blueprint





AMA's 2018
Annual Speech Contest



NMA's 2017 1st, 2nd and 3rd Place Winners

January

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- New Member Corner
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- NMA's February Community
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- AD: Resolve to be a better you!
- NMA Code of Ethics and Statement of Principles

February's Community Involvement





NMA National Mission Statement

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



From the desk of our President



Tina Alonzo NMA President, 2017-2018

Greetings BCBSM Leadership Development Association Members:

Hopefully everyone is rejuvenated, ready for what's to come in 2018, and off to a great healthy start!

Thursday, February 15, 2018, is the annual NMA Leadership Speech Contest. In support of our theme, *Diversifying the Image of Leadership*, we will not have a keynote speaker this year. We will focus the meeting on hearing and learning leadership perspectives from the next generation of leaders. Contestants presenting their leadership speeches will focus on what leadership is, what comprises its attributes, and who personifies their definition of a "leader", amongst other things. If you have never attended our annual NMA Leadership Speech Contest, please come and make it your first. If you have, come back, learn, and support. Please visit the MMA national website to view some of the 2017 Speech Contest Videos!

CLICK HERE TO REGISTER

Let's begin the new year with Active Learning on Emotional Intelligence. This is a skill you can never sharpen enough. Consider completing the following Blue Talent trainings:

- Emotional Intelligence: Owning Your Emotions Emotions arise within ourselves through our complex brain circuitry that we sometimes call 'wiring.' No one else is responsible for our emotions; we own them, and we must be aware of them in order to manage them, recognize them in others, and develop relationships. External stimuli may trigger our sensations, reactions, and responses but to be emotionally intelligent you must start 'in here' (inside yourself) and not 'out there.' When triggered, your brain gets fired up and you might feel afraid, anxious, angry, shocked, or sad. You may also feel happy, joyful, excited, and fulfilled. When you are intelligent about your emotions, you're aware that the hardest work is managing the emotions that get in the way of your best performance.
- Emotional Intelligence: Being Aware of the Emotions of Others You cannot achieve results by just focusing on yourself. Work is comprised of groups, teams, relationships, and networks. Organizational dynamics, interpersonal relationships, and the diversity of personality styles will continually challenge your emotional intelligence. Your ability to interact with and influence others, especially when emotions are running high, relies heavily on your personal self-awareness and self-management competence. The more you work on yourself, the better able you are to relate to others. When you are skilled in relationship awareness, your focus is on the other person or persons, while you also manage yourself.



From the desk of our President

- Emotional Intelligence: Applying EI at Work This course is about applying emotional intelligence in the workplace playing the role of an emotionally intelligent leader whether you have the title or not. The application of emotional intelligence in the workplace is everyone's responsibility.
- Leveraging Emotional Intelligence Leaders with a strong mixture of emotional awareness, self-management, and social skills navigate relationships more effectively and are more likely to be successful in their personal and professional lives. This course provides you with an understanding of why emotional intelligence abilities are important to you as a leader. It also provides you with practical positive techniques for promoting and improving emotional intelligence as a leader within your business environment.

Best Regards,

1: A6

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.

(Read more on page 9)

New Member Corner



Marie A. Brinker	
Evan Buchanan	Robert Maynie
Jann Caison-Sorey,	
M.D.	Sarina M. Peace
Deshona Day	Joseph Politi
Klaudia Dell-Cisco	Michael A. Ross
Steffani Gray	Shawn L. Rule
Atheer A. Kaddis	Devin Scott
Christie Laster	Dea L. Stokes
Tanisha J. Lindsey	Jennifer Strub
Gretchen Maurer	Jessica A. Vilani

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 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!



