

blueprint[®]



January

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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



NMA-BCBSM
Leadership
Development
Association™

From the desk of our President



Brian Wilkes, NMA President 2017

Greetings NMA Family,

At the January NMA board meeting I agreed, with support of the board, to serve as your president for the remainder of the 2016-2017 chapter year.

I've been involved with NMA for several years. Throughout my tenure, I served as the co-chairperson for Management Week, NMA Chair for Community Relations, VP of Public Relations, and as a member of the Board. I am passionate about NMA and the value that it brings to members, both personally and professionally. I am confident that with support from our board, our vice presidents and committee chairs, and most of all—YOU, the NMA membership, we will have a very successful ending to this year, and a great start to next year under President-Elect Tina Alonzo.

We have several exciting events remaining this year, including our Speech Contest, Management Week, and of course our June monthly meeting hosted by CEO Dan Loepp. In the meantime, look out for upcoming mixers, meetings, as well as professional development and community service opportunities. Your participation and feedback are important as we strive to make our chapter the very best it can be, to provide maximum value to you and to BCBSM.

Finally, on behalf of Board Chair Matt Zelman and the rest of the NMA board, allow me to welcome Joslynn Collins to the NMA Board. Joslynn has been a dedicated and valuable NMA member for several years, working behind the scenes. She will be a great addition to the team. I look forward to a strong finish to this chapter year, and to seeing you soon at an NMA event.

Warm regards,

Brian Wilkes

New Member Corner



Winifred Calloway

Rhonda Carey

Janice DeLaruelle

Shari Goodwin

Francine Hogan

Justine Miles

Kimberle Smith

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

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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 BlueNightsSM 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.





Shines on...

Jason Emero



It's a fact that many persons who start working at the Blues stay for extended periods of time; this is true whether they are with BCBSM or BCN. Jason Emero has worked at the Blues for 13 years this January 2017! He describes his time in Southfield as being part of a family, "...Customer Service is such a family environment; it feels so much like home," Jason stated.

In his current role as Supervisor, Jason is responsible for overseeing a team of 14 bargaining-unit employees. His team handles inquiries from Blue Care Network members, and is responsible for providing exceptional customer service. Jason stated his role as supervisor is to "ensure my team is aligned with corporate goals, successful in their roles, and positioned to make a positive impact on our stakeholders." Spoken like a true leader! Jason was encouraged to join NMA by his leader, Kathryn Woodyard, and is looking forward to growing professionally and developing relationships with other leaders across the enterprise.

When he is not busy leading his team of customer service representatives, you can catch him spending time with his three daughters, "I have one away at college in Marquette, one in competitive cheer and one is a horse lover who owns a horse." Jason enjoys travelling to visit with them and attending events in different cities across our great state. He travels to Marquette regularly, describing the city as having a nice downtown area, water views and mountain terrain...He wouldn't mind taking a week in the Bahamas though! If he were to ever win the lottery, Jason would invest the money if it was a small win; if it was a big win he would move to city that was warm year round and learn to sail.

Welcome to NMA Jason!

Event: Forgotten Harvest Rescue Team/Warehouse Volunteer Crew

Location: 21800 Greenfield, Oak Park, MI 48237

Date: February 25, 2017

Time: 9:00 AM – 12:00 PM



Description:

Forgotten Harvest acquires and donates food, which would otherwise go to waste and delivers free-of-charge to 250 emergency food providers in the Metro Detroit area. Volunteers are needed to re-pack fresh, nutritious food destined for the tables of those in need.

Participants must:

Sign the liability form that will be provided on the day you volunteer. We suggest that you wear long pants and closed toe shoes.

NO open toe shoes

NO shorts

NO tank tops

Volunteers must be at least 12 years of age. Volunteers under the age of 18 must be accompanied by an adult chaperone.

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

[2017ForgottenHarvest](#)

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

313-983-2801

Ronnie Adams

Community Involvement Co-Chair

NMA – BCBSM Chapter #141

radams@bcbsm.com

313-225-0788

Naqeesha Lonberger

Community Involvement Co-Chair

NMA – BCBSM Chapter #141

nlonberger@bcbsm.com

248-350-7321

NMA NEEDS YOU!

Do you want to get more involved in your
professional development?

Are you looking to work with others across the organization?

Do you want to increase your leadership skills?

NMA has several ways that you can do it!

Public Relations:

- NMA ambassador-attending new hire orientations
- Data Analytics (developing, interpreting metrics & providing recommendations)
- Assist with decorating and maintaining NMA display located in the Tower

Professional Development:

- Volunteers to facilitate, help plan and setup for “Lunch & Learn” sessions

Administration & Recognition:

- R1 Reporting Chair - this person is responsible for maintaining the R1 report which is the document the chapter uses to track participation of activities that lead to Outstanding Chapter award

Finance:

- Member to co-chair the fundraising committee (Detroit based)



To volunteer for one of these positions, please email NMAChapter141@bcbsm.com with your preferred area of interest.

Get ready for NMA's Annual Speech Contest

Written by Sheryl Johnson-Fambro, specialist, Market Communications

An early marquee event on the 2017 NMA calendar occurs next month, with the NMA Speech Contest, Thursday, February 23, from 4:30 – 8:00 pm, at the Southfield BCN Commons. The 2017 Executive Keynote Speaker is the ever-dynamic Orin Lewis, director, Auto & Web Support Help Desk.

Twelve local high school students will compete for the chance to advance through local and regional competition to attend the national competition, as finalists during the 2017 annual NMA convention. Students there will compete for a \$4,000 grand prize college scholarship.



*2016 Speech Contest
1st Place, Soumya Kulkarni*

Last year Chapter #141 experienced the collective and exhilarating thrill of watching our contest winner, Soumya Kulkarni, advance through local and regional competitions, to become one of four national finalists to compete last September at the NMA convention in New Orleans. Kulkarni, a student at Northville High School, placed second with her speech titled, "Finding the Leader in You." When asked about her contest experience, Kulkarni, who hopes to study medicine after graduating from high school in 2018 said, "The 2016 NMA Speech Competition was absolutely one of the most amazing experiences in my life. ... I met some of the strongest and fiercest women I have ever met through NMA and Toastmasters. ... women (who) mentored me and gave me fabulous advice...It was an incredibly rewarding and humbling experience -- I'm so thankful to NMA for giving me this wonderful opportunity and I can't wait to hopefully do it again!"

VP Human Performance Laura Byars, the 2016 Executive Keynote Speaker, recounts with passion her involvement in last year's event.

Asked about the importance of the speech contest and its significance to NMA, Byars discussed it in the context of leading by teaching. Leadership insists on being able to stand in front of an audience and effectively articulate an idea. The NMA speech contest offers a teachable, safe *and* challenging platform for students to present their ideas on leadership within the atmosphere of a competitive event. When asked what kind of challenge she experienced as an executive associated with the contest, Byars laughs and shares that it was in presenting *her* keynote speech. Pressed to explain, since she's obviously made innumerable executive level speeches in her career, Byars said that it was the anticipation of speaking in front of the supporters of the student contestants. Parents, friends, family, teachers and others in the audience were sitting there in anxious anticipation of experiencing the success of their young loved one, and *that* made her feel nervous for them.

Experience what Laura and Soumya have described. Make your plans now to support our young contestants and the Chapter by volunteering your help. Commit to being in attendance and witness the future of leadership on Thursday February 23, 2017. Watch for up-coming Digital-Board announcements in February and we look forward to seeing you there.

IT'S HERE! 2017 Speech Contest: Come and be [high] schooled about leadership!



2016 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.

If you have never attended our chapter's speech contest, held annually in February, you have missed inspiring - and sometimes surprising – ideas about leadership from our high school contestants. This year's competition promises to be our most exciting!

The finalists will make their presentations at our membership meeting on February 23. The winners are presented with scholarships the same night.

Each student brings his or her own personality to the presentation. Sometimes metaphors are used to convey leadership ideas taken from their own life experiences:

"To bring your team across that finish line, in life or in a race, requires commitment, focus and most importantly leadership." (Jack Bellamy)

"Leadership is to inspire others to make their own masterpieces, one single brushstroke at a time." (Nicoletta Valenano)

Other contestants take a broader view of the leadership role:

"Leadership is determined by one's merits and commitment to a cause. . .in the end, the strongest influence on leadership is credibility." (Alice We)

"One thing that all great leaders have in common is that they have a vision. Commitment, dedication, and communication are needed to make it happen." (Sachi Arora)

Another used a catchphrase to bring home his views:

"There are three characteristics that make a good leader: Vision, Inspiration and Persistence, also known as the V.I.P." (William Lee)

Remember:

"Leaders are not born through destiny, they are born through the decisions we make." (Soumya KulKarni)


Cultivating the Passion of Leadership

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NMA - BCBSM LEADERSHIP DEVELOPMENT ASSOCIATION PRESENTS.....


Annual Speech Contest

Keynote Speaker....




Orin M. Lewis
Director
Auto & Web Help Desk Services
Blue Cross Blue Shield of Michigan

Thursday, February 23, 2017
4:30 - 8:30 p.m.



With Emcee



Dan D'Amico
Sales Manager
Labor Relations
Blue Cross Blue Shield of Michigan

Blue Care Network Commons
20500 Civic Center Drive
Southfield, MI 48076

Program Information

4:30 - 5:00 Networking and light appetizers
5:00 - 6:00 Opening Remarks by Chapter President Brian Wilkes and Executive Speaker Orin M. Lewis
6:00 - 8:00 Speech Contest, voting and Announcements of winners
Photography, desserts and refreshments to follow

Free Parking in the surface lot



Don't miss February's BlueNightsSM Mixer



BlueNightsSM Mixer

Sharon Gipson

Vice President
Corporate Audit

Please join us Thursday, February 16, 2017

5:00pm – 8:00pm

COLORS Restaurant - Detroit

311 E Grand River Ave

Detroit MI 48226

Light appetizers will be served


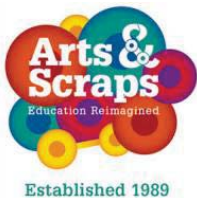


Meter parking available

For more information contact Dena Dalal or David Logan

More information with a link to register will be forthcoming in February; stay tuned!



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

| | | |
|---------------|--|---|
| February 2017 | NMA's Annual Speech Contest  Forgotten Harvest | <ul style="list-style-type: none"> • Metro Detroit youth compete at Blue Care Network Commons, February 23, 2017. • Packing, delivering and servicing food to the under privileged. |
| March 2017 | Arts & Scraps  Arts & Scraps | <ul style="list-style-type: none"> • Arts & Scraps is a Detroit nonprofit organization that annually recycles 28 tons of material to help 275,000 children think, create and learn. |
| April 2017 | Bowl for Kid's Sake  Bowl for Kid's Sake | <ul style="list-style-type: none"> • Make a positive impact on kids and raise money to support Big Brothers Big Sisters. |
| May 2017 | The 2017 Metro Detroit Heart Walk  My Heart. My Life. Heart Walk® | <ul style="list-style-type: none"> • 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. |
| June 2017 | Management Week NMA Annual Meeting with Dan Loepp | <ul style="list-style-type: none"> • TBA in 2017 |

Current Chapter Achievement Roadmap

points total: **1052**

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.

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, Dena Dalal, Sheryl Johnson-Fambro, Brian Wilkes, Matt Zelman

Creative Team

Designer: Diana Copp
Photography: Christopher Brantley, Dena Dalal 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: Brian Wilkes
President-Elect: Tina Alonzo

Board Members

Dreamai O. Crenshaw
Lisa Drayton
Aj Ghasham
Sharese Hogan
Angela Tanner
Joslynn Collins
Pam Yanis

Secretary

Angela Hollis

Chapter Representatives

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

Executive Advisors

Laura A. Byars
Jim Kallas
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

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February

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- *Orin Lewis on Transformational Leadership*
- *NMA's Annual Speech Contest Scholarship Recipients*
- *Board Nominations due March 10*
- *Save the Date – Events in 2017*
- *NMA Code of Ethics and Statement of Principles*



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From the desk of our President



Greetings, NMA Members

Last Thursday, I had the privilege of hosting one of our chapter's most special annual events—the NMA Speech Contest. I am always impressed by the talent and energy that the contestants demonstrate. Though it took several volunteers to make the contest successful, I want to commend Kiesha Saunders and Karen Baird in particular, for their outstanding work in putting the event together.

Additionally, I want to personally thank Orin Lewis, who gave an amazing discourse on transformative leadership, and Daniel D'Amico who did a fantastic job as Master of Ceremonies.

Brian Wilkes, NMA President 2017

I would also like to express gratitude to Sharon Gipson, VP Corporate Audit, for hosting the February mixer at COLORS restaurant in downtown Detroit. It was a great evening of networking, and attendees learned about the social mission behind COLORS. And to close out February, we had a volunteer event this past Saturday at Forgotten Harvest, a local organization dedicated to fighting hunger and reducing the waste of food resources. February was truly a month that all of us as NMA members can really be proud of.

Over the next few months, the NMA leadership team will continue working to bring value to our members. We have several opportunities for members to engage in professional development and volunteer activities. We have commitments from some very dynamic speakers to keynote upcoming meetings, and from many of our BCBSM executives to host upcoming mixers.

Please continue to spread the word about the wonderful resources and opportunities available to your fellow members, and potential members. Attend an upcoming event. Encourage a friend to attend an NMA event. Reach out to me, or any of the leadership team to let us know how we can improve as a chapter. I look forward to seeing you soon.

Warm regards,

Brian Wilkes

New Member Corner



Keith Binion

Denzell Blockett

Faten Dwaik

William Fandrich

Elizabeth McIntosh

Jacqueline O'Connor

Yolanda Preston

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NMA gives back



The NMA's Community Involvement Committee would like to thank you all for participating in the February's volunteer event, *Forgotten Harvest*. We had a great time! It's always fun getting to meet and interact with new people. We did a great job bagging 11,160 pounds of potatoes and getting the area ready for the next group. I don't know about the rest of you, but I had a huge craving for fries after we left!

Please extend a special "thank you" to your family and friends who joined us on Saturday.



NMA members and their families helped out in a big way at Forgotten Harvest.

NMA BlueNightsSM Mixer with Sharon Gipson

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

On a bright and sunny evening, NMA members gathered for appetizers, socializing and to learn about a great cause. Sharon Gipson, VP of Corporate Audit hosted the BlueNights Mixer on February 16, 2017. Sharon was ready to meet and greet all attendees. She was a gracious host, giving a small inspirational speech and speaking about why she loved the Colors.



Sharon Gipson and Brian Wilkes

Colors is located in the heart of downtown Detroit and offered some scrumptious food. From shrimp tempura, to egg rolls, to kebabs and more; all attendees were raving about the flavorful appetizers. Colors is no ordinary restaurant; it comes with a great mission. Founded in Detroit, the restaurant offers a 'co-op' academy program comprised of four phases spanning 26 weeks. The intent is to provide training for individuals looking to cultivate their talents in the hospitality food industry. Colors partners with Restaurant Opportunities Center to aid Southeast Michigan restaurant workers obtain the training they need to achieve their goals.

As the night was coming to close, many patrons wanted to stay for dinner, or come back for dinner.... the food was just that good! With a great mission, and a delicious menu, it's no wonder metro-Detroit residents love this place! A special thank you to Sharon, for kicking off the 2017 NMA BlueNights Mixer year. Be on the lookout for an invite to the upcoming March mixer.



Pictured above, NMA members Lisa Drayton, Angela Hollis, Karema Bobbitt and Sharese Hogan enjoy a night of networking at Colors. On the right are NMA members Alisa Armstrong and Yuanjing Pursell.



Fired up & ready to go: Orin Lewis on Transformational Leadership

Written by Sheryl Johnson-Fambro, specialist, Market Communications

On Thursday February 23, 2017, Orin Lewis, director, Auto & Web Help Desk Services was introduced by Dan D'Amico, Sales Manager Labor Relations, to a large and enthusiastic audience at BCN Commons. Orin launched the 2017 NMA Speech contest, in the spirit of the contest's theme, by delivering a PowerPoint slide presentation entitled, Transformational Leadership.

Orin delivered his presentation for the listening benefit of both the young contestants sitting in the audience and for the adults listening in rapt attention to his discussion on the style of leadership required in the new millennia.



Orin Lewis presents at February's NMA Member Meeting.

As Orin progressed through his presentation, he weighed his speech with examples of transformation in action.

"Life is not given, it's taken." Transformational Leadership is briefly defined as change in individuals and systems that create value and positive change. It manifests by developing people into leaders. A transformational leader deftly manages strengths and, without overlooking weaknesses, sources it as an opportunity for corporate and personal growth. Transformational leaders selflessly equip others with the required tools to foster positive change.

Orin reviewed mega-trends in the workforce as contributing factors in the evolution of Transformational Leadership: rapid urbanization, climate change, shifts in the global economy, changing demographics, and light-speed advances in technology. By way of illustration, Orin described an eye-opening experiment conducted with elementary school third-graders. These future "masterminds," were able at their tender ages, to draw distinctions between leaders and bosses, befitting a graduate school MBA. Cultivation is a key component in the tool kit of a transformational leader.

Orin went on to give a detailed description of the Transformational Leadership Model, and closed his speech with an illustrated video of a Barack Obama speech on the power of one voice. A woman entered a room where Obama was just concluding a not so successful campaign speech on his first run for the presidency and exclaimed, "Fired Up?" To Obama's complete surprise the entire room returned this lady's words with their own, "Fired Up!" This same woman then replied, "Ready to Go?" And again, the entire room responded, "Ready to Go!" And with that, Obama said he received a sense of restoration, and left the meeting Fired Up and Ready to Go in pursuit of his own vision.

With that type of ending, how do you suppose Orin ended his speech, launching these children, and his audience in pursuit of their own dreams? You got it: Fired Up and Ready to Go!

NMA's Annual Speech Contest 2017

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

And the winner is. . .



I know it's politically correct to say, "and the award goes to...", but truly there were many winners at the NMA speech contest last Thursday: contestants, mentors, parents, and all audience members.

