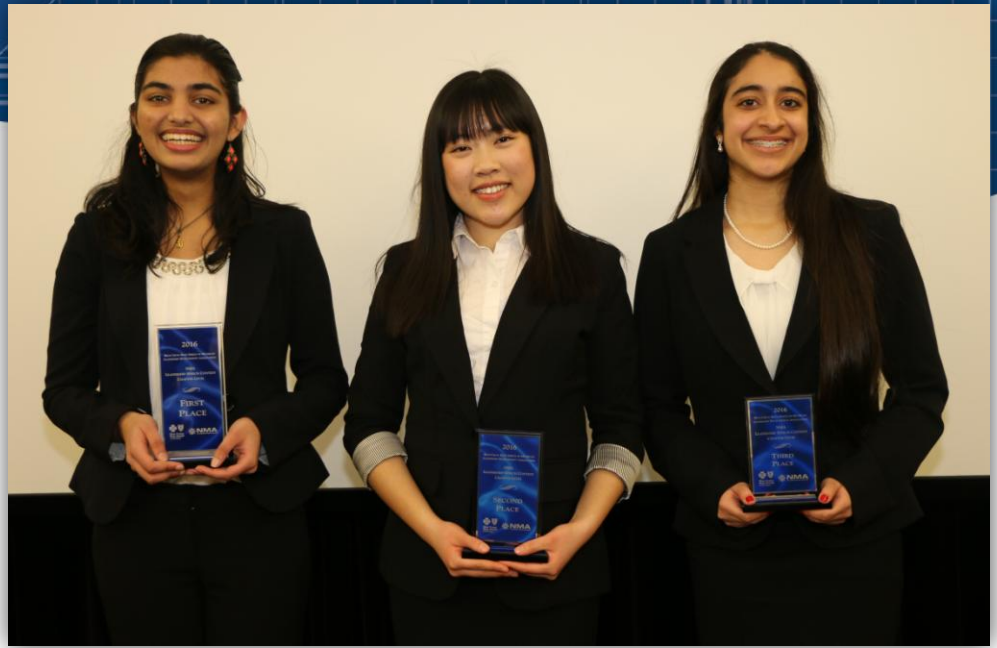
Stay tuned for the next  
NMA Professional  
Development  
event!





By Ann Charlick, Senior Financial Analyst, BCN MA

If you didn't have the opportunity to attend the speech contest on February 17 in Tower Auditorium, you missed out. There were nine contestants who spoke on what it means to be a leader and leadership characteristics. Dan D'Amico emceed the event, bridging the contestant speeches with information on the speech contest process and the opportunity to advance to the regional contest in the spring and the national contest in the fall.



Speech Contest winners Soumya Kulkarni (1<sup>st</sup> place), Alice Wu, (2<sup>nd</sup> place) and Sachi Arora (3<sup>rd</sup> place). Congratulations!

The contestants stood alone on the stage and spoke eloquently on their thoughts of leadership. One contestant spoke about how the concept of a leader has changed, citing that being the tallest person was a characteristic of a kindergartner leader, but by first grade, that characteristic was no longer considered a good leader quality. Another contestant spoke about the evolution of leadership, from the caveman era through the medieval age and on to the 20<sup>th</sup> century. Another spoke on how we would consider the queen bee to be the leader of the honey bee hive, but that's really not her role. Others spoke on what they did to be selected as a leader; they were dedicated to the cause and worked hard to motivate others toward a common goal.



NMA's bright, young contestants: (front row) Alice Wu, Sachi Arora and Jack Bellamy; (back row) Nicoletta Valenzano, Neha Surapaneni, Nicholas Veal, William Lee, Soumya Kulkarni and Janet Wetzel.

Some leadership characteristics identified by the competitors were: popular; different thinkers; able to translate a vision to reality; motivates; dedicates time to others; humble; possesses VIP (vision, inspiration and persistence).

Members of Metro Master and Skill Masters, Toastmaster chapters, mentored the contestants before they competed and other members were judges in the contest. All nine contestants were composed and presented their ideas by memory with enthusiasm, passion and humor. Unfortunately, only the top three are presented with awards and only the first place winner advances to the regional contest in Charlotte, North Carolina in April. Soumya Kulkarni won first place, Alice Wu, second and Sachi Arora placed third.

(continued on page 8)

## Reminder: Leader of the Year Nomination

By Gerri Cash, Senior Director, Center of Excellence

First of all, it was such a great honor just to be nominated, let alone win such an award. I was very touched by what my team wrote about me on the NMA Leader of the Year nomination form:

*"The leader nominated for the 2015 NMA Leader of the Year Award is not a leader simply because of her job title, instead she's an extraordinary leader because she leads by example in the way she challenges herself to finish first, by giving her best each day, and in the way she supports and encourages her team to reach their full potential. Her unmatched confidence, yet humble attitude, makes her approachable and able to handle any issue with ease. This nominee has the ability to deliver on corporate objectives through effective planning and appropriately builds execution teams to deliver outcomes. Additionally, this 2015 nominee is an honest and transparent leader not afraid to ask the uncomfortable questions, or to contest the normal way of getting things done. These are but a few of the many character qualities that separate this leader from most and it's what places her in a position for the 2015 NMA Leader of the Year Award."*

To say the least, I was and still am truly humbled by these statements.

It's true, I do push my team to be the best they can be and for them to learn from every experience even, if it's a negative one. In my opinion, we need to challenge ourselves, our teammates and our colleagues daily and come to an understanding that learning is a continual process. I honestly believe that while we may not get things right the first time or every time, we will succeed through our self-evaluation and self-improvement efforts.

Receiving the award was a great honor, but I am lucky to have a team that inspires me to be the best leader I can be. When it comes time for 2016 NMA nominations, I would encourage everyone to recognize their leaders. Recognition from their team will only motivate them to be even better, which it has for me. And great leadership is what will continue to drive the success of BCBSM.



2015 Leader of the Year recipient, Gerri Cash with 2014-2015 NMA President, James Haskins.

---

### 2016 Leadership Speech Contest (continued from page 7)

Laura Byars, vice president, Human Performance and an NMA executive advisor, was our executive host and presented a short talk, "Transformation by the Numbers", which included the persons that most influenced her, her parents, two awesome leaders in her past (as well as the not so awesome leaders she has had), her husband and son. She spoke on her education and professional path that lead her to her current position as the VP of Human Performance.

At the conclusion of the meeting, our president, Angela Hollis, presented our retirement gift to Sue Kluge, BCN's Senior Vice President and CFO and our NMA executive advisor from 2008 through 2015. We compiled all the thank you notes provided by the many NMA members into a hard cover, printed book.





RONALD MCDONALD  
HOUSE CHARITIES

**Monday, March 28, 2016**  
**Ronald McDonald House of Detroit**

4707 St. Antoine, Suite 200  
Detroit, MI 48201  
313.745.5909

---

Many families travel far from home and spend several weeks or months to get treatment for their seriously ill or injured children – a long time to be away or to divide a family. And, for children facing a serious medical crisis, nothing seems scarier than not having mom and dad close by for love and support. A Ronald McDonald House is that “home-away-from-home” for families so they can stay close by their hospitalized child at little or no cost. Ronald McDonald houses are built on the simple idea that nothing else should matter when a family is focused on the health of their child – not where they can afford to stay, where they will get their next meal or where they will lay their head at night to rest. They believe that when a child is hospitalized the love and support of family is as powerful as the strongest medicine prescribed.

One of the services provided for families that reside at a Ronald McDonald house are home-cooked meals. NMA has volunteered to prepare a meal for the Ronald McDonald House of Detroit on Monday, March 28, 2016, from 4:00 PM – 8:00 PM. We are looking for six volunteers to help plan, prepare and serve dinner. If you are interested, please send an email advising *both contacts* listed below by March 11, 2016.

Thank you in advance for your support and we hope to see you at this volunteer event.

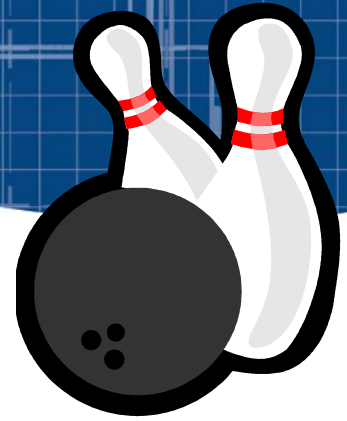
Kewanda Murphy, Community Involvement Chair  
NMA – BCBSM Chapter #141  
[kmurphy@bcbsm.com](mailto:kmurphy@bcbsm.com)  
313-448-1068

Lamont Corbin, Community Involvement Co-Chair  
NMA – BCBSM Chapter #141  
[lcorbin@bcbsm.com](mailto:lcorbin@bcbsm.com)  
313-983-3929



**Big Brothers Big Sisters**  
of Metropolitan Detroit

**BOWL**  
FOR KIDS' SAKE



## **Support NMA's Bowl For Kid's Sake Team The NMA "Pin Droppers"**

Bowl for Kids' Sake is a fun-filled event that provides companies and organizations the opportunity to show their support by raising dollars and awareness to support Big Brothers Big Sisters of Metropolitan Detroit. Our NMA chapter has formed a team to participate in this event. Listed below are steps to follow if: (1) you'd like to join our team or (2) you are unable to participate but would like to make a donation.

**NMA'S GOAL IS TO RAISE \$1,000 AS A CHAPTER!**

### **To participate as a bowler :**

Click the following link [NMA Pin Droppers](#)

Click **PARTICIPATE** to join this team

Follow instructions as prompted

**When:** Saturday, April 23, 2016

**Where:** THUNDERBOWL LANES  
4200 Allen Rd.

Allen Park, MI 48101

**Time:** 10:00 AM – 1:00 PM

### **To make a donation to the NMA "Pin Droppers" team:**

Click the following link [NMA Pin Droppers](#)

Click **DONATE**

Follow instructions as prompted

**Please contact the team captain, Kewanda Murphy, at 313-448-1068 or [kmurphy@bcbsm.com](mailto:kmurphy@bcbsm.com) if you have any questions.**



# SAVE the DATE

## NMA Calendar of Events

When	Who	What	Where
<b>March 15</b> Networking 4:30 Meeting 5:30	Kimberly Benjamin, President, HR Strategies	Monthly Membership Meeting	Blue Care Network Commons
<b>March 18</b> 5-8 p.m.	Host: Michele A. Samuels, BCBSM senior vice president, General Audit and Corporate Compliance	BlueNights <sup>SM</sup> mixer	Wright & Co. 1500 Woodward Ave. 2 <sup>nd</sup> Floor Detroit, MI 48226
<b>March 28</b> 4-8:00 p.m.		VOLUNTEER OPPORTUNITY	Ronald McDonald House 4707 St. Antoine, Suite 200 Detroit, MI 48201
<b>April 13</b> Networking 4:30 Meeting 5:30	Terry Burke, BCBSM vice president, Individual Business	Monthly Membership Meeting	Grosse Pointe War Memorial 32 Lake Shore Rd, Grosse Pointe Farms, MI 48236
<b>April</b> Date TBD 5-8 p.m.	Host: Andy Hetzel, BCBSM vice president, Corporate Communications	BlueNights mixer	Firebird Tavern
<b>April 23</b> 10:00 a.m. to 1:00 p.m.		COMMUNITY INVOLVEMENT OPPORTUNITY	Big Brothers Big Sisters Bowl for Kids' Sake THUNDERBOWL LANES 4200 Allen Rd. Allen Park, MI 48101
<b>May 10</b> Networking 4:30 Meeting 5:30	Gail Perry-Mason, Financial Coach, author and speaker	Monthly Membership Meeting	TBD
<b>June 6</b> Networking 4:30 Meeting 5:30	Daniel J. Loepp, President & CEO, Blue Cross Blue Shield MI	Monthly Membership Meeting	Motor City Sound Board 2901 Grand River Ave, Detroit, MI 48201
<b>June</b> Date TBD	Host: Pam Braund, BCBSM vice president, Auto Accounts	BlueNights mixer	TBD



## NMA Board Elections Reminder

Fellow Leaders,

This is a reminder that BCBSM's Leadership Development Association (NMA) will conduct an election to fill five outgoing director positions and we are currently accepting nominations for these positions.

- Three positions will serve the Board for a three-year term
- One position will serve the Board for a one-year term
- One position will serve the Board for a one-year term (Elected At-Large)

The NMA Board of Directors encourages you to consider serving your fellow NMA members while gaining the invaluable and rewarding experience of serving on the Board of the second largest NMA chapter nationwide. Our chapter has earned prestigious awards for participation in numerous community events; networking; opportunities of learning leadership skills; lunch and learn sessions with highly recognized industry professionals; monthly mixers in restful casual environments; sponsoring a speech contest for young bloomers; award winning communications; and above all serving NMA members with an unprecedented commitment to help our members grow professionally. The most important qualifications include your confidence, dedication, and commitment to serving NMA members.

Chapter bylaws require that eligible candidates meet the following qualifications:

1. Must be a member of the BCBSM Leadership Development Association (NMA)
2. Must have served as a committee chairperson or vice president for at least one year prior to taking office as a Board member.

### At-Large Director:

1. Must be a current member of the BCBSM Leadership Development Association for at least two years.
2. Must have participated in the last 12 months in a minimum of two chapter sponsored activities. Activities may include the following, but are not limited to these events. A variation of these events is preferred:
  - Monthly meeting
  - Networking event
  - Volunteer event
  - Professional development course
  - Volunteered on a committee
3. Must fully demonstrate leadership competencies by delivering results, leading people, and building for the future. For additional details reference the Human Resources Leadership Competency Framework.

We encourage all potential candidates to seek guidance from their leadership since it involves time commitment to participate in monthly meetings and other related activities. You may nominate yourself, or your qualified friends to run for the available positions on the Board.

**[CLICK HERE TO EMAIL YOUR NOMINATION](#)**

**The deadline for nominations is March 13, 2016.**

If you have any questions regarding the process, please contact Tina Alonzo [TAlonzo@bcbsm.com](mailto:TAlonzo@bcbsm.com) or Pam Yanis [PYanis@bcbsm.com](mailto:PYanis@bcbsm.com).

**For full details regarding Board responsibilities, see [Article IV, section 2](#) of the Bylaws located under Chapter Info on SharePoint.**



## NMA Code of Ethics

- I will recognize that all individuals inherently desire to practice their occupations to the best of their ability.
- I will assume that all individuals want to do their best.
- I will maintain a broad and balanced outlook and will recognize value in the ideas and opinions of others.
- I will be guided in all my activities by truth, accuracy, fair dealing and good taste.
- I will keep informed on the latest developments in techniques, equipment, and process. I will recommend or initiate methods to increase productivity and efficiency.
- I will support efforts to strengthen the management profession through training and education.
- I will help my associates reach personal and professional fulfillment.
- I will earn and carefully guard my reputation for good moral character and good citizenship.
- I will promote the principles of our American Enterprise System to others, by highlighting its accomplishments and displaying confidence in its future.
- I will recognize that leadership is a call to service.

## Statement of Principles

NMA is dedicated to managerial excellence, personal and professional growth, and leadership development. The following principles identify NMA's core beliefs and provide the basis for the Association's Mission Statement.

- We believe in the highest standards of personal and organizational integrity and respect for the individual.
- We believe in lifelong learning, continuous improvement, and the development of a workforce capable of sustaining a competitive posture in the global economy.
- We believe management is a creative, dynamic, and essential process enabling people to achieve personal and organizational objectives.
- We believe that managerial responsibility is shared among all individuals at all levels of the organization and that leadership is critical to management success.
- We believe that individuals and organizations have a community and civic responsibility.

## blueprint Team

Co-Editors: Christina Frison and Jeannette van Buitenen

Contributing writers and editors: Stephanie Bracken, Ann Charlick, Angela Hollis, Kewanda Murphy and Heidi Saucier.

## Creative Team

Designer: Diana Copp

Photography: Christopher Brantley and Christina Frison.

Dustin Freeze, Internet public domain

Web site: <http://sps-corp/nma/default.aspx>

## NMA Board Officers

Chairman of the Board: Ann Charlick

President: Angela Hollis

President-Elect: Anne Ebright

## Board Members

Tina Alonzo

Karema N. Bobbitt

Dreamai O. Crenshaw

Lisa Drayton

James Haskins

Deborah Riley

Pam Yanis

Matthew M. Zelman

## Chapter Representatives

Immediate Past Chairperson: Nancy Bennett

National Director: Alisa Armstrong

Lifetime National Director: Cathy Longo

## Executive Advisors

Michelle Billingsley

Laura A. Byars

Darrell E. Middleton

## NMA Officers

VP Professional Development: Sharese Hogan

VP Program Administration: Danita Ford-Vaughn

VP Public Relations: Brian Wilkes

VP Finance: Cheryl Cawley

VP Administration and Recognition: Nicole Redd

# blueprint<sup>®</sup>



NMA's  
Volunteer Opportunity

Heart Walk.



March 2016

*In this issue:*

*Greetings from our President \* New Member Corner and Member Spotlight \* March Member Meeting overview\* The Secrets to Working Virtually \* VOLUNTEER to Bowl for Kids' Sake with NMA's "Pin Droppers" \* 2016 Heart Walk \* Why RSVP? \* BlueNights<sup>SM</sup> Mixer highlights \* NMA Calendar of Events: Save the Date \* NMA Code of Ethics and Statement of Principles*



## NMA National Mission Statement

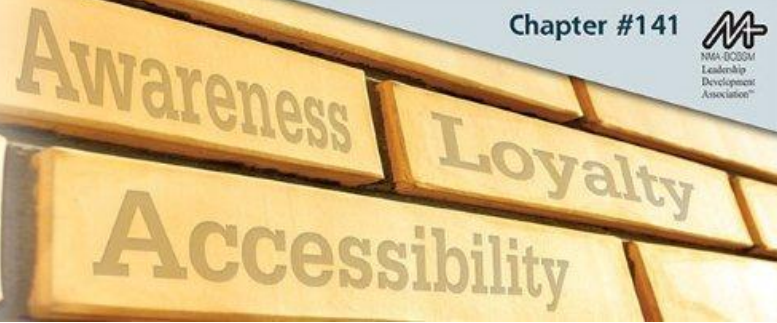
NMA offers leadership development products and opportunities that maximize the potential of our members, sponsoring organizations, and communities.





# Building Trust Through Transformation

2015 – 2016



## From the Desk of our President



Angela Hollis,  
2015-2016 Chapter President

Greetings Fellow NMA Members,

Spring is in the air and there is no time like the present to flower and grow with NMA. I can't believe the chapter year is almost over! With only three months remaining, we are literally raining with exciting events planned for you. I would like to thank everyone who has supported us this year. There is no contribution that is not appreciated by the board and our officers. Without your help, we would not be the outstanding chapter we are today.

March was full of activities. We kicked off the month with inspirational speaker Kimberly Benjamin on Tuesday, March 15 at the BCN Commons in Southfield for our Monthly Membership meeting. We were happy to host a meeting at this location for our members who are

unable to attend downtown events on a regular basis. Kimberly spoke to the members about how to live a purposeful life. Her interactive discussion and thought provoking quotes gave attendees tips that can be used daily in their personal and professional lives.

On Thursday, March 17, our Professional Development team collaborated with NMA National to host a webinar on "The Secrets to Working Virtually." Then, Friday, March 18, SVP and Corporate Compliance Officer, Michelle Samuels hosted another popular BlueNights<sup>SM</sup> Mixer at the fabulous Rattlesnake Club. Finally on Monday, March 28 a team of six dedicated members prepared dinner for 10 families at the Ronald McDonald House.

If you thought March was busy then wait until you see what we have on the calendar for April as we prepare to celebrate our 30 year anniversary. The first event of the month will be our membership meeting featuring Terrence Burke, vice president, Individual Business on Wednesday, April 13 at the Grosse Pointe War Memorial. Please remember to join the NMA Pin Droppers as we support Big Brothers and Big Sisters for their annual fundraiser, Bowling for Kid's Sake on Saturday, April 23. If you are not interested in joining as a bowler but would like to help by donating to our team, please follow the links in the article on page seven.

Stay tuned for more exciting events. As always we welcome your feedback and ideas on how NMA can provide more value to you.

Sincerely,



# New Member Corner

Welcome New Members!



New Members

Noor Atisha	Elizabeth Mallory
Kristi Bekish	Megan Mulvaney
Sharman Bufkin	Erik Svoeuy
Deborah Farmer	Janice Swanger

Welcome to the organization. You are joining a great group of leaders, striving to live out our theme "Building Trust Through Transformation". We encourage you to connect with our members, and learn something new about the organization. For more information, you can always go to our [SharePoint](#) site.



## Get Acquainted

We have many upcoming events in 2016 for you to begin networking and meeting other NMA members. Check them out here in the *blueprint*!

For more information about all other upcoming events, please visit the SharePoint site.

**Hope to see you at the next event.**



## Get Involved! Member Benefits

Take advantage of these opportunities!

- Networking through monthly meetings and mixers
- Professional development through workshops and lunch and learns
- Community involvement through events like Bowl for Kids' Sake, walks for cures and causes, Adopt-a-Highway and more.



## New Member Spotlight

### *Marc Butiong*

It's getting close to Marc Butiong's one year anniversary with BCBSM. He joined the organization in July 2015 as a Sales Analyst with Key State Accounts. Marc's role allows him to assist with projects for large account customers, identifying ways to provide better service.

Marc enjoys having the chance to work alongside the account manager for these groups, as it has allowed him "to learn about their management style and incorporate knowledge gained through training to provide additional assistance."

Marc's co-workers who are involved with the NMA told him about the organization and the opportunities to get involved. "Every person has had nothing but great things to mention," he remarked.



After hearing about the networking mixers and great speakers who brought an overall building of camaraderie, Marc was interested in joining the NMA. "I have always valued professional development and aspire to surround myself with leaders that I can learn from and emulate," he said. Looking to extend his network within BCBSM and desiring to grow as a leader, Marc submitted his application to become a member.

As Marc's involvement with the NMA increased, he was excited to attend the mixer at the Rattlesnake Club hosted by Michele Samuels. In the future, he is looking forward to professional development resources, which include developing speech-making skills.

Marc's personal quest to find the world's greatest cheeseburger. "I'm a foodie at heart, and love exploring new spots in the city. Feel free to join me in my pursuits!" When you meet Marc, ask him what his favorite cheeseburgers are to date, or share with him suggestions on new ones to try.

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Current Chapter Achievement Roadmap points total: **700 +**

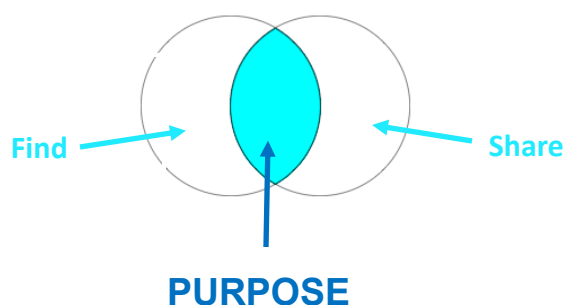
We earn points when you volunteer through NMA or other community events. We've been named an Outstanding Chapter for over 17 years due to our tremendous volunteer service. Here's a great way for you to help your NMA chapter while serving others!

## How to Live Your Life On Purpose

Presented by Kimberly A. Benjamin, Executive Director, A Purposed Transition  
 Written by Jeannette VanBuitenen

The auditorium at Blue Care Network served as the venue for this thought-provoking presentation. Ms. Benjamin is a human resources veteran who started the meeting with a challenge: get up, move around and introduce ourselves to those attendees we didn't already know, and share with them our dream of the future. For many it was retirement, but there were a few surprises, including one NMA member who said he wants to be the chief executive officer – but not necessarily of BCBSM.

Purpose can be defined as destiny, why we are here, and drive. Ms. Benjamin introduced a graphic of two circles intersecting. One circle represents what you find, and the other what you share. The overlap is your gift, your purpose.



In between slides of affirmative quotes and maxims, Ms. Benjamin asked us to ask ourselves these questions:

- What commitment can you make today about your health?
- What would you do if you weren't afraid?
- Make a list of all the things you want to do and go do them.
- What will your future self thank you for?

Ms. Benjamin urged us to ask ourselves, “are you happy, or just comfortable?” As we endeavor to live our lives “on purpose”, we can expect to step out of our comfort zone. And while discomfort may be challenging at first, move forward to break through and succeed.



*Left: NMA member Valaise Smith completes a self-analysis assessment.*



*Right: NMA members mingle during Benjamin's ice breaker exercise.*

Many of the audience members shared their answers. Some were funny, some more somber, all of them reflective. By the end, we were left to answer these questions for ourselves. The presentation and audience participation provided a lively evening of positivity and possibility to find and live your purpose.



## The Secrets to Working Virtually

Presented by Steve Bailey, Executive Director, National Management Association

Written by Jeannette VanBuitenen, Senior Analyst, Utilization Review

NMA members who attended the “Lunch and Learn” live webinar presented by Steve Bailey on March 17, 2016 were privy to many of the ins and outs of working virtually. To quote consultant, trainer, author and speaker Keith Ferrazzi, “There’s a world of difference between merely working together and truly collaborating with one another.” This goes for any team, but in today’s digital environment, effective collaboration can be especially difficult for teams that are not located in the same building, city, state or even the same country.

Successful collaboration among virtual teams is possible by removing barriers, recognizing the importance of accountability, appreciating the impact of culture differences and understanding “the distance factor.”

At this point, Steve led a discussion about the best and most challenging aspects of working virtually. “Virtual” for this seminar meant the team leader was separated from the people he leads; they are not in the same physical space. Pluses included not having to commute; challenges included limited opportunity for socialization and the inability to build relationships. Steve quoted Charles Handy in the Harvard Business Review as stating, “Work is what we do, not where we go.” Keeping that in mind, a virtual team can become more interconnected, despite the physical separation.