Member Spotlight

Shines on...
Dr. T. Jann Caison-Sorey

Our newest member Dr. T. Jann Caison-Sorey, MD, MBA, FAAP has worked for Blue Cross Blue Shield of Michigan for 17 ½ years. Currently she works as a Senior Medical Director in the PPO - Care Management area. When I asked her why she joined the National Management Association she said: "I am and have been very aware of this organization for many years. A key mission of the organization that is extremely important to me is its vision and focus on leadership development and building those traits and skills necessary for effective and successful leadership. Additionally, NMA's focus on networking is another strategic component useful for leaders because it incorporates the aptitude for connecting with others while nurturing and growing those relationships that may be beneficial long-term."

I asked Dr. Jann what made her pick medicine as her field of study. She indicated that her love of science went back to her childhood: "This may sound a little made up but it's true. I was the young kid who always found the baby bird that fell out of its mother's nest in a tree and brought it home to be nurtured back to health (my parents were not always pleased with this). I also once tried to sew up one of the frogs that we had to dissect in my high school biology class (my teacher had many questions about this decision on my part). All in all, I loved anything science! I found the different scientific disciplines fascinating. I think pursuing medicine was one of my best decisions. I learned so very much - but one of my most important lessons came in my freshman year of medical school. The lesson came from my seasoned and very wise Anatomy and Physiology professor who taught me to ALWAYS, ALWAYS respect my patients both in life and in the dignity of their death!"

This philosophy led her to the University of New York School of Medicine and Biomedical Sciences in Buffalo, New York (SUNY-NY). Dr. Jann let me know that although it's cold here, it's nothing compared to Buffalo, New York where the temperatures can reach -34 with the wind chill factor.

When she's not busy helping patients, she enjoys any app that allows her access to good books. Dr. Jann thinks inspirational talks on leadership are wonderful. She also makes sure that she keeps up with a regular physical exercise routine. Her favorite holidays are those that happen at the end of the year.

I tried to get her take on that age-old question: Michigan or Michigan State? Since she didn't grow up in Michigan, she really didn't prefer one over the other. She is a fan of both schools and likes football and basketball. I encouraged you to get to know Dr. Jann.





JOIN US FOR OUR 2018 Annual NMA Speech Contest

Mark your calendars for February's NMA membership meeting and its marquee event, the annual Youth Leadership Speech Contest, Thursday February 15, 4:30 – 8:00 pm, in the Detroit Tower Auditorium. Timothy (Tim) Jackson from Corporate Procurement will MC this year's event.

Fifteen Metro area high school students have qualified to compete for the chance to become finalists at the annual 2018 National NMA convention in the fall. They will vie for the coveted grand prize of a \$4000 college scholarship. In 2016, our chapter's local winner, Soumya Kulkarni, advanced to become one of four students selected nationwide to compete as a finalist.

"The annual NMA Leadership Speech Contest is an invaluable opportunity for youth to develop and enhance their public speaking and communication skills while learning about leadership. This is important for our NMA chapter as it provides another avenue for us to give back to the community while hearing and learning about leadership perspectives from the next generation of leaders," said chapter president Tina Alonzo.

In a small change from previous year's contests, the focus this year is entirely on the student's speeches. In previous years, illustrious speakers like Laura Byars and Orin Lewis were invited to deliver the keynote speech before the competition began. This year the decision was to put students front and center as the only focus of the evening's event.

When asked for words of advice to the contestants, Tina said, "Remember what you have learned over the last couple of months and the preparation and practice you have put into your speech. Don't be too hard on yourself. Do your best and know there is always a reward in that. Don't forget to reach out to other contestants and network; there are always opportunities to learn from others. Have fun!"

Toastmasters International also plays an important supporting role in the event by mentoring students in presentation development and by officiating the actual contest. This mutually beneficial arrangement has consistently provided a well-run contest, adhering to the highest standards of integrity.

This year's contest promises to be an exciting event, delivering thought provoking insight from the voices of tomorrow. These students have shown that they're already striving to make a difference in their world of influence and ours. Their speeches shouldn't fail to prick lingering presumptions about youthful attitudes or their abilities to provide mature reflections on the challenges they face. Don't miss out.