The contestants were introduced somewhat anonymously; no school affiliations or backgrounds were announced beforehand, and letters A to I identified each of the nine finalists. We all watched as each student walked from the back of the auditorium to the front of the room, and their poise, dignity and confidence was evident as they individually addressed a diverse crowd of almost 100 people.

Contestant A's assertion that women are the future certainly caught my attention. Contestant B is a strong proponent of gender equality and posited that leadership is an accumulation of small actions. Contestant C shared a story about three stonecutters who were each asked what they were doing. The first answered he was cutting stone; the second that he was making sure the stones he cut would fit together and be strong. The third stonecutter responded, "I am building a cathedral."

Contestant D focused on three renowned abolitionists who may not have realized the impact they would have as they morphed into leaders fighting for the end to slavery. Contestant E likened leadership to an onion – layers are peeled away as the core of ideas and impact is revealed. "What is an MVP?" contestant F asked. The qualities of a leader: Motivation, Vision, Persistence.

Contestant G described three forms of leadership gleaned from a Google search but shared his father's response: direct and indirect. Contestant H gave us her personal story of life so far and how she was able to become a leader following a non-traditional road. Contestant I summed up the most important qualities of a leader: confidence, a willingness to learn, and a desire to help others.

Inspiring and thought provoking, each student's presentation wowed the audience, evidenced by the standing ovation they received as a group after all speeches concluded and the judges' scoring began. Parents, mentors and Toastmasters were acknowledged, and photos taken.

And the scholarships go to. . . Alice Wu, Sachi Arora, and Soumya Kulkarni. As first place winner, Soumya will represent our chapter at the district-level speech contest, and if she's successful there, on to the Nationals.

Which letters were assigned to Soumya, Sachi and Alice? Plan to attend next year and you won't be left hanging!

Cultivating the Passion of Leadership



Chapter #141
2016-2017



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's 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 two-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 an invaluable rewarding experience of serving on the Board of the second largest NMA chapter nationwide. Our chapter has earned prestigious awards due to:

- Numerous community involvement 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 like Blueprint
- And above all serving NMA members with unprecedented commitment to help our members grow professionally.

While the most important qualifications to become an NMA Board of Director includes confidence, dedication and commitment to serving NMA members, the **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

Continued on page 9

NMA Board Elections Reminder

(continued from page 8)

- Professional development course
- Volunteered on a committee

3) Must fully demonstrate the 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 10, 2017

If you have any questions regarding the process, please contact Lisa Drayton LDrayton@bcbsm.com or Pam Yanis PYanis@bcbsm.com.

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



Professional Development

Public Relations

Administration & Recognition

Finance


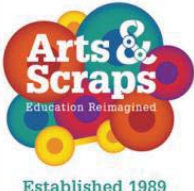




To volunteer for one of these positions, please email NMAChapter141@bcbsm.com with your preferred area of interest.



Don't Miss

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

| | | |
|------------|--|---|
| March 2017 | NMA Monthly Meeting John Fikany Vice President, Quicken Loans Former Vice President, Microsoft  | March 30, 2017 4:30 to 8:00 p.m. Bricktown Auditorium 500 E. Lafayette Detroit, MI 48226 |
| March 2017 | Arts & Scraps  | <ul style="list-style-type: none"> Arts & Scraps is a Detroit nonprofit organization that annually recycles 28 tons of material to help 275,000 children think, create and learn. |
| April 2017 | Bowl for Kid's Sake  | <ul style="list-style-type: none"> Make a positive impact on kids and raise money to support Big Brothers Big Sisters. |
| May 2017 | The 2017 Metro Detroit Heart Walk  <i>My Heart. My Life.</i> Heart Walk® | <ul style="list-style-type: none"> 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. |
| June 2017 | Management Week NMA Annual Meeting with Dan Loepp | <ul style="list-style-type: none"> TBA in 2017 |

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- I will assume that all individuals want to do their best.
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- I will be guided in all my activities by truth, accuracy, fair dealing and good taste.
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- 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.
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March

In this issue:

- *From the desk of our President*
- *New Member Corner and New Member Spotlight*
- *Community Outreach - Arts and Scraps*
- *NMA Leader of the Year nominations now accepted*
- *NMA's Pin Droppers will Bowl for Kids' Sake in April*
- *Volunteer for the Heart Walk in May*
- *NMA Board Election Updates*
- *NMA Spring Book Fair highlights*
- *NMA Code of Ethics and Statement of Principles*



**NMA Board Elections
April 3 – April 10, 2017**

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



Brian Wilkes, NMA President 2017

Greetings NMA Members

Last week, we sent out a link and instructions asking you to vote on candidates for our Board of Directors. It quickly came to my attention that there were problems with this process. Members noticed that some of the candidates' complete biographies were not viewable. This was due to a technical issue with character limits.

Additionally, you were advised that you may only vote for up to four candidates, including the At-Large board member. After discussion with the board, we have determined that members should be allowed to vote for up to five candidates, including the At-Large board member. Therefore, because we feel that these issues could have an impact on the fairness and outcome of the vote, we have decided to re-start the entire voting process.

A new link will go out on Monday, April 3. You will be asked to vote for up to **five** candidates. Voting will remain open through Monday April 10. Again, we feel that this is the best way to make the process as fair as possible for everyone involved. For those of you who have already voted, please vote again. Those of you who have not yet voted now have more time to do so.

We have an outstanding slate of candidates—choosing only five will be a tough task. However, it is very important that your voice is heard and that your vote is counted. A strong Board of Directors is foundational to having a strong chapter and your thoughtful vote is the only way to accomplish this.

I look forward to seeing you soon.

Warm regards,

Brian Wilkes

New Member Corner

As a member of NMA, you are now a part of 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*.

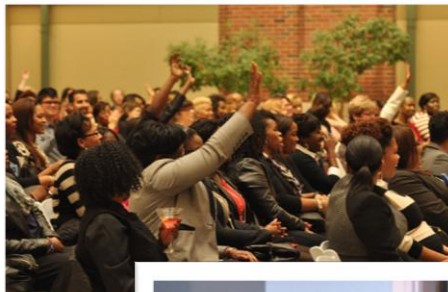
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We look forward to seeing you at the next event!



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



Join us for our Monthly Member Meetings and BlueNightsSM Mixers.





Shines on... Crystal Lewis

NMA is no stranger to members 'opting-out' and then coming back to us. Crystal Lewis is a returning member to NMA. She has held an array of positions during her 27 year career with BCBSM. In her current role, Crystal is the Manager of BlueCard Home Claims. "I have oversight of FlexLink and Non-FlexLink BlueCard Home claim processing." For those who may not be familiar, Crystal defines a BlueCard Home claim as, "a claim when a Michigan member with BCBSM coverage receives services outside of Michigan."



As a returning NMA member, Crystal is hoping to take advantage of the many facets offered by our organization. She believes that in light of recent activities and speakers sponsored by NMA, it would be worthwhile to rejoin. She hopes to take advantage of the many volunteer events, workshops and networking opportunities with other professionals.

When Crystal is not behind her desk or in meetings, she can be found reading or traveling. Her preferred vacation is "any sunny beach" to be exact. Who doesn't love laying on a beach with a good book? She also loves being downtown at the River Walk and the Dequindre Cut. If Crystal were to ever win the lottery, she would tithe (donate) one-tenth of it to the clergy or church, help those less fortunate and invest the rest. Welcome back to NMA Crystal!



Arts and Scraps volunteers at the "ticket" station sort colorful ticket stubs.



Sock loops...and more sock loops!



This station cut "heel" shaped felt pads for children's crafts.



(R.) An art piece made Entirely of "sock loops"

Thank you to our volunteers: Ronnie Adams, Tameka Pea, Amy Krause, Donna Williamson, Tanya Pittman, Viola Cheeks, Cecilia Carroll, Sherilynne Dorsett, Kernita Smith-Nicholson and our guests William, Camryn, Ethan, Devian, and Nicole.

Photos by Christina Frison.

NMA's "Leader of the Year" - nominations now accepted

The BCBSM NMA Chapter would like to recognize one of our leaders and we are asking you to help us build the ballot by submitting nominations. The Art Seidler Memorial Leader of the Year award is an exciting and very memorable honor. The winner of the award will be announced in front of their peers and the NMA membership at the Annual June Monthly Meeting. This is the highest attended event of the year. Please take advantage of the chance to recognize your leader using this platform.

The process is simple. Here's what you need to do:

- ✓ Review the qualifications below
- ✓ Think of which leader you want to be honored, a current or previous leader you admire
- ✓ Creatively gather the information you need – maybe ask help from the leader's team or his/her leader or administrator. Keep it confidential (it's a secret!)
- ✓ Complete the [nomination form](#)
- ✓ Submit the form to [Sharese Hogan](#) by Friday, April 14th (include "NMA Leader of the Year" in the subject line)
- ✓ Keep the nomination quiet from the leader

Art Seidler Memorial Leader of the Year Award

Description - The objective of the award is to recognize an individual team lead, manager or director who has gained significant recognition for managerial and leadership accomplishments, and conducted both personal and business affairs in accordance with NMA Code of Ethics (found on the last page of *blueprint*). A plaque will be presented to the recipient during our June Monthly Member Meeting.

Qualifications – A nominee must be a team lead, manager or director with a demonstrated record of exhibiting the corporate cultural beliefs over the past 12 months, in a manner that is worthy of recognition. To be considered for this award, a nominee should hold membership in NMA and be an advocate of NMA's Code of Ethics.

Nomination Submittal – Nominations must be submitted electronically to Sharese Hogan no later than close of business on April 14, 2017 in order to be considered.

Review and Final Determination – The NMA Board of Directors will review and score submissions using blind evaluations to determine the Art Seidler Leader of the Year award recipient.

If you have questions, feel free to reach out to Sharese Hogan and include "NMA Leader of the Year" in the subject line. Thank you in advance for your submissions.

Join NMA's Pin Droppers and Bowl for Kids' Sake

Event: Bowl for Kids' Sake
Location: Thunder Bowl Lanes, Allen Park
 4200 Allen Rd
 Allen Park, MI 48101
Date: Saturday, April 22, 2017
Time: Shift 1: 10:00 AM-1:00 PM
 Shift 2: 2:00 PM – 5:00 PM



Description:

Bowl For Kids' Sake is Big Brothers Big Sisters' signature fundraiser. Each year half a million people across America come together to have fun and raise money to support Big Brothers Big Sisters as we change how children grow up. Bowl For Kids' Sake is the perfect way for individuals to make an impact on our community - it only takes a little bit of effort to raise the money that is vital to our program's success.

Participants:

NMA's Pin Droppers are asking for at least **ten** participants to raise \$100 each for this event to meet our goal. If you would like to join the NMA Pin Droppers for this event please register via the SharePoint link below:

[Bowl For Kids Sake](#)

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

Please feel free to contact us if you have any questions or concerns. Please include "Bowl for Kids' Sake" in the subject line of your email. NMAChapter141@BCBSM.com

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
 313-983-2801

Ronnie Adams
 Community Involvement Co-Chair
 NMA – BCBSM Chapter #141
radams@bcbsm.com
 313-225-0788

Naqeesha Lonberger
 Community Involvement Co-Chair
 NMA – BCBSM Chapter #141
nlonberger@bcbsm.com
 248-350-7321

NMA Needs You: Sign up for the 2017 Heart Walk

Greetings All,

Your Community Involvement Committee is looking for 20 Volunteers to help support the 2017 American Heart Association Heart Walk. The walk will be held on Wayne State University's campus on Saturday, May 20, 2017.



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. Designed to promote physical activity and heart-healthy living, the Heart Walk creates an environment that's fun and rewarding for the entire family.

We are looking for volunteers for the following positions:

- Kid Zone: Bouncy House, face painting, crafts, waiver table and kids' purchases
- Top Walker/VIP/Survivor Area: Guests pick up their gift and have a special tent
- Welcome Home: Volunteer check-in/t-shirt pick up, 5K run packet pick up, donation drop off
- Walk/Run: Start and Finish Line organization
- Social Media Challengers: Encourage guests to post on social media throughout the day
- Runner Registration and material pick up: Register runners, collect money, and gather their runner materials
- Food Tent: Hand out food items to participants

If you are interested in participating in this event, please register via email at NMAChapter141@bcbsm.com and enter **Community Involvement May Heart Walk** in the subject line. If you have any questions or concerns, please contact any member of the Community Involvement Committee.

Tatiana Hill, Community Involvement Chair
NMA – BCBSM Chapter #141
thill4@bcbsm.com
313-983-2801

Ronnie Adams
Community Involvement Co-Chair
NMA – BCBSM Chapter #141
radams@bcbsm.com
313-225-0788

Naqeesha Lonberger
Community Involvement Co-Chair
NMA – BCBSM Chapter #141
nlonberger@bcbsm.com
248-350-7321

We hope to see you there!



NMA Board Election Update

Fellow NMA Members,

BCBSM's Leadership Development Association (NMA) is currently in the midst of elections for five open Board of Directors positions. Fourteen candidate nominations were submitted who have demonstrated commitment to serving you on the Board. The NMA Board of Directors is the chapter governing body, and is involved in decision making for various activities of the chapter. Therefore, it requires dedication, planning skills, and sound communications to successfully run the chapter operations.

The five open Board of Directors positions will serve as follows:

Three open positions complete a full 3-year term

One open position will complete a 3-year term through 6/30/2019

One open position (At-Large) will serve a one-year term.

Voting will begin on April 3, 2017 and end on April 10, 2017. Candidates receiving the top three highest number of votes will be offered to serve the Board for a full three-year term, and the candidates with the next highest number of votes for the two-year term. For the At-Large Board of Director position, the candidate receiving the highest number of votes will serve a one-year term on the board.

Election results will be announced soon after voting is complete.

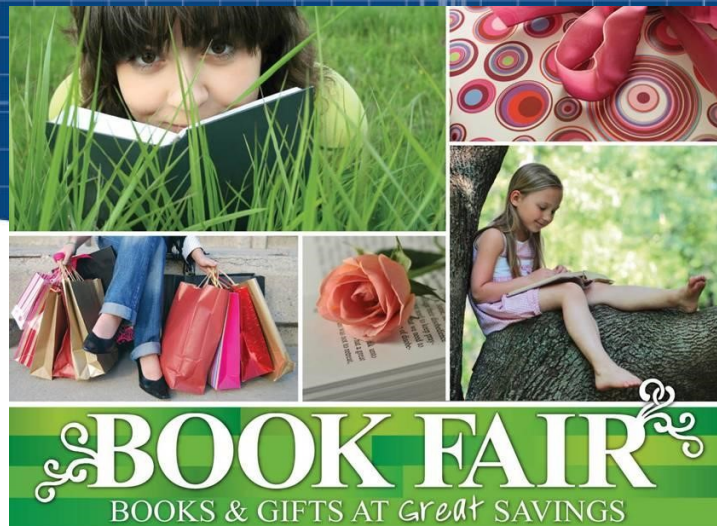
Shoppers "Hop" into books and gifts at NMA's Book Fair



NMA Member Lydia Officer shops for books and gifts for family.



Excited shoppers enjoy the selection at NMA's Book Fair.



On Wednesday, March 29, 2017, NMA sponsored its Spring Book Fair at Detroit Tower.

The brilliant sunshine outside reflected the mood of shoppers inside as shelves of books and gifts for all ages were decided upon for purchase.

One of the popular items was the child-sized pop up tents. There were also games, gardening gadgets, and other Inspirational items to get you in gear for spring and summer.




From choice delights of children's books, cook books and arts and crafts, the book fair was a grand success.



Bears, dinosaurs and lots of books for children of all ages.

SAVE the DATE

NMA Calendar of Events

| | | |
|------------|---|---|
| April 2017 |  <p>BOOK FAIR BOOKS & GIFTS AT Great SAVINGS</p> | <p>4/17/2017 9:00 AM NMA Book Fair (Ann Arbor) 4/18/2017 9:00 AM NMA Book Fair (Lyon Meadows) 4/24/2017 9:00 AM NMA Book Fair (Omni) 4/25/2017 9:00 AM NMA Book Fair (Omni) 4/27/2017 9:00 AM NMA Book Fair (Commons) 4/28/2017 9:00 AM NMA Book Fair (Commons) 5/4/2017 8:00 AM NMA Book Fair (Renaissance Center) 5/5/2017 8:00 AM NMA Book Fair (Renaissance Center) 5/11/2017 8:00 AM NMA Book Fair (Jefferson)</p> |
| April 2017 | <p>Bowl for Kid's Sake</p>  | <ul style="list-style-type: none"> • Make a positive impact on kids and raise money to support Big Brothers Big Sisters. |
| May 2017 | <p>The 2017 Metro Detroit Heart Walk</p>  | <ul style="list-style-type: none"> • 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. |
| June 2017 | <p>Management Week NMA Annual Meeting with Dan Loepp</p> | <ul style="list-style-type: none"> • TBA in 2017 |

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April

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- *From the desk of our President*
- *New Member Corner and New Member Spotlight*
- *“Winning Characteristics” – March Monthly Meeting highlights from John Fikany, VP Quicken Loans*
- *Volunteer for the Heart Walk in May*
- *NMA BlueNightsSM Mixer with VP Phillip Gillespie*
- *NMA Calendar of Events*
- *NMA Code of Ethics and Statement of Principles*



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Cultivating the Passion of Leadership

Chapter #141
2016 – 2017



From the desk of our President



Greetings NMA Members

Our chapter's board elections are over and the people have spoken. We had a very strong field of candidates, and I would like to thank everyone who ran to serve on the board, and everyone who voted in this election.

On behalf of the board, I would like to congratulate Stephanie Bracken and Rachael Hubers on their election to the NMA board of directors. We welcome their energy and new ideas and look forward to working with them. Also, returning to the board will be AJ Ghasham, Angela Hollis, and Chairman Matt Zelman.

Brian Wilkes, NMA President 2017

As we move into spring, one of our most anticipated events - Management Week - is just around the corner. Management Week is a great opportunity to showcase our chapter, remind everyone of the benefits of NMA, and to encourage new members to join. It takes a large volunteer effort to make Management Week happen and we need your support. Please be on the lookout for upcoming announcements and *blueprint* articles detailing how you can help.