Steve shared both short- and long-term strategies to manage distance, feelings, workload assignment, developing commonality, interpersonal trust, communication and accountability. Begin by invoking clarity of purpose, and have strategies in place for all of the challenges you may face while creating a cohesive team. Conflict resolution, including compromise and consensus, creating procedures for handling grievances and defining ways to communicate more effectively is also very important.



The characteristics of a good team are universal: everyone participates and stays positive; goals are clear and shared; there is a high respect for differences and everyone takes the initiative to get things done. A good team member shares openly and authentically, involves others in decision making, listens to others and values their opinions, and works through conflict openly.

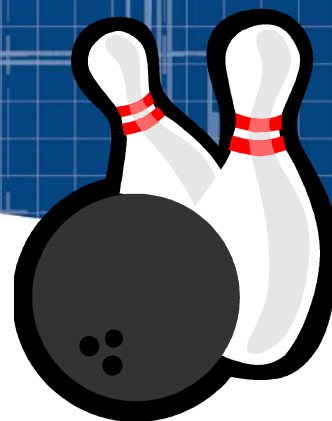
Are you prepared to be a good virtual team leader? Strike a balance among results, process and relationships. Empower your team members. Resist the urge to micromanage. Eliminate roadblocks to success and provide adequate resources to get the job done. Be the leader, manager and coach!

This is just an overview of this seminar. For more detail, and to learn all the Secrets of Working Virtually, access the presentation through the NMA SharePoint site.



**Big Brothers Big Sisters**  
of Metropolitan Detroit

**BOWL**  
FOR KIDS' SAKE



## **Support NMA's Bowl For Kid's Sake Team The NMA "Pin Droppers"**

Bowl for Kids' Sake is a fun-filled event that provides companies and organizations the opportunity to show their support by raising dollars and awareness to support Big Brothers Big Sisters of Metropolitan Detroit. Our NMA chapter has formed a team to participate in this event. Listed below are steps to follow if: (1) you'd like to join our team or (2) you are unable to participate but would like to make a donation.

**NMA'S GOAL IS TO RAISE \$1,000 AS A CHAPTER!**

### **To participate as a bowler :**

Click the following link [NMA Pin Droppers](#)

Click **PARTICIPATE** to join this team

Follow instructions as prompted

**When:** Saturday, April 23, 2016

**Where:** THUNDERBOWL LANES

4200 Allen Rd.

Allen Park, MI 48101

**Time:** 10:00 AM – 1:00 PM

### **To make a donation to the NMA "Pin Droppers" team:**

Click the following link [NMA Pin Droppers](#)

Click **DONATE**

Follow instructions as prompted

**Please contact the team captain, Kewanda Murphy, at 313-448-1068 or [kmurphy@bcbsm.com](mailto:kmurphy@bcbsm.com) if you have any questions.**



# Heart Walk.

The 2016 Metro Detroit Heart Walk  
West Riverfront Park Downtown Detroit  
Saturday, May 14, 2016  
8:00 AM – 12:00 PM

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Approximately 1 in every 4 deaths a year is caused by heart disease in the United States. It is projected to affect more than 3,000,000 people by 2030. That number doesn't even include the other health risks that accompany heart-related illnesses. Through our own decline in health awareness, younger generations are facing more risk than ever before. Shockingly, this younger generation is the first in our lifetime to see a shorter life expectancy. The sad truth is a third of these deaths are preventable.

In an effort to fight against heart disease and stroke, NMA has formed a team under BCBSM to help support the 2016 Metro Detroit Heart Walk.

## OUR GOAL IS TO RAISE \$1,000 AS A CHAPTER

### To participate as a walker

Click the following link [TEAM NMA](#)

Click **JOIN TEAM**

Follow instructions as prompted

### To make a donation

Click the following link [TEAM NMA](#)

Click **DONATE NOW**

Follow instructions as prompted



Please contact the team captain, **Kewanda Murphy**, at 313-448-1068 or [kmurphy@bcbsm.com](mailto:kmurphy@bcbsm.com) if you have any questions.

## Why RSVP? The cost of no-shows to your NMA chapter

Written by Anne Ebright, Member Touchpoint Coordination, Senior Business Division

Here at Blue Cross, we're no strangers to acronyms. It seems that the more we try to be Clear and Simple®, we still generate new acronyms every year. One familiar acronym still causes confusion for many individuals. When you see "RSVP" do you know what it means, or that it requires an action on your part?



The term RSVP comes from the French expression "répondez s'il vous plaît", meaning "please respond".

If RSVP is written on an invitation it means the invited guest must tell the host **whether or not they plan to attend the event**. It does not mean to respond only if you're coming, and it does not mean respond only if you're *not* coming (the expression "regrets only" is reserved for that instance). It means the host needs a definite head count for the planned event, and needs it by the date specified on the invitation.

### The problem

Our Program Administration, Public Relations and Finance teams have noticed that when we put an RSVP request on an invitation to a chapter event, many members don't do anything about it. Other members quickly respond that they will attend, but then forget to cancel in a timely manner if a conflict arises. I think we all have good intentions. We want to make the most of our membership in NMA and take advantage of the great social and professional development opportunities our chapter offers. And we are all busy. Yes, the toll of our busy-ness interrupts our business, and the last-minute, pop-up reminders from Outlook cause us to wince as we realize we have competing priorities for the same time on the same day, and something has to be dropped in order to meet the other need.

You might be surprised by the following numbers from our last four NMA monthly meetings:

	September 2015	October 2015	November 2015	February 2016
Total RSVPs	148	253	217	62
Total Attended	78	172	109	31
RSVP, didn't attend	<b>70</b>	<b>81</b>	<b>108</b>	<b>31</b>

Our November and February meetings each had a staggering 50 percent no-show rate of those who had indicated they'd attend. **The cost of no-shows at all four of these meetings was approximately \$11,600.** Your monthly membership fee is \$4.10 with a generous subsidy of \$3.70 from Blue Cross. However, the average meal cost at a monthly meeting runs \$40 or more *per person*. **The cost to our NMA chapter associated with members who RSVP but fail to cancel their registration averages \$2,900 per month.**

### Things to consider

An incomplete list of respondents can cause numerous problems for the meeting organizer including difficulty in planning food quantities, issues relating to minimum guarantees with venues, and difficulties in planning appropriate seating, among other things. Think about how our chapter could have used the funds saved if members had updated their RSVP: perhaps we could bring in another speaker for an upcoming meeting, add another professional development course, offset the costs of a conference registration, or sponsor another scholarship for students in our speech contest.

(Continued on page 10)



## Why RSVP? *(Continued from page 9)*

### How YOU can help

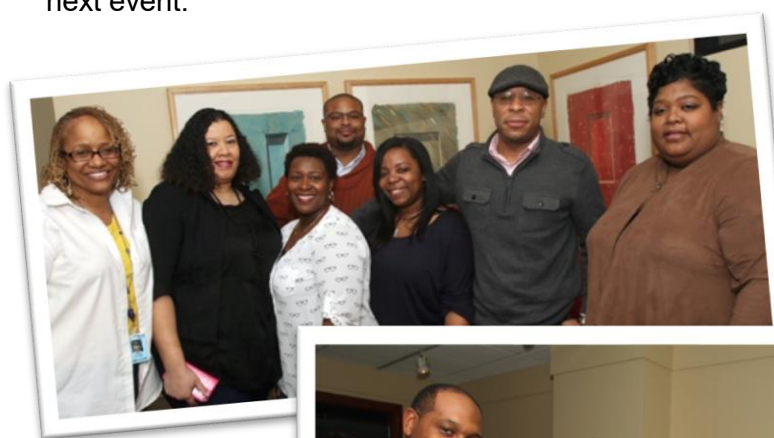
It's good business etiquette to RSVP to any invitation you receive. Apply our Cultural Beliefs as you plan which events you'll attend.



- **Act now** to plan your schedule. If you aren't sure if you can attend the entire event, RSVP "program only".
- **Reach out** by giving your RSVP to the host.
- **Be radical** and invite a non-NMA, NBU employee as your guest to an upcoming mixer.
- **Let's talk** with family and friends to better juggle the personal activities that may compete with your professional ones.
- **Be aligned** by showing support and consideration of the costs to the chapter in planning social events for networking and professional development.
- **Embrace lean** by attending the events you commit to or providing enough advance notice to cancel without incurring a cost to the chapter.

- **Own it** by setting reminders for yourself in Outlook and on your Smartphone so you won't forget or have a competing priority.

We're also looking at more ways to reach out to you to remind you and give you plenty of advance notification of deadlines to register or cancel your registration for an event, as well as reminding you in the days prior to an upcoming event. We appreciate your consideration and we look forward to seeing you at our next event.



*Picture yourself here! **RSVP** for our April Member Meeting or BlueNights<sup>SM</sup> Mixer.*

## NMA BlueNights<sup>SM</sup> Mixer highlights with Michele Samuels

*Writer, Dena Dalal, Team Leader I, Auto Service Center*

It's a new year and a new beginning for Blue Nights Mixers. Michele Samuels, senior vice president, General Audit & Corporate Compliance hosted the first mixer of the year. Michele was our first VP to host a mixer on a Friday night, bringing in a large crowd and setting precedence for what we hope will be a great year.

The event was hosted at Rattlesnake Club, located near the Rivertown-Warehouse District. Rattlesnake is an NMA favorite and for good reason: it boasts exceptional service, great ambiance, and the food, oh my, the food! Patrons enjoyed appetizers from three different stations. The chartreuse station, a mixer favorite with gourmet cheeses, meats, and olives, was a great start followed by chicken wings and fries on the next station. To finish the night, Rattlesnake offered fresh cut fruits with caramel and honey yogurt sauces to top.

NMA Blues Night Mixer's will be in full swing all year, with the exception of summer months. With new venues to choose from, the committee will be trying its hardest to introduce our membership to some of the best venues our city has to offer. April's mixer will be hosted by Andy Hetzel, vice president, Corporate Communications, on Thursday, April 27, 2016. Hope to see you all there!



*Stephanie Bracken and Anastasia Rokas*



*Karema Bobbitt, Christina Frison, Chevelle Harper,  
Corey Taliaferro and Ann Charlick*



*Aj Ghasham, Francine Johnson, Renee Laffitte and Mike Coplen*



*Kai Sanders, Dena Dalal, Elizabeth Weed and Bernice Jones*



# SAVE the DATE

## NMA Calendar of Events

When	Who	What	Where
<b>April 13</b> Networking 4:30 Meeting 5:30	Terry Burke, BCBSM vice president, Individual Business	Monthly Membership Meeting	Grosse Pointe War Memorial 32 Lake Shore Rd, Grosse Pointe Farms, MI 48236
<b>April</b> Date TBD 5-8 p.m.	Host: Andy Hetzel, BCBSM vice president, Corporate Communications	BlueNights <sup>SM</sup> Mixer	Firebird Tavern
<b>April 23</b> 10:00 a.m. to 1:00 p.m.		COMMUNITY INVOLVEMENT OPPORTUNITY	Big Brothers Big Sisters Bowl for Kids' Sake THUNDERBOWL LANES 4200 Allen Rd. Allen Park, MI 48101
<b>May 10</b> Networking 4:30 Meeting 5:30	Gail Perry-Mason, Financial Coach, author and speaker	Monthly Membership Meeting	<b>TBD</b>
<b>May</b> (Date TBD)	Hosts: BCN President and CEO, Kevin Klobucar, vice president, Large & Mid Group Underwriting, Seth Crawford and vice president Business & Program Development, Phillip Gillespie	BlueNights <sup>SM</sup> Mixer	<b>TBD</b>
<b>May 14</b> 8:00 a.m. to 12:00 p.m.		COMMUNITY INVOLVEMENT OPPORTUNITY	The 2016 Metro Detroit Heart Walk West Riverfront Park Downtown Detroit
<b>June 6</b> Networking 4:30 Meeting 5:30	Daniel J. Loepp, President & CEO, Blue Cross Blue Shield MI	Monthly Membership Meeting	Motor City Sound Board 2901 Grand River Ave, Detroit, MI 48201
<b>June</b> Date TBD	Host: Pam Braund, BCBSM vice president, Auto Accounts	BlueNights <sup>SM</sup> Mixer	<b>TBD</b>

## NMA Code of Ethics

- I will recognize that all individuals inherently desire to practice their occupations to the best of their ability.
- I will assume that all individuals want to do their best.
- I will maintain a broad and balanced outlook and will recognize value in the ideas and opinions of others.
- I will be guided in all my activities by truth, accuracy, fair dealing and good taste.
- I will keep informed on the latest developments in techniques, equipment, and process. I will recommend or initiate methods to increase productivity and efficiency.
- I will support efforts to strengthen the management profession through training and education.
- I will help my associates reach personal and professional fulfillment.
- I will earn and carefully guard my reputation for good moral character and good citizenship.
- I will promote the principles of our American Enterprise System to others, by highlighting its accomplishments and displaying confidence in its future.
- I will recognize that leadership is a call to service.

## Statement of Principles

NMA is dedicated to managerial excellence, personal and professional growth, and leadership development. The following principles identify NMA's core beliefs and provide the basis for the Association's Mission Statement.

- We believe in the highest standards of personal and organizational integrity and respect for the individual.
- We believe in lifelong learning, continuous improvement, and the development of a workforce capable of sustaining a competitive posture in the global economy.
- We believe management is a creative, dynamic, and essential process enabling people to achieve personal and organizational objectives.
- We believe that managerial responsibility is shared among all individuals at all levels of the organization and that leadership is critical to management success.
- We believe that individuals and organizations have a community and civic responsibility.

## blueprint Team

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Dustin Freeze, Internet public domain

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Chairman of the Board: Ann Charlick

President: Angela Hollis

President-Elect: Anne Ebright

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Karema N. Bobbitt

Dreamai O. Crenshaw

Lisa Drayton

James Haskins

Deborah Riley

Pam Yanis

Matthew M. Zelman

## Chapter Representatives

Immediate Past Chairperson: Nancy Bennett

National Director: Alisa Armstrong

Lifetime National Director: Cathy Longo

## Executive Advisors

Michelle Billingsley

Laura A. Byars

Darrell E. Middleton

## NMA Officers

VP Professional Development: Sharese Hogan

VP Program Administration: Danita Ford-Vaughn

VP Public Relations: Brian Wilkes

VP Finance: Cheryl Cawley

VP Administration and Recognition: Nicole Redd



# blueprint<sup>®</sup>



April 2016

*In this issue:*

*From the Desk of our President \*  
NMA Celebrates 30 years \* New  
Member Corner and Spotlight  
Member Meeting with Terry Burke \*  
NMA's "McCrew" serves families at  
Ronald McDonald House \* 2016  
Heart Walk \* Trust in  
transformation: an interview with  
Laura Byars \* RESULTS - NMA Board  
Elections \* NMA Calendar of Events:  
Save the Date \* NMA Code of Ethics  
and Statement of Principles*



## **NMA National Mission Statement**

NMA offers leadership development products and opportunities that maximize the potential of our members, sponsoring organizations, and communities.



# Building Trust Through Transformation

2015 – 2016

Awareness  
Loyalty  
Accessibility

## From the Desk of our President



Angela Hollis,  
2015-2016 Chapter President

Greetings Fellow NMA Members,

Diamonds represent 30-year anniversaries, and rightfully so, if you consider them in comparison to our NMA experience. Diamonds are lumps of coal that have been buried under the weight of their environments so long that they have changed form and substance. They need to be set afire to give light, becoming shining diamonds that collect and brilliantly reflect all the light surrounding them.

NMA members are like those diamonds - professionals whose skills and talents have been made stronger and brighter, lighting their future and surroundings through the impact of NMA. There is a lot of pressure to develop yourself and shine, and in order to do that, you need something to develop what is already inside of you. The NMA envelops you with training, mentoring, and networking, which then molds you into the shining diamond you're meant to be.

As we embark on our 30 year anniversary, we are very fortunate to have one of our founding members and Lifetime National Director, Cathy Longo, still with us. Cathy has been such a constant support and beacon to our chapter's success. We appreciate the consistent advice, direction and encouragement that she provides. As we approach the end of our chapter year, let's think about the award winning speakers, really cool venues and the wonderful information we've all enjoyed in keeping with our theme, "Building Trust through Transformation".

April was full of activities and opportunities to enhance your leadership skills. Our April monthly meeting was held on April 13 at the beautiful Grosse Point War Memorial. Members had the pleasure of hearing from our very own, Terry Burke, vice president, Individual Business. Terry was engaging and energetic and offered the audience very thought provoking concepts on transformation and personal integrity. What stood out the most for me during his speech was his comparison to trust and credibility. Burke asked the audience, "Do I trust myself?" and "Am I someone others can trust?" The implication here is that the value you bring to any effort begins with trust and being trusted.

On April 23, we participated in the annual Bowling for Kids Sake fundraising event, supporting Big Brothers Big Sisters of Metropolitan Detroit. The *NMA Pin Droppers* exceeded our goal by raising **\$1,370!** Special thanks to Kewanda Murphy for her dedication and commitment to this effort. Our Professional Development team partnered with Best Bank on April 26 hosting a lunch and learn entitled "Be Money Smart" in honor of their public awareness campaign designed to help consumers better manage their personal finances. Also in April, we sponsored another BlueNights<sup>SM</sup> Mixer with Andy Hetzel, vice president, Corporate Communications at Granite City.

Please mark your calendars for our next meeting featuring author and motivational speaker, Gail Perry Mason at the Detroit Courtyard Marriott on Tuesday, May 10. Also next month we will hold a national membership campaign. New members can sign up for \$10 instead of the normal \$20. Additional details will follow.

As always, we welcome your feedback and ideas on how we can continue to sparkle and shine with the brilliance of a diamond for the next 30 years.

Sincerely,







## NMA Celebrates 30 years

*Reflections from Cathy Longo, NMA Lifetime National Director*

Five years ago when our NMA chapter was celebrating its silver anniversary, I was asked as a charter member what NMA meant to me. Now, five years later, our chapter is 30 years old – and so much has changed in those five years. I am now one of only 20 charter members left in the chapter, down from 34 of us just five years ago.

The last five years have seen dramatic change for our business with the nation's implementation of the Affordable Care Act and our transition to a mutual company. One constant, though, has been the availability of our NMA chapter to help shepherd us through this change. Our chapter has provided a consistent and comfortable platform from which we could communicate, collaborate - and even commiserate a bit – as we navigated the unprecedented transformation we needed to achieve and become successful in healthcare's "new normal".

I truly believe that NMA has played an important role in our corporate success and in the personal and professional success of those members who choose to take advantage of the opportunities NMA offers. The networks and relationships built through NMA activities and forums strengthen the teamwork needed to succeed within our more formal corporate structures. The education and information shared through NMA programs enhance our skill sets and industry knowledge. The "leadership laboratory" that the chapter structure provides give emerging leaders an opportunity to practice and perfect leadership skills.

NMA has enabled us to reach out beyond our corporate walls as well: to enrich the lives of high school students through our Leadership Speech Contest program; to give back to our communities through volunteer service, contribution and involvement; and to influence and learn from others across the country as part of the larger national NMA family of companies and communities.

I have had the distinct privilege for 22 years now of representing our consistently award-winning chapter on the NMA national board of directors. We can be proud of how we have helped shaped the national organization of which we are part. We have shared the rich tradition of Michigan leadership by nominating individuals who have won induction into the national NMA Hall of Fame: Will Kellogg, Florine Mark, Anthony Filippis, Sr., Michael and Marian Ilitch, and (in 2012) Peter Karmanos. Over the last 5 years, we also added to our success in nominating a chapter leader who won recognition as NMA's national 2013 Member of the Year - Angela Hollis. Angela joins Michael Dowding, NMA's 2008 Member of the Year. And it was particularly meaningful to be in the audience the night of the 2012 Executive of the Year Banquet when for the first time in NMA's 80+ year history, a woman - our very own Tricia Keith - was recognized as Executive of the Year.

30 years later, our chapter is still providing the leadership development opportunities it offered when I first joined in 1986. While the means and methods have evolved with the times (e.g., online newsletters now versus paper), the fundamental purposes of the chapter are still relevant today. Those purposes are to:

- *Develop a professional spirit and understanding of leadership as a profession.*
- *Emphasize the need for leadership skills at all levels of responsibility.*
- *Provide opportunity for development of leadership and managerial skills through practice.*
- *Provide opportunity for exchange of ideas and information on leadership practices.*
- *Encourage the spirit of unity and cooperation among all levels of personnel.*
- *Promote and support Blue Cross and Blue Shield of Michigan in the business and civic community as a visible and positive force.*

I am certain that in ten more years when we celebrate our 40<sup>th</sup> anniversary, I will still be able to say how much I value and benefit from my membership in NMA and how much I appreciate the opportunity to do so.

# New Member Corner

Welcome New Members!



Welcome to the organization! You are joining a great group of leaders, striving to live out our theme "Building Trust Through Transformation". We encourage you to connect with our members, and learn something new about the organization. For more information, you can always go to [NMA's Share Point](#) site.



## Get Acquainted

We have many upcoming events in 2016 for you to begin networking and meeting other NMA members. Check them out here in the *blueprint*.

For more information about all other upcoming events, please visit the SharePoint site.

**Hope to see you at the next event!**

## New Members

Azadeh Ali-Moghaddam	Marhetta Leonard
Brittany Bostic	Carmen Loury
Shannon Buckines	Kate Modelski
Kristen Dekeyser	Nisheet Saxena
Cheryl Forte	Venkataraman Soundararajan
Andrea Frazier	Rashaun Stein
William Hunter	Ashley Terry
Alban Ivezaj	Edward Walters



## Get Involved! Member Benefits

Take advantage of these opportunities!

- Networking through monthly meetings and mixers
- Professional development through workshops and lunch and learns
- Community involvement through events like Bowl for Kids' Sake, walks for cures and causes, Adopt-a-Highway and more.



# MEMBER SPOTLIGHT

## Megan Mulvaney

Megan Mulvaney's recent transition into her role as an analyst, handling Medicare Advantage Coordination of Benefits and Recoveries, allowed her the opportunity to become a member of NMA. In her role, she communicates with other carriers to recover premiums from Medicare Advantage members. In her eight years with BCBSM, Megan has also worked in areas that handle commercial Coordination of Benefits, as well as national membership.

Having previously known about NMA, Megan was eager to join when she became eligible for membership. She said that she liked "the idea of being in an organization where everyone has the same values and principles." Her first opportunity to be involved was attending the April meeting with vice president of Individual Business, Terry Burke, at the Grosse Pointe War Memorial. Megan liked the time "before and after the presentation" because it was "a good time to get to meet new people and catch up with people I already knew." She also enjoyed Terry's "dynamic and engaging" presentation and learned more about "personal responsibility, demonstrating trustworthy behavior, and acting with integrity." This helped introduce her to what NMA is all about.

Megan is looking forward to networking with others and getting involved in community events. Megan is also a member of the Equally Blue ERN at BCBSM, where she appreciates the "extra community support" the organization provides for LGBT individuals. She's also excited that spring is here so that she can start gardening and growing her flowers and vegetables. "I have a Chihuahua that likes cherry tomatoes," and she specifically grows these so that he can eat them, she shared.

Megan is also interested in classic cars. She owns a 1975 Mercedes sedan that is "avocado green." She conveyed that her mother was the one who started her interest. When you meet Megan, make sure to ask her more about her Mercedes and her love of classic cars.



## Trust through transformation: an evening with Terry Burke

*Written by Christina M. Frison, senior analyst, Provider Outreach*

The drive to the Grosse Pointe War Memorial was tranquil and cheery as the cool temperatures of April lingered into the evening. For those in the corporation who had heard a presentation before from vice president, Terry Burke, Individual Business Segment, this would be an evening filled with wise intellect and delightful humor. He did not fail us.

The evening began with a speech from NMA president, Angela Hollis, who announced the chapter's 30<sup>th</sup> Anniversary. Trainer and singer extraordinaire, Davena Johnson, then lead another spectacular version of "The Star Spangled Banner", leaving many with misty eyes and dropped jaws. Afterwards, Angela introduced Terry Burke, citing many of his division's accomplishments, which included tripled measured growth for the Individual Business sector at Blue Cross Blue Shield MI.



*Vice President, Terry Burke, Individual Business*



*Terry interacts with the entire NMA audience at Grosse Pointe War Memorial.*

Terry comfortably shifted into a comical discourse on how many microphones and wires he was hooked up to. He then asked us to get up from our seats one more time to applaud Davena for her outstanding performance, joking about the echo of the chairs on the floor as we sat back down.

Terry made the entire room feel comfortable, engaging all of us by walking from the front of the room to the back of the room. He told us that he would break a few "cardinal sins" of presentation by reading from his slides. For Terry, this was not done entirely; he offered insightful, anecdotal explanations throughout the evening.

"We're gonna talk about building trust through transformation", Terry began, noting a market research survey slide which indicated that 93% of businesses in corporate America are planning, or are in the midst of, a business transformation. Terry went on to note that with this type of environment, even your strategy needs a strategy. If the word "transformation" is used, you're in trouble and in a figurative 'penalty box'.

Business transformation is major. We call it a strategic business transformation, but what does it mean formally? It's about making fundamental changes in how business is conducted in order to help cope with a shift in market environments. In the end, there are four lessons learned through this discourse:

- ❖ Inspire a shared strategic vision
- ❖ Execution is the hardest part
- ❖ Biggest challenge to transformation is leaders who are wedded to legacy ways
- ❖ End game must be customer solutions...faster, better, cheaper

*(Continued on page 7)*

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It's an "if you trust them, they will trust you" exchange. Terry noted the theory of trust relativity factor through an Albert Einstein slide:

$$\text{Trust} = (\text{credibility} \times \text{caring}) / \text{risks}$$

Aside from empathy, credible actions (the follow-up and follow-through factor) must be evidenced in determining if trust will be established between others. This can also be summed up as your "say/do" ratio: if you say you're going to do something, you must follow-through to ensure that it's accomplished. The following quote by Albert Einstein helps solidify this notion: "Whoever is careless with the truth in small matters cannot be trusted with important matters".