MC: Tim Jackson
Procurement Consultant, Blue Cross

NMA Monthly Membership Meeting - Annual Speech Contest -

Please join us
Thursday, February 15, 2018
5:00pm - 8:00pm
Detroit Tower Auditorium
600 E. Lafayette Blvd.
Detroit, MI 48226



Parking in Congress Lot Appetizers and refreshments will be served.

There will also be a raffle drawing for a 1 hour mentoring session with Laura Byars, Vice President, Human Performance.

NMA Community Involvement Opportunity

Event: Mittens for Detroit 2018- The Big Sort

Location: First National Building

660 Woodward Ave Detroit, MI 48226

Date: Saturday, February 10, 2018

Time: 9:00 AM - 12:00 PM



Description: Mittens for Detroit is an organization that provides new mittens and gloves to school age children as well as adults in the metro Detroit area. Actress Erin Cummings from the show *Detroit 187* started the organization in 2010. The organization's goal is to collect 53,000 pairs of gloves and mittens to distribute throughout the community.

The Community Involvement Committee is looking for 20 volunteers to assist in sorting the thousands of mittens and gloves that have been donated. So, come out and join the NMA Sort Squad.

Participants Must: Be at least 14 years of age

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

Mittens for Detroit 2018

Please feel free to contact us if you have any questions or concerns. Please include "Mittens for Detroit" 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.

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 <u>tpea@bcbsm.com</u> 313-225-7196

NMA Board Elections Reminder

(Continued from page 2)

Our chapter has earned prestigious awards because of:

- ➤ 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 and 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:

Must be a current member of the BCBSM Leadership Development Association for at least two years. Must have participated in the last 12 months in a minimum of two chapter sponsored activities. Activities may include the following, but are not limited to these events. A variation of these events is preferred:

- Monthly meeting
- Networking event
- Volunteer event
- > Professional development course
- > Volunteered on a committee

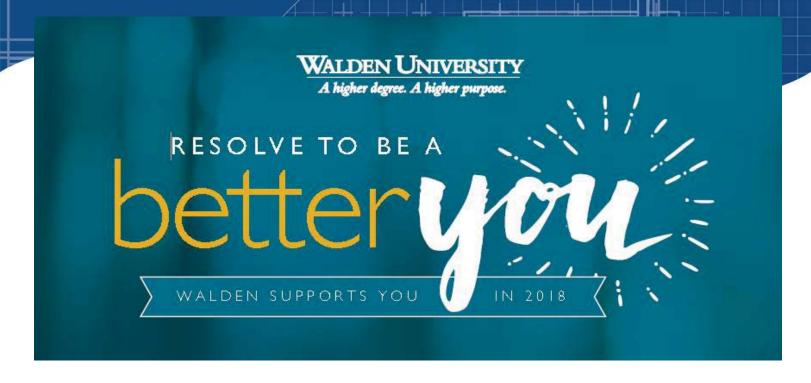
Must fully demonstrate the leadership competencies by delivering results, leading people, and building for the future. For additional details reference the Human Resources Leadership Competency Framework.

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 February 16, 2018

If you have any questions regarding the process, please contact Lisa Drayton <u>LDrayton@bcbsm.com</u> or Orin Lewis <u>OLewis@bcbs.com</u>.



Walden University is now offering Blue Cross Blue Shield of Michigan Employees an exclusive savings opportunity— *a tuition reduction* on top-quality programs to inspire personal and professional growth. A better you awaits.



Programs Include:

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- » Doctor of Business Administration (DBA)
- » Master of Business Administration (MBA)
- » M5 in Leadership
- » B5 in Business Administration
- » B5 in Accounting
- » Graduate Centificates

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ARE YOU READY FOR A BETTER YOU? Let Walden's expert faculty members guide you on your journey of exploration with three Wellness Webinars:







LEARN MORE ABOUT OUR WEBINARS)

The NMA is the recognized worldwide partnership of people and businesses inspiring outstanding leadership, and cultivating highly productive workplaces.