I also encourage all members to join our community involvement team in support of the American Heart Association's annual Heart Walk. It will be a great time for a good cause, and a chance for some exercise as well.

As always, if you have ideas on how we can be better as a chapter or would like to become more involved, feel free to reach out to me or any of the leadership team directly. We need and welcome your feedback. I look forward to seeing you soon.

Warm regards,

Brian Wilkes

New Member Corner



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| | |
|--------------------------|------------------|
| Kari Askew | Valencia Johnson |
| Christina Balogna | Bethany Klunder |
| Margaret Cowley | Robb Kremer |
| Victoria Debogie-Asekome | Sarah Linville |
| Elizabeth Dryden | Kimberly Raetano |
| Steve Goldberg | Shametha Rouser |

Get Involved! Member Benefits

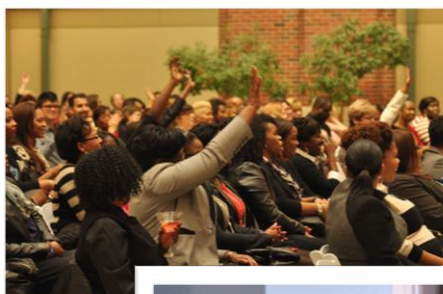
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Shines on...

Bethany Klunder

For many years, BCBSM has welcomed summer interns. Often these interns stay past the summer, or return to us in future years as full-time employees. Bethany Klunder's first experiences with BCBSM were as an intern for the Federal Employee Program and Wellness & Care Management, which is where she works now.

Bethany plays a vital role in engaging members with BCBSM programs such as offers through the Health & Wellness website, the Chronic Condition Program, and Case Management. 'We do a little bit of everything here in the Engagement Center,' stated Bethany.



Like many others Bethany decided to join NMA for the networking after seeing advertisements and emails about the organization and upcoming events. She believes the organization allows for people to branch out and engage with employees in different departments. "BCBSM has many moving parts," and Bethany hopes thru NMA she can learn more about the parts that move. With this knowledge, employees can work better. "Learning more is never bad!" she said.

Bethany and her husband Scott live in Ann Arbor. As an active couple, they play a lot of recreational sports such as soccer, volleyball, and softball; they also enjoy camping. "No one has time to be bored!" she stated. On her bucket list, Bethany would like to have an impact on people she meets only once, write a book, and have children. If she were able to retire tomorrow she would visit family and friends that she hasn't seen in some time.

One of the quotes that provides daily motivation for Bethany is from Martin Luther King, Jr., "If a man is called to be a street sweeper, he should sweep streets even as Michelangelo painted...He should sweep streets so well that the hosts of Heaven and Earth will pause to say, here lived a great street sweeper, who did his job well." This quote helps her remember regardless of what she is doing, she can always do her best. Welcome to NMA Bethany!

“Winning Characteristics”: John Fikany March Member Meeting Highlights

Guest Writer, Anastasia Rokas, nurse coordinator, Care Transition to Home

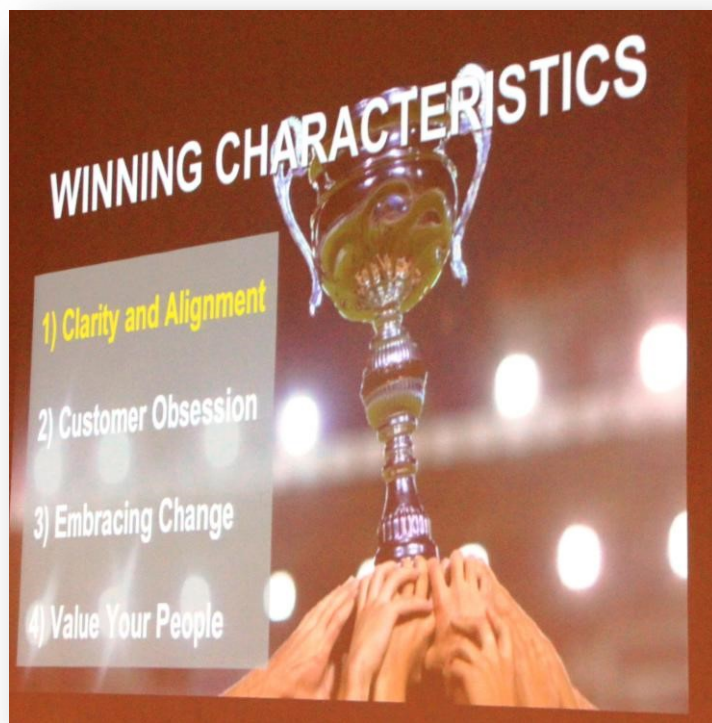


John Fikany's passionate presentation to NMA members in Bricktown Auditorium.

He then jumped right into his speech, talking about business and leadership. He explained that the best companies have a growth mindset and that crafting a mission statement must align to today's world. Blue Cross Blue Shield Michigan's 2017 mission statement says, "We commit to being our members' trusted partner by providing affordable, innovative products that improve their care and health."

John asked his audience many good questions, such as "Why do people choose BCBS[M and BCN]?" "Who is BCBSM in this era?" and "Can there be one Blue Cross story?"

Thursday March 31, 2017: It was a rainy day in downtown Detroit, but the weather didn't keep us out. Brian Wilkes, our 2017 Chapter President, introduced John Fikany, Vice President of Strategy & Business Development at Quicken Loans. After many of his professional accomplishments and accolades were announced John stated, "I'm a family man, period." His presentation was personal and thought-provoking. There was a video of his 6 year old daughter, wise beyond her years, telling her father he should, "Do something special for someone special." The golden rule still applies: treat others how you want to be treated.



Winning Characteristics: clarity and alignment, customer obsession, embracing change, and value your people.

(Continued on page 5)

“Winning Characteristics”

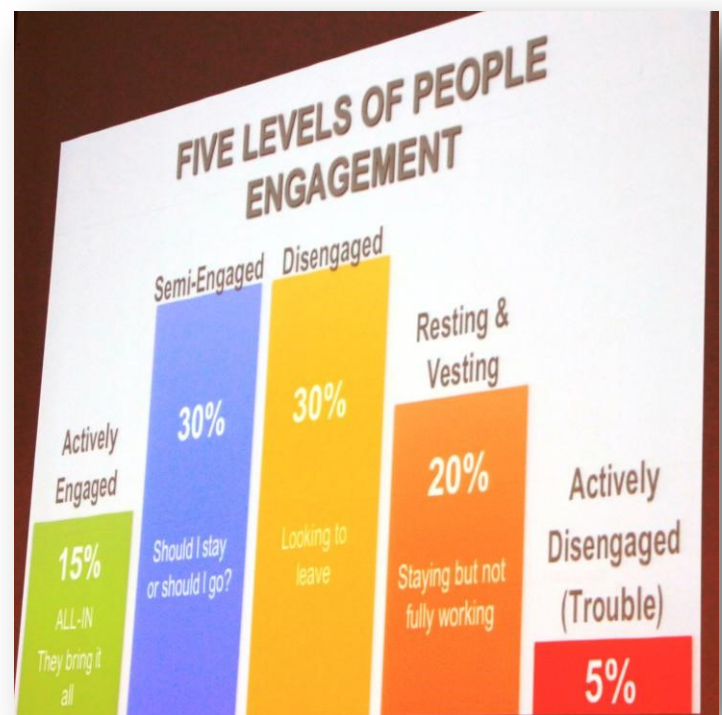
(Continued from page 4)

John mentioned that for this to happen, the company must promote clarity and alignment, an obsession with its customers, embracement of change, and valuing its people.

He told us that it's bad cultures that kill good companies and that diversity is just as important as the aforementioned. He encouraged us to keep an open mind, as this is a great definition of diversity. As we are already aware, Blue Cross does extensive training with us on our company's culture, mission, vision, values and beliefs.

On leadership, John brought up the challenges we face in the new normal, such as high expectations on all, and having to do more with less. John lightened things up by playing and singing along to the song, “Under Pressure.” John sprinkled his sense of humor throughout his presentation. He let us know that these challenges can create unintentional consequences, such as the disappearance of inspirational leaders. He said once there is less transparency, lack of accountability, lack of trust and less empowerment, fears creep in and oppression (the absolute worst) can occur. We cannot let this happen to us! He went on to say that trust *is* leadership and challenged us to keep improving. He stated that he wants us to think, “Man, I’ve got to go hug one of my people.” We cannot be afraid to give our employees some freedom, because this brings empowerment and says, “I trust you.”

He also touched on employee engagement, referencing the latest Gallup poll which found that only 15% of employees are “actively engaged” in work, which means they bring it all, and 5% are actively disengaged. Good solid communication is needed to improve engagement. He stressed the importance of recognizing the value of your people. Quicken Loans has a ceremony called “The Gilbert Awards” that recognizes and awards employees. And get this, it lasts four days! He made a point that people don't leave overnight and that as a leader you have to ask yourself, “Where are my people at right now?” Another question and challenge is how do we keep them engaged? He discussed the importance of keeping our focus and not taking our eye off the ball.



(Continued on page 6)

"Winning Characteristics"

(Continued from page 5)



Standing ovation by NMA members after John's presentation.



NMA's Angela Hollis, Pam Yanis, Tina Alonzo and Nicole Redd.

Jim to the rescue! Our meeting was slightly delayed because we needed an HDMI chord to display the video content. Of course, not one could be found, until we called on Jim Fussell. John was so happy that he posed with Jim after the meeting, saying "he's the man!"

John closed his presentation by saying that people are not machines and asked us to "watch the eyes of the people" in the video he played. The video showed soldiers returning from active duty to their families, hugging, kissing, and crying. Many of us were left teary-eyed. He stressed that connecting with emotions from a human standpoint is where we need to be. It is safe to say, at the very least, that John left a lasting impression on his audience and I'm sure we can all agree that we would like him to come back again.



NMA members Tammy Latimer and Joseph Perry



NMA Needs You: Sign up for the 2017 Heart Walk

Greetings All,

Your Community Involvement Committee is looking for 20 Volunteers to help support the 2017 American Heart Association Heart Walk. The walk will be held on Wayne State University's campus on Saturday, May 20, 2017.



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- Runner Registration and material pick up: Register runners, collect money, and gather their runner materials
- Food Tent: Hand out food items to participants

If you are interested in participating in this event, please register via email at NMAChapter141@bcbsm.com and enter **Community Involvement May Heart Walk** in the subject line. If you have any questions or concerns, please contact any member of the Community Involvement Committee.

Tatiana Hill, Community Involvement Chair
NMA – BCBSM Chapter #141
thill4@bcbsm.com
313-983-2801

Ronnie Adams
Community Involvement Co-Chair
NMA – BCBSM Chapter #141
radams@bcbsm.com
313-225-0788

Naqeesha Lonberger
Community Involvement Co-Chair
NMA – BCBSM Chapter #141
nlonberger@bcbsm.com
248-350-7321

We hope to see you there!

NMA BlueNightsSM Mixer highlights with VP Phillip Gillespie

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



Mother Nature wreaked havoc on Wednesday, April 19, 2017. That didn't stop NMA members from coming out to enjoy a night of networking with Phillip Gillespie, VP of Business and Program Development & Regional Executive of Blue Care Network, host of the event. The room was filled with NMA members from BCN and BCBSM. Though he is based in Lansing, Phil was gracious enough to make time specifically for this event, meet our members, and give others the opportunity to make new connections.

Royal Oak has been 'uncharted' territory for NMA BlueNights Mixers. We made our way north to Bigalora Wood Fired Cucina on Main St., where patrons enjoyed what became a 3-course flavor packed meal. There were risotto balls, a show-stopping platter of brussels sprouts, and an enormous salad to start. This was followed by margherita pizza, bacco sausage pizza, and chicken pesto pizza. Each pizza was made in the Bigalora special wood fire oven, creating a thin and crispy crust. Along with the pizza, patrons enjoyed strozzapretti norcina and rigatoni funghi, fancy names for pasta deliciousness!



VP Phillip Gillespie and David Logan

As the night came to a close, attendees enjoyed a variety of house-made gelato! With a flavorful menu and hefty portions, it's no wonder Bigalora has become a Royal Oak staple. On behalf of NMA, we would like to thank Phil for taking time out of his busy schedule, mixing and mingling, and sharing some VP wisdom with patrons.

Lori Shannon, VP of Auto Accounts will be hosting our next NMA Blue Nights Mixer on Wednesday, May 17, 2017. We will have more details for you soon and hope to see you there.

SAVE the DATE

NMA Calendar of Events

| | | |
|-------------|--|---|
| May 2017 | The 2017 Metro Detroit Heart Walk  American Heart Association <i>My Heart. My Life.</i> Heart Walk. | Saturday, May 20, 2017, 6 a.m. – 1 p.m. Wayne State University Detroit, MI |
| May 2017 | BlueNights SM Mixer with Lori Shannon VP, Auto Accounts  | Wednesday, May 17, 2017 Location TBA |
| June 2017 | NMA Annual Meeting with Dan Loepp President and CEO Blue Cross Blue Shield Michigan  | Monday, June 12, 2017 Sound Board Detroit (Motor City Casino) 2901 Grand River Ave. Detroit, MI |
| June 2017 | BlueNights SM Mixer with Pam Yanis Director II Provider Inquiry Operations  | Wednesday, June 21, 2017 Santorini Estiatorio 501 Monroe Ave Detroit, MI |
| June 2017 |  NMA THE Leadership Development Organization National Professional Development "Ramping Up Recognition" | Presented by Bob Noel Thursday, June 22, 2017 12 p.m. and 3 p.m. |
| August 2017 |  NMA THE Leadership Development Organization National Professional Development "Improving Communications in a Busy World" | Presented by Reneé Brooks Thursday, August 17, 2017 12 p.m. and 3 p.m. |



NMA Board Election Results Announced

Fellow NMA Members,

BCBSM's Leadership Development Association (NMA) recently held an election to fill four open Board of Directors positions that ended on Monday, April 10th. It is with great pleasure to introduce our newest members of the BCBSM NMA Board of Directors.

Serving three-year terms (July 1, 2017 – June 30, 2020)



Matthew Zelman



Angela Hollis



Stephanie Bracken

Serving and completing a three-year term through June 30, 2019



AJ Ghasham

Serving an Elected At-Large Director Position, one-year term (July 1, 2017 – June 30, 2018)



Rachael Hubers

Serving an Appointed At-Large Director Position, one-year term (July 1, 2017 – June 30, 2018)



Orin Lewis

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 Monday, June 12, 2017 where our president and CEO, Daniel J. Loepp, will preside.

Matthew, Angela, Stephanie, AJ and Rachel, 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, Lisa Drayton and Pam Yanis.

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

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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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Writers and editors: Karema Bobbitt, Stephanie Bracken, Dena Dalal, Sheryl Johnson-Fambro, Anastasia Rokas

Creative Team

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Photography: Christopher Brantley, Michael Dowding, David Logan 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: Brian Wilkes
President-Elect: Tina Alonzo

Board Members

Dreamai O. Crenshaw
Lisa Drayton
Aj Ghasham
Sharese Hogan
Angela Tanner
Joslynn Collins
Pam Yanis

Secretary

Angela Hollis

Chapter Representatives

National Director: Alisa Armstrong
Lifetime National Director: Nancy Bennett
Lifetime National Director: Cathy Longo

Executive Advisors

Laura A. Byars
Jim Kallas
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

In this issue:

- *From the desk of our President*
- *Management Week, June 5 –June 9*
- *New Member Corner*
- *NMA's Lunch and Learn: Time Management*
- *BlueNightsSM Mixer with VP James Lang*
- *NMA's Annual Membership Meeting at Soundboard, Motor City Casino*
- *Save the Date: NMA Calendar of Events*
- *NMA Code of Ethics and Statement of Principles*

Monday, June 12, 2017

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



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



Brian Wilkes, NMA President 2017

Greetings NMA Members,

Though this chapter year is rapidly coming to a close, we still have a number of upcoming opportunities for NMA members. Management Week—our annual membership drive—will begin on June 5. We have planned a full week of activities ranging from speed networking with National Health Reform VP Kirk Roy, to massage therapy. You may have already received the full event schedule in your inbox.

Additionally we have partnered with Talent Acquisition and the Young Professionals Network to present the always popular “Closing the Deal” series featuring five professional development opportunities during June, including a LinkedIn workshop, and a Career Panel discussion.

Soon-to-be retired Service Operations Director and NMA Board member Pam Yanis will host a mixer on June 21 at Santorini Estiatorio. And of course, we are excited about our June Membership meeting, hosted by none other than President and CEO Dan Loepp.

As you can see, there will be plenty of professional development and networking events during June. Please make time to register and attend as many as you can. We are also offering half-off of the \$20 membership fee to anyone who joins the chapter during the month of June. Now is a great time to encourage new members to join. Feel free to reach out to me or any of the NMA officers, if you have questions about how to join NMA.

I look forward to seeing you soon.

Warm regards,

Brian Wilkes

June 5 through June 9 MANAGEMENT WEEK

Cultivating the Passion of Leadership



Chapter #141
2016 - 2017



NMA – BCBSM LEADERSHIP DEVELOPMENT ASSOCIATION PRESENTS... MANAGEMENT WEEK 2017

June 5-9

Monday, June 5: 12-1 pm

BCBSM-Chapter Meeting: Speed Networking
NMA Edition with Kirk Roy
Tower Banquet Activity Center

BCN-Own Your Career
Learning Session
Commons Auditorium A

Tuesday, June 6: 12-1 pm

BCBSM-Maximizing Your Membership
Lunch and Learn
RenCen 500, Ford Field

BCN-Chapter Meeting: Speed Networking
NMA Edition with Kirk Roy
Commons Auditorium B

Wednesday, June 7: 12-1 pm

BCBSM-Own Your Career
Learning Session
Bricktown Auditorium

Thursday, June 8: 12-1 pm

BCN-Maximizing Your Membership
Lunch and Learn
2 Moose - Conference Room L

Friday, June 9: 12-1 pm

BCBSM-Massage Clinic
Courtyard Dining Room

BCN-Massage Clinic-
Commons Auditorium A

NMA – BCBSM LEADERSHIP DEVELOPMENT ASSOCIATION PRESENTS...