Why don't people trust anyone anymore these days? Terry proposed the reason for this is *pistanthrophobia*, the fear of trusting people due to past experiences gone wrong. Terry elaborated on this by pointing out different levels of trust.

- No trust
- Distrust
- Blind trust
- Smart trust

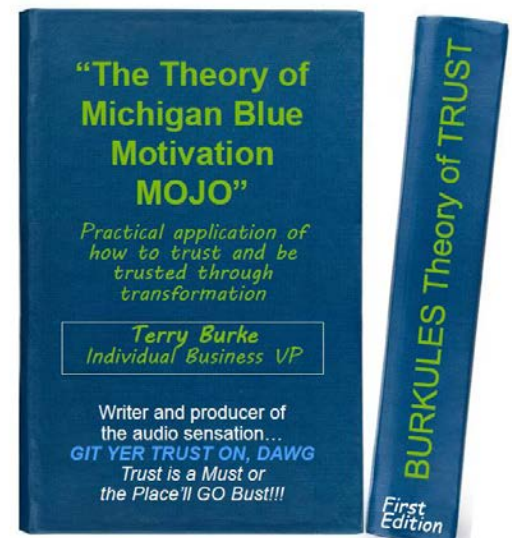
In essence, we're healthiest when smart trust is demonstrated. Terry encouraged us to engage in genuine ownership and accountability actions. When trust is harbored amongst others, three magical things happen: 1) there's an increase in motivation; 2) there's a decrease in anxiety and 3) there's a decrease in friction between others. Saying it Terry's way, "trust is the lubricant between the sandpaper and the wood".

## Burkules Hierarchy of TRUST

NMA April Meeting



**GIT YER  
TRUST ON, DAWG**  
Trust is a Must or  
the Place'll GO Bust!!!



As the presentation progressed, Terry expounded on what inspires trust in others. "Trust is about being credible. You end up asking questions like, "do I trust myself?" and "am I someone others can trust?" Integrity and intent equate a person's character, while capabilities and results reflect a person's competency. In the end, the focus will be on results. What you say you can do, followed up by your actions of completing that task, will ultimately determine if you are a "go to" person or a "run from" individual; it's a matter of trust.

Words such as *authentic*, *certified*, *ironclad*, and *dependable* inspire trust. If you are able to demonstrate the actions of these words, trust can be established. These are all a part of your credibility as a leader and are foundational building blocks.

As Terry's presentation began to wind down, he mentioned one of the most influential business leaders of the 20<sup>th</sup> century, Steven Covey, who developed and helped shape thirteen behaviors for high relationship trust. Of the thirteen, Terry listed the big kahuna behavior as "keeping commitments" and the little kahuna behavior as "practice accountability". Both of these greatly tie into the success of any successful business transformation and aid the establishment of trust among individuals. Everyone at any level can instill accountability by practicing trustworthy actions.

(Continued on page 8)



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In closing Terry reiterated several key points about building trust through transformation. Several are dependent on how individuals reflect an atmosphere of trust where they work. Having integrity and demonstrating good intentions and capabilities while delivering results will aid you in reflecting an atmosphere of trust in any situation. “It’s all about practice”, Terry reflected. “Without a strategic trust transformation, there will not be a strategic business transformation.”

Terry recommended several leadership icons whose ideals can help stimulate actions. The first on his “Required reading for NMA members list” is anything by management concept pioneer, Peter Drucker. The follow-up reading assignment is Simon Sinek’s Leaders Eat Last and to watch the popular Sinek TED Talk session, “Why good leaders make you feel safe”.

Terry topped off the evening with “A lesson in integrity”, a poignant story about three veterans who served in different sectors of the armed forces during World War II. After the war, they worked together at the same company in their home town. When hard times were experienced by one friend (Elliot), another friend (Travis) made a personal commitment to help, often missing out on his family’s activities. It was only after Travis’ death that his good deeds became known to his own family and their friends. The sacrifice he made was working Elliot’s accounts as well as his own to help provide for his family. Travis was Terry’s dad.

This story only proved that true integrity is built by following through on personal commitments. Stories such as this are a beautiful legacy that can be cherished throughout the ages.

## Required Reading for NMA members... Anything DRUCKER



*“Most of what we call management consists of making it difficult for people to get their work done.”*



*NMA members Sharon Sheppard, Tatiana Hill and a friend listen intently to Terry's presentation.*



*After the meeting, Terry greets NMA members.*



## NMA's "McCrew" serves families at Ronald McDonald House

*Written by Lamont Corbin, Team Leader I, Auto Service Center*

On Monday, March 28, six motivated NMA members met at the Ronald McDonald House in Detroit to prepare and serve meals to guest families staying at the location.

The Ronald McDonald House is a nonprofit "home away from home" for families who wish to stay with their child while they are hospitalized during a serious medical crisis. On this date, we prepared meals and leftovers for 25-30 people.

The dinner had all the fixings with, not one, but *two* types of meatloaf, mashed potatoes, salad, rolls, mixed vegetables and many desserts and beverages. Everyone had a station where they performed their culinary wizardry. From a communal aspect, it was nice to spend quality time away from the office, being of service to a great group of residents and staff.

The co-chairs would like to thank everyone who attended for a great time, with a special mention to Angela Hollis for doing the shopping for the team as a whole. The feedback was excellent and this committee has been tasked with making this an annual event. We hope to see you next year.



**RONALD McDONALD  
HOUSE CHARITIES**



*NMA Volunteers Veronica Sims and Angela Hollis prep for the evening's meal.*



*NMA volunteers Jeannette VanBuitenen, Angela Hollis, Karen Anderson, Brian Wilkes, Veronica Sims and Lamont Corbin (not pictured).*

Current Chapter Achievement Roadmap points total: **805**

We earn points when you volunteer through NMA or other community events. We've been named an **Outstanding Chapter** for over 17 years due to our tremendous volunteer service. Here's a great way for you to help your NMA chapter while serving others!

# Heart Walk.

The 2016 Metro Detroit Heart Walk  
West Riverfront Park Downtown Detroit  
Saturday, May 14, 2016  
8:00 AM – 12:00 PM

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Approximately 1 in every 4 deaths a year is caused by heart disease in the United States. It is projected to affect more than 3,000,000 people by 2030. That number doesn't even include the other health risks that accompany heart-related illnesses. Through our own decline in health awareness, younger generations are facing more risk than ever before. Shockingly, this younger generation is the first in our lifetime to see a shorter life expectancy. The sad truth is a third of these deaths are preventable.

In an effort to fight against heart disease and stroke, NMA has formed a team under BCBSM to help support the 2016 Metro Detroit Heart Walk.

## OUR GOAL IS TO RAISE \$1,000 AS A CHAPTER

### To participate as a walker

Click the following link [TEAM NMA](#)

Click **JOIN TEAM**

Follow instructions as prompted

### To make a donation

Click the following link [TEAM NMA](#)

Click **DONATE NOW**

Follow instructions as prompted



Please contact the team captain, **Kewanda Murphy**, at 313-448-1068 or [kmurphy@bcbsm.com](mailto:kmurphy@bcbsm.com) if you have any questions.

## Trust in transformation: an interview with Laura Byars

*Written by Heidi Saucier, Senior Trainer, Sales Force Development*

Back in February, Laura Byars, vice president, Human Performance, was asked to be the keynote speaker for NMA's 2016 Leadership Speech Contest. Her response was, "Absolutely!" Laura was eager to share her personal journey of "Building Trust Through Transformation." Her "story by the numbers" included the 5 ½ years she has been at BCBSM and the company's success in moving from 97<sup>th</sup> to 5<sup>th</sup> in *Training* magazine's "Training 125 National" recognition within that timeframe. She stated that these accomplishments could not be done without her amazing family as a key support during her journey.

Through her experiences, Laura said she learned that "transformation is possible, but it is difficult. You will stumble, fall, and get bruised along the way, but hopefully there will be people to help get you up." She also learned the importance of having a plan to follow, but knowing that it is okay to revise it, if necessary.



*Laura Byars, VP, Human Performance*

*Blueprint* had the opportunity to sit down with Laura and ask her about building trust through transformation within BCBSM. First, she discussed how trusting team members will aid in achieving divisional and corporate goals. "We can't get it all done alone," she commented. "We need to rely and partner to achieve goals." By taking the time to know team members, leaders are able to identify individual strengths, and can be confident in others' abilities. When this happens, Laura said that leaders "can let go and trust that your team will be successful," and that involving the team in achieving outcomes is critically important to success.

Next, Laura was asked about how trust translates to our members as the environment of health care is constantly changing. She said that as the marketplace continues to evolve, we want members to "allow us to be their health care provider." This means that BCBSM has the responsibility to deliver on their commitments. "Doing so will give members confidence in the Blues and help ensure they feel that we are easy, helpful, and useful."

Because members ensure our longevity, it's important for leaders to be ready for change. When transformation happens, leaders and their teams need to work together to build and maintain trust during those times. Laura shared details about a model that has been shared with leaders throughout the enterprise on how to lead change, (see the [Leadership Competency Page under February 2016](#) for more details).

Within the model, the importance of trust is included. "We believe that without having trust, you will have resistance from others because they don't understand or believe [the leader's] motives," Laura commented. She also shared that she believes leaders are always working to build trust with their team. It is not something that happens quickly, but takes time as leaders are investing in team members. She also shared the concept of [Steven Covey's Emotional Bank Account](#). In this example, Covey shares that emotional bank accounts are an account of trust, where "deposits" are made through actions that build trust, and "withdrawals" happen when mistakes are made that may violate that trust.

As the interview ended, Laura gave some advice to new leaders and those aspiring to be leaders on building trust. "The building of trust happens every day in every interaction," she said. "100% of trust is about authenticity and consistency in words and actions. People judge us by our actions, while we judge ourselves by our intentions." At times, she shared that our actions and intentions are not always in alignment with each other. By being mindful of this, individuals can work to bring intentions and actions in alignment. This will help bring authenticity as new leaders begin their journeys of building trust through transformation.



## NMA Board Election Results Announced

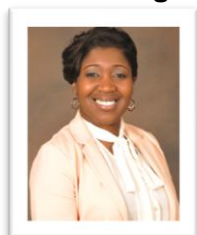
Fellow NMA Members,

BCBSM's Leadership Development Association (NMA) recently held an election to fill six open Board of Director positions. Voting ended on Wednesday, April 20, 2016. It is with great pleasure that we introduce our newest members of the BCBSM NMA Board of Directors:

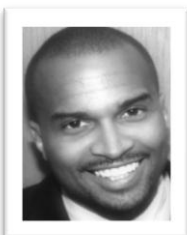
- **Serving three-year terms**

(July 1, 2016 – June 30, 2019)

**Sharese Hogan**



**Lamont Corbin**



**Lisa Drayton**



Watch for biographies of our new board members in an upcoming blueprint article. You will also be able to congratulate them when they are inducted at the annual meeting on June 10, where our president and CEO, Daniel J. Loepp, will preside.

~\*~

Sharese, Lamont, Lisa, Brian, Angela, and Aj, on behalf of the NMA BCBSM Leadership Development Association, please accept our congratulations on being elected to serve on the governing body.

**NMA-BCBSM Leadership Development Association**

Board of Directors Election Committee, Tina Alonzo and Pam Yanis.

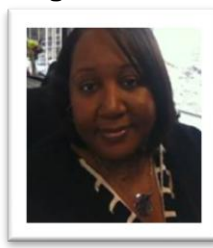
- **Serving and completing a three-year term through June 30, 2018**

**Brian Wilkes**



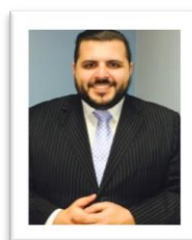
- **Serving and completing a three-year term through June 30, 2017**

**Angela Tanner**



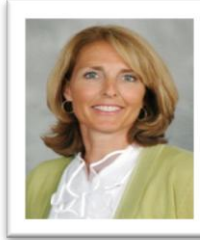
- **Serving an Elected At-Large Director Position, one-year term**  
(July 1, 2016 – June 30, 2017)

**Aj Ghasham**



- **Serving an Appointed At-Large Director Position, one-year term**  
(July 1, 2016 – June 30, 2017)

**Pam Yanis**



# SAVE the DATE

## NMA Calendar of Events

When	Who	What	Where
<b>May 10</b>  Networking 4:30 Meeting 5:30	Gail Perry-Mason, Financial Coach, author and speaker	Monthly Membership Meeting	<b>Marriott Courtyard Detroit Downtown</b> 333 East Jefferson Ave. Detroit, MI 48226
<b>May 14</b> <b>8:00 a.m. to</b> <b>12:00 p.m.</b>		COMMUNITY INVOLVEMENT OPPORTUNITY	<b>The 2016 Metro Detroit Heart Walk</b> West Riverfront Park Downtown Detroit
<b>June 6</b>  Networking 4:30 Meeting 5:30	Daniel J. Loepp, President & CEO, Blue Cross Blue Shield MI	Monthly Membership Meeting	<b>Motor City Sound Board</b> 2901 Grand River Ave, Detroit, MI 48201
<b>June</b> Date TBD	Host: Pam Braund, BCBSM vice president, Auto Accounts	BlueNights <sup>SM</sup> Mixer	<b>TBD</b>

### NMA BlueNights<sup>SM</sup> Mixer highlights with Andy Hetzel

Writer, Dena Dalal, Sr. Analyst, Auto, URMBT, and Web Support Servicing

On April 27, NMA members joined together at Detroit's newest 'hot-spot' to meet Andy Hetzel, vice president, Corporate Communications. True to his title, Andy proved to be one of the best communicators BlueNights<sup>SM</sup> Mixers has seen. He introduced himself to every attendee, engaged in conversation, and thanked patrons for attending as they left the event.

Granite City Food & Brewery has been opened in the Renaissance Center for just a couple of months and it has already proven to be a great addition to our city. Attendees enjoyed a variety of appetizers from 'city' chicken wings, to chicken quesadillas, and some of the softest pretzels and cheese!. Many patrons remarked the food tasted better than that served at Granite City's Troy, MI location. As promised, NMA members were able to enjoy one of the newest establishments Detroit has to offer. Be on the look-out for the completion of their outdoor patio.

With Andy setting a precedent for being one of our most gracious hosts, the BlueNights<sup>SM</sup> Mixer committee is excited to see future VP's interact with members. Planning for May's mixer is in full effect and we may have a little surprise up our sleeves for the venue. Be on the look-out for an invitation coming soon.



Brian Wilkes, Dena Dalal, Andy Hetzel and Angela Hollis at Granite City.

## NMA Code of Ethics

- I will recognize that all individuals inherently desire to practice their occupations to the best of their ability.
- I will assume that all individuals want to do their best.
- I will maintain a broad and balanced outlook and will recognize value in the ideas and opinions of others.
- I will be guided in all my activities by truth, accuracy, fair dealing and good taste.
- I will keep informed on the latest developments in techniques, equipment, and process. I will recommend or initiate methods to increase productivity and efficiency.
- I will support efforts to strengthen the management profession through training and education.
- I will help my associates reach personal and professional fulfillment.
- I will earn and carefully guard my reputation for good moral character and good citizenship.
- I will promote the principles of our American Enterprise System to others, by highlighting its accomplishments and displaying confidence in its future.
- I will recognize that leadership is a call to service.

## Statement of Principles

NMA is dedicated to managerial excellence, personal and professional growth, and leadership development. The following principles identify NMA's core beliefs and provide the basis for the Association's Mission Statement.

- We believe in the highest standards of personal and organizational integrity and respect for the individual.
- We believe in lifelong learning, continuous improvement, and the development of a workforce capable of sustaining a competitive posture in the global economy.
- We believe management is a creative, dynamic, and essential process enabling people to achieve personal and organizational objectives.
- We believe that managerial responsibility is shared among all individuals at all levels of the organization and that leadership is critical to management success.
- We believe that individuals and organizations have a community and civic responsibility.

## blueprint Team

Co-Editors: Christina Frison and Jeannette van Buitenen

Contributing writers and editors: Karema Bobbitt, Christopher Brantley, Ann Charlick, Lamont Corbin, Dena Delal, Angela Hollis, Cathy Longo and Heidi Saucier.

## Creative Team

Designer: Diana Copp

Photography: Christopher Brantley and Kevin Fraeyman.

Dustin Freeze, Internet public domain

Web site: <http://sps-corp/nma/default.aspx>

## NMA Board Officers

Chairman of the Board: Ann Charlick

President: Angela Hollis

President-Elect: TBD

## Board Members

Tina Alonzo

Karema N. Bobbitt

Dreamai O. Crenshaw

Lisa Drayton

James Haskins

Deborah Riley

Pam Yanis

Matthew M. Zelman

## Chapter Representatives

Immediate Past Chairperson: Nancy Bennett

National Director: Alisa Armstrong

Lifetime National Director: Cathy Longo

## Executive Advisors

Michelle Billingsley

Laura A. Byars

Darrell E. Middleton

## NMA Officers

VP Professional Development: Sharese Hogan

VP Program Administration: Danita Ford-Vaughn

VP Public Relations: Brian Wilkes

VP Finance: Cheryl Cawley

VP Administration and Recognition: Nicole Redd





## May 2016

### *In this issue:*

*From the desk of our President  
Management Week Details  
Closing the Deal Workshop  
New Member Corner & Spotlight  
May's Member Meeting Highlights  
NMA's June Membership Meeting  
Volunteer: Event Success!  
Time Management: Lunch and Learn  
NMA Code of Ethics and Statement  
of Principles*



## **Management Week 2016** **May 31 – June 6, 2016**

### **NMA National Mission Statement**

NMA offers leadership development products and opportunities that maximize the potential of our members, sponsoring organizations, and communities.

# Building Trust Through Transformation

2015 – 2016



## From the NMA Board

Greetings Fellow NMA Members,

The NMA Board would like to thank all of you for a stellar year. We've had a series of memorable speakers who have proposed thought provoking actions that will help us build trust in any type of transforming experience. We began our year with Steve Bailey, National Management Association President, who encouraged us to be leaders in September. We continued in October with a “standing room only” meeting with Tiffany Albert, President & CEO of Life Secure, and ended the year with an inspirational discussion by Shannon Cohen, who helped us identify “fire” or “arson” in leadership.

In 2016, the annual speech contest in February was transforming with innovative thoughts from our youth on leadership qualities. Our meeting at Blue Care Network Commons with Kimberly Benjamin, our Grosse Pointe War Memorial meeting with vice president, Individual Business, Terry Burke and May's meeting with Gail Perry-Mason also offered profound moments which encouraged us all to embrace leadership wholeheartedly while building trust through periods of transformation in our jobs and in our personal lives.

Because of you, we were able to support and raise funds throughout the year for several causes, including Big Brothers Big Sisters, The Metro Detroit Heart Walk and Ronald McDonald House. Thank you to all of those who volunteered throughout this year. This would not be a successful year without you!

We hope to see you at the National Management Week events scheduled from May 31 throughout the week until June 6. Please encourage those who are not currently members to stop by and get to know us. Management Week will end with our Annual Member Meeting featuring keynote speaker Dan Loepp, President & CEO Blue Cross Blue Shield Michigan, at Sound Board in the Motor City Casino.

There will be several events throughout the month which will focus on your career development. This month's *blueprint* fully details those events, so mark your calendars. Finally, take some time this month to celebrate with us on June 30 with our BlueNights<sup>SM</sup> mixer hosted by Pam Braund, vice president, Auto Accounts. The event will be at Center Park, 1407 Randolph in Detroit. We look forward to seeing you there.





**It's FINALLY here!**

## **Building Trust Through Transformation**

**BCBSM National Management Association Chapter #141  
presents**

# **Management Week 2016**

## **May 31 – June 6, 2016**

**Detroit Tower • Renaissance Center • BCN Commons • Omni Building**



**For more information, contact:**

Francyne Johnson  
[fjohnson@bcbsm.com](mailto:fjohnson@bcbsm.com)

Bernice Jones  
[bjones@bcbsm.com](mailto:bjones@bcbsm.com)

00245129



## Designed with YOU in mind!

NMA is partnering with Young Professionals Network and BCBSM Human Resource Talent Acquisition to bring you an informative and interactive 5 Series Workshop that is sure to help you *close the deal* on your next career opportunity.

We will kick off the series with a Networking Mixer where you can share ideas and meet new faces. We will end the month with a Career Panel consisting of leaders across the BCBSM enterprise who are ready to answer your questions about professional development and assist in your career path. Don't miss out – spaces will fill quickly. You can register through BlueTalent.

# CLOSING THE DEAL

## PROFESSIONAL DEVELOPMENT SERIES



Watch for more information about individual events as they get closer.

These events are Diversity Approved! Register on Blue Talent.



# New Member Corner

Welcome New Members!



Welcome to the organization! You are joining a great group of leaders, striving to live out our theme “Building Trust Through Transformation”. We encourage you to connect with our members, and learn something new about the organization. For more information, you can always go to our [SharePoint](#) site.



## Get Acquainted

We have many upcoming events in 2016 for you to begin networking and meeting other NMA members. Check them out here in the *blueprint*!

For more information about all other upcoming events, please visit the SharePoint site.

**Hope to see you at the next event!**

## New Members

Sean Bone	Shauntia Heilig
Carman Brandon	Stacie Hillier
Kevin Clement	Timika Jefferson
Symone Coleman	DiAllo Johnson-Greene
Kimberly Easley	Jeremy Leonowicz
Cathy Francis	Elizabeth Traore
Jamie Wire	



## Get Involved! Member Benefits

Take advantage of these opportunities!

- Networking through monthly meetings and mixers
- Professional development through workshops and lunch and learns
- Community involvement through events like Bowl for Kids' Sake, walks for cures and causes, Adopt-a-Highway and more.



## New Member Corner



## MEMBER SPOTLIGHT

### Billy Hunter

Currently, BCBSM shares service arrangements with other insurers, including the Arkansas Medicare Advantage partnership. As a result, Billy Hunter had the opportunity to work as a Senior Analyst in the Senior Business Division. In his role, Billy assists with developing evidence of coverage, summary of benefits and coverage, and annual notice of change documents.

While interacting with his co-workers, Billy began to hear about the NMA. One co-worker kept encouraging him to join. Shortly after, Billy decided to submit his application to become a member. As he heard about the organization, he wanted to learn more about people in management roles, and commented that management was “something I’d like to do in the future.” He is hoping to attend a mixer soon and looks forward to meeting others who are involved.

Billy has a lot to share about art, as he curates art shows with his wife through a small company they own. As a sports enthusiast, he was involved in the Detroit Football League as a defensive player. He currently plays soccer and even though he wants to retire from it, he added, “my teammates will probably get me out there sometime this summer.” In the winter months, he bowls in a local league. So whether it’s artwork, soccer, or bowling, you will definitely learn a lot from Billy when you meet him at the next event.



## May Member Meeting: an engaging evening with Gail Perry-Mason

*Co-written by Christina M. Frison and Ann Charlick*

Even though it didn't feel like Spring, NMA members brought their bright attitudes to the Courtyard Marriott Hotel on Jefferson to hear the illustrious speaker, Gail Perry-Mason on May 10, 2016. The chill of the evening quietly dissipated as members mingled and networked in the lobby, waiting to hear about ways to manage their finances more successfully.

As a Detroit native, Gail Perry-Mason has come a long way from foster care to caring for others. Gail is a respected authority in the financial industry and now she can add best-selling author to her list of accomplishments with her second book, [Girl, Make Your Money Grow](#). She is also a frequent guest on numerous radio and TV outlets, as well as being featured in local and national print media like the Detroit News and On Wall Street.



*Financial advisor and author, Gail Perry-Mason*

Gail recognizes the necessity of teaching youth the importance of money management after founding the original Money Camp for Teens, which has touched the lives of over 6,000 young people in Metro Detroit. She is also a mentor to over 25 young women in the financial industry and serves the community on several local boards. This being said, listeners were in for an interactive and engaging evening.

As an introduction, Gail touched on many points, exuding wit, savvy and compassion. In her early childhood, Gail was unable to walk and talk. While in the foster care system, she was labeled as a "special needs child who was hard to place". Gail recalled that a special woman saw her and told social workers to, "Take the braces off of her legs, love her, hold her, talk to her!" All she needed was love. Although she lost her mother 25 years ago, one of the ways she copes is by cooking and sharing a large meal with others who have lost their mothers on Mother's Day.

During her journey, Gail searched and found her biological mother. She found it strange that even though there were years that had separated them, her biological mother still rejected her. Upon meeting her, Gail said that when she was born her mother didn't want to touch her because she was Black (her father was Jamaican). She could have allowed this and other rejections from her biological mother to break her; yet, she remembered the words of her adopted mother, "Love God and love life". Gail's philosophy about life stems from trying to build a relationship and striving to build trust. "You break people down with love and with God. The message here is it's all about "love".

*(Continued on page 8)*

(Continued from page 7)

With the groundwork set, Gail dove into instilling in us her nuggets for success. “Building relationships comes down to trust and how to maintain it”, she stated. As a receptionist in a brokerage firm, Gail learned early that in order to move up, you have to build trust. Gail cited, “Have the ‘ask’ in your relationship and show them the ‘do’”. Asking questions shows that you’re interested and eager to learn. Once you have that knowledge, you show that you can do that task and even more.