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: Tina Alonzo, Dana Bell, Karema Bobbitt, Dena Dalal, Sheryl Johnson-Fambro, Tameka Pea

Creative Team

Designer: Diana Copp

Photography: Christopher Brantley, Kevin Fraeyman, 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: Sharese Hogan

President: Tina Alonzo President-Elect: Aj Ghasham

Board Members

Stephanie Bracken

Lisa Drayton

Angela Hollis

Rachael E. Hubers

Orin M. Lewis

Danita Ford-Vaughn

Brian Wilkes

Matthew Zelman

Secretary

Rachael E. Hubers

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: Tory Niceswander

VP Program Administration: Dena Dalal VP Public Relations: Karema Bobbitt

VP Finance: Dorethia R. Kelly

VP Administration and Recognition: Phyllis Stewart









February

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- January Webinar, "Influential Leadership" highlights
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- NMA Board Elections begin
- March Monthly Meeting with Mary Smith
- BlueNights[™] Mixer with Lori Shannon
- Let's Grow NMA Membership Drive
- 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.



From the desk of our President



Tina Alonzo NMA President, 2017-2018

Greetings BCBSM Leadership Development Association Members:

The annual NMA Leadership Speech Contest was a real treat. Congratulations to all of the contestants. Each contestant displayed true courage and confidence as they presented their speeches, providing us with beneficial leadership messages.

Public speaking is definitely a skill and confidence builder, developed through practice and preparation. In March, Toastmasters is offering an opportunity to gain information on Speaking Like An Expert. Details regarding this lunch and learn are on page 9.

Did you miss the Speech Contest? Have you missed any of our monthly member meetings? Do you have a schedule that conflicts with these events? NMA has a remedy, just in case you feel like you're missing out on something.

Each monthly member meeting is filmed. The recordings will be available on the NMA SharePoint site to view at your leisure. Please be on the lookout as they will be posted soon. Yes, we want every member to come out and attend our monthly member meetings, but we understand our members may not be able to attend. Do not miss out on one of the most important benefits your membership has to offer. If you have any questions regarding the meeting videos or would like to offer feedback, please reach out to VP of Program Administration, <u>Dena Dalal</u>.

Please join us at our NMA events planned in March as we continue our leadership development in the second half of our chapter year. Our NMA Monthly Meeting will be March 15 with our hostess, Mary Smith, President of Tessellate, at Silver Gardens Event Center in Southfield. We will also have our BlueNights^{5M} Mixer hosted by Lori Shannon, VP Key Accounts on March 21 at Crispelli's Pizzeria and Bakery in Berkley. Stay tuned for NMA membership drives and bring a friend who has not joined this phenomenal organization.

Best Regards,

1: A6

New Member Corner



Mona Lisa Andrews	Tenia Horton
Carolyn Barden	Joey A. Molitor
Dana Bartell	Yvette P. Ruffin
Nefertari Blount	Jason J Sabbagh
Monika Carter	Michelle Scobie
Tiffany A. Drakeford	Monique N. Shoulders
Omar Hantour	

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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We look forward to seeing you at the next event!





Shines on...

Joe Unger

Our newest member, Joe Unger, is a Senior Analyst in the Pharmacy Contracting & Sales department. He has worked at BCBSM for 12 years. Joe joined NMA to cultivate his professional development. He shared the following tips for what to do when going on an interview:

- Be prepared
- Be concise but thorough with responses
- ❖ Be confident in your responses but also calm and maintain good eye contact with the interviewer

His favorite part of being a Michigander is: "...the changing of the seasons and weather. The winter can be a little tough but I still like it. Also, being close to all my immediate family is very important to me and they all reside in Michigan."

As far as retirement goes he will most likely stay in Michigan to be close to his family. However, the thought of some place warm has crossed his mind, especially if it were Arizona.

When Joe is not working, some of his favorite websites to visit are Yahoo, Amazon and Hulu. He says the sites are a good way for him to catch up on his shows.