Management Week

Emcee



Kirk Roy

Vice President
National Health Reform
Blue Cross Blue Shield of
Michigan

NMA Chapter Meeting: Speed Networking Edition

BCBSM

Monday, June 5,
2017
12:00-1:00 pm
at the
Tower Banquet
Activity Center

&

BCN

Tuesday, June 6,
2017
12:00-1:00 pm
at the
Commons
Auditorium
B

Please register for the location you plan to attend.

New Member Corner



As a member of NMA, you are now a part of 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.

| | |
|---------------------------------|------------------------------------|
| <i>Tawanna Barton</i> | <i>Chawn Greene-Farmer</i> |
| <i>Richard Blackmore</i> | <i>Anna Palazzolo</i> |
| <i>Rachael Danielak</i> | <i>Shari Rogers</i> |
| <i>Christine Day</i> | <i>Cynthia Thomas</i> |
| <i>Ashley Fadel</i> | <i>Sainarayana Valavala</i> |
| <i>Stephen Gulyas</i> | <i>Dave Wendt</i> |

Get Involved! Member Benefits

- Networking through monthly meetings and mixers
- Professional development through workshops and “lunch and learn” sessions
- 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 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 BlueNightsSM Mixers.



NMA's Lunch and Learn: "Time Management"

Writer, Sheryl Johnson-Fambro, communication specialist, Market Communications

Have you cleaned out your inbox lately? On Thursday, May 18, we learned why you should. Valentine Smith, CM, explained the value of "Time Management" during a NMA Professional Development Lunch and Learn session. In his nationwide webinar presentation, Valentine gave his audience logical approaches to managing time and increasing productivity, based on his degree in Organizational Leadership and experience as Airport Duty Manager at the busy Port of Seattle, Seattle-Tacoma International Airport. During the well-attended local gathering hosted by NMA's own Sharese Hogan (Tower location), heads could be seen nodding in agreement as Valentine proceeded through his well-organized and well thought out presentation. NMA members also gathered at the RenCen and at The Commons in Southfield.



Blue Care Network members enjoyed the webinar session at The Commons in Southfield.

Goals should be S-M-A-R-T: Specific; Measurable; Achievable; Realistic; Tasks.

Beware of shiny objects. While planning your day is not difficult, exercising discipline in execution is. Commit to stay on task. Valentine humorously described notifications, pop-ups, and IM's as shiny attention grabbing distractions that have the potential to whittle away your productivity. Then, you tolerate your time being managed by someone other than yourself.

Use lists. Lists help create a natural flow, allowing you to prioritize daily, weekly, monthly, and annual goals. The ability to check items off your list is a great feeling, providing a natural reward for mission accomplished. Prioritizing is easy as: 1-Today no matter what; 2-Today, if possible; and 3-Today, if time is left over. Use multiple calendars, one for personal, for work, for family, and for academic. Remember to reschedule incomplete items.

Continued on page 6

“Time Management”

(continued from page 5)

Valentine used the college experience as a method of demonstrating the difference between a goal and its tasks. The goal or objective is the big picture - graduate and obtain a degree. The tasks are, go to class, do the homework, and pass the exams. Even though each task is made up of component pieces, it was an effective example in helping us begin to visualize ways of measuring and managing our finite allotment of time.

Valentine pointed out more ways of using our time wisely: managing distractions, keeping our inbox clean, practicing efficient use of the phone, avoiding inefficient meetings, and avoiding idle chatter. One major take away from his presentation was to keep your boss focused by managing up; engage their help in removing obstacles.

Commit to change by being honest. Eliminate wasted time and effort. If you're known for being efficient, it might mean that you're just good at being busy. It's better to be counted on as being effective and known for managing what's really important. Avoid work that doesn't move you forward. It's your time; you won't get any more of it.



*BCN participants (top)
Rose Cook, Katie Barrett,
Samantha Vargas,
(bottom) Greg
Rubenson, Terri Brady,
and Scott Davis.*





NMA BlueNightsSM Mixer highlights with VP James Lang

Writer, Dena Dalal, senior analyst, Key & Large, Auto, URMBT, and Web Support Servicing

Many executives at BCBSM have a reputation for supporting NMA in whatever capacity they can. James Lang, VP of Pharmacy Services, is one such executive. As we were finalizing the plans for our May mixer, we ran into some scheduling conflicts and were in need of a new VP to host. James and his executive assistant graciously agreed to plan and host the NMA mixer for us in one week! Even with the short notice, James still drew a vibrant crowd.

NMA members gathered at Firebird Tavern in Greektown, just a few blocks from many of our Detroit campus buildings. Patrons had the opportunity to speak with James and many personnel from his shop about the exciting changes happening in Pharmacy Services.



VP James Lang (center) and NMA members (l-r) Christina Frison, Sharese Hogan, Tory Niceswander, Pam Yanis, Marschelle Drake, and Sheryl Johnson-Fambro.

Members who attended had an opportunity to enjoy a selection of artisanal cheese, smoked chicken salad cups, Asian meatballs, chicken wings, and Firebird's famous soft pretzels with beer cheese. Is your mouth watering yet? For those who enjoy desserts, there were also brownie bites that were so rich, they were better with a cold glass of milk.

Oh behalf of all NMA members, we would like to thank James for his continued support, for mixing and mingling, and for making sure everyone enjoyed their evening.

Pam Yanis, Director II in Service Operations will be hosting our next NMA BlueNights Mixer on Wednesday, June 21, 2017 at Santorini Estiatorio. We hope to see you there.

NMA's Annual Membership Meeting



Join us for our final meeting of the 2016-2017 chapter year featuring keynote speaker, Daniel J. Loepp, President and CEO, Blue Cross Blue Shield Michigan. The event will be held at Sound Board, Motor City Casino located at 2901 Grand River Avenue in Detroit on Monday, June 12 from 4:30 to 8 p.m.

The events at our NMA annual meeting are always full and surprising. We will formally introduce the 2017-2018 NMA Board Members who will continue to guide our organization with supreme leadership. We will also present recognition to our 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. Check your e-mail for registration and parking details. We want to see you there!



**Cultivating the Passion
of Leadership**

Chapter #141
2016-2017



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
Brian Wilkes, 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 12, 2017

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

Free parking available at the venue

SAVE the DATE

NMA Calendar of Events

| | | | |
|-------------|--|---|---|
| June 2017 | NMA Annual Meeting with Dan Loepp President and CEO Blue Cross Blue Shield Michigan |  | Monday, June 12, 2017 Sound Board Detroit (Motor City Casino) 2901 Grand River Ave. Detroit, MI |
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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.
Events available VIA webEX

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

blueprint[®]



June

In this issue:

- New Member Corner
- Management Week: Kick-start with Kirk speed networking session
- Management Week: other highlights
- NMA's Annual Membership Meeting at Sound Board, Motor City Casino
- NMA Award's Ceremony
- BlueNightsSM Mixer with Director II Pam Yanis
- It's been a great year!
- 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.

New Member Corner



Lisa Ensign

Terrell Gaines

Marissa Jarrett

Michael Marina

Amy McKenzie

Suzanne Palmer

Kyle Strickland

Dawn Stowe

Get Acquainted

As a member of NMA, you are now a part of 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.

We have upcoming events in 2017-2018 for you to begin networking and meeting other NMA members. Check them out here in *blueprint*.



NMA's June Meeting at Sound Board

Get Involved! Member Benefits

- Networking through monthly meetings and mixers
- Professional development through workshops and “lunch and learn” sessions
- Community involvement through signature events throughout the year.



NMA's Management Week Highlights: "Kick-start with Kirk – speed networking session"

By Christina Frison, senior analyst, Provider Outreach

When you mix the first NMA Management Week event, enthusiastic members and VP Kirk Roy together, you get a dynamite, speed networking lunch and learn session that's informative, encouraging and fun.

Kirk's high energy session helped attendees break out of their comfort zones and meet new people within a two-minute allotted "pitch". There were members from Accounting Services, IT Leads, Corporate Communications, Pharmacy Services, Benefit Administration, Auto Service Center and Provider Outreach in attendance.

Many said they met new people in the organization whom they can reach out to in the future. Some even said they were "challenged" in the session, because they keep to themselves and this event allowed them to stretch out of their "safe" space.

Networking should allow confidence when meeting others so that your first impression will be strong and positive. NMA offers many opportunities like this during our monthly meetings in the fall and spring and with BlueNightsSM Mixers. On behalf of Management Week coordinators Antoine Glenn, Franciyne Johnson and Kai Saunders, thank you to all who joined us for the afternoon.



VP Kirk Roy, Underwriting and Actuarial Trend, offered attendees helpful, encouraging tips on networking basics. Attendees then put those tips into action during a "two-minute" introduction pitch to each other.



Management Week Highlights

By Karema Bobbitt, IT Process Specialist II
(continued from page 3)

Owning Your Career

Hosted by Yolanda Williams-Davis, the *Owning Your Career* lunch and learn session provided tangible suggestions that will move your career in the direction you desire. Yolanda began with defining the impact you want your career to have: thinking “Next Level!”, assessing your network and how to leverage those individuals and stepping outside of your comfort zone. Yolanda also stressed the importance of taking action. Many of us are content with just the thought of embracing our career; take the next step and “market your gifts, talents, passions, skills and experiences.” Yolanda ended with a number of tips and resources to guide on enhancing your career.



Maximizing Your Membership

Hosted by President Elect Tina Alonzo and VP of Public Relations Karema Bobbitt, this lunch and learn session was designed with the member in mind. The session began with offering a brief history on NMA and the purpose of the organization. Karema explained to those in attendance some of the key benefits you get from being a member of NMA. This includes access to scholarly journals that talk specifically to leadership development, access to online webinars and a discount program that includes discounts on hotel and car rental among other things. Tina went on to further explain the benefits of networking, professional development and the exposure that NMA provides. She also detailed her plans for the upcoming year. More information will be provided in the July issue of *blueprint*. The session ended with questions and comments from attendees who offered feedback on what they want to see more of and what it is they enjoy.

Massage Therapy

Our week ended with chair massages by *Spa-Go*. Members were able to sign up and enjoy a complimentary massage in a relaxing environment which included dimmed lights, smooth jazz and a light spring fragrance to help them further relax.

“It was a wonderful experience and I would definitely have another massage,” said Yvonne Simpkins. NMA member Sandra Kempton also said, “The massage and the therapists were wonderful!”



Massage therapists Darrel and Artemis pose with their magic massage chair.

June Member Meeting: “Leadership is a bedrock principal.”

Written by Dana Bell, analyst, Pharmacy Services Interface



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

Loepp started by mentioning this was his twelfth NMA speech and how nervous he was when he delivered his first one. He then spoke about the importance of cultivating passionate leadership by learning from one another, growing together and bringing each other up. “All successful organizations have great leadership at its core. Good things happen when you exhibit leadership; becoming a leader helps grow the person and the organization.”

Loepp went on to say BCBSM is at the helm of helping our members make healthier choices. He mentioned that we are the best insurer in the country. We were able to use the cultural attributes *Nimble*, *Strategic*, and *Courage* when we readied the company for the Affordable Care Act. These factors are also how we won a Medicaid bid from other competitors in Michigan.

We demonstrated our commitment to the city when we moved our offices in Southfield to downtown Detroit. That investment has paid off as we witness the comeback of a robust and growing city. This type of commitment has been shown in other areas of the state as well, including Lansing and Grand Rapids.

The last meeting of the year is always one of the best. Sound Board is a great venue with gracious staff. Volunteers were abuzz offering members scrumptious appetizers before the meeting. It was good to see a lot of new faces and people getting to know one another.

After Danita Ford Vaughn’s rendition of the National Anthem, NMA President Brian Wilkes talked about how engaged our Executive members are with our chapter. Other chapters compliment Blue Cross Blue Shield Michigan on this fact. It is also helpful that we have VP Laura Byars, VP James Kallas and EVP Darrell Middleton as our executive sponsors. Their continuous support is much appreciated.

Before introducing our CEO, Brian spoke on how much of a visionary leader Dan Loepp is. His passions range from listening to others, learning, diversity & inclusion and making sure we all understand the importance of change.



VP Sondra Pedigo, VP Gary Gavin and VP Terry Burke mingle before the meeting begins.

(Continued on page 6)

June Member Meeting

(Continued from page 5)

The competition in healthcare is never going away. We need to demonstrate the value of staying Blue, keeping in mind the rising costs associated with healthcare. We are showing that we are *Comfortable with Ambiguity* in all aspects of our business. For example, we educate our members on the proper use of emergency room services as well as the benefits of Health Savings Accounts.

Although healthcare costs are on the rise, various employers must offer satisfying benefits to recruit and retain good candidates. Loepp wants BCBSM to improve on some things we currently do, but develop the discipline to stop doing the things that are not effective.

Before taking questions, Mr. Loepp ended with a John F. Kennedy quote: “Leadership and learning are indispensable to each other.”



SVP Michele Samuels,
VP Sandy Fester, VP Andy
Hetzel and Rachael Hubers.



NMA members Sharese Hogan, Angela Hollis, Phyllis
Stewart, Director Orin Lewis and Kai Saunders.

During the Q & A session Mr. Loepp was asked, “What leaders and mentors did you have in your career?” He shared with us that his career started out in politics. He worked with Frank Kelly, who served as Michigan’s Attorney General from 1961 to 1999. That is where he learned how to sit and just listen. Then he was fortunate to get a position at BCBSM where he learn from Richard Whitmer (BCBSM CEO for 17 years) about the business of healthcare insurance. “You should develop yourself to be a sponge. Leaders have a responsibility to pass on knowledge and experiences...to mentor others.”

NMA Awards Ceremony

By Anastasia Rokas, RN, nurse coordinator, CTH

During a night designed to celebrate leadership, NMA Board Chairman, Matt Zelman, presented the following awards during NMA's June meeting at Sound Board in the Motor City Casino.

Hall of Fame Nominee

This award, which goes to the national level as a nomination, recognizes a member's personal and professional contributions to NMA and the community. This year's winner, **Tonya Allen**, President and CEO of The Skillman Foundation, aligns the complexities of education reform, urban revitalization and public policy to improve the well-being of Detroit children. She served as the architect of the 10-year, \$120-million Good Neighborhoods Initiative, and was deeply involved in the development of education strategies including the Coalition for the Future of Detroit School Children.



Leader of the Year

The Leader of the Year award recognizes an individual team leader or manager for significant accomplishments as a manager and leader among both work and personal life.

This year's recipient, **Orin M. Lewis**, Director, Provider and Web Help Desk Servicing, was recognized for his tireless efforts, dedication to managerial excellence, personal and professional growth and leadership development. He and his Web Support Help Desk team was recognized as a world-class customer service organization by Service Quality Measurement for 2 consecutive years in 2016 and 2017.



Member of the Year

This award recognizes NMA members for their efforts to promote and support the BCBSM NMA chapter.

This year's recipient, **Christina Frison**, senior analyst, Provider Outreach, leads a team of NMA members for our nationally recognized digital publication, *blueprint*. Her team says they are constantly learning from her and desire to become more involved based on her dedication and love for NMA. She makes lemonade out of lemons and then shares with everyone.



Executive of the Year

This award recognizes a VP who has gained significant recognition for leadership accomplishments over the past 24 months, while conducting themselves in accordance with the NMA Code of Ethics.

This year's recipient, **Terry Burke**, Vice President, Individual Markets, leads a business segment that serves 200,000 individual members and generates \$1.4 billion in revenue. Under Terry's direction, BCBSM has captured the largest share of the individual health care insurance market in Michigan. Terry championed the launch of the first ever Customer Relationship Management (CRM) system for BCBSM in 2016. This groundbreaking effort for the IBU will eventually modernize the enterprise efforts in distribution, marketing and customer experience.

NMA BlueNightsSM Mixer highlights with Pam Yanis

Writer, Dena Dalal, senior analyst, Key & Large, Auto, URMBT, and Web Support Servicing

The sun was shining, the birds were chirping, and NMA members were gathering at Santorini Estatorio for a 'final NMA send-off' to long time supporter Pam Yanis, as she prepares for retirement. Pam is well-known for her previous work as Director II of Provider Inquiry Operations, and currently works in ODLM, but for NMA, she is so much more.

To the NMA Board, VP's and members, Pam is a 'cheerleader.' She has been instrumental as an active participant on the NMA Board of Directors in championing change and reaching out when appropriate. Pam has lead the efforts of NMA by promoting professional development, instilling leadership principles in the membership and encouraging all to get involved. Even during her event, she chatted with patrons encouraging them to be more involved and use NMA to build their leadership skills.

Nearing the end of the event, Pam took a few moments to talk about her dear friend, James Lang, and the positive mark he left, not only on NMA but BCBSM as a whole. Following a brief moment of silence to remember James, Pam thanked everyone for their support of NMA while encouraging them to be more involved. She was presented with an award in recognition of her service by current President Brian Wilkes. It was truly a joyous evening, celebrated by all.

Oh behalf of all NMA members, 'Thank You' Pam for all you have done for our great organization. Your presence will surely be missed.

On behalf of the NMA BlueNightsSM Mixer committee, thank you to all hosts, and members who attended our events. Thank you for your continued support and we look forward to seeing you at next year's events starting in September.



Pam Yanis speaks to NMA members at Santorini's as NMA board members look on.



Pam receives a service recognition award from NMA President Brian Wilkes.



Tina Alonzo, Pam Yanis and Brian Wilkes



NMA members (front row) Cathy Longo, Tina Alonzo, Dena Dalal, Pam Yanis, Tory Niceswander, Phyllis Stewart, Karema Bobbitt, Dorethia Kelly; (back row) Nancy Bennett, Angela Hollis, Lisa Drayton, AJ Ghasham and Brian Wilkes.