As the evening progressed, Gail told us that she wears pearls every day because she was wounded. Even though she studied and passed an eight hour math exam to become a licensed secretary, she was turned down for that position. From that experience, she learned that it’s all about investing in self. Gail experienced many leaps and bounds in her early career and managed to overcome obstacles by harboring “an attitude of gratitude”, even when others say that you can’t do something or that they are not going to support you. A key take-away from her experiences were in this catchy acronym: CASE = Copy and steal everything. Success can be achieved by:

- Reading about successful people
- Investing in yourself
- Having an attitude of gratitude
- Finding creative ways to always say “thank you”



*NMA members listen intently to Gail's presentation.*

It’s about making connections with people, building trust in relationships through honest interactions and saying “thank you” for allowing the opportunity, Gail noted. Sending or giving tokens of appreciation are memorable to those who receive them.

Smoothly transitioning into money management, Gail joked that building a relationship with your money may not be as easy for most of us.

“Saving money is like going on a diet!” she stated. “The key is to never weigh more than your credit score”. Gail shared this wonderful anecdote: “In the 70’s people who were dating asked ‘What’s your sign?’; in the 80’s, ‘What kind of car do you drive?’; in the 90’s, ‘Do you have a job with benefits?’. Now, in 2016 people ask, ‘What’s your credit score?’ Although playful, these are questions that are on everyone’s mind when it comes to financial stability and security.

As the evening came to a close, Gail left us with more helpful tips that can guide financial stability in a fun way.

- Your money should never be homeless - find ways to start saving and investing and stick to them.
- Make “layoffs” - cable, cell phone data packages and other things that don’t add value should be cut.

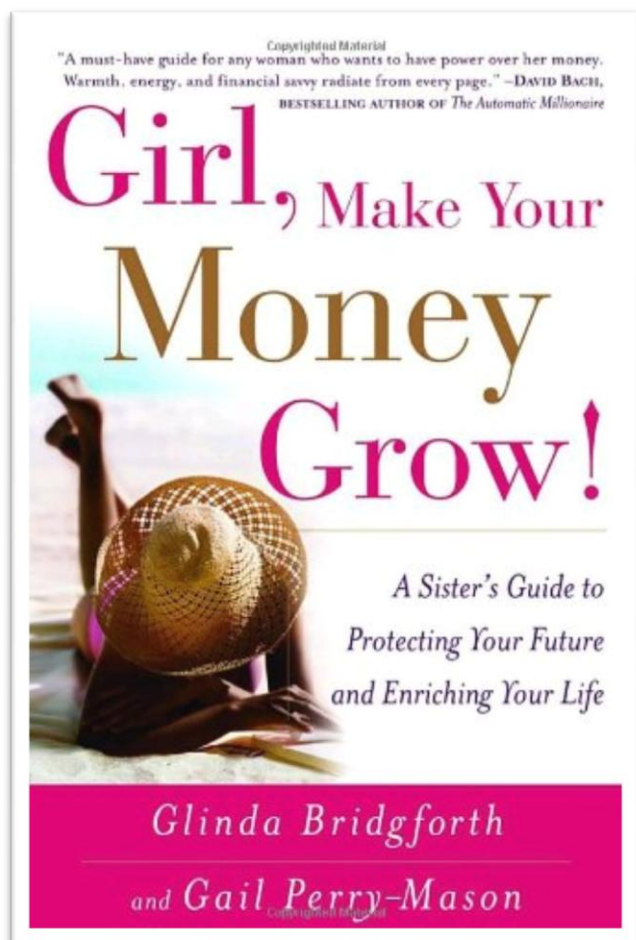
(Continued on page 9)



(Continued from page 8)

- Don't have a P.O.O.R. mentality (passed over opportunity repeatedly).
- Take one day and mind your own business- figure out your credit score, help someone else out, if yours is fine.
- Put together your own Board of Directors - enlist a credit union, accountant, lawyer and money mentor that will help you become more accountable for your finances.
- Ask to have a sponsor rather than a mentor - attend a luncheon with someone and shadow them. Don't forget to ask questions. This is how you build relationships and trust.

At the conclusion of her presentation, Gail gave this final charge to all of us stating, "we all have this in common: we drink, steal, and swear. Drink from the "everlasting cup" every day. Steal a moment to help someone else. Swear to be a better person than you were yesterday." The opportunity arises when you approach these actions with a different attitude set in trust and honesty. Building healthy relationships will often lead to a healthy financial relationship. Make the time to invest in yourself.



Pictured here are Danita Ford-Vaughn, Gail Perry-Mason, Angela Hollis and Alisa Armstrong.

\* Special thanks to Alisa Armstrong and Matt Zelman for their additional notes.



## NMA's Annual Membership Meeting



It's time once again to join us for our final meeting of the 2015-2016 chapter year featuring keynote speaker, Daniel J. Loepp, President and CEO, Blue Cross Blue Shield Michigan. This year's event will be held at a new and exciting venue, Sound Board, Motor City Casino located at 2901 Grand River Avenue in Detroit on Monday, June 6 from 5 to 8 p.m. Registration can be completed on-line. Please mark your calendars; we want to see you there!

The events at our NMA annual meeting are always full and surprising. We will formally introduce the 2016-2017 NMA Board Members who will continue to guide our organization with supreme leadership. We will also present recognition to our Art Seidler Leader of the Year, a prestigious award given to a BCBSM/BCN nominee with exemplary leadership skills and a noted exhibition of our corporate cultural beliefs at work and within the community. Finally, we will present awards to the Member of the Year and Executive of the Year who are nominated and selected by our NMA Chapter Board of Directors. We hope that this year's annual meeting will encourage you to strive towards excellence in leadership.



### Building Trust Through Transformation

2015 – 2016

Chapter #141



*Keynote Speaker*



**Daniel J. Loepp**  
President and Chief Executive Officer  
Blue Cross Blue Shield of Michigan



4:30-5:15 Registration & Networking  
5:15-5:25 Welcome, Opening Remarks  
Angela Hollis, Chapter President  
5:25-5:55 CEO Daniel J. Loepp  
5:55-6:25 Awards Presentation  
6:25-6:45 Officer Induction Ceremony  
6:45-8:00 Dinner

Cash Bar available

**Monday, June 6, 2016**

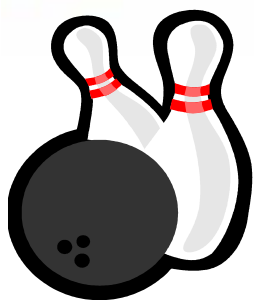


**Sound Board**  
**Motor City Casino**  
**2901 Grand River Avenue**  
**Detroit, MI 48201**

Free parking available in the Ohio Lot at the corner of Spruce Street and Trumbull Ave (see the attached map for directions)



**BOWL**  
FOR KIDS' SAKE



Thank you to the NMA members who came out to bowl or gave a donation in support of the 2016 Bowl for Kids' Sake event. We exceeded our fundraising goal of \$1,000! The NMA Pin Droppers raised a total of \$1,440 in support of Big Brothers Big Sisters mentoring programs throughout metropolitan Detroit.

Consider mentoring... **IT MAKES A DIFFERENCE!**



Angela Hollis and Karema Bobbitt



Kewanda Murphy, Lamont Corbin, Karema Bobbitt, Sharese Hogan and Angela Hollis



Kewanda Murphy, Karema Bobbitt and Angela Hollis



## 2016 Metro Detroit Heart Walk

Thank you to the NMA members who supported the 2016 Metro Detroit Heart Walk. Team NMA raised a total of \$420 towards the effort to fight against heart disease and stroke.



Angela Hollis, Crystal Little and Joslynn Collins



Christen Percy, Connie Lofton and Kewanda Murphy

**Again, THANK YOU for your support!**





Join  
Us!

## Time Management Lunch & Learn

Do you feel like there is never enough time in the day to do everything? You are not alone. In fact, 43 percent of women say their stress level is on the rise. Chronic stress is a risk factor for heart disease. Let us help in a small way.



Join us for a personal look at time management and prioritizing from keynote speaker Lucinda Lord, senior project manager, Strategic Transformation.



### Featured topics:

- 6 Simple Habits to Save You Hours
- Ideas on saying “no” to get more done
- Help for **prioritizing** tasks
- Tips to use Outlook for **time management**

## Wednesday

## June 8, 2016

12:00 p.m. to 1:00 p.m.

Detroit Tower Auditorium  
The event includes a webinar and three listening rooms in BCN Commons, Grand Rapids and Lansing.



Register in BlueTalent.  
This event is diversity approved.



\*Bring your lunch



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President: Angela Hollis

President-Elect: TBD

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Deborah Riley

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VP Public Relations: Brian Wilkes

VP Finance: Cheryl Cawley

VP Administration and Recognition: Nicole Redd

## June 2016

### *In this issue:*

- *From the desk of our President*
- *New Member Corner and Spotlight*
- *Closing the Deal: a huge success!*
- *Be "in" with LinkedIn*
- *June's Member Meeting with CEO, Dan Loepp at Soundboard*
- *Closing the Deal: Resume' Writing*
- *Closing the Deal: Interview Prep*
- *Time Management: is it possible?*



### **NMA National Mission Statement**

NMA offers leadership development products and opportunities that maximize the potential of our members, sponsoring organizations, and communities.



# Building Trust Through Transformation

2015 – 2016

Awareness  
Loyalty  
Accessibility

## From the desk of our President



Angela Hollis,  
2015-2016 Chapter President

Greetings Fellow NMA Members,

It has been an honor and privilege to serve as your Chapter President this year. This final address on my last day as President is bittersweet. While I'm excited to pass the torch to our incoming President, Lamont Corbin, I am also sad that my term is over.

I would like to thank the NMA board of directors for allowing me the opportunity to lead the chapter. Assuming the presidency was a huge responsibility and took a great deal of work and dedication. There was an initial struggle with the call of action to be president, but now that I have completed my term, I realize that my mentors who supported and encouraged me to do it only asked because they believed in me and my ability to handle the job.

When I met with the executive team to plan the year, it was evident to us that we needed to find a way to rebuild the trust of our members while transforming our chapter to the next level. We set out to create events that would sharpen our leadership skills, increase community involvement and promote personal and professional development.

This year has exceeded my expectations in so many ways. We engaged BCBSM executives Tiffany Albert, Laura Byars and Terry Burke to take part by speaking at our monthly membership meetings. We invited local speakers as well as those from outside our Metropolitan area. We visited some amazing venues, some new like the Rattlesnake Club and some familiar like the Grosse Pointe War Memorial. The **BlueNights<sup>SM</sup>** Mixers continued to be a hit with new executive hosts and venues. NMA members also donated their time through many volunteer opportunities like Adopt-a- Highway, Ronald McDonald House, and The Children's Welcome Center, just to name a few. Finally, our speech contestant Soumya Kulkarni, will compete in the finals during NMA's annual national conference this September.

The highlight of the year was definitely the annual meeting with our fearless and innovative leader, President and CEO Daniel J. Loepp. This event occurred at the end of our annual Management Week which brought in 54 new members. This meeting is always well-attended because of Dan Loepp and the highlight of our awards ceremony. We would like to congratulate this year's honorees: Executive of the Year, Michelle Billingsley; Leader of the Year, Carol Zimmerman; and Member of the Year, Danita Ford- Vaughn.

We would also like announce that Michelle Billingsley was selected as the National Executive of the Year and will be honored in September at our annual conference in New Orleans, LA. Congratulations Michelle, on this well deserved accomplishment!

(Continued on page 3)

## President's address

*(Continued from page 2)*

In conclusion, I would like to thank my executive team, Sharese Hogan, Danita Ford- Vaughn, Brian Wilkes, Nicole Redd and Cheryl Cawley for their dedication and commitment to helping me bring our theme of Building Trust through Transformation to fruition. I received an overwhelming amount of support this year. Many of you have offered feedback, assistance, encouragement and praise which I am truly grateful for. This has been an exceptional experience and one I will never forget.

As I exit this role, I want you to know that I am leaving the chapter in the very capable hands of Lamont Corbin. I encourage you all to continue to offer your support by participating, volunteering and making the most out of your membership.



Thank you for a great year, Angela!



# New Member Corner

Welcome New Members!



Welcome to the organization! You are joining a great group of leaders, striving to live out our theme “Building Trust Through Transformation”. We encourage you to connect with our members, and learn something new about the organization. For more information, you can always go to our [SharePoint](#) site.



## Get Acquainted

We have many upcoming events in 2016 for you to begin networking and meeting other NMA members. Check them out here in the *blueprint*!

For more information about all other upcoming events, please visit the SharePoint site.

**Hope to see you at the next event!**

## New Members

Tameko Barber	Rosalie Lieblang
Angela Bullock	Akycia McGill
Cory Cookingham	Thomas Owens
William Dorsey	David Sepuha
Sheri Ginwright	Charise Turner
Lillie Heard	Michelle Weatherspoon
Geri Kopiczko	Monique Willis
Brittany Lane	Lubin Zhuang



## Get Involved! Member Benefits

Take advantage of these opportunities!

- Networking through monthly meetings and mixers
- Professional development through workshops and lunch and learns
- Community involvement through events like Bowl for Kids' Sake, walks for cures and causes, Adopt-a-Highway and more.



## Shines on Cathy Francis



Cathy Francis joined BCBSM earlier this year as a sales manager for a team of Senior Account Representatives and Account Managers in the Southeast Retention area. Her team maintains relationships with group customers and presents opportunities to offer our group products to employees.

Cathy was happy to hear about the NMA and the chance to participate in community involvement and develop as a leader. "I'm relatively new at Blue Cross," she commented, so she was interested in the chance to network and meet others. She had her first chance to do so this month when she attended the annual meeting with CEO and President Daniel J. Loepp at MotorCity Casino Hotel Sound Board®. Reflecting on her experience, Cathy shared that she found it "interesting to hear the history and background [of NMA]" as it was shared during the meeting.

As Cathy continues her involvement in NMA, she hopes to take part in professional development classes that are offered and continue to meet new people. Outside of work, Cathy said that she is "definitely a summer person," and is looking forward to cycling as the weather gets warmer. She is also a fan of art and theater and enjoys serving the community. She is especially interested in helping youth and is involved in youth mentoring. When you meet Cathy, you can ask her about the last play she's seen or what she likes most about helping others.

Current Chapter Achievement Roadmap points total: **1790**

**GREAT JOB!** Our chapter ended the 2015-2016 year on a high note! Let's start the year off right! We've been named an Outstanding Chapter for over 18 years due to our tremendous volunteer service and continued membership growth.



## Closing the Deal: a huge success!

*Written by Dena Dalal, senior analyst,  
Auto & Web Help Desk Servicing*

In June, NMA partnered with Young Professionals Network and BCBSM Human Resource Talent Acquisition to bring an informative and interactive 5 Series Workshop that drew hundreds of budding and seasoned professionals who were ready to take the next steps that would help them “close the deal”.

The atmosphere buzzed and laughter filled the air, marking the co-sponsored networking mixer as a huge success. As part of the event, attendees were required to wear a name tag of a famous person on their back; to figure out who they were, attendees asked questions to guess which celebrity name tag they had. This proved to be a hilarious ice breaker as celebrities included Lil’ Wayne, Ronald McDonald, Britney Spears, and politicians.

Kirk Roy, vice president, Office of National Health Reform, and Steve Anderson, vice president, Provider Contracting and Network Administration were on hand to meet and greet all employees who ventured out to the rooftop of Level Two in Greek Town. They each spoke briefly on the importance of face-to-face interaction and connecting with people outside of social media channels. This mixer was a great prelude to the exciting events that followed throughout the month.

### Be “in” with LinkedIn

*Written by Dana Bell, analyst,  
Pharmacy Services Operations*

If you talk to anyone in leadership or business, the first advice you might receive is to network. Networking is one of those tools of leadership that will always be useful no matter what field you are working in. Now add all the bells and whistles of technology to it; networking is global within seconds. Social Media has connected people in ways no one ever imagined and has made networking a more robust experience for most.

The Young Professionals Network ERN under Diversity & Inclusion, presented the LinkedIn Workshop under the “Closing the Deal Series”. This event was well attended by BCBSM employees and our summer interns. The LinkedIn site has over 414 million members globally.



*“Closing the Deal” mixer  
highlights at Level Two in  
Greek Town.*

*(“LinkedIn” article continued on page 6)*

## Be “in” with LinkedIn

*(continued from page 5)*

LinkedIn was founded by Jeff Weiner in 2008. It is estimated to be worth 7.5 billion dollars (<http://www.theirnetworth.com/Businesses/LinkedIn/>). Every minute, two members are hired through the site and it's a good resource to:

- Build your professional brand
- Get visibility outside of your workplace
- Network
- Search & secure talent
- Be in the know

Kristen Pace, Team Leader I –Service Ops, gave an informational presentation about the best practices when using LinkedIn. She and other team members received training at LinkedIn before this class. One of the first steps you need to do when setting up a LinkedIn account is make sure you put up a professional head shot for your profile. Make sure you smile for the picture; look inviting and happy. Here are some other Do's and Don'ts:

### Do:

- Make sure your summary on your welcome page is not too long; use white space
- Consider listing something personal on your summary
- Use 2 – 3 bullets
- Follow BCBSM on LinkedIn
- List your volunteer experience
- Share your updates
- Add Rich Media (You Tube, website, other videos); make sure it highlights what skills you are good at.
- Include your “elevator pitch” – this is an informal pitch that should be no longer than one minute highlighting your career and maybe your next career.
- Set up your profile on the computer, because the phone app has different features.
- Be selective about who you make connections with. Your connections should reflect your career goals, volunteer goals, educational goals and whatever goals you have set for yourself.
- When making connection invitations, personalize them before sending to the recipient.

### Don't:

- LinkedIn is NOT Facebook; don't make it a goal to have a high number of connections.
- Be careful when sharing information about BCBSM (it's proprietary).
- Unless you are a recruiter, buying the Premium LinkedIn package might not be the best choice.
- Don't wear inappropriate clothing in your head shot . You don't want to give the impression that you don't have business/casual attire.



## June Member Meeting: we have to meet our customers' expectations

*Written by Dana Bell, analyst, Pharmacy Services Operations*

The final NMA Monthly Meeting of our chapter's fiscal year, with special guest speaker Daniel J. Loepp, President and CEO of BCBSM, was a special gathering of old friends and fresh new faces. The outstanding turnout, conversation and laughter infused our celebration of all the accomplishments we have made this year. The meeting was held at the MotorCity Casino Hotel Sound Board® and began with networking and appetizers. The venue's hospitality staff made everyone feel comfortable with their exceptional service.

Danita Ford-Vaughn sang a melodic rendition of the National Anthem to begin the meeting. This was followed by a warm welcome from chapter president Angela Hollis in which she thanked the Executive staff from BCBSM and Life Secure for their continued support of NMA. Angela then introduced our honored guest speaker, Daniel J. Loepp.

Mr. Loepp welcomed NMA membership and stated that it was his privilege to be there for the 30<sup>th</sup> anniversary of our NMA chapter. He began his speech by talking about how healthcare is continuing to go through major changes with the added weight of complexity. As a company, we have to be proactive and adaptable.

Mr. Loepp added that BCBSM could not exist without great leadership for over 77 years. Due to our experience in healthcare, we are well versed in its complexity. Our subscribers want convenient access with the click of a button. He talked about his excitement with the launch of our mobile app, which has been tested by 870 employees. This is just one of many ways to meet our customers' expectations. It is imperative that we always find ways to improve the member experience, because the healthcare landscape is becoming more competitive each day.

BCBSM must find more ways to cut costs, especially administrative costs. We have to figure out what processes are working, which ones are not, and find new ways of doing things. One example Mr. Loepp shared was how we have handled distributing EOB statements. We used to send our members their statements on a weekly basis, which cost 10 million dollars annually. By embracing one of our cultural beliefs, *Be Radical*, the EOB area decided we could cut costs by sending the EOB statements monthly. This new way of thinking brought the mailing costs down to 3 million dollars. Mr. Loepp added that although we have made great strides, times ahead are going to be tough.



*President and CEO BCBSM, Daniel J. Loepp addresses NMA members at Sound Board.*

*(Continued on page 8)*

## June Member Meeting

*(Continued from page 7)*

After his speech, Mr. Loepp opened the floor to questions from the audience. He poignantly addressed the decision to add three additional days of PTO for NBU employees, saying that this would add value to employees by allowing staff to spend more time with their families. Mr. Loepp also talked about increased communication across the enterprise amongst teams citing, “We have to be frank, honest and transparent. With that being said, sometimes we need to talk to each other face-to-face instead of emailing and texting.”

After fielding additional questions, Mr. Loepp wrapped up his comments by talking about how the workforce is changing; specifically, it has gotten younger. The company must adapt to this change as well. The younger workforce expects more flexibility, portability, and their goal set is different from the traditional work set.



*NMA President Elect for 2016-2017, Lamont Corbin signs in.*



*Pam Yanis, Alisa Armstrong, Michelle Billingsley and Cathy Longo.*



*NMA Board Members, Tina Alonzo (with Tory Niceswander), Deborah Riley and Angela Tanner.*



## NMA's 2016 Awards Ceremony

Immediately following the monthly meeting, NMA Chairman of the Board, Ann Charlick recognized the following honorees:



**Hall of Fame Nominee**  
**Jack and Annette Aronson,**  
*Garden Fresh Gourmet Salsa*



**The Art Seidler Leader of the Year**  
**Carol Zimmerman,**  
*Manager, Chronic Condition Program*



**NMA Chapter 141 Member of the Year**  
**Danita Ford Vaughn,** *Group Account Liaison*  
*vice president, Program Administration*



**Executive of the Year**  
**Michelle Billingsley,**  
*vice president and Chief Information*  
*Officer, Southeast Region*



*2016-2017 Board of Director's Induction Ceremony, Chapter 141*



## Closing the Deal: Resumé Writing Workshop

*Presented by Kelley Detrich and Valarie Furchi, Senior Talent Acquisition Consultant and Erica Espere, Talent Acquisition Consultant*

So you've decided it's time to look for a new job. Where do you start? What are the best ways to succeed in finding that next rung on the ladder of your career?

First, treat your job search as a full-time "job," and set a clear direction. Decide what type of job suits your interests and skills, and refrain from applying for every posted position. If you are considering applying at a different company, research that company using the internet as a tool. If you know someone who works at that other company (or department), ask for their impressions of their employer.

If you are casting a wider net for your search, consider using online websites like Monster, CareerBuilder, and even staffing agencies. Social media and networking are also very effective tools to learn what opportunities are available.

Now that you have charted a course, it's time to prepare your resumé. As a rule, follow this formula to determine how much space you should give to specific kinds of content:

- Name/ Contact Info: 5%
- Education: 10-15%
- Experience/ Skills: 75%
- Other (Objective, Activities, Awards, Memberships, Volunteer Experience): 5-10%
- Leave room for "white space"

How many pages should your resumé be? There is no standard number; it depends on your *RELEVANT* background, so only include experience and skills transferable to the position (and yes, that means you may have more than one version of your resumé). A cover letter is not required, but it may be a good way to explain why you're applying for the position and how your experience corresponds with the job.

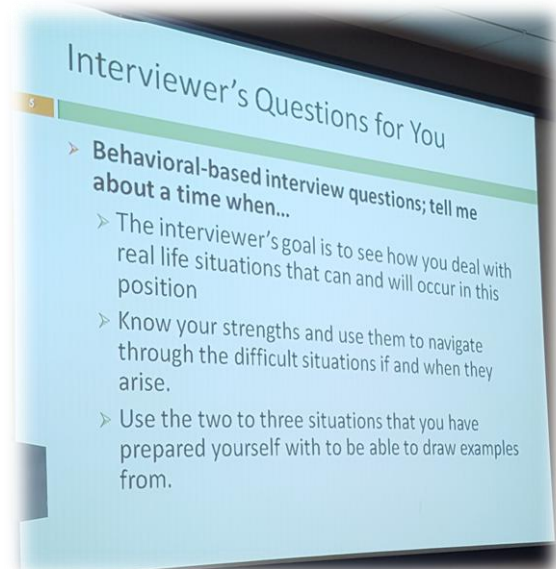
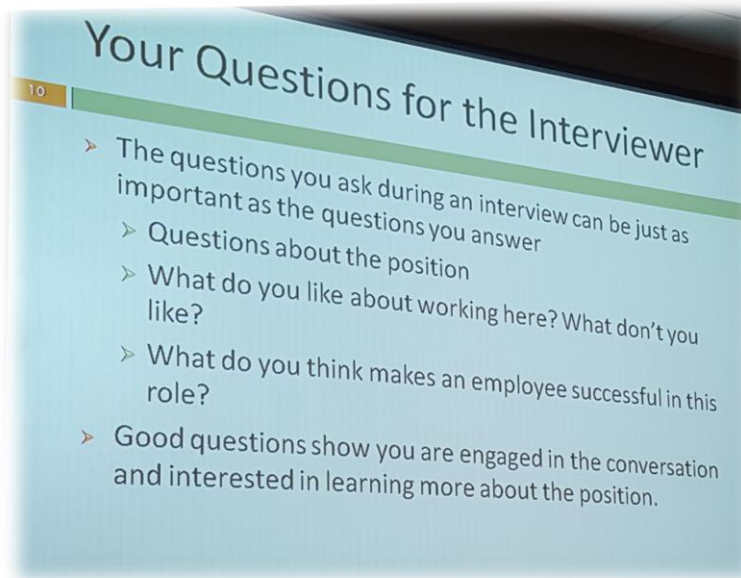
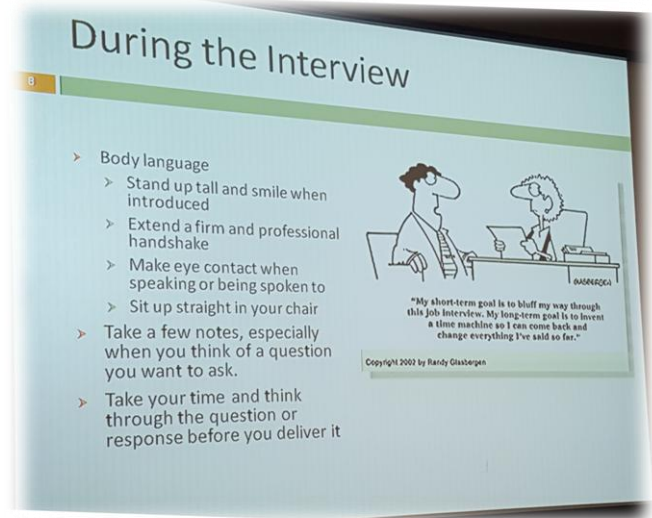
For a more detailed discussion of resumé writing, please visit the following link: <http://sps-corp/sites/ODI/div/Pages/Young-Professionals-Employee-Resource-Network.aspx>.