By the time this article is published, I am happy to announce that Joe received a promotion to a Manager position. So definitely take his interview tips to heart.

"Can You Hear Us?" NMA's Annual Speech Contest highlights

Written by Anastasia Rokas, nurse case manager, FEP Care Coordinator/Managed Care



MC Timothy Jackson explains the speech contest rules to the audience.

What makes a leader? What does leadership mean to you? These were the questions 12 high school students from Michigan answered impressively at our annual Speech Contest presented by the National Management Association, in partnership with Toastmasters International. Each contestant prepared a fourto six-minute speech on the topic of leadership perspectives and what makes a great leader.

To kick off the evening, Chapter President Tina Alonzo thanked all those who came out to support these aspiring young leaders.

Our Master of Ceremonies, Timothy Jackson, procurement consultant in Corporate Procurement, prepped the audience; the contestants lined the stage and a group photo was taken. Each student randomly drew a number for the order in which they were to present; their names were not announced until the end of the contest.

Many of us can agree that public speaking is a learned skill and one that takes courage, practice, and the right delivery to capture the audience's attention and keep them hooked. As each student presented, it became obvious that this diverse group of young people spent countless hours thinking, creating, drafting, re-drafting, and practicing their speeches. Their hard work and dedication was evident.

Contestant # 1 believed that leaders don't monopolize the system; rather, they are trend-setters who at times may tackle social injustice.

Contestant # 2 wrestled with the idea that one must be a leader and never a follower. The question was posed, "How can society cast off youth's contributions because they are perceived to lack experience? Can you hear us?", the speaker asked, and then called upon others in their generation to join the fight to be heard and respected as up and coming leaders.

Contestant #3 said that throughout history we have praised leaders, their legacies, and have recognized many of them as heroes. The speaker stressed that every day people can complete small and powerful acts.

(continued on page 6)

"Can You Hear Us?": Speech Contest highlights (continued from page 5)



"The Talented Twelve": (back row from left) Maheem Syed, Nicholas Veal, Zechariah Bailey, Madeline Thetard, Megan Driver and Soumya Kulkarni; (front row from left) Wesley Askew, Vacha Shah, Reem Aburukba, Micah Starghill, Mackenzie Bucki and Payton Bucki.

Contestant # 4 believed that leaders are able to carve their own paths, but how? One such way is to become involved in the community, help those younger than yourself, and diversify your interests.

Contestant # 5 described how the cultural practice of Hinduism and its "Festival of Lights" is comparable to what a leader does. Leaders need to have a vision - what they believe they can become, provide motivation to those who believe in that vision, and inspire creativity in others. The speaker proclaimed one must "light their way to leadership."

Contestant # 6 supplied the notion that all people are leaders. Leadership starts with an idea and despite uncomfortable feelings, leaders take risks and do not give up. Leaders are determined, and lead others to the end.

Contestant # 7 believed that a leader should make sure everyone around them has a voice, and that the number one characteristic of a leader is being able to listen to others. Being patient, having respect, embracing diversity and allowing for freedom of expression are also essential to be a successful leader.

(continued on page 7)

"Can You Hear Us?" (continued from page 6)

Contestant # 8 said leadership is about leading by example and caring about the people they lead. Determination helps a leader to make an impact.

Contestant # 9 imagined that leadership can be like playing with Legos; if you want the product and the outcome to be great, you need to put the pieces together with three main components: having an idea, being able to communicate it, and executing that idea.

Contestant # 10 referenced the popular TV show character Dora the Explorer. While she faced a new challenge and encountered obstacles, she carried tools in her purple backpack and at the end of each path Dora took, there was a reward. In leadership, one must have discipline, possess adaptability, take initiative and rise up.



2018 Speech Contest Winners, 3rd place, Soumya Kulkarni ; 1st place, Micah Starghill; 2nd place, Nicholas Veal.

Contestant # 11 declared that leaders strive to make their mark on the world; they create new ideas to pursue and find innovative ways to solve problems. Leaders are open-minded, have a determined mindset, and a daring personality.