Pam Yanis and long time friend Leola Burrell



Valerie Keese, Dawn Hutson and Nancy Bennett



Angela Hollis, Karema Bobbitt and Leola Burrell



NMA member
Sheryl
Johnson -Fambro

Cultivating the Passion of Leadership



Chapter #141
2016-2017



Greetings NMA Members,

On behalf of Brian Wilkes and the NMA Board for 2016-2017, thank you for sharing our vision of “Cultivating the Passion of Leadership.” We hope that the speakers and programs we offered this year helped you achieve personal and professional goals.

We encourage you to maximize your membership in NMA in every way. We look forward to serving you in the next year with President Tina Alonzo and her team.



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

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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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President: Brian Wilkes
President-Elect: Tina Alonzo

Board Members

Dreamai O. Crenshaw
Lisa Drayton
Aj Ghasham
Sharese Hogan
Angela Tanner
Joslynn Collins
Pam Yanis

Secretary

Angela Hollis

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Lifetime National Director: Nancy Bennett
Lifetime National Director: Cathy Longo

Executive Advisors

Laura A. Byars
Jim Kallas
Darrell E. Middleton

NMA Officers

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

Diversifying the Image of Leadership



July 2017

In this issue:

- From the desk of our President
- New Member Corner
- "The Path to Credible Leadership"
Lunch & Learn with Rod Covey
- *Breaktime*, "Are you Getting the most out of YOUR Membership?"
- NMA Code of Ethics and Statement of Principles

Working
together

join collaborate partner share connect community work unite move create build

NMA National Mission Statement

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



Diversifying the Image of Leadership



From the desk of our President



Tina Alonzo
NMA President, 2017-2018

Greetings BCBSM Leadership Development Association Members:

I am excited and appreciative for this opportunity to serve as your President for the 2017-2018 NMA chapter year. I am completely committed to excellence in every aspect of this role.

The theme for the 2017-2018 NMA chapter year is, "Diversifying the Image of Leadership." This theme is driven by a vision that recognizes and acknowledges the importance of a diverse and culturally competent workforce integrated into business. This will require leadership that champions this vision. Diversity encompasses the "full spectrum of human difference." This scope of responsibility not only includes visible appearances, but varying styles of leadership, communication and thinking, as well as skills that are driven by experiences, personalities, and strengths. These are revealed through thought, interaction, and decision making. This ultimately diversifies the image of leadership and allows us all to lead in fashion.

I am fortunate to have outstanding support in fulfilling the vision of this chapter year's theme, including my Vice President team. In preparation, we attended the annual NMA National Chapter Leadership Training (CLT) and participated in educational sessions, group-based discussions, and hands-on workshops focused on best practices, which provide chapter level leadership development opportunities.



[Tory Niceswander](#)
Professional Development



[Dena Dalal](#)
Program Administration



[Dorethia Kelly](#)
Finance



[Karema Bobbitt](#)
Public Relations



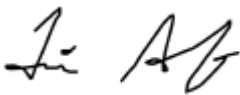
[Phyllis Stewart](#)
Administration & Recognition

From the desk of our President (continued from page 2)

We welcome your feedback throughout the year on how best to meet your needs in leadership development, chapter involvement, and volunteering. A member survey will come to your mailbox soon. [Be Aligned](#) in supporting the survey, as it is important to our NMA and Blue Cross culture and ensures that necessary adjustments are made. Please be heard.

I challenge you to increase your levels of involvement in NMA lunch and learns, membership meetings, mixers, community events, the Annual Speech Contest, and [website](#). Don't forget to bring potential members along!

Best Regards,



We are currently in the planning stages for the 2017-2018 NMA chapter year to bring value-added events, which would include: speakers to our monthly meetings, networking opportunities through BlueNightsSM Mixers, professional development through 'lunch and learns' and community outreach activities. Stay tuned for an expanded listing of upcoming calendar events.



NMA Calendar of Events

| | | |
|-------------|---|--|
| August 2017 | <p>National Professional Development "Improving Communications in a Busy World"</p>  | Presented by Reneé Brooks Thursday, August 17, 2017 12 p.m. and 3 p.m. |
|-------------|---|--|

New Member Corner



As a member of NMA, you are now a part of a great group of leaders, striving to live out our theme “Diversifying the Image 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.

| | | | |
|-----------------|----------------------|------------------------|------------------------|
| Rahul Baweja | Emily Fox | Sivaram Pillai Perumal | Tamieka Thornton |
| Lorrie Brown | Judy Herod | Kenia Player | Kirk Vogeley |
| Sharnee Brown | Derek Jose | Rosalind Powell | Leland Walker |
| Michael Bryson | Kristen Kangas-Kraft | Sean Quigley | LaShaunda Webb |
| Ashley Carter | Kelly Lange | Krysta Silveri | Denise Welch |
| Mary E. Clark | Michael Manthey | Darrell J. Smith | Yolanda Williams-Davis |
| Carla Ervin | Draga Nesin | Stephanie Springer | Jerome Yahrmatter |
| Raylene Ferris | Fonda Overton | Brett Szuch | *Suzan Hyssen |
| LaShelda Firmin | Maisha Peters | Todd Tarkowski | *Shiesha Matthews |

Get Involved! Member Benefits

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



“The Path to Credible Leadership”

with Rod Covey

By Tory Niceswander, security team leader, Enterprise Security

On Thursday, July 20, NMA gathered at three locations for a webinar presentation by Rod Covey, Chief of Police for the Port of Seattle. In this lunch and learn webinar, Rod covered vital steps each person can take to becoming a credible leader. Listed below are key take-aways:

- The key components to credible leaders are being honest, competent, inspiring, and forward-looking.
- A leader is successful when their followers respond.
- Poor leaders create disengaged employees and it is those leaders that push good employees to leave their job.
- People leave their leaders not their organizations.
- Don't punish employees for honest mistakes; empower them to make decisions and create a safe space for mistakes.



Everyone is a leader in some capacity, whether at work, at home or in a community organization. As leaders, Rod suggested that we all take ownership of our professional development. Being honest and up front with those on your team leads to trust. Everyone can enhance their skills and show their talents when given an opportunity.

We all have the capability of inspiring people to be forward-looking; this just means *progressive, enlightened, ambitious* and *bold*. Within our corporation, we can look to our Cultural Belief Statements as a genuine path to credible leadership.



**Reprinted with permission from NMA Breaktime, our national organization's publication.*

Are You Getting the Most out of YOUR Membership?

Wendell M. Pichon, CM / 2005 NMA Chairman of the Board



There is more than just being a member in NMA...THE Leadership Development Organization. If all you have done is submitted your membership application, you are missing out on a lot. The founder of NMA, Charles F. Kettering, stated; "The Opportunities through NMA are unlimited. One needs only to participate." Notice he used the word, "Participate!" NMA is constantly working to prove value to all our members. NMA's mission statement is to offer leadership development products and create opportunities that maximize the potential of our members. There is much to be gained by joining an organization of your peers. YOU only need to PARTICIPATE!

Network with your peers

NMA is a national network of company-based, in-house chapters, representing organizations such as healthcare, aerospace, government, manufacturing, utilities, communications, and defense. Professional Networking provides you the opportunity to meet like-minded peers and exchange ideas about your

companies, thereby enhancing your next job search. From General Membership meetings, lunch and learns, annual Chapter Leader Training sessions, Annual Conferences and Council Activities, your membership offers many opportunities to meet people with similar professional interests and goals.

Professional Development is what NMA is about ~ Take Advantage!

NMA provides a sustainable development approach that creates an active leadership experience based on our needs and development goals...with affordable access to relevant resources and national networking opportunities. In addition;

- *NMA is the leadership laboratory where theory meets reality.*
- *NMA is constantly searching for new Professional Development opportunities to offer our members.*
- *NMA is the partner that helps businesses accelerate and leverage leadership talent...where talented people begin to populate a company's leadership pipeline.*

Grow within your community

Chapters are encouraged to support worthwhile community projects that allow the chapter, organization, or company to become "good citizens." There are a variety of community activities where chapters of all sizes can become active participants. Many chapters dedicate time and resources to spreading goodwill in the places where their members live, work, and play. Recruit chapter members who enjoy working with young people and who are interested in becoming involved or already involved in Community Service Projects.

(Continued on page 7)

Getting the most out of YOUR membership (continued from page 6)

Community involvement is an essential component of NMA. Our chapter volunteers enjoy the impact they have and the lives they touch. Below are pictures from past events.



Gain leadership experience

Becoming a member and participating can offer opportunities to develop your own leadership skills thereby increasing your opportunities for other leadership challenges within your company. Accepting an officer or board-level position after gaining some experience within a chapter will offer greater networking opportunities that can help you make a name for yourself and add more experience to your resume.

Discount Benefits

Are you aware of all the benefits included with you NMA membership? See the entire list of benefits at: <https://nma1.org>

REMEMBER – “When you join a professional organization, **PRICE** is what you pay for your membership. **VALUE** is what you get by becoming a participant.”

Wendell M Pichon, CM

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Angela Hollis
Rachel E. Hubers
Orin M. Lewis
Brian Wilkes
Matthew Zelman

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TBA

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VP Public Relations: Karema Bobbitt
VP Finance: Dorethia R. Kelly
VP Administration and Recognition: Phyllis Stewart



Coming Attractions in *September*



BlueNightsSM Mixer
with Steve Anderson
at Exodos Rooftop Lounge

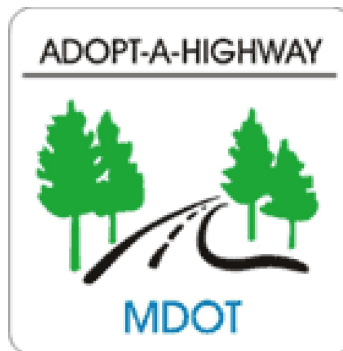


NMA Member Meeting
with Mark Ostach
at The Atheneum Suite Hotel

August

In this issue:

- From the desk of our President
- NMA BlueNightsSM Mixer with VP Steve Anderson
- NMA Member Meeting with Mark Ostach at Atheneum Suite Hotel
- New Member Corner and New Member Spotlight
- NMA Members save on back to school items at Office Max/Office Depot
- September Community Involvement: Adopt-a-Highway
- NMA First Online Auction
- 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.



Diversifying the Image of Leadership



From the desk of our President



Tina Alonzo
NMA President, 2017-2018

Greetings BCBSM Leadership Development Association Members:

As we wrap up the planning stages of our year, we have much to look forward to. In *Diversifying the Image of Leadership*, meeting our members' diverse needs is a priority. Currently, we have 329 responses to the membership survey. I encourage every member to let your voice be heard. Each of you have made the first step in being personally invested in your professional development. Now be encouraged to expand the scope of your development with active participation in NMA.

I am confident everyone is in great anticipation for the upcoming year. Based upon your feedback, enhancements are being made within each vice president's committee to provide value added opportunities for participation and development. I recently attended the Leadership Learning Series in July regarding "Recognition: Ideas, Trends, Best Practices, and Proven Strategies" hosted by Laura Byars, VP of Human Performance, and Valerie Keesee, Director of Organization Development.

In support of this leadership learning, Phyllis Stewart, VP of **Administration & Recognition**, will be working to find various opportunities throughout this chapter year to recognize NMA members who are doing great work. Her team will also explore opportunities to enhance our NMA SharePoint site and develop a chapter website.

Tory Niceswander, VP of **Professional Development**, will provide opportunities to interested members to obtain the [Certified Manager](#) certification offered through the Institute of Certified Professional Managers and the College of Business at James Madison University. Tory's team will also offer monthly professional development webinars, providing opportunities to gain Continuing Education Credits (CEUs) while promoting topics available in BlueTalent. We plan to explore opportunities for a Mentorship Program and reach out through a professional development newsletter called "The PD Exchange."

Dena Dalal, VP of **Program Administration**, has been reaching out to dynamic speakers and novel venues to support value added membership meetings with sit-down meals. When you RSVP, please ensure to [Embrace Lean](#) by keeping your commitments. Do Different, Do Better!

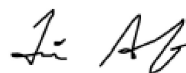
From the desk of our President (continued from page 2)

Karema Bobbitt, VP of **Public Relations**, is bringing fresh venues, structure, and activities to our BlueNights MixersSM, as well as diverse community activities and improved event communications.

Dorethia Kelly, VP of **Finance**, will provide a 2017-2018 end of year financial status and ensure our finances remain balanced.

Get excited! See you on September 13th at our first NMA BlueNights Mixer.

Best regards,



BlueNightsSM Mixer

Steve Anderson

Vice President
Provider Contracting & Network Administration

Please join us

Wednesday, September 13, 2017

5:00pm - 8:00pm

Exodos Rooftop Lounge
Greektown

529 Monroe Ave

Detroit, MI 48226

Light appetizers will be served

Parking is available at the Congress Parking Deck

For more information contact:

Marschelle Drake or Christopher Anderson

NMA's Member Meeting Kickoff with Mark Ostach



The first meeting of our NMA year will be held on Thursday, September 21, 2017 at the International Banquet & Conference Center, at The Atheneum Suite Hotel.

Dynamic, charismatic and interactive are just some of the adjectives used to describe **Mark Ostach**, NMA's special guest speaker.

Mark's mission is aimed at 'digital health' and what he calls 'i-Drenaline' - the 21st century neurotoxin that is robbing us of the peace, joy, and meaningful connects that many of us may crave. In Mark's uplifting talk, he will explore how your devices impact your mind, body and spirit and offer ways to help improve your digital health. His goal is to have members learn how to better manage email overload, reduce employee burnout, and increase productivity, among other things.

More information on Mark and his techniques can be found on his website: [Mark Ostach](#). A meeting invitation will be forthcoming. We look forward to seeing you all in September.

*Have questions, suggestions or concerns?
We welcome your feedback!*



[Tory Niceswander](#)
Professional Development



[Dena Dalal](#)
Program Administration



[Phyllis Stewart](#)
Administration & Recognition



[Karema Bobbitt](#)
Public Relations



[Dorethia Kelly](#)
Finance

New Member Corner



Carmella Baldino

Robert Donald

Kevin Fraeyman

Rajitha Marri

Karyn McClary

Raquel Palamar

Kimberly Taylor

Todd VanTol

As a member of NMA, you are now a part of 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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- Networking through monthly meetings and mixers
- Professional development through workshops and “lunch and learn” sessions
- 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 2017 and 2018 for you to begin networking and meeting other NMA members. Check out our calendar in *blueprint*.

We also perform various community involvement services throughout the year. We’d love for you to be in attendance.

For more information about all other upcoming events, please visit [NMA’s SharePoint](#) site.

We look forward to seeing you at the next event!





Shines on... Raquel Palamar

We are always delighted to have new members introduced to the rest of our chapter. Our newest addition is a young lady who has been with Blue Care Network for over six years. Raquel has over a decade of pharmacy technician experience. Before coming to Blue Care Network, she worked as a certified pharmacy technician at Walgreens and St John's Hospital. She is an alumna of Cass Technical High School and grew up on the Eastside of Detroit.



In her current role as a Prior Authorization Specialist at the BCN Pharmacy Help Desk, she assists doctors and their staff with medication requests. On average, she handles over thirty requests per day. Raquel and her team help enhance our BCN member experience by working within the required timeframe of 24/72 hours, 7 days a week to process these requests.

She was encouraged by Ciera Clark, health care analyst, to join NMA. It is her desire to meet new people, gain leadership training, and network with the NMA membership. One of her favorite leaders is Michelle Obama. For her continued professional development, Raquel is completing coursework in Applied Science at Schoolcraft College towards her degree.

When she is not working at BCN, Raquel volunteers in Pontiac, delivering food once a month to needy dogs. I asked her if she could go back in time and have a conversation with her 18-year-old self, what career advice would she give? She responded: "*Education is everything.*" The phone app she can't live without is Facebook. She is excited that the Little Caesars Arena is being built because her favorite team, the Detroit Red Wings, will play there. If you're in the Detroit Tower, take some time and say 'hello' to Raquel ("Rocky") Palamar.

Office DEPOT
OfficeMax

It's Back to School Season!

NMA members save more!



Up to 80% off on preferred products



Thousands of products discounted below retail



Free next-day delivery on online orders over \$50

(excludes furniture)



100% satisfaction guaranteed!

Save more when you shop for school supplies this year! As a member of the National Management Association you can enjoy exclusive savings at Office Depot / OfficeMax. Utilize your NMA member benefit by shopping online, or printing a free Store Purchasing Card to use at any Office Depot or OfficeMax location.



SHOP NOW!

For more information, visit: officediscounts.org/nma

Join the NMA for our September Community Involvement Event!



Location: Woodward Ave. - Meeting area is located in the shopping plaza parking lot on the south-west corner at 12 Mile Road.

Date: September 23, 2017

Time: 8:30 AM – 11:00 AM

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

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 road-way is recommended.

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

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, volunteers are invited to breakfast at O'Mara's in Berkley which is located on 12 Mile Road and Coolidge. (NMA members are complimentary)

If you are interested in volunteering for this event, please reserve your spot per this link: [Adopt-A-Highway 2017](#)

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.

Ronnie Adams
Community Involvement Chair
NMA – BCBSM Chapter #141
radams@bcbsm.com
248-621-2350

Tameka Pea
Community Involvement Co-Chair
NMA – BCBSM Chapter #141
tpea@bcbsm.com
313-225-7196

NMA Professional Development: Improving communications in a busy world

Written by Sheryl Johnson-Fambro, specialist, Market Communications

Bombarded by self-replicating, redundant emails? Locked in e-mail jail? On Thursday, August 17, Renee Brooks, Senior Communications Specialist at Mission Support Alliance, led a lively webinar presentation on improving communication in our increasingly busy, data saturated workplaces. The webinar was viewed at various locations around Blue Cross and BCN by NMA members seen taking serious notes during her hour-long, information packed presentation.

Opening with the George Bernard Shaw quote that, “The single biggest problem in communication is the illusion that it has taken place,” Renee explained how the illusion of being an effective communicator breaks down when it’s been determined that the intended message is not received, or not properly processed by the intended receiver.

Communication is such a wide ranging, highly complex subject that fundamental to its understanding is an appreciation for the two elements integral to its evolution: methods and audience. From playful tin cans on a string to satellites in space, communication technology morphs daily. Yesterday’s phone booth is today’s Bluetooth enabled car. And today, a multi-generational workforce sits together in a corporate presentation to process information via highly individualized methods. Renee has these highlights for communicating effectively in today’s information drenched world.