## Closing the Deal: Interview Prep

Sometimes, the interview is the most difficult part of closing the deal, especially if you haven't interviewed for a different position in a few years. When it comes to expanding your career portfolio and vying for a new job, don't let your fear of interfacing with your potential employer ruin your chances. You will be able to succeed with your interview if you keep these helpful tips in the forefront:

- Research the company or the position that you want.
- What do they do and how would you fit in as an employee?
- Before the interview, think of two to three situations in your current job or from school that you can incorporate into the conversation.
- Know your strengths and how to use them to your advantage; it's about confidence, not arrogance.
- Let them know how your past work experience will add value to the team.
- Body language is everything: stand tall, smile and extend a firm handshake to the interviewer.
- Reflect; think through your response before you give it.
- Be engaged; take notes and ask the interviewer relevant questions about the position.
- Make sure you thank the interviewer for their time and consideration.
- A thank you letter or card always leaves a good impression. Thank the interviewer for their time once again and let them know that you're excited about the opportunity and why. Indicate key points from the interview and bullet how you are the right candidate for the position.
- Let the interviewer know that you look forward to hearing from them.



## Time Management: Is it possible?

Written by Sharese Hogan, senior trainer,  
Sales Force Development



Keynote speaker, Lucinda Lord, senior project manager,  
Strategic Transformation.

How to manage time is an age old issue that seems to be a subject more prevalent with the invention of social media (don't we love those FB invitations?), highly functional mobile devices (do they ever stop ringing?) and access to information 24 hours a day (so, the internet does not have a close time?).

The collaboration between P.O.W.E.R and NMA helped members across the enterprise explore the best methods for managing and saving time even with the above factors being a part of our daily lives.

In the Time Management Lunch and learn, Lucinda Lord provided some amazing advice for de-cluttering your life, increasing your availability, prioritizing tasks, tips for using Outlook and saying "No". Who knew there was an art to saying no!

If you missed the Time Management Lunch and Learn, please feel free to review the presentation at your leisure. Click, read and find an extra few hours in your day based on Lucinda's tips: [6/8 Lunch & Learn Presentation - Time Management](#)

The NMA Professional Development Team would like to thank P.O.W.E.R. for their hard work, commitment and awesome energy. Please support this E.R.N by visiting the [P.O.W.E.R. ERN](#) SharePoint site for information on future events.



An engaged audience listens intently to the time management presentation.



(Pictured at left): NMA and P.O.W.E.R. members, Angela Hollis, Dana Bell, Sharese Hogan, presenter Lucinda Lord and Azadeh Ali-Moghaddam.



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- I will assume that all individuals want to do their best.
- I will maintain a broad and balanced outlook and will recognize value in the ideas and opinions of others.
- I will be guided in all my activities by truth, accuracy, fair dealing and good taste.
- I will keep informed on the latest developments in techniques, equipment, and process. I will recommend or initiate methods to increase productivity and efficiency.
- I will support efforts to strengthen the management profession through training and education.
- I will help my associates reach personal and professional fulfillment.
- I will earn and carefully guard my reputation for good moral character and good citizenship.
- I will promote the principles of our American Enterprise System to others, by highlighting its accomplishments and displaying confidence in its future.
- I will recognize that leadership is a call to service.

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- We believe that managerial responsibility is shared among all individuals at all levels of the organization and that leadership is critical to management success.
- We believe that individuals and organizations have a community and civic responsibility.

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Co-Editors: Christina Frison and Jeannette van Buitenen

Contributing writers and editors: Dana Bell, Stephanie Bracken, Sharese Hogan, Angela Hollis and Heidi Saucier.

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Designer: Diana Copp

Photography: Christopher Brantley, Kristie Stocker and Kimberly Wray-Norman (slide presentation).

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Web site: <http://sps-corp/nma/default.aspx>

### NMA Board Officers

Chairman of the Board: Ann Charlick

President: Angela Hollis

President-Elect: Lamont Corbin

### Board Members

Tina Alonzo

Karema N. Bobbitt

Dreamai O. Crenshaw

Lisa Drayton

Deborah Riley

Pam Yanis

Matthew M. Zelman

### Chapter Representatives

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National Director: Alisa Armstrong

Lifetime National Director: Cathy Longo

### Executive Advisors

Michelle Billingsley

Laura A. Byars

Darrell E. Middleton

### NMA Officers

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VP Program Administration: Danita Ford-Vaughn

VP Public Relations: Brian Wilkes

VP Finance: Cheryl Cawley

VP Administration and Recognition: Nicole Redd



**July 2016**

*In this issue:*

- *From the desk of our President*
- *Looking for ways to get involved?*
- *New Member Corner*
- *Welcome New Members*
- *On Leadership*
- *NMA Code of Ethics and Statement of Principles*

Cultivating the Passion of Leadership

**motivation**  
*is what gets you started.*  
**commitment**  
*is what keeps you going.*

**SERVICE**



**PURPOSE**



### **NMA National Mission Statement**

NMA offers leadership development products and opportunities that maximize the potential of our members, sponsoring organizations, and communities.



# Cultivating the Passion of Leadership



Chapter #141  
2016 – 2017



NMA-BCISM  
Leadership  
Development  
Association™

## From the desk of our President

Greetings Fellow NMA Members,

I am very honored to serve as your President for this upcoming year. I would like to thank the Board of Directors and our National Board of Advisors for allowing me the opportunity to serve, placing trust in me to perform in such an important endeavor. I will not let you down. I must also offer gratitude to my Vice President team of collaborators who come with a unique set of diverse skills and a high level of motivation. I am at your service as we pursue a culture of excellence. Lastly, much appreciation goes to our outgoing President, Angela Hollis, who has made this transition as smooth as possible. For that I salute you.

Our theme for 2016-2017 is “Cultivating the Passion of Leadership.” The programming and engagement will center on three key tenets that we hope will provide you with a necessary and holistic framework, satisfying your need to drive performance. Commitment, Service and Purpose are the benchmarks and our goals this year are to increase membership substantially, to reduce administrative costs and to maintain our excellent record of volunteer service in the community on behalf of our company.



Lamont Corbin and Angela Hollis at NMA's June member meeting.

In addition to fostering this culture, the executive team is aggressively pursuing significant change in how we serve you as members which will be distinctly different than you have experienced in the past. These are just a few of the changes to come:

- Expect a more refined straight line of communication to your Chairs and Vice Presidents concerning constructive feedback and responses to how we may best serve you throughout the year in *real time*, not just during the survey period.
- Be on the lookout for a total revamp of our NMA SharePoint site with enhanced navigation, improved warehousing of chapter related material and integration with “MyNMA,” your external website that houses a wealth of information devoted to *your* craft.
- Themed events that exemplify our commitment to the Blues organizational goals and cultural beliefs by integrating our NMA leadership competency paradigm on a more consistent basis.

Many of you indicated interest in joining a committee which would allow you to serve in a larger role. Our executive team will be reaching out to many of you to assess a “best fit.” If you have not done so but are interested in working with the inner circle of the organization, please reach out to me or any of the following individuals:

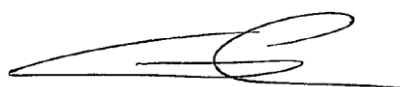
[Nicole Redd](#), VP, Administration & Recognition  
[Christine Paul](#), VP, Professional Development  
[Kiesha Saunders](#), VP, Program Administration  
[Karema Bobbitt](#), VP, Public Relations  
[Ann Charlick](#), VP, Finance

(Continued on page 3)

*From the desk of our President**(Continued from page 2)*

Again, expect a redesigned and more intimate relationship with your chapter as we move forward. Your executive team is eager to deliver services that impact how you perform in your daily duties, providing a comprehensive conduit for collaboration and dialogue. Please don't hesitate to reach out to us for suggestions or anything else that you believe will benefit the chapter and your peers. I am eager to interact with each and every one of you.

Regards,



Lamont Corbin, President | NMA-BCBSM Leadership Development Association | Detroit Chapter #141

## Looking for ways to get involved?



### Do you enjoy writing?

*Do you have a flair for writing? The editorial staff of **blueprint** needs volunteer writers to attend NMA-sponsored events and submit articles for our monthly newsletter. Specific needs include BlueNights<sup>SM</sup> mixers and /or NMA monthly meetings. If interested, please contact [Christina Frison](#) or [Jeannette VanBuitenen](#).*

### DO YOU LOVE TO SING?

*Do you have a hidden **vocal talent**? We would love to showcase you at one of our NMA Monthly Meetings, singing the National Anthem. If you have additional questions or are interested in performing, please contact for [Kiesha Saunders](#) additional details.*

### Love to Plan

Are you skilled in organizing and planning? Do you have fresh ideas on how to make our meetings more successful? Do you want to volunteer to be a greeter? If so, **Program Administration** is the area for you! Several opportunities are available. If interested, please contact, [Kiesha Saunders](#), Program Administration VP.



# New Member Corner



Welcome to the organization! You are joining a great group of leaders, striving to live out our theme “Cultivating the Passion of Leadership”. We encourage you to connect with our members, and learn something new about the organization. For more information, you can always go to our [SharePoint](#) site.



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We have many upcoming events in 2016 and 2017 for you to begin networking and meeting other NMA members. Check them out here in the *blueprint*.

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**We look forward to seeing you at the next event!**



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- Professional development through workshops and lunch and learns
- Community involvement through events like Bowl for Kids' Sake, walks for cures and causes, Adopt-a-Highway and more.





Adnan Ahmad	Valerie Fields	Kirsta Larkin	Cathy Toro
Apoorva Arvind	James Foster	Lisa Lea	Stephanie Warren
Rola Bazzi	Steven Franks	Jamie Lond	Shawntay Washington
Amanda Blackstock	Angela Hall-McMurray	Karleigh McFarland	Katrina Wilcox-Bowens
Brenda Bozeman	Terri Hemphill	Matthew Mebane	Vanitco Williams
Twyla Branch	Elba Huerta-de-Galaviz	Denyce Miller	Iva Williams
Stephanie Brantigan	Sheryl Johnson-Fambro	Charles Noveloso	Linda Wills
Rhonda Carey	Carole Jones	Brandon O'Bannon	Kedon Wilson
Ira Carter	Barbara Kamper	Dharani Ravichandran	Scott Winiger
Ingrid Cartwright	Punit Kaur	Kimberly Reed	Brandon Wisnieski
Lakshmi Deepika Cheemalakonda	Muhammad Khan	Elizabeth Reske	Joanne York
James Crisp	Elizabeth Kopke	Michael Salvia	Cathy Toro
Norman Duffy	Lana LaFleur-Jackson	Jordan Smith	Stephanie Warren
Enesha Edwards	Vincine Lanfear	Marcel Thomas	Shawntay Washington

## **VOLUNTEER** for our Chapter Achievement Roadmap points

Our chapter ended the 2015-2016 year on a high note (**1770**). Your volunteer efforts are appreciated in more ways than one. We've been named an Outstanding Chapter for over 18 years due to our tremendous volunteer service and continued membership growth.

**Stay tuned for upcoming events in 2016-2017.**



## On Leadership

*By Bridget G. Hurd, Senior Director,  
Diversity and Inclusion*

When I reflect on my career over the last 25 years, I smile with contentment and satisfaction about the opportunities I have been given and the opportunities I have taken advantage of to grow, to serve and to make a difference. Throughout my career, I have been surrounded by mentors and role models who encouraged me to stretch and spread my wings. My mentors helped me to recognize my strengths and what I am fully capable of accomplishing. They also helped me understand the importance of servant leadership – serving the needs of others before my own.

Over the years, I have built a multi-faceted career with skills and abilities that connect to and build upon one another. I have a Bachelor of Arts degree in Communications from the University of Michigan and a Master of Business Administration degree from Wayne State University. What's interesting is that I was actually an accounting major for three years. At the end of my junior year at U-M, I had the stark realization that graduation was one year away and that I was on the path to graduate with a degree in accounting which was not my strength or my passion. I immediately changed my major and never looked back. As a result, I have developed a fulfilling career with expertise in public relations, community relations, event planning, relationship building, corporate giving and diversity and inclusion.

I have worked in non-profit and corporate environments and have had many lessons throughout my career. The lesson that stands out the most is to never make assumptions. Always ask clarifying questions to be sure that you have all of the information that you need. In addition, I offer the following tips and recommendations for young and emerging leaders:

- Develop a sense of self-awareness. Know your strengths and values. Be authentic and true to yourself. Your career and work life should reflect your passion, values and beliefs.
- Develop a life mission, not just a career mission. Be clear about what drives you and what motivates you to get up every day.
- Be a lifelong learner. Take every opportunity to learn something new. Participate in leadership programs. Read newspapers like the Wall Street Journal on a regular basis.
- Build your brand. Your brand reflects your career goals and aspirations. Reinforce it with your actions, visibility and leadership.
- Know and be able to articulate how you want to make a difference. Lead from the heart and be of service.
- Find a mentor. Your mentor should provide feedback to help you grow. Set specific goals for your mentor relationship.
- Diversify your professional network. Make it a point to develop relationships with people in a different industry or people with different backgrounds. This will broaden your perspective as you learn from others.
- Most of all, remember that your career is a journey. Have a clear vision, work hard, and be courageous.



*Bridget G. Hurd, Senior Director,  
Diversity and Inclusion*

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## Creative Team

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Photography: Kristie Stocker

Dustin Freeze, Internet public domain

Web site: <http://sps-corp/nma/default.aspx>

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President: Lamont Corbin

President-Elect: Tina Alonzo

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Lisa Drayton

Aj Ghasham

Sharese Hogan

Angela Tanner

Brian C. Wilkes

Pam Yanis

## Secretary

Angela Hollis

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## August 2016

*In this issue:*

- *From the desk of our President*
- *New Member Corner*
- *New Member Spotlight*
- *NMA Vice President Spotlight*
- *Join NMA for first volunteer event*
- *Why RSVP? (reprint)*
- *SEPTEMBER: Member Meeting and BlueNights<sup>SM</sup> Mixer*
- *2016 NMA Annual Conference to open with Award to Dr. John C. Maxwell*
- *NMA Code of Ethics and Statement of Principles*

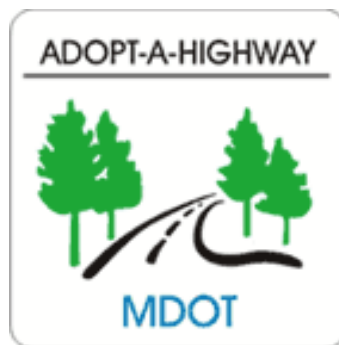
## What's happening in *September*



**NMA's Monthly  
Membership Meeting**  
with VP Michelle Billingsley



**Blue Nights<sup>SM</sup> Mixer**  
with VP, Pamela Braund



### NMA National Mission Statement

NMA offers leadership development products and opportunities that maximize the potential of our members, sponsoring organizations, and communities.

# Cultivating the Passion of Leadership

Chapter #141  
2016-2017



## *From the desk of our President*



*Lamont Corbin*  
2016-2017 NMA President

Greetings Fellow NMA Members,

The planning sessions for our 2016-2017 year are moving at a rapid pace. We have met our goal of scheduling robust and informative programming that will begin in September. We will provide you with a full calendar of events soon, so that you can make plans to hear the speakers we have chosen to exemplify our theme, "Cultivating the Passion of Leadership." I want to thank our team of VPs for being so diligent in striving to serve you, our members.

The chapter is pleased to announce that our own Michelle Billingsley, vice president and Chief Information Officer Business Intelligence & IT Delivery for Blue Cross Blue Shield Michigan has been awarded "Executive of the Year" by the National Chapter of the NMA. The award will be presented at the NMA National Conference, September 8-10 in New Orleans, Louisiana. Michelle has been an integral part of the success of this chapter and this award is well deserved.

Please take note of our first volunteer engagement, "Adopt-a-Highway", happening on September 24. Additional details are in this issue. Historically, this has proven to be one of our most popular activities. Our first NMA Monthly Membership meeting will be held in Bricktown Auditorium, featuring Michelle Billingsley on September 29. Be on the lookout for our "Save the Date" reminder. I would like to emphasize that your membership dues go directly to financing these functions, so please take advantage of these leadership building opportunities. We are re-publishing an article about the importance of RSVP and how your "yes, I will attend" determines our finances for each event. We sacrifice funds for no shows and the amount can be considerable. Finally, we will have our first BlueNights<sup>SM</sup> Mixer, hosted by Pamela Braund, vice president, Group Customer Advocate & Performance at Centre Park on September 21.

I am looking forward to engaging with you in the near future.

Regards,



# New Member Corner



Christopher Anderson	Michael Murphy
Angela Dunbar	Kevin Peshl
Lawanda Hill	Jennifer Stoltz-Spiteri
Nita Karanfili	Angela Waller
Kelly Kennedy	Erica Wyatt

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*Membership Meetings*

*BlueNights<sup>SM</sup> Mixers*



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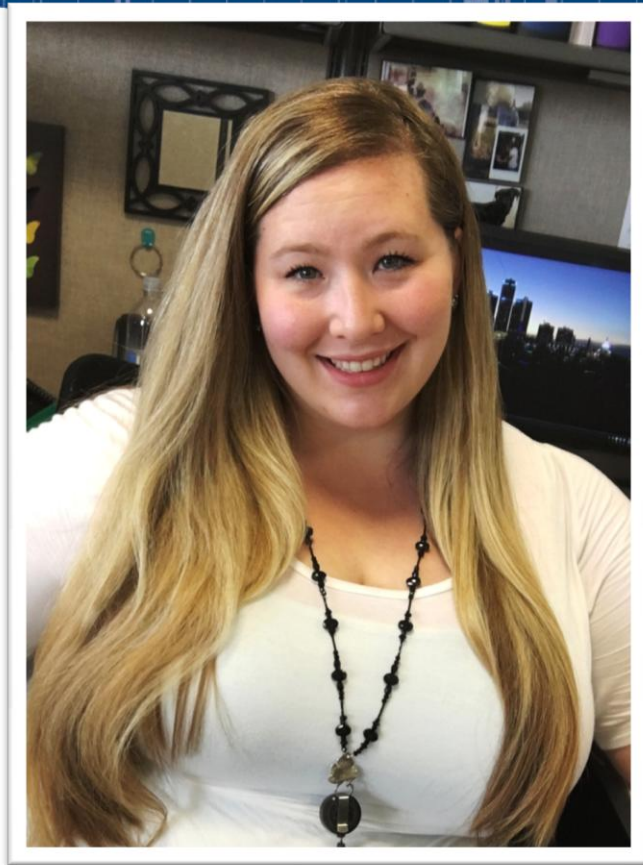
**We look forward to seeing you at the next event!**





## Shines on Amanda Blackstock

BCBSM is home to many contractors and many employees who started as contractors but are now full-time employees. Amanda Blackstock is one such employee. She started with the company back in September 2013 as a contractor and was officially hired by the company in May 2015. She has been enjoying the city ever since.



In her current role as an auditor in Utilization Review, she completes audits on professional practitioners for coding accuracy, billing, program compliance, medical necessity and benefit policy. It was thanks to her coworkers that she first heard of NMA stating, "...members in my department [were] speaking about the events and how much they enjoyed them." As with many NMA members, Amanda was looking to branch out and "...network with other areas in the company and develop new leadership skills." She is looking forward to our events, learning new things that will enhance her skills, and meeting new people; we won't disappoint you Amanda!

In her spare time, Amanda enjoys spending time with her family, friends and her dogs. She also loves to swim, cook and paint. When asked what she loves most about working in the city, Amanda stated, "the view of the Detroit River and Canada. Being on the 16<sup>th</sup> floor of the Renaissance Center is like an oasis for me." If she were to ever win the lottery, Amanda would first make donations to St. Jude's, The Michigan Humane Society and Urban Farming Detroit. After making all those gracious donations, she would travel the world with her family, even going to Antarctica. When you meet Amanda, you can ask her about this "chilly" venture.



## Meet *Karema N. Bobbitt*

Vice President of Public Relations  
BCBSM/BCN NMA Chapter 141



This month's NMA vice president spotlight focuses on Karema N. Bobbitt. As vice president of Public Relations, Karema is looking forward to leading the efforts to grow NMA's chapter and brand recognition by increasing the exposure of NMA to its current and potential audience. A graduate of Davenport University with a Business Administration degree and a concentration in Marketing, Advertising and Promotion, Karema will utilize her skills and knowledge to enhance and grow participation in BlueNights<sup>SM</sup> Mixers, along with her other committees, *blueprint*, Community Involvement, and Management Week.

Karema has been with Blue Cross Blue Shield MI for 13 years and has been working in Downtown Detroit for the entire time. As a lifelong Detroiter, she has been a firsthand witness to the transformation and growth that is occurring in Detroit. It excites and compels her to become more involved with what is happening in the city.

In addition to her role as an IT Process Specialist and an NMA VP, Karema is currently pursuing her Master's degree at Walsh College. She enjoys reading, working out, and studying healthy nutrition. Her loves include her faith, raising her family, and traveling.

Karema encourages all NMA members to become more involved. She added, "NMA will definitely 'Cultivate the Passion of Leadership' within you, as this year's theme states, if you allow it to do so." Karema firmly believes that "NMA is what you make it. There are always great events occurring that you can learn from. There are awesome people to meet that you may not get to interact with otherwise. If you are looking to enhance your skills, give back by mentoring the younger workforce, or just helping out, NMA is a great place to accomplish this."

Karema is always willing to assist. If you have any questions, feel free to reach out to her. Say "hello" if you should happen to see her in our great halls.

*Fabulous*  
*Exceptional* **Fabulous**  
 CONGRATULATIONS  
*Fabulous* **Fabulous**  
**Terrific** **OUTSTANDING**  
*Fabulous* **OUTSTANDING** *Exceptional*  
**Terrific**

Our chapter has done it once again! We've won **1<sup>st</sup> Place in the 2016 NMA Publications Contest** for our newsletter, *blueprint*, and we share the **2016 NMA Growth Award** with our Lansing chapter.

A special "thank you" to our *blueprint* team of writers, photographers, contributors and editors. The judges said it best: "It is evident from your newsletter, the "*blueprint*," that your chapter promotes itself as a truly "value-added" opportunity for its members. It is also clear that considerable time and effort were expended!"

## Join NMA for our first Volunteer Event

Our chapter has adopted the stretch of highway (median) on Woodward Avenue from I-696 to 12 Mile Road. At least 12 volunteers are needed to help make sure that we honor our commitment to keeping the state's roadsides clean and attractive.



### **Event:** Adopt-A-Highway

**Location:** Woodward Ave. - Meeting area is located in the Berkley Square Office Plaza lot on the southwest corner at 12 Mile Road.

**Date:** Saturday, September 24, 2016

**Time:** 8:30 AM – 11:00 AM

8:30 AM – 9:00 AM (Safety rules, guidelines and procedures)

9:00 AM – 11:00 AM (Cleanup)

### **Description:**

Adopt-A-Highway is a Michigan Department of Transportation (MDOT) program designed to help keep the state's highway roadsides clean and attractive. A minimum two mile stretch of the roadway is recommended.

### **Participants must:**

Be 16 years of age to participate (if you plan to bring family or friends).

Be in good health with good sight and hearing

**After the cleanup, all volunteers are invited to breakfast at O'Mara's in Berkley which is located on 12 Mile Road and Coolidge.**

If you are interested in volunteering for this event, please RSVP via the SharePoint form located at the link below:

[NMA Adopt a Highway September 2016](#)

Additional details will be sent prior to the event after confirmation of your participation.

Thank you in advance for your support and we hope to see you at this volunteer event.

Tatiana Hill  
Community Involvement Chair  
NMA – BCBSM Chapter #141  
[thill4@bcbsm.com](mailto:thill4@bcbsm.com)  
313-983-2801

Ronnie Adams  
Community Involvement Co-Chair  
NMA – BCBSM Chapter #141  
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Naqeesha Lonberger  
Community Involvement Co-Chair  
NMA – BCBSM Chapter #141  
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## Why RSVP? The cost of no-shows to your NMA chapter

By Anne Ebright (originally published March 2016)

Here at Blue Cross, we're no strangers to acronyms. It seems that the more we try to be Clear and Simple®, we still generate new acronyms every year. One familiar acronym still causes confusion for many individuals. When you see "RSVP" do you know what it means, or that it requires an action on your part?

The term RSVP comes from the French expression "répondez s'il vous plaît", meaning "please respond".

If RSVP is written on an invitation it means the invited guest must tell the host **whether or not they plan to attend the event**. It does not mean to respond only if you're coming, and it does not mean respond only if you're *not* coming (the expression "regrets only" is reserved for that instance). It means the host needs a definite head count for the planned event, and needs it by the date specified on the invitation.

### The problem

Our Program Administration, Public Relations and Finance teams have noticed that when we put an RSVP request on an invitation to a chapter event, many members don't do anything about it. Other members quickly respond that they will attend, but then forget to cancel in a timely manner if a conflict arises. I think we all have good intentions. We want to make the most of our membership in NMA and take advantage of the great social and professional development opportunities our chapter offers. And we are all busy. Yes, the toll of our busy-ness interrupts our business, and the last-minute, pop-up reminders from Outlook cause us to wince as we realize we have competing priorities for the same time on the same day, and something has to be dropped in order to meet the other need.

You might be surprised by the following numbers from our last four NMA monthly meetings:

	September 2015	October 2015	November 2015	February 2016
Total RSVPs	148	253	217	62
Total Attended	78	172	109	31
RSVP, didn't attend	<b>70</b>	<b>81</b>	<b>108</b>	<b>31</b>

Our November and February meetings each had a staggering 50 percent no-show rate of those who had indicated they'd attend. **The cost of no-shows at all four of these meetings was approximately \$11,600.** Your monthly membership fee is \$4.10 with a generous subsidy of \$3.70 from Blue Cross. However, the average meal cost at a monthly meeting runs \$40 or more *per person*. **The cost to our NMA chapter associated with members who RSVP but fail to cancel their registration averages \$2,900 per month.**

### Things to consider

An incomplete list of respondents can cause numerous problems for the meeting organizer including difficulty in planning food quantities, issues relating to minimum guarantees with venues, and difficulties in planning appropriate seating, among other things. Think about how our chapter could have used the funds saved if members had updated their RSVP: perhaps we could bring in another speaker for an upcoming meeting, add another professional development course, offset the costs of a conference registration, or sponsor another scholarship for students in our speech contest.

(Continued on page 8)

## Why RSVP? *(Continued from page 7)*

### How YOU can help

It's good business etiquette to RSVP to any invitation you receive. Apply our Cultural Beliefs as you plan which events you'll attend.



- **Act now** to plan your schedule. If you aren't sure if you can attend the entire event, RSVP "program only".
- **Reach out** by giving your RSVP to the host.
- **Be radical** and invite a non-NMA, NBU employee as your guest to an upcoming mixer.
- **Let's talk** with family and friends to better juggle the personal activities that may compete with your professional ones.
- **Be aligned** by showing support and consideration of the costs to the chapter in planning social events for networking and professional development.
- **Embrace lean** by attending the events you commit to or providing enough advance notice to cancel without incurring a cost to the chapter.

- **Own it** by setting reminders for yourself in Outlook and on your Smartphone so you won't forget or have a competing priority.

We're also looking at more ways to reach out to you to remind you and give you plenty of advance notification of deadlines to register or cancel your registration for an event, as well as reminding you in the days prior to an upcoming event. We appreciate your consideration and we look forward to seeing you at our next event.



Picture yourself here! **RSVP** for our Monthly Member Meetings or BlueNights<sup>SM</sup> Mixers.



## NMA's Monthly Member Kickoff with VP Michelle Billingsley

Michelle Billingsley, vice president and Chief Information Officer Business Intelligence & IT Delivery for Blue Cross Blue Shield Michigan will be our very special guest speaker for NMA's first member meeting, to be held September 29, 2016 in Bricktown Auditorium. More details will follow in September. There will be a strolling dinner afterwards.

As we've detailed in this month's issue, Michelle was recently named NMA's 2016 National Executive of the Year, and will be honored during its annual conference in New Orleans in September.

National Executive of the Year is NMA's most prestigious award and is a significant addition to the numerous accolades Michelle has compiled during her stellar career. In addition to her corporate accomplishments, Michelle is an educator and serves as a member of the MSIS Advisory Board for Baker College as well as sitting on the board of the American Diabetes Association for Southeastern Michigan.

We look forward to seeing you then.



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## September BlueNights<sup>SM</sup> Mixer, hosted by Pamela Braund



As we mark the end of summer, we want to begin our BlueNights<sup>SM</sup> Mixer's with guest host Pamela Braund, vice president, Group Customer Advocate & Performance. The Mixer will be held at Centre Park Bar located at 1407 Randolph St. in downtown Detroit on September 21, 2016. A formal RSVP request will be forthcoming. We hope to see you there!



## *Direct from NMA's Corporate Office...*

### **2016 NMA Annual Conference to open with Award to Dr. John C. Maxwell**



When NMA members convene in New Orleans, **September 8-10**, they will kick off the two-day event with a breakfast honoring famed author and leadership expert Dr. John C. Maxwell. Maxwell will receive the prestigious McFeely Award for his contributions to managing, leading ... and living!

In 2014, Dr. Maxwell was identified as the #1 leader in business by AMA and the most influential leadership expert in the world by *Business Insider* and *Inc. Magazine*.

The 2016 McFeely Award winner is an internationally recognized leadership expert, speaker, minister, coach, and author who has sold over 26 million books in 50 languages! Three of his books, *The 21 Irrefutable Laws of Leadership*, *Developing the Leader Within You*, and *The 21 Indispensable Qualities of a Leader*, have each sold over a million copies.

As the founder of The John Maxwell Company, The John Maxwell Team, EQUIP, and the John Maxwell Leadership Foundation, he has trained more than 6 million leaders. In 2015, he reached the milestone of having trained leaders from every country of the world.

The recipient of the Mother Teresa Prize for Global Peace and Leadership from the Luminary Leadership Network, Dr. Maxwell speaks each year to Fortune 500 companies, presidents of nations, and many of the world's top business leaders.

Since 1975, the Wilbur M. McFeely Award has been presented to recognize outstanding women and men who have made profound contributions to leadership and management development while gaining national and international recognition for their books, articles, lectures, and other professional/entrepreneurial endeavors.

Presented every 2-3 years, the Award boasts several notable recipients: Marcus Buckingham, Dr. John P. Kotter, Dr. Barbara Kellerman, James M. Kouzes & Barry Z. Posner, Philip Crosby, Rosabeth Moss Kanter, Zig Ziglar, Dr. Norman Vincent Peale, Kenneth Blanchard, Tom Peters, W. Edwards Deming, Peter Drucker, and George Odiorne – among others.

Complete information about the 2016 NMA Annual Conference can be found on the website at: [www.nma1.org](http://www.nma1.org).



## NMA Code of Ethics

- I will recognize that all individuals inherently desire to practice their occupations to the best of their ability.
- I will assume that all individuals want to do their best.
- I will maintain a broad and balanced outlook and will recognize value in the ideas and opinions of others.
- I will be guided in all my activities by truth, accuracy, fair dealing and good taste.
- I will keep informed on the latest developments in techniques, equipment, and process. I will recommend or initiate methods to increase productivity and efficiency.
- I will support efforts to strengthen the management profession through training and education.
- I will help my associates reach personal and professional fulfillment.
- I will earn and carefully guard my reputation for good moral character and good citizenship.
- I will promote the principles of our American Enterprise System to others, by highlighting its accomplishments and displaying confidence in its future.
- I will recognize that leadership is a call to service.

## Statement of Principles

NMA is dedicated to managerial excellence, personal and professional growth, and leadership development. The following principles identify NMA's core beliefs and provide the basis for the Association's Mission Statement.

- We believe in the highest standards of personal and organizational integrity and respect for the individual.
- We believe in lifelong learning, continuous improvement, and the development of a workforce capable of sustaining a competitive posture in the global economy.
- We believe management is a creative, dynamic, and essential process enabling people to achieve personal and organizational objectives.
- We believe that managerial responsibility is shared among all individuals at all levels of the organization and that leadership is critical to management success.
- We believe that individuals and organizations have a community and civic responsibility.

## blueprint Team

Co-Editors: Christina Frison and Jeannette van Buitenen

Writers and editors: Karema Bobbitt, Stephanie Bracken, Christopher Brantley, Lamont Corbin, Dena Dalal, Naqeesha Lonberger and Sheryl Johnson-Fambro

## Creative Team

Designer: Diana Copp

Photography: Christopher Brantley, Kevin Fraeyman and Kristie Stocker

Dustin Freeze, Internet public domain

Web site: <http://sps-corp/nma/default.aspx>

## NMA Board Officers

Chairman of the Board: Matthew M. Zelman

President: Lamont Corbin

President-Elect: Tina Alonzo

## Board Members

Dreamai O. Crenshaw

Lisa Drayton

Aj Ghasham

Sharese Hogan

Angela Tanner

Brian C. Wilkes

Pam Yanis

## Secretary

Angela Hollis

## Chapter Representatives

Immediate Past Chairperson: Nancy Bennett

National Director: Alisa Armstrong

Lifetime National Director: Cathy Longo

## Executive Advisors

Michelle Billingsley

Laura A. Byars

Darrell E. Middleton

## NMA Officers

VP Professional Development: Christine Paul

VP Program Administration: Kiesha Sanders

VP Public Relations: Karema Bobbitt

VP Finance: Ann Charlick

VP Administration and Recognition: Nicole Redd

# blueprint<sup>®</sup>



*In this issue:*

- From the desk of our President
- New Member Corner
- New Member Spotlight
- September Membership Meeting with Michelle Billingsley
- Great weather for NMA's volunteer event
- Meet NMA VP Kiesha Saunders
- BlueNights<sup>SM</sup> Mixer with Pam Braund
- NMA Calendar of Events
- NMA Code of Ethics and Statement of Principles



## **NMA National Mission Statement**

NMA offers leadership development products and opportunities that maximize the potential of our members, sponsoring organizations, and communities.



# Cultivating the Passion of Leadership

Chapter #141  
2016–2017



## *From the desk of our President*



*Lamont Corbin*  
2016-2017 NMA President

Greetings Fellow NMA Members,

Recently the *blueprint* editors had a chance to ask our 2016-2017 President, Lamont Corbin, about the upcoming year and his plans for NMA. Our interviewer, Jeannette van Buitenen prepared several questions below. We hope that you enjoy learning more about Lamont and how his team of VPs will cultivate your passion for leadership.

### ***How and why did you initially become involved in NMA and choose to become involved in the board?***

I have always enjoyed the clinical aspects of leadership and the distinctions between that and management. So much of it is psychological. In the day to day observation of leaders and their particular leadership styles, you see wide variances on what is effective and what is not, depending on your audience. I wanted to explore this paradox and thought that our chapter could provide insight on these concepts. When the board position became available, I thought that I could lend my talents in a more formidable role.

### ***Why are you interested in committing your time and energy to NMA?***

In theory, all engaged employees are leaders. We influence those around us with our enthusiasm and commitment. The work we do as a part of NMA helps our members cultivate those skills that are hidden. This year, we want to motivate our membership to ignite that passion for leading and that can only be done through a commitment of my team. The VPs are working diligently to make sure that we offer events and programs that will help build upon what our members already have. Ultimately, I believe that being a part of NMA allows us an opportunity to have these important discussions and it's the primary reason why I wanted to commit my time and energy to this cause.

### ***What has prepared you to take on the presidency?***

Good question! Since 2000, I have sat on a number of boards either as a board member or president. In the Metro Detroit area, I was Commissioner of the Michigan Historical Commission; board member and chairman of the nonprofit, Detroit Parent Network; and I currently serve on the Executive Board for Warrendale Academy in Detroit. I enjoy the camaraderie with my peers and the many different experiences that everyone brings to the table. As for NMA, this is my first year of a three year appointment on the board and first and last term as Board President.

## NMA President interview

(continued from page 2)

### What is your vision for our chapter? Where would you like to see it by the end of your term?

We are committed to our theme, “Cultivating the Passion of Leadership.” Our programming aims to get to the heart of not what you do but why you do it. Let’s keep it real: everything we do for NMA is voluntary. You could have picked many other organizations, but you picked this one. Why is that? What motivates you? What is the unique contribution you bring to the chapter? Do you understand how your membership fits into the greater scheme of our commitment to all members? These are some of the questions we aim to address. My goal and my greatest concern is showing NMA as valuable to our membership, bringing a high return on investment of time and commitment. We’re excited about our yet to be released initiatives on membership engagement and participation.

### What will success look like to you?

I am a very “cause and effect” type of person; I see the end result, then work backwards to achieve the desired result. After every NMA engagement, if we are able to send our membership home with seeds of knowledge and they apply them to their lives, then we will have accomplished an important part of our mission. If I, in the service capacity as President, can motivate my executive team to take it to the next level of greater achievements, then this will give me great satisfaction. Above all, if our chapter remains unwavering in its support to Blue Cross Blue Shield Michigan’s mission, then we as an organization can do good for our community. We have the compassion and commitment to serve and that’s what I call unmitigated success.

Thank you, Lamont, for your thoughtful and inspiring answers.



## Writers are welcomed here!

Do you have a flair for writing? The editorial staff of **blueprint** needs volunteer writers to attend NMA-sponsored events and submit articles for our monthly newsletter. Specific needs include NMA monthly meetings and other events. If interested, please contact [Christina Frison](#) or [Jeannette VanBuitenen](#).



Are you skilled in organizing and planning? Do you have fresh ideas on how to make our meetings more successful? Do you want to volunteer to be a greeter? If so, **Program Administration** is the area for you! Several opportunities are available. If interested, please contact, [Kiesha Saunders](#), Program Administration VP.

## DO YOU LOVE TO SING?

Do you have a hidden **vocal talent**? We would love to showcase you at one of our NMA Monthly Meetings, singing the National Anthem. Please contact for [Kiesha Saunders](#) additional details.



# New Member Corner



*Jasmine Henry*

*Sarah Napthen*

*Kaitlyn Osentoski*

*Kimberly Sturtz*



Welcome to the organization! You are joining a great group of leaders, striving to live out our theme “Cultivating the Passion of Leadership”. We encourage you to connect with our members, and learn something new about the organization. For more information, you can always go to our [SharePoint](#) site.

## Get Involved! Member Benefits

Take advantage of these opportunities:

- Networking through monthly meetings and mixers
- Professional development through workshops and lunch and learns
- Community involvement through events like Bowl for Kids’ Sake, walks for cures and causes, Adopt-a-Highway and more.



*Membership Meetings*

*BlueNights<sup>SM</sup> Mixers*



## Get Acquainted

We have many upcoming events in 2016 and 2017 for you to begin networking and meeting other NMA members. Check them out here in the *blueprint*.

For more information about all other upcoming events, please visit the SharePoint site.

**We look forward to seeing you at the next event!**





## Shines on Sarah Napthen



Sarah Napthen started her career with BCBSM nearly three years ago. She spent the first year of her career as a contractor and made the transition to a full-time employee shortly thereafter. Sarah has been as a Team Leader II in Executive Services and is loving it!

In her current role, she leads a team of coordinators who handle and respond to appeals and/or grievances submitted by members regarding adverse benefit determinations. "My favorite part of the job is leading my team. I love coaching and encouraging people" she stated. This resonates well with our NMA chapter's theme of 'Cultivating the Passion of Leadership.' Sarah first heard of NMA from her manager, who impressed upon her "what an integral role it played in helping her make connections" and she is hoping to gain the same from NMA by "meeting new people...and understanding how we can benefit each other professionally."

Sarah loves parenting and encouraging her three children. In her spare time, she enjoys cooking, baking, and reading, preferably historical fiction that took place hundreds of years ago. She also loves travelling to Petoskey. "We stay in an old Victorian inn right on Lake Michigan and enjoy the sun, water, and delicious food. I treasure the relaxation," she stated. If she were to ever win lottery, Sarah would pay off her law school student loans, set-up her family for the future, buy a big house with lots of land, and donate to her church. Sarah enjoys working in the 'D', because she experiences new places she never knew existed, and enjoys being immersed in the city.

Welcome to NMA, Sarah!



## Michelle Billingsley reflects on purpose, grit and accountability

Written by Sheryl Johnson-Fambro, specialist, Market Communications



As the reigning 2016 NMA Executive of the Year, Michelle Billingsley graciously shared, from the deep wells of her professional development, what it took to become the type of leader that achieves the level of honors and recognition that she's received. Thursday evening's session was marked by torrential rain from earlier in the day, flooding the roads and homes of many NMA members, but Michelle showered the audience with her own supply of wisdom and wit during the hour-long presentation.

After accepting the sincere applause of the audience, honoring one of their own for her achievement as NMA Executive of the Year, Michelle transitioned into her speech by showing the now infamous 2011 Eminem

"Born of Fire," video broadcast from Super Bowl XLV. Michelle smilingly shared that she's a Slim Shady fan, and experienced an intense outburst of pride and joy after seeing the original airing. She then used that electrifying moment, now a part of Detroit history, to demonstrate the aspects of the video that spoke to her style and principles of leadership: purpose, grit and accountability.

Purpose addresses the "why," of leadership. The Chrysler commercial never told anyone to buy their car; in Michelle's words, telling is managing, not leading. What this ad did in an extremely effective two-minute slot was to explain why you want to drive this "Imported from Detroit" car.

Grit speaks to perseverance and is the word that personifies Detroit. Michelle's a native Detroiter, an ethnic minority, and in the IT arena, a double minority. The grit of perseverance is driven audibly by the music in the video's background, Eminem's hit single "Lose Yourself." A flourish of faith is present in the robed Gospel choir on stage at the Fox. Michelle pointed out a poignant segment of the narrator's speech, "The hottest fires create the hardest steel." Passion, patience and perseverance make up the ingredients of this kind of grit.

(continued on page 8)



*Robin Wooten, Karema Bobbitt, Logan Montgomery and Nicole Rembert*



*Nancy Bennett, Katharine Moriarty and Veronica Roths*





## Great weather for NMA's volunteer event

NMA's Community Involvement Committee had its kickoff volunteer event on Saturday and the weather was fabulous! Volunteers gathered on September 24 to clean the BCBSM Sponsored two mile stretch of Woodward Ave between I-696 and 12 Mile Road.

Adopt-A-Highway is a Michigan Department of Transportation (MDOT) program designed to help keep the state's highway roadsides clean and attractive. All types of state highways may be adopted, including two-lane roads, limited access highways, boulevards and business routes. Since 1990, Adopt-A-Highway local groups have collected over a million bags of trash. Currently 2,800 groups are participating in the program and have adopted over 6,400 miles of Michigan highways.

The day went off without a hitch as we did our part to help keep Michigan highways clean. We collected about six bags of trash and had a great time while doing so. We finished off the morning with a delicious breakfast, great conversation and networking. These events offer members the opportunity to meet members across the organization. Our current NMA Chairman and President were even in attendance. We hope to see you at our next event.



*Part of our collection crew Nilajah Alonzo, Lamont Corbin and Tatiana Hill.*



*From Left to Right: Matthew Zelman, Michael Daubenmeyer, Nilajah Alonzo, Ronnie Adams, Tori Matkins, Akycia McGill, Christina Frison, Karema Bobbitt, Lamont Corbin, and Naqeesha Lonberger. (Photo taken by Tatiana Hill)*



*Standing proud under our Adopt-a-Highway signage are volunteers Matt Zelman, Tatiana Hill, Naqeesha Lonberger, Nilajah Alonzo and Karema Bobbitt.*



## Meet *Kiesha “Kai” Saunders*

**Vice President of Program Administration**  
BCBSM/BCN NMA Chapter 141



This month’s NMA Vice President spotlight focuses on Kai Saunders, VP of Program Administration. In this role, Kai is responsible for oversight of all NMA Chapter meetings and the Annual Leadership Speech Contest. Kai has been a member of NMA since 2009. In 2014, she was approached to assume the responsibilities for planning the BlueNight<sup>SM</sup> Mixers. Kai took on this mission with great enthusiasm, generating higher mixer turnouts, creating an enjoyable mixer experience and showing us the “New Detroit”. In her role as Chair for the mixers, Kai has taken us on a voyage to the latest venues in Detroit, from the hip Punch Bowl Social to overlooking the skyline of Detroit at Coach Insignia at the Renaissance Center.

Kai has been with the Blues for 13 years holding a number of roles ranging from a clerk with no computer or telephone to a Team Leader in one of our largest call centers. She is the epitome of one who likes a good challenge. As someone who came into the company not knowing how to type and teaching herself in the Prudence Humphrey Learning Center on her breaks and lunch to get a promotion, Kai gets it done! Currently as a Sr. Analyst in the Auto, URMBT and Web Support Help Desk area, she can be found zipping around the Auto Service Center in Bricktown or on the phone negotiating our venue contracts for hosting our chapter meetings.

Kai is a firm believer that her involvement in NMA has cultivated her passion for leadership. She encourages all new employees to get involved in NMA as she is certain that it makes for an enhanced employee experience. She urges NMA members to interact with the VPs and other employees outside of their own departments to gain the full Blue experience.

If you are looking for volunteer opportunities, please feel free to email the Program Administration Committee at [NMAChapter141@bcbsm.com](mailto:NMAChapter141@bcbsm.com). Keep a lookout for the upcoming meeting details in the *blueprint* publication.

## Billingsley reflects on purpose, grit and accountability (continued from page 6)

Accountability sums up Michelle’s last principle of leadership and is the one she’s most invested in. The video unveils accountability as a city, still suffering from the ruins of urban decay, moving from victimization to a victorious regeneration. Michelle spoke of this as the requirement of absorbing the infrequent “beat down,” of leadership, in order to achieve the overriding goal of corporate and personal success with integrity.

After her presentation, Michelle fielded questions from the audience covering multiple aspects of her career, family and future. We were honored by her frank assessment of life at BCBSM and she wrapped it up by paraphrasing Eminem’s quote, “This is Detroit and this is what we do”, by saying instead, “This is leadership and this is what **we** do.” Thank you Michelle.



*Sheryl Johnson-Fambro and Michelle Billingsley*

## BlueNights<sup>SM</sup> Mixer kickoff with Pamela Braund

*Written by Dena Dalal, senior analyst, Key & Large, Auto, URMBT, and Web Support Servicing*



*Matt Zelman, Pamela Braund, Lamont Corbin and Cathy Longo*



*Christina Frison, Dell Dexter and Vaneitta Goines*



*Tracy Highfield, Michelle Easton  
Anastasia Rokas and Stephanie Bracken*

On September 21, NMA members joined together at Centre Park Bar to meet Pamela Braund, VP Group Customer Advocate & Performance. Pam, along with NMA attendees, mixed, mingled and networked while they enjoyed one of the last days of warm weather.

Centre Park Bar has been a 'staple establishment' in our vibrant city. On this particular day, the venues sliding doors were open, leading into their patio with an authentic lounge feel. Attendees enjoyed a variety of appetizers ranging from chicken wings, garden salad, cheese platters, to mostaccioli, and tasty steamed vegetables.

Pam was a great host, kicking off this year's BlueNights<sup>SM</sup> Mixers. The committee is excited to see all NMA members at upcoming events. Finalization for October's mixer is in full effect with hosts Angela Williams and Andre Smith. We hope to explore a new venue that we have not been to yet. Be on the look-out for an invitation coming soon.



*NMA members enjoyed one of the last warm days of September with our BlueNights<sup>SM</sup> Mixer kickoff. Thanks for being a great hostess, Pam.*



# SAVE the DATE

## NMA Calendar of Events

When	Who	What	Where
<b>October 19, 2016</b>  Networking 4:30 Meeting 5:30	 <b>Tom Wilson</b> <i>president &amp; CEO,                      Olympia Entertainment Group</i>	Monthly Membership Meeting	<b>Joe Louis Arena</b> 19 Steve Yzerman Drive Detroit, MI 48226  Family open skate from 7 to 8:30 p.m.
<b>October 20, 2016</b>		Lunch and Learn, "Emotional Intelligence"	<b>Webinar (more                      information will be                      forthcoming)</b>
<b>October 27, 2016</b>  5:00 p.m. to 8:00 p.m.	 <b>Angela Williams</b> <i>Director                      IS Base Employees</i>   <b>Andre Smith</b> <i>Director, Vendor                      Compliance                      Oversight</i>	<b>BlueNights<sup>SM</sup>                      Mixer</b>	<b>TBD - Venue details will                      be sent in an email.</b>

## NMA Code of Ethics

- I will recognize that all individuals inherently desire to practice their occupations to the best of their ability.
- I will assume that all individuals want to do their best.
- I will maintain a broad and balanced outlook and will recognize value in the ideas and opinions of others.
- I will be guided in all my activities by truth, accuracy, fair dealing and good taste.
- I will keep informed on the latest developments in techniques, equipment, and process. I will recommend or initiate methods to increase productivity and efficiency.
- I will support efforts to strengthen the management profession through training and education.
- I will help my associates reach personal and professional fulfillment.
- I will earn and carefully guard my reputation for good moral character and good citizenship.
- I will promote the principles of our American Enterprise System to others, by highlighting its accomplishments and displaying confidence in its future.
- I will recognize that leadership is a call to service.

## Statement of Principles

NMA is dedicated to managerial excellence, personal and professional growth, and leadership development. The following principles identify NMA's core beliefs and provide the basis for the Association's Mission Statement.

- We believe in the highest standards of personal and organizational integrity and respect for the individual.
- We believe in lifelong learning, continuous improvement, and the development of a workforce capable of sustaining a competitive posture in the global economy.
- We believe management is a creative, dynamic, and essential process enabling people to achieve personal and organizational objectives.
- We believe that managerial responsibility is shared among all individuals at all levels of the organization and that leadership is critical to management success.
- We believe that individuals and organizations have a community and civic responsibility.