- **Listen.** It’s the foundation of effective communication. Learn to listen and then practice listening. Listening to understand requires eliminating distractions. Listening with the goal of simply responding is a fast way to create misunderstanding.
- **Be organized.** What’s the intended purpose of your communication effort? Renee presented a slide of a communication impact grid, showing levels of purpose, ranging from low-level entertainment purpose to highest level taking action purpose, the most difficult to achieve.
- **Plan.** Make a commitment to prepare a formal communication plan, even for the most basic communication piece: who, what, where, when and how.

To clear clutter from internal corporate communication, Renee suggested the following tips:

1. Since people don’t read everything you write, get to the point. Be concise and edit for impact.
2. Cut “weasel words,” like *really, so, and then*; they don’t advance your message.
3. Reduce redundancies: ATM machine, hot-water heater.
4. If possible, avoid the word “but” in a sentence; it’s usually ignored.
5. Use a simple greeting when sending an email; personalizing your message makes it effective.
6. “Keep it simple, silly” (KISS). Know your audience when composing correspondence.

If you missed it, Renee’s entire video presentation is scheduled to post on the NMA website.



Our FIRST Online Auction!

We are hosting our first [Online Auction](#) to support the NMA Leadership [Speech Contest](#). For 15 years, we have hosted the Shorey [Silent Auction](#) at the NMA [Annual Conference](#). Now, for the first time ever, you may participate online! This means that **ALL** NMA Members are able to participate, regardless of whether or not they plan to attend the conference.

What's more, we have seven rare and unique items lined up for you to bid on. Click the button below to learn more:

[Online Auction Information](#)

MyNMA: To bid in the [online auction](#), you must be logged into a [MyNMA account](#), because we don't have a reliable way to track bid(s) otherwise. It's also a way to filter serious bidders and block fake accounts. MyNMA is free, and can take as little as 10 minutes to set up. If you aren't signed up for MyNMA yet, [click here](#) to get started today. However, we do **not** require a MyNMA account to purchase an item for the "Buy Now" price. Simply click the red "Buy Now" button to add the item to your cart, and proceed to checkout normally.

Shipping Information: If you win an item in the online auction, or purchase an item with the "Buy Now" button, the item will be shipped from the conference site in Clearwater Beach, FL. Shipping charges will be incurred, and will either be added to your total or charged separately via an invoice.

[How do I register for a MyNMA account?](#)

All NMA Members are eligible for a free MyNMA account on our website. To verify your NMA Member ID and the Temporary Passcode contact NMA National Headquarters:

(937) 294-0421
nma@nma1.org
 Office Hours
 Monday-Friday
 7:30AM – 5:00PM

Auction Items for 2017:

- [Country Music Superstars Guitar](#)
- [Star Wars Cast 16 × 20 Movie Poster](#)
- [Game of Thrones Cast 11 × 14 Photo](#)
- [Minions Cast 11 × 14 Animation Art](#)
- [Dale Earnhardt Jr. 11 × 14 Photo](#)
- [Stan Lee Spiderman Sketch](#)
- [NFL Hall of Fame Limited Edition Helmet](#)

SAVE the DATE

NMA Calendar of Events

| When | Who | What | Where |
|---|---|--|--|
| Wednesday, September 13 5:00 to 8:00 p.m. |  Steve Anderson vice president, Provider Contracting & Network Administration | BlueNightsSM Mixer | Exodos Rooftop Lounge - Greektown 529 Monroe Avenue Detroit, MI 48226 |
| Friday, September 15 12:00 to 1:00 p.m. |  | Professional Development, Lunch & Learn Event | Granite City Food & Brewery 100 Renaissance Center, #1101 Detroit, MI 48243 |
| Thursday, September 21 4:30 -5:00 (registration) 5:00 – 8:00 (presentation and dinner) |  Mark Ostach Guest Speaker | NMA Member Meeting | International Banquet & Conference Center, The Atheneum Suite Hotel 1000 Brush Street Detroit, MI 48226 |

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.

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President: Tina Alonzo
President-Elect: Aj Ghasham

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Lisa Drayton
Angela Hollis
Rachael E. Hubers
Orin M. Lewis
Danita Ford-Vaughn
Brian Wilkes
Matthew Zelman

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blueprint[®]



September

In this issue:

- From the desk of our President
- New Member Corner and New Member Spotlight
- "Disconnect Me" with Mark Ostach
- Adopt-a-Highway: NMA members beat the Saturday heat
- October Community Involvement: Fall Harvest Festival at Drew Farm
- NMA BlueNightsSM Mixer
- 'Lunch and Learn': STEM Leader discussion and highlights
- 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.

Diversifying the Image of Leadership



From the desk of our President



Tina Alonzo

NMA President, 2017-2018

Greetings BCBSM Leadership Development Association Members:

Several chapter events were held this month, including the first NMA BlueNightsSM Mixer at Exodos, hosted by VP of Public Relations, [Karema Bobbitt](#); the [2017 Women of Color STEM Conference](#) Host Committee Lunch Meeting offered by Professional Development; and the first NMA Monthly Member Meeting at Atheneum Suite Hotel with keynote speaker [Mark Ostach](#).

If you missed any of these events, review the associated articles below for information on mixer activities, increasing your digital health, and benefits around the STEM conference. Also, if you haven't had the chance to do so, please take a look at the *PD Exchange* and reach out to the VP of Professional Development, [Tory Niceswander](#), if you have a question you would like featured in 'Ask an Executive'.

I hope to see everyone at the next NMA community involvement event (10/7); Professional Development events (10/12 and 10/18) and the monthly member meeting (10/18). Please reference the 'NMA Calendar of Events' page for further details.

In support of our theme this chapter year, *Diversifying the Image of Leadership*, consider completing the BlueTalent trainings below to learn and leverage varying styles of leadership, communication, and thinking:

- **The Voice of Leadership: Effective Leadership Communication Strategies** – How effectively leaders accomplish the objectives of sharing vision and plans, delegating, coaching, and motivating people depends on how well they can *adapt their leadership communication style* to suit the situation.
- **Decision Making Quiz** – This brief quiz is an opportunity to personally reflect on how you approach *various aspects of decision-making*. You will receive personalized feedback on how you answer the quiz.
- **My Decision Making Style** – My Decision Making Style provides a *deeper understanding of how you make decisions* and involve others. First, complete a situation-based assessment online and then attend a webinar where you will learn how to interpret your customized report. There's a \$50 participant cost center fee – contact [Valerie Keese](#) to sign-up.
- **Your Role in Workplace Diversity** – You'll explore strategies to help you become aware of your attitudes toward diversity, increase your acceptance of diverse cultures, people and ideas and become an advocate for diversity within the workplace.

Best Regards,

New Member Corner



| | |
|--------------------------|--------------------------|
| Kyron Bridges | Christopher Laney |
| Jeremy Carranza | Amneh Salama |
| Lindsay Combs | Kathyn Schultz |
| Erica Conley | Elizabeth Stenger |
| Leah Fairbanks | Ashley Trefney |
| Ohanio Fredericks | Sarah Winters |

As a member of NMA, you are now a part of 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

- Networking through monthly meetings and mixers
- Professional development through workshops and “lunch and learn” sessions
- 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 2017 and 2018 for you to begin networking and meeting other NMA members. Check out our calendar in *blueprint*.

We also perform various community involvement services throughout the year. We’d love for you to be in attendance.

For more information about all other upcoming events, please visit [NMA’s SharePoint](#) site.

We look forward to seeing you at the next event!



A graphic of a spotlight shining down on a dark blue background with white stars.

Member Spotlight

Shines on...

Ohanio Fredericks

It's the most wonderful time of the year. That's right, Fall season is upon us. For many in Michigan that means hay rides, cider and doughnuts, apple picking and bonfires. For our newest member, Ohanio Fredericks, that entails watching professional and college football. Fredericks completed his undergrad and graduate studies at the University of Michigan – Dearborn. Go Blue!



Ohanio's current role is Auditor II in Corporate Audit & Advisory Services. What he enjoys best about his position is that he has the ability to learn about the different parts of the organization. This includes meeting people who make things happen for employees and our members. He has a genuine love of numbers; that love lead him to pursue his bachelor's degree in accounting. He expressed: *"I chose public administration for my graduate degree because of my interest doing work for a nonprofit someday. An MPA is similar to an MBA in many ways. The biggest difference is an MPA views things with a governmental and nonprofit lens."*

Ohanio's professional growth and networking is why he chose to join the NMA. His favorite TED talk is by Dan Pallotta, entitled: *"The Way We Think About Charity is Dead Wrong."* [Click here](#) to check out the TED talk.

When he is not working, he enjoys spending time with his beautiful wife. It just so happens, they are newlyweds who just returned from their honeymoon in Sonoma, California. This city is known for its beauty and vineyards. So, if you're not busy, take time and get to know Ohanio.

“Disconnect Me”: taking back control of your digital health

Writer Dana Bell, analyst, Pharmacy Services Interface



Speaker Mark Ostach discussed digital health to a packed room at Atheneum Hotel.

The September Monthly meeting was held inside Atheneum International Hotel on Monroe. The actual word *atheneum* is defined in Webster's as a room for which books, periodicals, and newspapers are kept for use. The Greeks used this term when referring to the goddess Athena, who was Zeus' favorite daughter and the deity of wisdom and war. This is ironic because we gathered there to learn about digital health.

The atmosphere was a breath of fresh air, considering the summer-like temperatures outside. Aside from our NMA volunteer greeters, it was a pleasant surprise to be met by Steve Bailey, who is the Executive Director with the NMA. His energy, smile, and laughter were wonderfully engaging. Steve's delightful personality matched perfectly with the ambience and tasty hors d'oeuvres provided.

The official start of the meeting began with a welcome from our president, Tina Alonzo. Following the welcome, we pledged our allegiance to the flag and recognized new members. Our guest speaker, Mark Ostach serenaded us with his uncharted hit “Disconnect Me.” It boggles the mind why that song hasn't reached platinum status yet! Mark wrote this poem to describe the love/hate relationship he has with his phone. He began his presentation with viewpoint questions: *“Do you check your phone first thing in the morning? Do you check your phone before you go to bed?”*

Mark began his presentation by telling us about himself. He works as an account lead at Skidmore Studio. Mark is an alumnus of Albion and Walsh Colleges where he studied and completed coursework in psychology and informational systems. He's also a happily married father of two. He is a recipient of *Crain's Detroit Business* 20 in their 20s and Oakland County's 40 under 40 awards.

Mark continued his presentation and took a canvass of the room, asking, “Who here has two phones?” It was interesting to note that half of the attendees had in their possession a work phone and a personal phone. He continued by educating us on the very real epidemic, Internet Addiction.

(continued on page 6)

“Disconnect Me” *(continued from page 5)*

Due to new technology, we consume a lot of information digitally, within minutes. We have not taught ourselves the approximate guidelines for screen time. There are current baby bouncers and car seats sold on the market that include space for tablets. The demand to be connected to our devices is so high even KFC has begun to sell [charger boxes](#) with the purchase of meals in India. The game *Pokemon Go* doubled ER visits because people walked into walls and other objects. In fact, Salesforce CEO Marc Benioff deleted his Facebook account because it was becoming too overwhelming.



NMA members take part in an interactive discussion about countering bad digital habits.

There is hope to disconnect from our electronic devices. Here are five ways Mark suggested to improve our digital health:

1. No digital gadgets at meal time
2. Sleep device free. Get a real alarm clock!
3. Take a digital fast at least one hour a day.
4. Make eye contact when talking.
5. End your digital day by 9:00 p.m.

The best tip he provided: ***Go outside and get some fresh air.***

At the end of Mark's presentation, attendees were encouraged to take a [digital pledge](#) to regain a healthier technology balance in their lives.

Next, Steve Bailey told us a fantastic story about NMA's National Convention down in Clearwater, Florida and its cancellation due to hurricane Irma. The presentations which would have been made were then given to our chapter:

Outstanding Award – Community Services Award
1st Place Publications/blueprint
Chapter Programs Award

Matt Zelman graciously accepted these plaques on behalf of our chapter.



NMA members stand together to take the accountability pledge for digital health.

Adopt-a-highway: NMA volunteers beat the Saturday heat

Writer, Christina M. Frison, senior analyst, Provider Outreach

We'd like to thank everyone who braved the early morning heat at our first volunteer event, Adopt-a-Highway. Summer refused to relinquish the season to Fall with temps in the mid-70's by 8:30 a.m. on Saturday, September 23. NMA members arrived ready to work, as we all geared up with our gloves, Adopt-a-Highway refuse bags and yellow M-Dot vests.

As in past years we had a great turnout of NMA members who assist with keeping an adopted median clean on Woodward between I-696 and 12 Mile Road. A sense of camaraderie is always built when we work together. You get to meet and work with members throughout the company while giving back to neighborhoods. It's efforts like this that continue to propel NMA as a leader in community involvement. Consider joining us at future community volunteer events.

After two hours of hard work, the team headed to O'Mara's in Berkley to share morning breakfast and good company.



Pictured left: Jackie Edwards and Nicole Beiermeister

Pictured below: Ann Charlick, Dionis Mikols, Jackie Edwards, Jacquelyn O'Connor and Matt Zelman.

Not pictured: Ronnie Adams, Tina Alonzo, Karema Bobbitt, Christina Frison, Sharese Hogan and Tameka Pea



Join the NMA for our October Community Involvement Event!

Event: *Fall Harvest Festival* with Detroit School Garden Collaborative

Location: Drew Farm at Drew Transition Center

9600 Wyoming

Detroit, MI 48204

Date: Saturday, October 7, 2017

Time: 8:00 AM-12:00 PM

Description:

Detroit Public School Community District is hosting a Fall Harvest Festival at Catherine Ferguson Farm! There are a variety of opportunities for volunteers, please see below for options.

- ♦ Setup (i.e. tables, chairs, activity stations), **8:00-10:00am**
- ♦ Station Leaders, Entrance Greeters, Registration, **9:30-11:00am**

Participants must:

Be 14 years of age to participate (if you plan to bring family or friends).

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

[Fall Harvest Festival 2017](#)

Please feel free to contact us if you have any questions or concerns. Please include "Fall Harvest Festival" in the subject line of your email to NMAChapter141@BCBSM.com

Ronnie Adams
Community Involvement Chair
NMA – BCBSM Chapter #141
radams@bcbsm.com
248-621-2350

Tameka Pea
Community Involvement Co-Chair
NMA – BCBSM Chapter #141
tpea@bcbsm.com
313-225-7196



NMA BlueNightsSM Mixer

Writer, Dena Dalal, senior analyst, Key, Large, Auto, & URMBT Servicing Center

To kick-off the 2017-2018 BlueNights Mixers, NMA members were invited to Exodos Lounge for a roof top networking party. It was a hot day in September - the doors to the patio were open and members were enjoying a networking game.

Each person was required to pick a color, then find someone they didn't know with the same color and answer four questions about themselves. As an introvert, I normally keep to myself and only speak when spoken to at mixers. However, if I wanted to get the most out of my NMA membership, I knew it was time to get on the networking bandwagon!

This fun game gave us the opportunity to meet new people and actually converse about things that matter to us. One of the questions were, "where do you want to be in five years?" My answer of choice was "retired!"

Although the mixer co-host was unable to attend due to scheduling conflicts, the event was still a hit. We enjoyed light appetizers, Exodos' wonderful ambience and a fabulous patio experience. On behalf of the NMA BlueNights Mixer committee, thank you to all who came out for our kick-off. Stay tuned for upcoming event invites.



NMA Members Cecelia Carroll and Janice Gardner



NMA VP's Karema Bobbitt and Dena Dalal



NMA members enjoyed the atmosphere of Exodos Lounge. Pictured here are Stephanie Bracken, Kevin Fraeyman, Lisa Pointer, Sherry Mitchell, Anastasia Rokas and Evan Chan.

**'Lunch and Learn' highlights:
2017 Women of Color STEM Conference**

Writer, Tawana Barton, senior service rep, Employee Benefits



Monica Emerson



Glenn McIntosh

The Science, Technology, Engineering and Math (STEM) Conference held at Granite City was an empowering networking event that encompassed powerful and former leaders from the automotive and educational community in Detroit.

Speakers Monica Emerson, National Chair for the Women of Color STEM Conference and Glenn McIntosh, VP for Student Affairs at Oakland University shared their journeys of diversity within various business sectors and their quest to increase and maintain women of color in science, technology, mathematics and engineering. To achieve this goal, various leaders have partnered with automotive and community leaders, educators and human resource professionals. We are excited about what they are doing to influence change.



WE DID IT AGAIN and it's because of YOU! The NMA-BCBSM Leadership Development Association #141 in Detroit, Michigan has demonstrated exemplary leadership and has successfully completed all requirements for the following:

**Outstanding Award
Community Services Award
1st Place Publications / blueprint
Chapter Programs Award**



NMA Calendar of Events

| When | Who | What | Where |
|--|--|---|---|
| Friday, October 13 12:00 to 1:00 p.m. |  \$ound Money Management Joseph Samples III Samples & Young | Professional Development Lunch & Learn Event | Tower, Dining Room E with WebEx option |
| Wednesday, October 18 3:00 to 4:00 p.m. | CM Informational Session Kimberly Raetano, CM Security officer II Enterprise Security | PD Certified Manager Session | Tower, Dining Room C |
| Wednesday, October 18 4:30 -5:00 (registration) 5:00 – 8:00 (presentation and dinner) |  Bridget Hurd senior director, Diversity & Inclusion | NMA Member Meeting | Charles H. Wright Museum of African American History 315 E. Warren Ave Detroit, MI 48201 |

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October

In this issue:

- From the desk of our President
- New Member Corner
- New Member Spotlight
- Harvest Festival Highlights
- NMA October Member Meeting with Bridget Hurd
- Lunch and Learn: Becoming Financially Sound highlights
- November Community Involvement Opportunity
- NMA Calendar of Events
- NMA Code of Ethics and Statement of Principles



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

Diversifying the Image of Leadership

From the desk of our President



Tina Alonzo
NMA President, 2017-2018

Greetings BCBSM Leadership Development Association Members:

Hopefully everyone had the opportunity to attend one of the October events: Community Involvement Fall Harvest Festival event, Professional Development \$ound Money Management event and the second monthly membership meeting hosted by Senior Director of Diversity & Inclusion, Bridget Hurd. If you were not able to, please review the associated articles below, as each event offered great opportunities for further development and growth.