## blueprint Team

Co-Editors: Christina Frison and Jeannette van Buitenen  
Writers and editors: Karema Bobbitt, Stephanie Bracken, Lamont Corbin, Dena Dalal, Naqeesha Lonberger and Sheryl Johnson-Fambro

## Creative Team

Designer: Diana Copp  
Photography: Christopher Brantley, Kevin Fraeyman and Kristie Stocker

Dustin Freeze, Internet public domain

Web site: <http://sps-corp/nma/default.aspx>

## NMA Board Officers

Chairman of the Board: Matthew M. Zelman  
President: Lamont Corbin  
President-Elect: Tina Alonzo

## Board Members

Dreamai O. Crenshaw  
Lisa Drayton  
Aj Ghasham  
Sharese Hogan  
Angela Tanner  
Brian C. Wilkes  
Pam Yanis

## Secretary

Angela Hollis

## Chapter Representatives

Immediate Past Chairperson: Nancy Bennett  
National Director: Alisa Armstrong  
Lifetime National Director: Cathy Longo

## Executive Advisors

Michelle Billingsley  
Laura A. Byars  
Darrell E. Middleton

## NMA Officers

VP Professional Development: Christine Paul  
VP Program Administration: Kiesha Sanders  
VP Public Relations: Karema Bobbitt  
VP Finance: Ann Charlick  
VP Administration and Recognition: Nicole Redd



# blueprint<sup>®</sup>



## October

### *In this issue:*

- From the desk of our President
- New Member Corner
- NMA's October Member Meeting
- Volunteer highlights: Garden Collaborative
- Helping our Neighbors in Flint
- Save the Date: November Events
- Book Fair is here!
- October's BlueNights<sup>SM</sup> Mixer
- NMA Code of Ethics and Statement of Principles



### **NMA National Mission Statement**

NMA offers leadership development products and opportunities that maximize the potential of our members, sponsoring organizations, and communities.

# Cultivating the Passion of Leadership

Chapter #141  
2016-2017



## *From the desk of our President*



*Lamont Corbin*  
2016-2017 NMA President

Greetings Fellow NMA Members,

I wanted to take a moment to discuss an important event that your chapter supports, the Annual Leadership Speech Contest being held this February at Blue Care Network. Our chapter has long held a commitment to civic responsibility, especially when it involves the youth. Attending this event in past years has offered me inspiration and hope for our next generation of leaders.

What I've found even more endearing is the rare opportunity that we - as peers, as coworkers, as Blues "family"- have to engage in a setting outside of the traditional work environment; being able to see ourselves and our lineage in an environment of growth and camaraderie. We are aggressively marketing this competition this year and I strongly encourage you to "push" your teens to engage in this fruitful activity. Please check this issue for further details.

Continuing in the theme of education and self-development, our membership dinner in November will feature George Ross, president, Central Michigan University at Campus Martius. The interesting thing about growth is that the scope is only limited by your choices, and continuous education serves this function in a most significant way. We are offering this presentation purposely to stimulate conversation and reap encouragement from an intellectual perspective. Our continued goal is to offer sustainable programming that far extends outside of these communal activities. It is my hope that you will join us to hear from the president of this great university.

As always, keep moving onward and upward!

Regards,



# New Member Corner



<i>Sarah Alexander</i>	<i>Eric Hauser</i>
<i>Michelle Beiermeister</i>	<i>Darius Johnson</i>
<i>David Bennett</i>	<i>Kiera Prince-Stevens</i>
<i>Raimi Blackerby</i>	<i>Veronica Roths</i>
<i>Beth Chiola</i>	<i>Kelly Sawicki</i>
<i>Janai Dortch</i>	<i>Brandon Smith</i>
<i>Marschelle Drake</i>	<i>Derek Stoffers</i>

Welcome to the organization! You are joining a great group of leaders, striving to live out our theme “Cultivating the Passion of Leadership”. We encourage you to connect with our members, and learn something new about the organization. For more information, you can always go to our [SharePoint](#) site.

## Get Involved! Member Benefits

Take advantage of these opportunities:

- Networking through monthly meetings and mixers
- Professional development through workshops and lunch and learns
- Community involvement through events like Bowl for Kids' Sake, walks for cures and causes, Adopt-a-Highway and more.



## Get Acquainted

We have many upcoming events in 2016 and 2017 for you to begin networking and meeting other NMA members. Check them out here in the *blueprint*.

## Check out highlights from our October Member Meeting



## Tom Wilson and NMA's last skate at the Joe

By Christina Frison, senior analyst, Provider Outreach

As the sun began to descend into the sky on the crisp fall afternoon of October 19, NMA members gathered at Joe Louis Arena for one last time to hear Tom Wilson, president and CEO of Olympia Entertainment. Tom is a recognizable icon in the sports and entertainment world of Detroit. He also had a 32-year career with the Detroit Pistons, and owns and operates Detroit's Fox Theater and City Theater.



*President and CEO Tom Wilson at the Joe.*

Tom thanked those in attendance for wearing their Red Wings jerseys for one last skate on the ice inside the arena. While working at the Joe for 22 years, Tom reminisced that he has great memories and good times shared with his staff, the players and many others who have graced this historic site. Tom is currently counting down the "six more months" to the opening of the Little Caesar's Arena and the 50-block entertainment extravaganza that will grace the streets of Woodward Avenue. With much excitement he stated, "It's going to be extraordinary!"

It's not impossible to imagine how quickly and positively the image of Detroit has changed. As a native Detroiter and graduate of Cass Technical High School and Wayne State University, Tom remembers how Detroit was portrayed in the media a few years ago as a dying city with no hope. We all remember the images of abandoned buildings and broken neighborhoods flashed across the nation to millions of viewers of prime and late night television. What we are becoming will far outweigh the gloom of our past. If nothing else, Detroiters have never lost sight of hope.

Tom continued on with this theme, touting the vision and expanse of what the Little Caesar's Arena and entertainment complex will bring to midtown and downtown Detroit. During his presentation, a slideshow forecasting the finished result filled attendees with exuberance. "You come down here and see not only millennials, but 40-, 50- and 60-year olds who are excited about the city of Detroit." Tom went on to state that this project is 'much bigger' than the original plans. "There will be new parks, new streets and neighborhoods springing up. We had to re-think this entire project. It's 40 feet in the ground with 11,000 seats in the lower level." In addition to this and other fantastic selling points for the arena, Tom added, "we've taken the best ideas and put them into this stadium to offer fans the best of the best of the best experience."



The merchandising, office space for staff, and six different restaurants will be within the parameters of the arena space. There are even seven clubs that are planned, making for a great entertainment experience to all who visit. Tom explained the vision and purpose for this placement: "When you go to an event, it's not just an event anymore. Now, people want to make it an evening. There's no real need to hurry home. The evening becomes a night on the town in a 'walkable' city."

*Left picture: Wilson's PowerPoint captures audience attention.*

*(continued on page 5)*



## NMA with Tom Wilson

(continued from page 4)

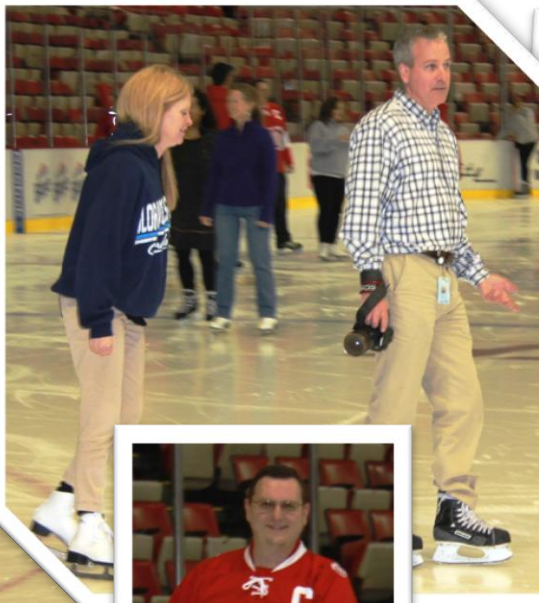
As you walk downtown Woodward, you will see a plethora of building types. The offerings of different retailers, a variety of restaurants and other venues will juxtapose with the look of the inside of the arena. In Tom's words, "it's the 'old' city versus the 'ultra modern' city."

So is Detroit the new "comeback kid"? For so many of us who are "home-grown," the revival of the city is good for us even though we never truly gave up hope. What Tom Wilson and so many others are doing for downtown Detroit is phenomenal. As Tom closed this portion of the evening, the future of sports and entertainment in downtown Detroit is clear: "Come downtown; see what it's becoming and become a part of the fabric of our town."

Coming to the Joe has been near and dear to the heart of Metro Detroiters both young and old. We've climbed the stairs to see dozens of great performances on the stage; we've witnessed an abundance of spectacular Red Wings games played on the ice, and have witnessed firsthand the raising of Stanley Cup championship banners which hang in silent glory above attendees of any event. Now, we have a greater future to embrace with the building of the Little Caesar's Arena on Woodward, off of I-75.



Yuanjing Pursell and Rachel Hubers



Bottom center: Matt Zelman



Top Center: Stephanie Bracken and Kevin Fraeyman



Joanne Verbeke



## Joe Louis Arena All-skate for NMA



*Let's lace up!*



*Dena Dalal, Natalya Ghasham and AJ Ghasham*



*"Come on guys! I'll race you!"*



NMA's family  
fun skate was a  
great success!

"Thank you" to all  
who braved the ice!



## October's Volunteer Event at Garden Collaborative



Despite this indecisive weather we've had in Michigan, what better way to honor the fall season than to attend a Fall Festival? On Saturday October 15, 2016, some of our NMA members kicked off the fall season by joining The Detroit School Garden Collaborative in its Inaugural Fall Harvest Festival. Volunteers were present before the sun came up, where we enjoyed some breakfast treats before our work began. Once we had daylight to work with, we set up tents and tables for various events and we assembled packets of information on healthy eating. All in all, there were over 300 festival attendees.

The Detroit School Garden Collaborative is a farm to school initiative sponsored by the Detroit Public School District's Office of Nutrition, Office of Science, Facilities and Site Management. The festival was held on the site of the former Catherine Ferguson Academy, which was an Alternative school for teen mothers. The school had a program that taught farming and nutritious living, which incorporated the onsite farm complete with animals and produce. The site is now home to a charter school, but the adjacent farm is still used as a garden serving Detroit school students. They grow various items at their main farming site Drew Farms on the grounds of the Drew Transition Center in Detroit, and make delicious meals that are served right in the school lunch rooms. They also teach the teachers how to prepare some dishes and incorporate nutrition into their lessons. We got to interact with the actual farmers and administration who run the program and that was the best history lesson.



*Administration and staff of the Detroit School Garden Collaborative*

The Festival offered free literature on eating healthy, food demonstrations, a hay ride, a corn maze, pumpkin picking and painting, face painting and a stand to purchase fresh fruit and vegetables that were grown right on the farm. Attendees could also take pictures as a corn or pumpkin. During the hay ride, we were treated to a history lesson of the farm. They used to have horses as well as chicken coops, where they were able to acquire fresh eggs. You could see the pumpkin patch, apple trees and asparagus growing. Due to the summer's hot weather, the apple trees did not bloom. Lunch was provided as well.

## NMA Community Involvement: Helping our neighbors in Flint



**Event:** Flint Assistance @ Food Bank of Eastern MI

**Location:** 2300 Lapeer Road | Flint, MI 48503

**Date:** November 12, 2016

**Time:** 9:00 AM – 12:00 PM

**Description:**

The Food Bank of Eastern Michigan provides food for more than 450 partner organizations on the east side of Michigan, from Lapeer County all the way to the Mackinac Bridge. The ongoing crisis in Flint has the Food Bank scheduling an additional four to five Mobile Nutrition Distribution events each week, every month, in Flint alone. This increased outreach has kept the need for volunteer help at an all-time high for several months, and it's expected to continue through the winter and into 2017.

Our chapter has the opportunity to volunteer our services and help during this crucial time. Volunteers are crucially needed in the Food Bank's warehouse for quality checking and processing and packing foods that will go out to the partner organizations or community-based distributions.

**Activities Include:**

Sorting through donations

Checking expiration dates

Discarding damaged and old food

**Participants must:**

Be 16 years of age to participate (if you plan to bring family or friends).

Be in good health. Standing is required for this volunteer event.

**Participants are responsible for ensuring that they have transportation to and from the event. Carpooling with other participants is a suggested option.**

We are looking for 35 volunteers for this event. If you are interested in volunteering for this event, please RSVP via SharePoint form located at the link below:

[http://sps-corp/nma/Lists/Nov\\_2016\\_NMA\\_Community\\_Outreach/NewForm.aspx?Root](http://sps-corp/nma/Lists/Nov_2016_NMA_Community_Outreach/NewForm.aspx?Root)

Additional details will be sent prior to the event after confirmation of your participation. Thank you in advance for your support and we hope to see you at this volunteer event.

Tatiana Hill  
Community Involvement Chair  
NMA – BCBSM Chapter #141  
[thill4@bcbsm.com](mailto:thill4@bcbsm.com)  
313-983-2801

Ronnie Adams  
Community Involvement Co-Chair  
NMA – BCBSM Chapter #141  
[radams@bcbsm.com](mailto:radams@bcbsm.com)  
313-225-0154

Naqeesha Lonberger  
Community Involvement Co-Chair  
NMA – BCBSM Chapter #141  
[nlonberger@bcbsm.com](mailto:nlonberger@bcbsm.com)  
248-350-7321



**SAVE**  
the **DATE**

## Cultivating the Passion of Leadership



Chapter #141  
2016 - 2017



**NMA –BCBSM LEADERSHIP DEVELOPMENT ASSOCIATION**

*PRESENTS...*

### **Membership Meeting**

**Wednesday, November 9, 2016**

**4:30 - 8:00 pm**

#### *Keynote Speaker*



### **George Ross**

President,  
Central Michigan University

### **Program Info**

- 4:30 pm Registration and Networking
- 5:15 pm Opening remarks by Chapter President  
Lamont Corbin
- 5:25 pm Presentation by President George Ross
- 6:30 pm Announcements and Strolling  
Appetizers to follow

### **Event Location**



Central Michigan University

Detroit Office

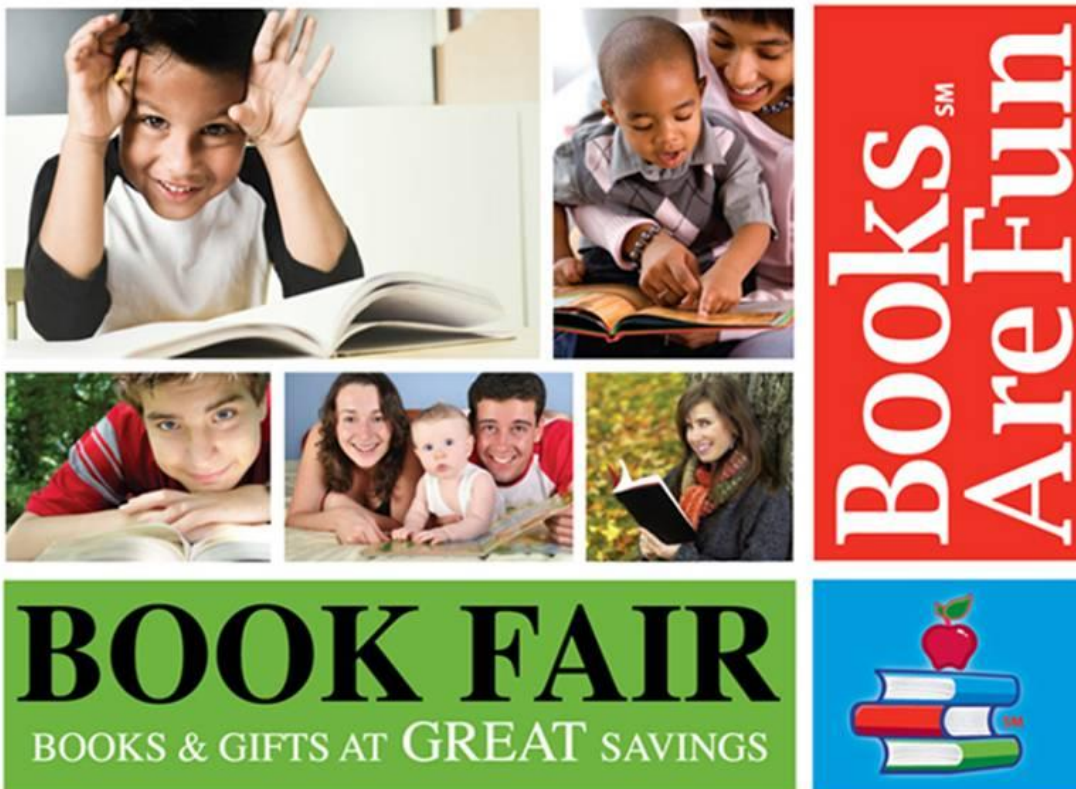
777 Woodward Avenue, Suite 160

Detroit, MI 48226

*Parking is \$10 after 4 pm*

*Parking: Kennedy square garage; 720 Griswold St., Detroit, MI 48226*

**SAVE**  
the **DATE**



**LYON MEADOWS**

**TUESDAY**

**NOVEMBER 1<sup>st</sup> 9:00am - 2:00pm**

**LOCATION: Blueberry Conference Room**

**RENAISSANCE CENTER**

**THURSDAY - FRIDAY**

**NOVEMBER 3<sup>rd</sup> 8:00am - 2:00pm**

**NOVEMBER 4<sup>th</sup> 8:00am - 2:00pm**

**LOCATION: 21<sup>st</sup> Floor Eastern Market (500 Tower)**

**Sponsored by the National Management Association.**

**GREAT BOOKS AND GIFTS TO JUMP START YOUR HOLIDAY SHOPPING!**

**PAYROLL DEDUCTION WILL BE AVAILABLE WITH A \$50.00 MINIMUM PURCHASE!**



## NMA Blue Nights Mixer highlights with Angela Williams & André Smith

*Writer, Dena Dalal, Sr. Analyst, Key & Large, Auto, URMBS, and Web Support Servicing*

NMA members gathered on October 27 for some mixing and mingling with fellow members. Our gracious hosts Angela Williams, director, Information Security and André Smith, director, Vendor Compliance Oversight, welcomed all in attendance. The city lights twinkled in the background, with attendees networked, enjoyed good food and beverages.

Although Greektown Casino & Hotel is right across the street for many of us, NMA had not yet hosted an event at Bistro 555. The restaurant has been a staple of the Greektown area, offering a great private room for the event. Attendees enjoyed a variety of appetizers from cheese & crackers, fried Mac & Cheese, tender meatballs, to a delicious and quickly enjoyed Franks Red Hot Chicken molten dip! If you weren't at this event, those in attendance will be quick to tell you how you missed out.

Angela & André brought in a great crowd, proving that Directors are just as valued at Blue Cross Blue Shield Michigan as our executive leadership. Planning for November 2016 is well underway. We hope to bring some karaoke for all of our superstar singers to enjoy. The event will be hosted by Kathryn Woodyard, Senior Director of Customer Service at Blue Care Network; be on the look-out for an invitation coming soon.



*Director's Angela Williams and Andre Smith at 555 Bistro.*



*NMA members enjoy an after work mix and mingle.*

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VP Finance: Ann Charlick  
VP Administration and Recognition: Nicole Redd





## November 2016

### *In this issue:*

- *From the desk of our President*
- *New Member Corner*
- *New Member Spotlight*
- *NMA Monthly Member Meeting with Central Michigan University President George Ross*
- *NMA's Volunteers help out in Flint*
- *NMA's Annual Speech Contest in February*
- *BlueNights<sup>SM</sup> Mixer with Kathryn Woodyard*
- *NMA Annual Conference McFeely Award Presentation to Dr. John Maxwell*
- *NMA Code of Ethics and Statement of Principles*



### **NMA National Mission Statement**

NMA offers leadership development products and opportunities that maximize the potential of our members, sponsoring organizations, and communities.

# Cultivating the Passion of Leadership

Chapter #141  
2016 – 2017



## *From the desk of our President*



*Lamont Corbin*  
2016-2017 NMA President

Greetings Fellow NMA Members.

For many of us, our narrative through life can be an upending journey where an expectation sometimes turns into an unfulfilled dream. What you projected your personal life or business career to be at a particular time is different from what's happening right now. This causes you to put those initial aspirations on the back burner. What you have to remember is that "life getting in the way" is not a precursor for denying yourself the opportunity to fulfill your goals.

At our last general membership meeting at the campus of Central Michigan University, our speaker Dr. George Ross articulated a story about a conversation he overheard between two friends. During their discussion, one person indicated how much she wanted to return to school to finish a graduate degree. She then stated that her age was the primary reason why she thought it was too late. Her counterpart asked a simple question: "Were you planning on being 46?" The answer was "yes". The next question was profound and gave pause for Dr. Ross and the audience, "Then why not be 46 with a graduate degree?"

I encourage you to redefine your approach by making your journey purposeful in all elements of your life and career. Having an unwavering compass to guide you in challenging circumstances will indeed provide resolution and resolve to keep pushing forward. Part of our "passion for leadership" construct is having a passion for *yourself*. Remember this as we move in to 2017.

Have a productive December and happy holidays to you and your families.

Regards,



# New Member Corner



Somerset Black	Janeen Holdwick
Erika Bruce	Shekeytia Lowe
Laura Chapa	Terri Nowosad
Laura Davis	Nataki Vinyard
DeAndre Elliott	Latoya Waters
Maureen Fleury	Edress Williams
Akilah Gilmore	

Welcome to the organization! You are joining a great group of leaders, striving to live out our theme “Cultivating the Passion of Leadership”. We encourage you to connect with our members, and learn something new about the organization. For more information, you can always go to our [SharePoint](#) site.

## Current Chapter Achievement Roadmap

Total points: **832**

We earn points when you volunteer through NMA or other community events. We’ve been named an **Outstanding Chapter** for over 18 years due to our tremendous volunteer service. Here’s a great way for you to help your NMA chapter while serving others throughout Southeastern Michigan.

### Get Acquainted

We have many upcoming events in 2017 for you to begin networking and meeting other NMA members. Check them out here in *blueprint*.

For more information about all other upcoming events, please visit the SharePoint site.

**We look forward to seeing you at the next event!**



*Join us for our Monthly Member Meetings and BlueNights<sup>SM</sup> Mixers.*



### Get Involved! Member Benefits

Take advantage of these opportunities:

- Networking through monthly meetings and mixers
- Professional development through workshops and “lunch and learns”
- Community involvement through events like Bowl for Kids’ Sake, walks for cures and causes, Adopt-a-Highway and more.





## Shines on...

### Elizabeth Kopke

Many BCBSM employees leave the company for one reason or another and later make a decision to rejoin the family. Elizabeth Kopke is one such employee. She originally began her career in the Omni building in the Medicare Advantage Servicing Center and took a short leave in 2008. Elizabeth returned to BCBSM in 2012 where she joined the Auto Service Center and has spent her time in Service Operations since then.



In August of 2015, she took on a new role as Team Leader I in Individual, Small and Mid-group Service Center (ISMG). Since transitioning to her current roll, she has participated in numerous workgroups within her servicing center as well as other areas of the enterprise. Elizabeth has also enjoyed the opportunity to “provide individual focused coaching and feedback” to her team in an effort to “enhance their performance, inspire professionalism and motivate for excellence.” Much like many of her colleagues Elizabeth is hoping to maximize her leadership development and build partnerships spanning the enterprise by joining NMA.

When she is not busy leading her team of customer service representatives, Elizabeth can be found organizing events in her community. “I lead in organized events and activities throughout the year. I enjoy the camaraderie I have with all of my neighbors and their families.” When she is not busy planning community events, she is spending time in Traverse City. “It’s such a beautiful time of year for that drive. I am content with long weekends in TC visiting wineries, breweries and indulging in excellent fare.” Elizabeth’s favorite part of working in the ‘D’ is the diverse culture, from architecture to art exhibits, to the many choices in food. “The city offers so many options for entertainment any day of the week.”

Welcome to NMA Elizabeth!



## November's Monthly Meeting with Dr. George E. Ross, President, Central Michigan University

*Written by Jeannette VanBuitenen, senior analyst, Utilization Review*

Karema Bobbitt, our chapter's Vice President of Public Relations, led the November monthly meeting of an enthusiastic crowd. Karema recognized several audience members including Tricia Keith, BCBSM Executive Vice President, Chief of Staff and Corporate Secretary, and new NMA members.

Introducing Dr. George Ross, Karema mentioned just a few of his numerous accomplishments. Under his leadership, CMU has opened the 137<sup>th</sup> College of Medicine, expanded the university's engineering program, and anticipates the opening of CMU's \$95 million dollar, state of the art center focusing on biology studies in January of 2017. Previously, Dr. Ross was president of Alcorn State University in Arkansas. He earned his bachelor's degree and MBA at Michigan State University, and his PhD at the University of Alabama. He also did post doctoral work at Harvard University.



*Dr. George E. Ross, CMU President*

Dr. Ross took the podium and proudly stated that CMU is in Detroit, and has been since the 1970s. CMU is a leader in distance learning, with their first off-campus location at Selfridge Air National Guard Base in Harrison Township, Michigan. Now there are 45 locations: seven based in Michigan and the rest nationwide in cities including Atlanta, Raleigh, Honolulu and even Minot, North Dakota. CMU's Service Excellence program started in 2001 and focuses on CMU's mission: educating the next generation of leaders. Dr. Ross stressed that collaboration, integrity, and drive are the cornerstones of what he termed as "service leadership." He then turned the table and asked NMA attendees what motivates them as leaders. Responses included helping others by listening, integrity, honesty, trust, and courage.

The first job that Dr. Ross took was at an accounting firm, Arthur Ernst & Company. His supervisor there first demonstrated service leadership. Paul Donegan made Dr. Ross "feel part of something." Dr. Ross saw that communication is key, and how important it is for a leader to provide perspective in the face of challenges.

Leadership gives back in all fields, and Dr. Ross shared the most important lesson he learned about leadership: value the people around you. CMU has a "shared governance model" which gives a voice to all faculty, staff and students. Dr. Ross said another way to look at shared governance is encouraging everyone to "buy in," and communicate. Dr. Ross stated that the best leaders do not lead alone; we must constantly evolve and look ahead. Quoting our 35<sup>th</sup> President, John F. Kennedy, "Change is the law of life. And those who look only to the past or present are certain to miss the future."