As I consider future NMA events, I would like to bring to your attention the annual NMA Leadership Speech Contest. Speeches are required to have a main theme on leadership. This is a community opportunity for high school or home schooled students grades 9-12, who are interested in learning about leadership, building public speaking and enhancing communication skills. It's also a chance to participate in a fun growth experience. The NMA Leadership Speech Contest also provides financial incentives at each competitive level, totaling a potential scholarship award of \$5,500.

NMA Speech Contest – Did You Know?

- It's in its 29th year!
- The original name of the contest was "American Enterprise Speech Contest."
- Over \$500,000 has been awarded to 424 high school students at the combined area and national levels.

Please share this valuable opportunity with others as preparation is key and plan to attend the chapter level NMA Speech Contest in February. Let's give support and an ear to our youth and hear what they have to say about leadership. Please Reach Out to the VP of Program Administration, [Dena Dalal](#) and [Sheryl Fambro-Johnson](#) for additional details.

As we continue our leadership development, attend the next NMA Professional Development event (11/1), BlueNightsSM Mixer (11/8), monthly member meeting (11/15), and community involvement event (11/18). If you have not recently volunteered for an NMA event, be encouraged and commit to at least one by the end of the chapter year. Please reference the 'NMA Calendar of Events' page for further details.

Best Regards,

New Member Corner



Priscilla Barterian

Mary Bradford

Lori Clanton

Dianna Morrison

Antrina S. Scott

Michelle R. Smith

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For more information about all other upcoming events, please visit [NMA’s SharePoint](#) site.

We look forward to seeing you at the next event!





Shines on... Lindsey Combs



Extra! Extra! Read all about our newest member, Lindsey Combs. In her current role, she works as a RN Case Manager in Case Management for MA Segment. She has been working at BCBSM since February 27, 2017. Lindsey has over a decade of work experience as a nurse in the critical care hospital setting. With this robust experience, she's excited to merge her clinical experience with case management to help enhance our members' experience with their medical needs.

When asked what made her join the National Management Association she said, "I joined the National Management Association with encouragement from my Team Leader, Stephanie Bracken." This shows the importance of networking and helping each other grow. Lindsey went on to emphasize that NMA provides a forum to grow leadership skills, provide great networking opportunities and access to role models with relevant resources for her developmental goals. One of her favorite leaders who inspires her is the late great Dr. Maya Angelou. Lindsey had the opportunity to hear Angelou speak in 2001 while attending college. "She was such an amazing, inspiring person!" One of her favorite quotes from *I Know Why the Caged Bird Sings* author is:

"I've learned that people will forget what you said, people will forget what you did, but people will never forget how you made them feel."

It is her hope that in this position she can help patients regain and feel a sense of independence in their daily lives. With Lindsey's extensive work experience, she strives to provide education and resources to help our members achieve optimal outcomes. She wants our members to be healthy and happy.

During downtime, there are three TV shows she enjoys: The Amazing Race, So You Think You Can Dance, and Modern Family. "I love watching everyday people given a once in a life-time chance to do something absolutely amazing." Take the time and get to know Lindsey.

Fun for all at the Fall Harvest Festival

By Ronnie Adams, senior analyst, Emerging Markets

On Saturday October 7, some of our NMA members kicked off the fall season by joining The Detroit School Garden Collaborative for its second Fall Harvest Festival. Volunteers arrived early and enjoyed some breakfast treats before our work began. We assisted with setting up tents and tables for the various events, hanging decorations, and sorting fruits and vegetables for sale.

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 at Drew Farms at the Drew Transition Center in Detroit. They grow various items on the farm and make delicious meals that are served right in the school's lunch room. Teachers are also taught to prepare dishes and incorporate nutrition into their lessons.



The Festival offered free literature on healthy eating habits as well as food demonstrations, hay rides, a corn maze, pumpkin picking and face painting. You could also purchase fresh fruits and vegetables grown right on the farm. You could also have your picture take as a corn or pumpkin. During the hay ride, riders were treated to a history lesson of the farm. You could see the pumpkin patch, apple trees and asparagus growing.

Our NMA volunteers really got into the spirit of the event. We dressed in costume, and interacted well with the staff and students. Everyone really enjoyed the festival based on the comments below:

"It was great fun! I hope we can continue to participate in this event in the future. Everyone from the staff and the students were so friendly and appreciative of our support. I can't wait to enjoy the tomatoes and squash I bought!"- Alisa Armstrong

"I had a great time and have pictures to share. Farm Manager Monica thanked me before I left. Yes, I want to go back and volunteer!"- Crystal Little

"I thought it was an awesome experience and the students who helped set up were very friendly! I would definitely do this event again in the future."- Jacqueline O'Connor



Pictured left to right: Ronnie Adams, Crystal Little, Jacqueline O'Connor, Tameka Pea, Alisa Armstrong and Tina Alonzo. The young men in the picture are student volunteers from Cass Technical High School.

October Member Meeting: “The Power of Inclusive Leadership”

By Sheryl Johnson-Fambro, communication specialist,
Corporate Communications

In an atmosphere of sophistication and cultural immersion, Bridget Hurd, senior director, Diversity and Inclusion hosted the October NMA monthly membership meeting at the Charles H. Wright Museum of African American History. The museum bills itself, with the exception of the new national museum in D.C, as the largest museum in the country dedicated to the African-American experience. One of the oldest museums of its kind, “The Wright” was the perfect platform for Ms. Hurd to discuss the significance of diversity and inclusion at Blue Cross and its implications on society at large.



Senior Director Bridget Hurd at Charles H. Wright Museum

Hurd greeted the group by acknowledging how Diversity and Inclusion’s objectives dovetailing to capture President Tina Alonzo’s NMA theme and vision for the year, “Diversifying the Image of Leadership.” She then launched her presentation with an overview of her twenty-four year PR and Communications career, the last seven with Blue Cross. Hurd emphasized how necessary it is that anyone pursuing career advancement have a personal brand that crystallizes their career identity. Hurd’s brand is “change agent.” She described how passion for her brand pushes her beyond her “ambivert” (being somewhere between an extrovert and an introvert) tendencies to take on silos hindering Blue Cross from becoming a more diverse and inclusive company.

Hurd continued through her evening’s talk by dispelling the presumption that diversity is synonymous with inclusion. Diversity and inclusion are separate conscientious steps that organizations must make if they are interested in receiving the full benefits of a workforce so identified.

Hurd went through the slide presentation that gave a visual representation of the difference between separation, integration and inclusion. Using cells drawn to resemble culture stains under a microscope lens, one view showed two unconnected cells, one multi-colored the other not. The next view showed multi-colored cells clustered together inside one large cell. The final view displayed multi-colored cells fully dispersed throughout the larger cell. “Inclusion is the sense of belonging. Molecules have to bump around and bounce off each other,” Hurd said. Diversity is not inclusion.



Progressing through her presentation, Hurd incorporated feedback received in response to various questions regarding diversity in the audience. “How many speak more than one language?” “Who’s lived in the most states?” “Who comes from a large family?” Her questions were designed to raise awareness of the diversity within the community of NMA and to become sensitive to individual latent biases. “We have to be ‘woke’ in order to expand our consciousness,” Hurd said in conclusion. She simply, humbly and effectively made the point that diversity is ineffective without inclusion.

"The Power of Inclusive Leadership" October Member Meeting Pictures



Senior Director Bridget Hurd discusses the importance of her slide, "Cross cultural competency is ranked #4 of top 10 work skills."



NMA President Tina Alonzo poses with Bridget Hurd.



Rich in diversity, NMA members listen attentively to Ms. Hurd's presentation.



(Top) Tina Alonzo and Paul Nettles, winner of a mentoring session with Bridget Hurd. (Bottom left) Members Charlotte Boyer, Chari Davis and Anastasia Rokas.



Becoming Financially Sound: “Lunch and Learn” with Joseph Samples III

Written by Sheryl Johnson-Fambro



Joseph Samples III

On Friday the thirteenth, at the October lunch and learn hosted by NMA’s Professional Development team, Joseph Samples III of Samples and Young financial services, Southfield, Michigan, discussed the emotional subject of money with authority, compassion and humor. “Let’s talk about the ‘B’ word,” he said smiling. And, after a long pause for effect he finished with “Budget.”

“Wisdom is best gained by experience,” Samples said launching a seamless forty-five minute information loaded presentation. In front of the largest Professional Development audience of the year, Samples shared wisdom gained from twenty-plus years in the financial services industry citing examples from a client list exceeding five-hundred.

Throughout his presentation Samples emphasized principles captured by the time value of money. “The more time you have to invest, the less money you’ll have to save. The less time you have to invest, the more you’ll have to save,” he said. Simple principle, but making it work takes the beauty and discipline of the ugly “B” word.

Illustrating the allure of his point, Samples clicked to a chart detailing an effective, nearly painless method of socking away nearly \$3000 a year by simply making small daily deposits. The method is to save, in dollars, the amount represented by the date of the month on the calendar through the 16th day of the month; on the 7th deposit \$7.00, on the 10th deposit \$10, and so on. On the 17th day of the month restart the cycle at \$1.00 and make ascending daily deposits until the 1st of the month and then start all over again. The use of a calendar to achieve savings goals functions as a literal reinforcement of the time value of money.

Samples received nods of agreement when asked if the audience had heard of “Boomers,” “Gen X’ers” or “Millennials.” He then described the lesser known group known as the “Sandwich Generation,” a group sandwiched between career and caregiver, having either adult children living at home or responsible for attending to elderly parents. “This group’s time and money are being pulled in both directions,” Samples said, “with little leftover for planning a future.”

Time with Samples escaped as quickly as dollars spent on daily double espressos. He wrapped up his message by nailing down estate planning as the symbolic roof of a structured, well managed and goal focused financial plan. *(Continued on next page.)*



Samples spoke financial wisdom to intent listeners.

Becoming Financially Sound

(continued from page 6)

In the wake of the largest identity breach in history, Samples touched briefly on the subject of identity theft and suggested that the audience seek a credit monitoring company that insures against loss and provides restoration services. Zander was a company he'd worked with in the past, but check with the Better Business Bureau for names of other reputable companies. Finally, before taking audience questions, he recommended that everyone should get a free copy of the booklet *Identity Theft, A Recovery Plan*, created by the U.S. government.

The time spent with Samples encouraged everyone in attendance to utilize the critical information he'd provided in less than an hour, to begin taking the first small tentative steps that lead to securing a safe and sound financial house.



Samples relays the concept of estate planning.

NMA is joining forces with Young Professionals Network

Working Across Generations



Getting the Best Out of Your Multi-Generational Team



Mark Brown

Training Manager and Organizational Consultant at
U of M's office of Learning & Professional Development

Join the YPN and NMA as we welcome
Mark Brown for an interactive presentation on
understanding multi-generational workforces.

- Detroit Tower Auditorium & webEX
- November 1st 12-130 pm
- This event is Diversity Approved!

****Register through Blue Talent****

Join the NMA for our November Community Involvement Event!

Event: Northville Holiday Home Tour

Location: Maybury Farm
50165 W 8 Mile Rd
Northville, MI 48167

Date: Saturday, November 18, 2017

Time: 9:30 AM – 12:45 PM



Description:

The Northville Community Foundation's 19th annual Holiday Home Tour will have five homes that are beautifully decorated for the holidays, along with one refreshment stop for guests. The tour will be held on **Saturday**, November 18, and the biggest need is for hosts/hostesses. The foundation is looking for individuals to assist with the tours of each of the decorated homes.

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

[Holiday Home Tour](#) (Volunteer shift is for entire time listed above)

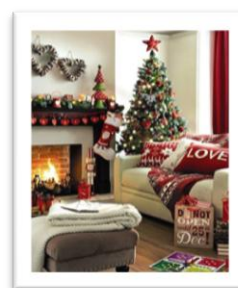
Additional details will be sent prior to the event after confirmation of your participation.

Please feel free to contact us if you have any questions or concerns. Please include "Holiday Home Tour" in the subject line of your email to NMAChapter141@BCBSM.com.

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





Ronnie Adams
Community Involvement Chair
NMA – BCBSM Chapter #141
radams@bcbsm.com
248-621-2350

Tameka Pea
Community Involvement Co-Chair
NMA – BCBSM Chapter #141
tpea@bcbsm.com
313-225-7196



SAVE the DATE

NMA Calendar of Events

| When | Who | What | Where |
|---|--|---|--|
| <p>Wednesday, November 8 5:00 to 8:00 p.m.</p> |  <p>Glen Perry Director II Pharmacy Contracting & Sales</p> | <p>BlueNightsSM Mixer</p> | <p>Atwater Brewery 237 Joseph Campau Detroit, MI 48207</p>  |
| <p>Wednesday, November 15 5:00 – 8:00 p.m.</p> |  <p>Lisa Ryan Author/Speaker and Founder/Owner of Grategy www.grategy.com</p> | <p>NMA Member Meeting</p> | <p>DoubleTree Hilton Fort Shelby 525 W. Lafayette Blvd. Detroit, MI 48226</p>  |

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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.
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- 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.
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- I will recognize that leadership is a call to service.

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- We believe that individuals and organizations have a community and civic responsibility.

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November

In this issue:

- From the desk of our President
- New Member Corner
- Member Spotlight
- Meet Tory Niceswander, NMA's VP Professional Development
- Mark Brown: Understanding Multi-generational workforces
- NMA volunteers at Northville Holiday Home Tours
- November Member Meeting: "Strategy of Grategy"
- NMA and Equally Blue Event
- Blue NightsSM Mixer
- NMA Code of Ethics and Statement of Principles



Season's Greetings



NMA National Mission Statement

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

Diversifying the Image of Leadership



From the desk of our President



Tina Alonzo
NMA President, 2017-2018

Greetings BCBSM Leadership Development Association Members:

Hopefully everyone had the opportunity to attend the “Working Across Generations” Professional Development event (co-hosted by YPN ERN), Northville Holiday Home Tour Community Involvement event, and our second BlueNightsSM Mixer hosted by Glen Perry. We also had our third monthly membership meeting hosted by Author, Speaker, and Founder, Lisa Ryan, and the “Lead, Follow or Get Out of the Way” Professional Development webinar. If you missed them, please review the associated articles in this edition.

Forthcoming in the next few months is NMA Management Week. Membership has both a chapter and national goal for 2017-18. We are looking to increase chapter membership by 75 members. If you would like to assist in achieving this goal, please sign-up and email VP of Public Relations, [Karema Bobbitt](#) to volunteer and commit to gaining at least one new member.

The Member Recruitment and Retention committee will host membership tables at various locations during the first week of each month, beginning in December. Bring a friend or colleague to join and pick-up some NMA giveaways. We would like as many individuals as possible to partake in the benefits of the BCBSM Leadership Development Association, including opportunities to:

- Take ownership and initiative in your career and development
- Practice, develop, and share leadership skills
- Broaden your network
- Showcase leadership competencies and attributes through service as a chapter officer or volunteer
- Gain annual access to savings on programs (e.g. LifeLock, Avis and others)

Please join us at our next NMA Professional Development event (12/6), and monthly member meeting (12/14). If you have not recently volunteered for an NMA event, be encouraged and commit to at least one by the end of the chapter year.

Happy Holidays to you and your families!

Best Regards,

New Member Corner



Sean Barnes

Leigh N. Curtis

Brett Lesky

Matthew R. Wright

As a member of NMA, you are now a part of 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

- Networking through monthly meetings and mixers
- Professional development through workshops and “lunch and learn” sessions
- 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 2017 and 2018 for you to begin networking and meeting other NMA members. Check out our calendar in *blueprint*.

We also perform various community involvement services throughout the year. We’d love for you to be in attendance.

For more information about all other upcoming events, please visit [NMA’s SharePoint](#) site.

We look forward to seeing you at the next event!



Dharani Ravichandran and Brittany Graham at Northville Holiday Home tours.





Member Spotlight

Shines on...

Antrina S. Scott

"Be genuinely interested in everyone you meet and everyone you meet will be genuinely interested in you."

— [Rasheed Ogunlaru](#)

Part of being a member of our chapter here at Blue Cross Blue Shield of Michigan is it offers lots of opportunities. We have the opportunity to learn new insights, listen to other individuals' experiences, and most of all, to meet new people. Our newest member is Antrina S. Scott. She has been with BCBSM for ten years and has been a Team Leader since September 11, 2017. Antrina leads a team in the Imaging and Support Services department.

One of the most important lessons she has learned as a leader is that change is imperative and we must embrace it. She goes on to say: "*Change is inevitable and it is what makes the business operate and grow.*" Antrina joined the National Management Association to network and improve her communication skills.

Her favorite book is by the late Dr. Maya Angelou, *I Know Why the Caged Bird Sings*. The book is about the life journey of Dr. Maya Angelou. It includes things like the trauma she suffered, the kindness of others, her discovery of William Shakespeare and self-love. Angelou's journey began in St. Louis, Missouri in 1928. She wrote over 36 books and earned over 50 honorary degrees. Take the time to introduce yourself to Antrina and discuss how Angelou's leadership still impacts many leaders worldwide today.

Meet Tory Niceswander, NMA's VP Professional Development

Hello, I am [Tory Niceswander](#). I am serving as your 2017-2018 Vice President of Professional Development. This is my third year at Blue Cross Blue Shield of Michigan as a Team Leader in Enterprise Security.

When I began at Blue Cross Blue Shield of Michigan in early 2015, I joined NMA as an avenue to build relationships throughout the enterprise and develop professionally. Since then, I have completed a graduate certificate program at Michigan State University and my master's degree at the University of Cincinnati. I also serve as the Secretary/Treasurer of Azul HLERN, and as an intern mentor and intern project advisor for YPN. I strive to have significant involvement in other diversity & inclusion events. In my free time, I enjoy camping, cooking, and traveling.



As VP of Professional Development, my committee is responsible for determining the professional development needs of the membership and organizing activities that contribute to their personal and professional growth. The committee is also responsible for promoting continuing education opportunities and Certified Manager. We have aimed to improve communications through introducing "The PD Exchange" newsletter. I would like to thank my committee chairs [Kim Raetano](#) and [Tawanna Barton](#) who have significantly contributed to successful programming so far, this chapter year.

Finally, I believe that ongoing education, inclusivity, and transparency are foundational characteristics of a remarkable leader. NMA can be a valuable resource for you if you invest the time. I encourage you to take an active role in your professional development and your involvement in NMA. Please Reach Out with any suggestions or to say hello.

Have a safe and happy holiday season!

Tory Niceswander

Mark Brown: Understanding Multi-generational Workforces

By Christina M. Frison, senior analyst, Provider Outreach



Mark Brown interacts with a break-out group.



Several break-out groups discuss key “identifiers” of each generational group: Traditionalists, Baby Boomers, Generation X, Xennials, Millennials and Post-Millennials.

In most thriving organizations today, you will encounter a culturally diverse workforce of different nationalities, various religions, genders and ages. Mark Brown, HR Organizational Consultant lead a lively interactive discussion with BCBSM’s Young Professional Network and NMA. His presentation focused on the importance of understanding the mind-set of each generational group, their belief systems and what they value most.

Mark’s activity-driven session allowed different break-out groups to interact with one another. Each group discussed what Their assigned generation experienced and how these encounters fostered their family life, financial decisions and work ethics.

Together, with helpful insight from Mark, we delved into topics such as the Market Crash and the Great Depression, the turbulent sixties, the technology boom of the late nineties and current technological advances. We discovered that much of what we thought about each generation and the stereotypes we assigned were wrong; that’s the beauty of engaging each other in open dialogue.

Laced throughout Mark’s presentation was the important factor of working together in spite of age differences. In order for this juncture to work, we must know the benefits of working within a multi-generational team. Some key points are:

- Team flexibility
- Stronger decisions within the group because they are broad-based
- Innovation and creativity
- Goals are achieved because of the diverse work environment

By the end of this discussion, all participants had one key take-away: in order to survive the changes of an organization, you must be flexible and willing to adapt to other styles. Be open to actively listening to each other and put away pre-judgments about what the older or younger generation is willing or not willing to do. If we can do this wholeheartedly, then we can be effective leaders in so many ways.

Community Involvement:

NMA volunteers at Northville Holiday Home Tours



Thanks to all our volunteers. Pictured here are Carol and Karen, Northville Holiday Home Coordinators, pictured here with NMA members Chantel Daniel, Brittany Graham and Tameka Pea.



Gorgeous Northville Holiday Home on Beal St.



Kimberle' Smith and Nilajah Alonzo



NMA members Karen Racinski, Sherry Mitchell, Denise Hein, Angela Hollis, Chantel Daniel and Marcia Margold.

Pictured left are Katherine Teifke, Chantel and Sherrice Douglas.

Not pictured are AJ Ghasham, Dena Dalal, Kimberly Wray-Norman, Deborah Bowman, Jagdeep Monga and Mary T. Bradford.



November Member Meeting: “The Strategy of Grategy”

By Sheryl Johnson-Fambro, communication specialist, Corporate Communications

Keynote speaker Lisa Ryan opened the night's events with a startling quote from Mother Teresa, “People are more starved for attention than for bread.” This actor, author and motivational speaker then worked the audience into a frenzy of gratefulness the evening of Wednesday Nov. 15 in a pre-Thanksgiving night of gratitude, Blue Cross style.

Ryan drove in from Cleveland on a dark rainy evening to shine a light on the effectiveness of employee appreciation and how it operates as a vehicle to propel the fully engaged employee. Ryan is the founder and owner of *Grategy* a company and a word that she created to describe the strategy of gratitude. Her focus in speaking to companies across the country is to help them attract and retain the best and brightest workforce.



Lisa Ryan, founder of Grategy

Ryan walked among the seated guests and ticked off a list of fast facts, without notes, that highlighted the adverse consequences of an unengaged employee. Citing Gallup poll statistics, she noted when 30% of an employee workforce is engaged, they bring more value to the company than they're paid. Another 50% is moderately engaged, collecting enough of a check to stay but not enough to quit. And, the remaining 20% is an actively disengaged check collector that, unsurprisingly, actively recruits from the 50%. A Google search of Ryan's business provides additional evidence:

- When a customer stops doing business with a company, 68% of the time it's because they feel ignored, underappreciated, or taken for granted.
- Only 42% of employees say that they've received any kind of recognition in the past year.

Ryan was asked by our president, Tina Alonzo, “How do you recommend connecting with an unconnected employee?” Ryan then dropped a poetic pearl saying, “Remember Steady Eddie, what gets recognized gets repeated.” As managers, Ryan cautioned that we demand a culture of safety and consistently look for the positive in people, even if it takes a microscope. And, she said, remember that your leaders need sincere recognition too, not “yes” men.

Before ending the night with a raffle to win copies of her books, Ryan had the audience perform a simple exercise that at first blush seemed meaningless, but once performed, became powerful. Each seated guest exchanged, “Thank you”, “You're Welcome,” with their neighbors three times in succession before switching roles, then once completed turn to the other neighbor and repeat the cycle.

Among uncomfortable smiles and nervous laughter, the participants began to experience a reduction in the stress of being grateful. Ryan used this exercise to demonstrate the fact that we're hardwired for negativity. When someone compliments you, the only acceptable response is, “Thank you.” Ryan explained that we are taking away the gift the speaker is attempting to give when we qualify their observation with our own assessment. Willingly receive the compliment, it indulges the giver and refreshes the receiver.

Before leaving Ryan drew our attention to blank thank you card liberally dispersed on all the tables and encouraged everyone to take a few and use them. What better way to end the night than by picking up our thanks and passing them on to others as an application and a reminder of the lessons learned that night.

NMA is joining forces with Equally Blue



Join **Equally Blue** and **NMA** as we welcome *Dee Hulbert* who will walk us through a contemporary model of sexuality and gender. It includes expanding terminology from new knowledge and the implications for daily and professional life.



Dee Hulbert
Director of the MSU LGBT Resource Center

Is Pluto a Boy or a Girl?

Dee Hulbert

Director of the MSU LGBT Resource Center

Wednesday, December 6, 2017

12:00-1:00pm

Detroit Tower - Dining Room E (& WebEx)

This event is Diversity Approved. Register via Blue Talent.

Equally BlueSM
Employee Resource Network



****Register through Blue Talent today!****

NMA BlueNightsSM Mixer with Glen Perry

Writer, Dena Dalal, senior analyst, Key, Large, Auto, & URMBS Servicing Center

It may be getting dark at 5PM, but that didn't stop NMA members from attending the second mixer of the year. Hosted by Glen Perry, Director II of Pharmacy Contracting & Sales, we all gathered at Atwater Brewery, which was a new venue for the BlueNights Mixer team.

Glen drew in a crowd of pharmacy representatives, many of whom had never attended an NMA mixer. It was exactly the kind of mix NMA VPs and board members hoped for. Glen was seen mixing and mingling with everyone, proving to be a great host.

Following suit with the prior mixer, members participated in an ice breaker, asking questions about recent books read, what their current position entailed, and lots of chatter on what NMA could do to further develop management skills.

Guests were able to enjoy some of Atwater's craft brew (so good!), along with pulled pork nachos, salad, and homemade cookies made by one of our very own NMA members. For those who haven't visited Atwater, not only do they brew their own beers but they also give back to community through various charity organizations. They have locations in Detroit, Grosse Pointe Park, and Grand Rapids.

NMA BlueNights Mixers will be held bi-monthly this term. Be sure to stay tuned for upcoming events, including the NMA Monthly Membership Meeting at Tech Town Detroit featuring guest speaker Marlin Williams. On behalf of NMA Leadership, we appreciate your continued support and hope to see you soon.



NMA Members Sarah Linville, Sharese Hogan and Stephanie Spencer



Glen Perry, Director II, Pharmacy Contracting & Sales enjoyed mixing with Pharmacy team members Christopher Hannah, Trudy Thedford and Rachel and Alex Cohen, who joined NMA at Atwater Brewery.

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Focus:HOPE
food • careers • community



December

In this issue:

- From the desk of our President
- New Member Corner
- Meet Dorethia Kelly, NMA VP Finance
- NMA volunteers at Focus:HOPE
- NMA December Member Meeting with Marlin Williams
- NMA Code of Ethics and Statement of Principles



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Diversifying the Image of Leadership



From the desk of our President



Greetings BCBSM Leadership Development Association Members:

By the time you read this, you may be returning from your holiday vacation or preparing for one. Either way, take some time to step back from the 2017 year. Reflect on the best moments of your professional and personal life and areas which can be developed in 2018. Furthermore, take some time to rejuvenate your mind and body for what's to come in the New Year. Enjoy the holidays and make memories that will contribute to your fresh beginning in 2018.

Something I have done this season to enjoy the holidays and make memories for my fresh start is buying my first tree, a real tree. Growing up, I always enjoyed how the smell of a real tree filled the house and navigating around the tree while attempting to minimize getting poked from the pines. Ever since then, I've always thought about buying a real tree for my own home. This year was the year! It felt great to purchase the tree, decorate it, place presents under it, and have the smell of the tree fill my home. However, no one told me how much work it is to take care of a real tree. But it's still alive (at the moment, lol). I even bought Christmas scented

candles which helped enhance the feeling of the season. The aroma brings out the holiday spirit even more and provides a peaceful and revitalizing environment.

I encourage each of you to find something that contributes to your end of the year peace and rejuvenation for the New Year. In doing so, think about your passion, purpose, and intent in life, as advised by our keynote speaker, Marlin Williams. Trials and tribulations may come, but you are more than capable of overcoming them and living your best life. Leave 2017 in the past and look forward to a new, re-energized you in 2018.

Happy Holidays to you and your families!

Cheers to a rejuvenated you in the New Year!

Best Regards,

New Member Corner



| | |
|-------------------------|------------------------|
| Nida Ashraf | Mary B. Ryan |
| Kelli J. Barrett | Mary A. Seibold |
| Marissa L. Brown | Jaclyn C. Tamm |
| LaTonya R. Davis | Joseph Unger |
| Jeanette M. Mott | Jodie L. Weiler |

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For more information about all other upcoming events, please visit [NMA’s SharePoint](#) site.

We look forward to seeing you at the next event!



Renee Lafitte and Alisa Armstrong at NMA’s December volunteer event.



Meet Dorethia Kelly, NMA's VP Finance

Hello NMA members. My name is Dorethia Kelly. I am serving as your 2017-2018 VP of Finance. I started my career at Blue Cross six years ago in Senior Health Services, which has now transitioned to Emerging Markets. Prior to that, I worked in the Beaumont Health System for nine years. My background is healthcare finance, compliance and project management. I received an MBA from Davenport University.

What attracted me to NMA was the variety of fun events and professional development opportunities via the "lunch and learns", Blue NightsSM Mixers and monthly meetings. There is something for everyone that will help you grow professionally and meet people from various backgrounds. Everyone is friendly and welcoming as well, which makes it easier to meet new people. Leaders who attend our events are very approachable, which is a testament to the culture we have at Blue Cross.



As VP of Finance with NMA, my team is responsible for the accounting related to the operations of the organization. This includes the budget, tax return, insurance and weekly payments/deposits. This also includes the NMA Book Fairs which are our primary source of revenue, so we THANK YOU for patronizing them! I have an awesome team of volunteers who are a true joy to work with. I'd like to thank Sharon Sheppard, Rita Makulski, Andrea Ahler, Shari Goodwin, Kathryn Schultz and Cheryl Cawley for all their hard work in making sure the wheels are kept turning. I also have to thank the previous VP of Finance, Ann Charlick, for her countless hours of support in passing the baton. None of the work of this office could be done without this team.

In addition to my corporate career and non-profit work, I am also a financial empowerment speaker and educator for various organizations and corporations nationally. It is my passion project started over 10 years ago. In my free time I love Detroit Style Ballroom Dancing, am an avid reader and love any vacation that involves a beach.

I look forward to meeting you at one of our NMA events in the coming year.

Dorethia

Community Involvement: NMA Volunteers at



On Saturday December 16, the NMA Community Involvement Committee partnered with Focus HOPE to deliver holiday food packages to seniors. Focus HOPE helps to provide nutritious food to low income families

throughout the year. Once a year, the organization, with the help of volunteers, delivers nutrition and holiday cheer to over 1400 seniors throughout the state.

Our team delivered packages to 55 seniors at the Royal Oak Manor apartment complex. Each person received 3 boxes of food and a turkey. NMA members delivered 55 turkeys and 165 boxes of food. It was no small endeavor considering the weather, but through teamwork and a lot of assistance from the residents, we were able to make the deliveries in record time.

We had volunteers of all ages, and I think we enjoyed being there just as much as the residents. It was an amazing experience being able to spread a little holiday cheer. Many of the seniors that receive deliveries are often alone and may not get out of their homes as much as they would like. More important than the food is the time they get to socialize with the volunteers.



Tina Alonzo and one of FocusHOPE's "little volunteers" assist with loading the delivery truck.



Karema Bobbitt and her daughter at Royal Oak Manor Apartments.



Ronnie Adams poses with a Royal Oak Manor resident.

We'd like to thank our volunteers who made the afternoon a huge success: Tina Alonzo, Karema Bobbitt, Karen Carter, Renee Lafitte, Alisa Armstrong, Connie Lofton, Pamela Braund, Todd Braund, Brady Braun, Kimberly Williams, Joshua Williams and Mike Burke.

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Focus: HOPE

food • careers • community

NMA pictures and a word of "Thanks"



NMA and other Focus:HOPE volunteers prepare boxes for delivery.



Volunteers take a momentary break at Royal Oak Manor Apartments.



BCBSM vice president of Group Customer Advocate and Performance Pam Braund and her husband Mike Burke.

We received this wonderful email of gratitude (below) from a resident in the apartment complex your group delivered to, and I want to pass it along. It's little things like this that make it all worthwhile.

Have a wonderful holiday,

Tom Josaitis

Volunteers & Community Outreach

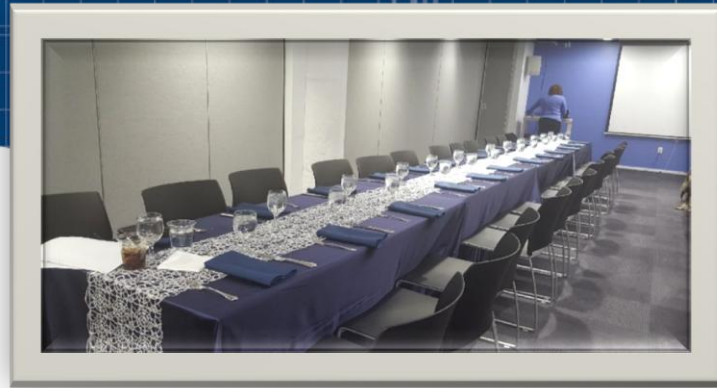
Focus: HOPE

I am amazed at how much your food service has helped me. Please spread the word that you have filled someone's heart with joy and made a huge difference in their daily life. you are all stars shining bright in a world that sometimes is blind of people like yourselves. May God Bless and look after your service and all its helpers.

Edwin E. and Robert S.

"The people who make a difference in your life are not the ones with the most credentials, the most money, or the most awards. They simply are the ones who care the most."

NMA December Monthly Meeting
“Personal, Passionate, Purposeful Leadership”:
An Evening with Marlin Williams at TechTown
Dana E. Bell, analyst, Pharmacy Systems Interface



Our last membership meeting of the calendar year was held at [Tech Town](#), located in the up and coming Midtown Detroit. The space was open and bustling with activity. They had bike racks, recycling bins, vibrant colors and charge ports galore. Our designated meeting space was decorated with Navy Blue and Silver, reflective of the holiday decorations during this time of the year.

Tina Alonzo, our NMA chapter President was there to greet members, along with other NMA volunteers. It is always nice to be greeted with warm smiles. Our guest, Marlin Williams reflected that same warmth.

Marlin spoke to us about: “Personal, Passionate, Purposeful Leadership.” She is a Detroit native raised by hard working parents who were preachers. Her college journey took her to Florida A & M University in Tallahassee, then back to Michigan to study at Wayne State University. After college, she began working as a mortician at Swanson Funeral Home. At one point, she even pursued a singing career, but that didn’t work out either. Marlin wasn’t aware of her purpose or passion.

Then an opportunity came along when she learned about a program at Compuware that consisted of programming several computer languages. Marlin interjected, “Invest in yourself, everything comes full circle.” At that time, the bulk of her working experience included mainframe programming. Now that she had discovered her passion, she stumbled into leadership.

Marlin has gained over 20 years of experience in leadership. Some of the roles she has held are Chief Diversity and Inclusion Officer at Fiat Chrysler Automobiles, Deputy Chief Information Officer with the City of Detroit, and Chief Executive Officer of Knowledge Brokers, a technology staffing firm.

Even though leadership can be a lonely journey, Marlin offered the reminder that “Everything happens for a reason.” Connecting with people is an important part of leadership. Life and leadership can collide and can include trauma and loss. “You cannot outrun who you are,” she pointed out. There is power in your words. When your passion, purpose and intent all align, magic happens.

All these steps in her journey lead her to create: **Sisters Code: Awakening the Mature Geek.** [Sisters Code](#) is a global social enterprise with a mission to educate, empower, and entice women ages 25 – 85 to explore the world of coding and technology.

KEY TAKE-AWAY’S from Marlin Williams

- Everyone can’t go with you on this journey
- People will remember how you made them feel and give this discretionary energy back to you
- Surrender to your truth – you can’t hide raggedy
- How is your real life slowing you down?
- Leadership is not “cookie cutter” and you won’t learn everything from a textbook; life lessons will be some of your best lessons

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.

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