*(continued on page 6)*

## November's Monthly Meeting with Dr. George Ross

(continued from page 5)

In closing, Dr. Ross shared a story about his first year as Vice President of Business at Tuskegee University. One week before classes were to start, arsonists started a fire in the largest classroom building on campus. The fire took four days to extinguish. In the meantime, the university's president was rushed to the hospital with a heart attack, an executive vice president had been terminated, the provost was "a weak actor." Classes were required to start on the Tuesday after Labor Day, or vital state funding would be lost. He was in charge by default, and by the order of the chairman of the board.



Dr. Ross pulled people together, not only staff but local tradesmen, unified by the common goal of getting classrooms built within six days. He provided the resources, engaged the workers, and then did what he perceived was the most important step: he got out there with the workers and unloaded trucks. The classrooms were ready by Tuesday.

After his presentation Karema opened the floor to questions. When asked how he became an accountant Dr. Ross said a friend told him that accounting did not entail a lot of math homework. He found that to be true, but did not realize that

other classes in accounting involved just as much homework.

Dr. Ross stated, "Education transforms lives." Coming from a family of twelve children, he was the first of his siblings to graduate from high school, despite being ready to drop out in eleventh grade. A caring math teacher encouraged him to stay in school, and he attributed his success to that teacher. He added, "after high school, have a plan."

Another question was about other distance learning schools that Dr. Ross termed as "proprietary." He suggested we should investigate their legitimacy thoroughly, including their accreditation, citing ITT, which closed recently, and the heavy debt students often acquire.

As a last thought, he encouraged leaders to think of creative ways to move forward, to learn and to grow. Challenging times are opportunities to grow stronger.



Pictures: (l.) NMA members listen intently to Dr. Ross' presentation; (r.) Lamont Corbin and Dr. Ross



## November's Volunteer Event: Helping our Neighbors in Flint

In the spirit of Thanksgiving, some of our NMA members decided to kickoff this season by giving some of their time to The Food Bank of Eastern Michigan to assist with the Flint crisis. Even with the challenge of an hour or longer drive on a Saturday morning, volunteers showed up eager to help on November 12, 2016. We spent the morning performing quality checks, sorting and packing a variety of foods that included breads, sweets, and vegetables. Volunteers who didn't have breakfast that morning showed great restraint while sorting through the variety of delicious foods and fancy decorative cakes.



*Pictured from left to right: Kimberly Skipper-Baines, Ronnie Adams, Tatiana Hill, VP Pamela Braund, Karema Bobbitt, Iyana Bobbitt, Darius Johnson.*

The Food Bank of Eastern Michigan routinely distributes food to more than 450 organizations located on the east side of the state. Due to the Flint water crisis, they have increased their food distribution which has ultimately increased their need for volunteer help. They expect this to continue through the winter and into 2017.

Overall, there were a total of seven groups of volunteers of about 45 to 50 people. The volunteer veterans welcomed the newbies with open arms; within 30 minutes into our shift, it went from seven groups to one group. Food Bank of Eastern Michigan's history shows that an individual person packs about 500 pounds of food per hour, which equals 335 meals for those in need. As a group, we ended the day with a grand total of 8,272 pounds of food packed for distribution.



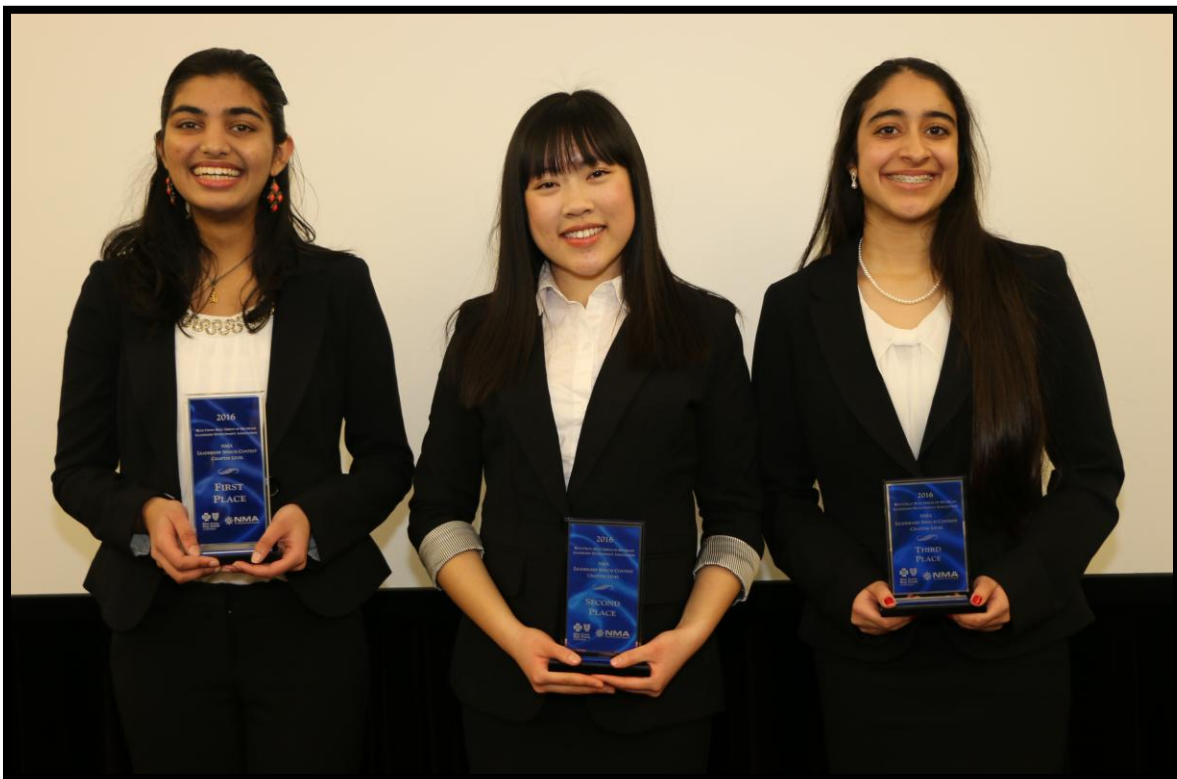
## Get ready for NMA's Annual Speech Contest

Do you know a high school student searching for scholarships?

The BCBSM Chapter of the National Management Association proudly presents an amazing opportunity for them. The NMA Speech Committee is sponsoring its annual high school student speech contest on Thursday, Feb. 23, 2017 at the BCN Commons Auditorium with scholarship awards of \$500, \$250 and \$100.

Students have the opportunity to write and deliver a four to six minute speech on the topic of "Leadership." Competition is open to any high school student from grades 9-12, in the Southeast Michigan Area. Contestants do not have to be related to a BCBSM employee. The deadline to enter the contest with a written speech draft is **Saturday Dec. 31, 2016** when all speeches will be reviewed to determine contest participants.

For additional information, please contact [Karen Baird](#) or [NMASpeechContest@bcbm.com](mailto:NMASpeechContest@bcbm.com)  
Application and full contest rules are available at NMA SharePoint site: [Contestant Information Package](#)  
Internet Website: <http://www.NMAChapter141SpeechContest.com>



*NMA's 2016 Speech Contest winners Soumya Kulkarni (1<sup>st</sup> place),  
Alice Wu, (2<sup>nd</sup> place)  
and Sachi Arora (3<sup>rd</sup> place).*





*Monica McKinney, Angela Hollis, Kathryn Woodyard, Tiffany Albert and Sharon Heath.*

## November BlueNights<sup>SM</sup> Mixer, with host Kathryn Woodyard

*Writer, Karema N. Bobbitt, IT Process Specialist, Change Management Office*

NMA Blue Nights Mixers are a great way to network and meet fellow BCBSM/BCN employees that you may not otherwise have an opportunity to meet. The monthly mixers allow for lighthearted conversations along with a chance to hang out and relax. As our mixers are hosted by BCBSM/BCN Executives, this allows a unique opportunity to interact with Leaders from across the organization.

This month's Mixer moved from Downtown Detroit to the city of Southfield where we gathered at Mr. Joe's Sports Bar and Grill. The casual lighting and huge TV screens displaying many sport games created a warm and casual atmosphere for those in attendance; a great ending to the work day! It was great to see many new members, BCN members and executive staff in attendance. A special thank you to Kathryn Woodyard for serving as this month's host.

The night was full of networking, mixing & mingling and meeting new faces. Followed up with great spirits and food being replenished throughout the night, there was more than enough to enjoy.

I received positive feedback from members who attended the event. Candice Brock stated, "The event was great! I had the opportunity to meet some amazing individuals. Thank you for the opportunity!" The NMA Leadership team is working to provide a variety of events and venues that reflect the array of locations and interest of the membership. As stated by Nataki Vinyard, "I really enjoyed the Mixer. This was my first NMA event. I liked the fact that it was held in Southfield and I did not have to deal with traffic getting to the event coming from BCN." Thank you to everyone who came out. We hope to see you at the next NMA BlueNights Mixer!

Please save the date for our upcoming mixer on December 15<sup>th</sup> as we close out the year! Hosted by Daniel Martin, Director of Provider Outreach at Twisted Tavern in Ferndale. Further details will be sent out separately.

NMA welcomes your feedback and comments, please feel free to contact us at [nmachapter141@bcbsm.com](mailto:nmachapter141@bcbsm.com).



*NMA members relax and enjoy the after work atmosphere of Mr. Joe's Sports Bar and Grill.*

## NMA Annual Conference McFeely Award Presentation to Dr. John Maxwell

by Alisa Armstrong, National Director, National Management Association

Since 1975, the Wilbur M. McFeely Award has been presented to recognize outstanding women and men who have made profound contributions to leadership and management development while gaining national and international recognition for their books, articles, lectures, and other professional/entrepreneurial endeavors.



**NMA President Steve Bailey with Dr. John Maxwell**

The 2016 McFeely Award winner, Dr. John C. Maxwell, is an internationally recognized leadership expert, speaker, minister, coach, and author who has sold over 26 million books in 50 languages. Three of his books, *The 21 Irrefutable Laws of Leadership*, *Developing the Leader Within You*, and *The 21 Indispensable Qualities of a Leader*, have each sold over a million copies. Maxwell received the prestigious McFeely Award for his contributions to managing, leading and living.

To the surprise of the BCBSM attendees from the Detroit and Lansing chapters, Maxwell was born in Garden City, MI. He began his fireside-style chat with just over 100 attendees and a story of his early start as a pastor of a small church in Indiana. At 22, he was also the Chairman of the Board with no experience, and no real exposure to this kind of role from his formal education. He didn't understand the limitations of it at that time, but he learned very quickly from a gentleman named Claude what leadership was really about. He talked about that first meeting and how Claude came prepared with an agenda while he came with nothing to speak of. He closed that first meeting in prayer, having said nothing, and concluded that he only needed God and Claude to be successful. This humorous story led to a fuller understanding that no one cared about his position. He quipped, *"Leadership is influence, nothing more, nothing less. Regardless of position or title."*

Maxwell went on to share a number of stories that affected his path, his views and how he'd become a leadership guru. I'll share just a few of my favorites from his 30-minute talk.

When he learned that other children received an allowance for doing chores, he approached his dad with the idea. His dad refused to pay him an allowance for doing chores saying, "You do chores as a function of being part of a family. I don't want to pay you for that." Instead, he wanted to encourage and provide an incentive for his children to read books, so he paid John an allowance based on the price of the book. He put his money where his values were. Before he finished high school he had read 19 of the top 25 books that were recommended by graduation.

*(continued on page 11)*



**Dr. John Maxwell***(continued from page 10)*

With his passion for reading intact, he took us on the journey to understand how he came to be a famed author of (by his own estimation) more than 80 books. He credited a mentor named Dr. Perry with leading him down that road. Maxwell admitted that he didn't have a strong desire to *write* books until Dr. Perry offered these thoughts for his consideration:

"I want to write books for one reason: to influence people that I will never know personally. I want my influence to be greater than my personal touch. And John if you write books, only write books that add value to people, and don't ever expect to make any money." Well, who says mentors have all the answers!

Taking this sage advice to heart, Dr. Maxwell was identified as the #1 leader in business by American Management Association and the most influential leadership expert in the world by *Business Insider* and *Inc. Magazine* in 2014.

Dr. Maxwell left us with these nuggets that I thought were worth sharing:

- Everything rises and falls on leadership.
- My favorite book is the one I'm writing.
- Everything worthwhile in life is uphill and intentional. Some people have uphill dreams and hopes and downhill habits. Downhill habits will sabotage your uphill dreams.
- If you're not in love with what you're doing now, it won't help people.
- Don't lose the joy or your passion for what you're doing and work past your time.
- I'm going to retire when I die. I'm not going to do any more books or speaking engagements then either.

His closing remarks were quite inspirational as he described a gift from his secretary. It was a book with "the greatest story ever told" on the cover. The pages inside were blank except for her inscription,

"John, your life is before you. Fill these pages with kind words, good deeds, matters of your heart. Be intentional and live a significant life."

A fitting challenge to someone who has written books that add value to people and inspire them with simple encouragement. It's no surprise that his latest book is entitled "Intentional Living."



***Dr. Maxwell during his presentation***

*As the founder of The John Maxwell Company, The John Maxwell Team, EQUIP, and the John Maxwell Leadership Foundation, he has trained more than 6 million leaders. In 2015, he reached the milestone of having trained leaders from every country of the world. The recipient of the Mother Teresa Prize for Global Peace and Leadership from the Luminary Leadership Network, Dr. Maxwell speaks each year to Fortune 500 companies, presidents of nations, and many of the world's top business leaders.*

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- I will assume that all individuals want to do their best.
- I will maintain a broad and balanced outlook and will recognize value in the ideas and opinions of others.
- I will be guided in all my activities by truth, accuracy, fair dealing and good taste.
- I will keep informed on the latest developments in techniques, equipment, and process. I will recommend or initiate methods to increase productivity and efficiency.
- I will support efforts to strengthen the management profession through training and education.
- I will help my associates reach personal and professional fulfillment.
- I will earn and carefully guard my reputation for good moral character and good citizenship.
- I will promote the principles of our American Enterprise System to others, by highlighting its accomplishments and displaying confidence in its future.
- I will recognize that leadership is a call to service.

## Statement of Principles

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- We believe in the highest standards of personal and organizational integrity and respect for the individual.
- We believe in lifelong learning, continuous improvement, and the development of a workforce capable of sustaining a competitive posture in the global economy.
- We believe management is a creative, dynamic, and essential process enabling people to achieve personal and organizational objectives.
- We believe that managerial responsibility is shared among all individuals at all levels of the organization and that leadership is critical to management success.
- We believe that individuals and organizations have a community and civic responsibility.

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Lifetime National Director: Cathy Longo

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VP Public Relations: Karema Bobbitt  
VP Finance: Ann Charlick  
VP Administration and Recognition: Nicole Redd



# blueprint<sup>®</sup>



## december: |dē-'sem-bər| -n.

a month of lights, snow and feasts; time to make amends and tie loose ends; finish off what you started and hope your wishes come true

### *In this issue:*

- *From the desk of our Chairman*
- *New Member Corner*
- *NMA Breaktime – “Networking”*
- *Coming in February 2017:  
NMA's Annual Speech Contest*
- *December BlueNights<sup>SM</sup> Mixer  
hosted by Daniel Martin*
- *Save the Date – Events in 2017*
- *NMA Code of Ethics and  
Statement of Principles*



**FEBRUARY 2017**

**NMA's Annual Speech Contest**



### **NMA National Mission Statement**

NMA offers leadership development products and opportunities that maximize the potential of our members, sponsoring organizations, and communities.

# Cultivating the Passion of Leadership

Chapter #141  
2016-2017



## *From the desk of our Chairman*



*Matt Zelman*

*2016-2017 NMA Chairman of the Board*

Greetings!

Our NMA chapter has undergone some changes since the last issue of *blueprint*. To update, our President Lamont Corbin has recently resigned due to personal reasons. I would like to take this opportunity to thank Lamont for his valiant efforts leading our chapter, and we wish him all the best in the future.

The Board has followed our Constitution and Bylaws, along with the guidance of our National Directors and Executive Advisors, to navigate during this challenging time. We will also rely on our experiences with a similar situation just a few short years ago. Our goal is to have a new President appointed at our January Board meeting to finish out the remainder of the chapter year through June 30, 2017.

This action also gives us the opportunity to fill one open Board position. Per our Constitution, the Board will appoint a new member to fill this vacant slot for the rest of the chapter year. We will select from a pool of qualified candidates, including those who ran in the last election and from former Board members. As the saying goes, "when one door closes another one opens."

Finally, I ask our membership to rally behind our new President next month, because she or he will definitely need our full support to succeed. Along with the current NMA VPs, we expect to continue the slate of exciting events Lamont and his team left for us to accomplish this chapter year.

Keep in mind, if you are interested in taking on a larger role with NMA, now is the perfect time to step up and take the leap. Feel free to contact me personally about available positions. Rest assured that your remaining chapter leaders are prepared to accept the challenge before them. We appreciate your continued support as several of our members accept new opportunities within NMA.

Warm regards,

*Matt Zelman*

**Matt Zelman**

Chairman of the Board

BCBSM Leadership Development Association  
Detroit Chapter #141



# New Member Corner



**Jason Emero**

**Leon Horton**

**Agatha Lee**

**Valency McDaniel**

Welcome to the organization! You are joining a great group of leaders, striving to live out our theme "Cultivating the Passion of Leadership". We encourage you to connect with our members, and learn something new about the organization. For more information, you can always go to our [SharePoint](#) site.

## Get Acquainted

We have many upcoming events in 2017 for you to begin networking and meeting other NMA members. Check them out here in *blueprint*.

For more information about all other upcoming events, please visit the SharePoint site.

**We look forward to seeing you at the next event!**



*Join us for our Monthly Member Meetings and BlueNights<sup>SM</sup> Mixers.*



## Get Involved!

### Member Benefits

- Networking through monthly meetings and mixers
- Professional development through workshops and "lunch and learns"
- Community involvement through events like Bowl for Kids' Sake, walks for cures and causes, Adopt-a-Highway and more.



*\*Used with permission from NMA Breaktime*

## President's Corner - Networking

*By Adriana Babiak-Vazquez*

*Wyle Leadership Association #492, Houston, TX*

Networking. The concept has long been overused and misused. Despite evidence to the contrary, networking does not consist of a quick handshake and your name mumbled to as many people as you can tag in a professional “You’re it” game. It is not the business equivalent of flash dating, an elevator pitch followed by a rapid disbursement of your business card to your business, science, and engineering associates and then moving on to the next.



Networking is the establishment of relationships among a large, diverse array of professionals, which when needed can be leveraged, by mutual accord, toward a greater good benefiting your professional interests and your company's. Associations, mentors and protégés, expertise and friendships, all can be gained from a solid network of professional associates. But to form these professional relationships, you need to be part of opportunities to interact, discuss, engage in dialogue, break bread, build homes together, pull together baggies of hope and boxes of canned goods for the needy. In participating in this professional relationship building, we gain much for ourselves and our professional groups. Only in gaining that knowledge of each other, the way we work best, our strengths and weaknesses, our goals and dreams, can we then maximize our team and group effort and grow even higher in our performance.

One of the biggest benefits of being part of the Wyle Leadership Association (WLA) is being able to join a large organization of professionals who make up the membership and to use that association for networking. This June (2016), as part of Management Week in America, we hosted a Networking Breakfast, solely to allow you time to interact and mingle with others in WLA. In addition, our Public Relations gurus, Jane Krauhs and Amy Ponomarev, are re-launching a biography feature “spotlighting” different members of our WLA community, to further our knowledge of each other and our skills that can be shared.



NMA Breaktime is the official newsletter of [NMA... THE Leadership Development Organization](#). They have been publishing new issues every 2-3 months since 2002, and host them all [here](#) for your reference. If you want to learn more about how NMA works, or our history, that's the place to begin.



## COMING TO YOU IN FEBRUARY 2017

### Get ready for NMA's Annual Speech Contest

*Written by Sheryl Johnson-Fambro, specialist, Market Communications*

Mark your calendars now to attend one of the most highly anticipated events of the 2017 NMA calendar. The NMA Leadership Speech Contest will be held Thursday, February 23, 2017 from 4:30-8:00 pm at BCN Commons, Southfield. The contest, run as a regularly scheduled NMA meeting, will highlight speeches delivered by local high school students highly motivated to earn scholarship prize money. These students will be challenged to present their concept of leadership as a timed speech before an audience of parents, friends, faculty and career professionals from across the Blue Cross enterprise.



*2016 Speech Contest  
1<sup>st</sup> Place, Soumya Kulkarni*

The 2017 speech contest offers you a perfect opportunity to experience first-hand that same kind of excitement. Imagine someday telling folks that you were in the audience that heard the next Steve Jobs or National NMA Executives of the Year Michelle Billingsley and Tricia Keith give their inaugural speech on leadership during their early formative years. You would remind yourself during the retelling that you knew that young man or that young woman had something special even back then.

If being in the audience isn't close enough to the action for you, make a small investment of time as a volunteer and help insure the success of the contest. Volunteer as a mentor to guide a student through development and delivery of speech techniques. Realize the added benefit, the "added value" of influencing and being influenced by the student. Volunteer as a contest judge and become a voting authority who evaluates and ranks the contestants. All entrants submit a written speech for evaluation during a preliminary first round selection process. This determines who advances in the contest and volunteers are needed to help read and critique the speeches.

As our world becomes smaller, our influence reaches further. Set your plans to participate in the 2017 NMA Speech Contest by attending. Or leave your mark on the event by participating as a volunteer. You can reach out to any NMA Speech Contest Steering Committee member: Karen Baird, Karema Bobbitt, Kai Sanders or Sheryl Johnson-Fambro, to offer your assistance. We welcome the opportunity to work with you and these wonderful students who have stepped up to the plate to experience their next excellent adventure. For the icing on the cake, our Keynote Speaker will be none other than the inestimable Orin Lewis, director, Auto and Web Help Desk. We look forward to seeing you there.

## NMA BlueNights<sup>SM</sup> Mixer highlights with Daniel Martin

*Writer, Dena Dalal, sr. analyst, Key & Large, Auto, URMBT,  
and Web Support Servicing*

On one of the coldest nights in December, NMA members gathered for after work mingling, tasty food, and inspiration. Daniel Martin, director, Provider Outreach, hosted the BlueNights<sup>SM</sup> Mixer on December 17, 2016; as a Ferndale resident and city council member, it was only right to host the event in that vibrant city. Each attendee was welcomed with a handshake, and a 'thank you' from Dan, along with an icebreaker that offered the chance to win lunch with him. As the bitter cold roared outside, attendees warmed up to meeting new people and indulging in some fine cuisine.



*Dan's mixer brought BCN and BCBSM NMA members together to celebrate the season.*

Twisted Tavern has been a staple in Ferndale since it opened its doors in 2014. Many may remember the space as being home to *Boogie Fever* night club. The new manager has completely renovated the space, creating an inviting ambiance for patron dining, and a spacious nightclub in the back of the house. Attendees of the mixer enjoyed various flatbreads, pot-stickers and some of the best Macaroni & Cheese the city has to offer. If you weren't at the event, many attendees will be quick to tell you how many times they went back for seconds or even thirds!



*Good friends, good food and an exciting time  
with NMA members Alveta Phillips, Kimberle' Smith,  
Stephanie Spencer, Tina Alonzo, Sharese Hogan and  
Michael Daubenmeyer at Twisted Tavern.*

Dan brought in a great crowd, and assured that he spoke to each attendee. Near the middle of the night Dan took the stage to give some words of advice and encouragement, telling patrons how crucial it is to network to expand their horizons and careers. The winners of the icebreaker are as follows: **January:** Gina Taliaferro, AJ Ghasham, Elisa Hernandez, Yuanjing Pursell; **February:** Renee St. Sauver, AJ Ghasham, Tory Niceswander, David Logan; **March:** Sherry Luke, Leann Conway, Tina Alonzo, Stephanie Spencer.





Congratulations to all the winners. NMA Blue Nights Mixers will be taking a break during January 2017 and will return for February- Happy Holidays!







This is just a portion of what we have planned for you in 2017. Stay tuned for NMA Monthly Meetings with notable speakers, BlueNights<sup>SM</sup> Mixers and so much more!

February 2017	<b>NMA's Annual Speech Contest</b>  <b>Forgotten Harvest</b>	<ul style="list-style-type: none"> <li>Metro Detroit youth compete at Blue Care Network Commons, February 23, 2017.</li> <li>Packing, delivering and servicing food to the under privileged.</li> </ul>
March 2017	<b>Arts &amp; Scraps</b>  <b>Arts &amp; Scraps</b>	<ul style="list-style-type: none"> <li>Arts &amp; Scraps is a Detroit nonprofit organization that annually recycles 28 tons of material to help 275,000 children think, create and learn.</li> </ul>
April 2017	<b>Bowl for Kid's Sake</b>  <b>Bowl for Kid's Sake</b>	<ul style="list-style-type: none"> <li>Make a positive impact on kids and raise money to support Big Brothers Big Sisters.</li> </ul>
May 2017	<b>The 2017 Metro Detroit Heart Walk</b>  <b>The 2017 Metro Detroit Heart Walk</b>	<ul style="list-style-type: none"> <li>The Heart Walk is the American Heart Association's premiere event for raising funds to save lives from this country's No. 1 and No. 5 killers - heart disease and stroke.</li> </ul>
June 2017	<b>Management Week</b> <b>NMA Annual Meeting with Dan Loepp</b>	<ul style="list-style-type: none"> <li>TBA in 2017</li> </ul>

## Current Chapter Achievement Roadmap

points total: **832**

We earn points when you volunteer through NMA or other community events. We've been named an **Outstanding Chapter** for over 18 years due to our tremendous volunteer service. Here's a great way for you to help your NMA chapter while serving others throughout Southeastern Michigan.

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President: TBD

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