Contestant # 12 asked the questions, "What is leadership? Is it an action? Is it a position?" The student explained that leadership does not happen overnight; leadership requires persistence, dedication, and stepping up to the plate.

After the contest, Tim introduced each of the students and asked where they attend high school. All of them gave a "shout out" to their family and Toastmasters mentors.

After a "Table Topics" demonstration by our BCBSM Toastmasters chapter, the results were finalized and the winners were announced:

- ❖ 1st place a check for \$500 and a chance to speak at the National Management Association's Fall 2018 national conference in San Antonio, Texas, went to Contestant # 2 – Micah Starghill
- 2nd place Contestant # 9 Nicholas Veal \$250 check
- ❖ 3rd place Contestant # 10 Soumya Kulkarni \$100 check

Congratulations to all speakers on their impressive abilities. KEEP LEADING FORWARD!

NMA January Webinar "Influential Leadership"

Written by Tory Niceswander, VP Professional Development and team leader, Enterprise Security

On February 15, 2018, NMA members listened in on an informative discussion with Mike Logan from Boeing Global Services.

Logan posed the following question, "What is your 'brand'? YOU are a brand, like it or not. Everyone is watching you!" When it comes to brand, many people focus on top names like iPhone, Ford, NetFlix, Crest and even BCBSM. When it comes to personal image, not a lot of people think of themselves as a brand. How you present yourselves to others becomes important in the workplace and may even be a factor when it comes to professional opportunities.

Next, Logan addressed his key theme of influence. When the term is defined, *influence* is derived from influenza (or "flu"). Sometimes, it can be as contagious as the flu, too. Influence refers to the power to change or affect someone or something, especially if the power causes change without directly forcing those changes to happen. Influence can also refer to a person or thing that affects someone or something in an important way. Your influence affects positively or negatively. As a result, everything is you.

As the discussion reached its close, Logan touched on influential leadership. He summarized this power as a formula: Influence + Dignity = Influential Leadership. Everything you do has the potential to influence how others see you. Always put your best foot forward and build your professional image portfolio. How you influence others can be career changing.

Logan left us with this quote by John Wooden: "The most powerful leadership tool you have is your personal example." Be your own best 'brand' and watch your influence change your career path.



Speak Like an Expert

Are you looking to impress your boss with a powerful presentation or nail the job of your dreams with a winning interview?

Find out how at the Toastmasters Lunch and Learn session:

Secrets to Effective Presentations and Winning Interviews

Monday, March 5, 2018

Noon – 1 p.m.

Tower Courtyard Dining Room

Toastmasters will show you how to:

- Deliver powerful presentations
- Demonstrate confidence at your next interview
- Think and speak quickly on your feet



Join Skillmasters Toastmasters at this exciting event and discover out how YOU can speak like a leader

For more information, email Yuanjing Pursell, V.P. of Public Relations at YPursell@bcbsm.com

NMA 2018 Board Election Polls Open on March 1st

YOUR VOTE COUNTS

Fellow NMA Members,

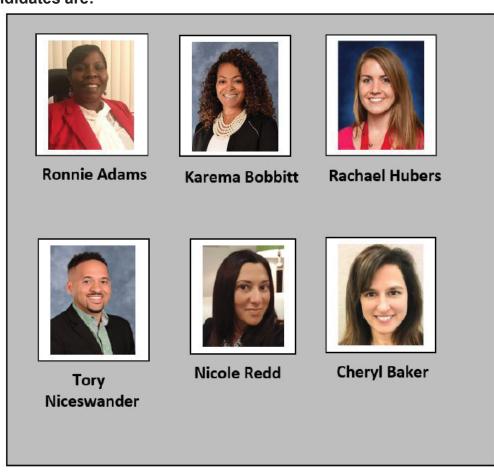
BCBSM's Leadership Development Association (NMA) received six qualified candidate nominations to fill the five open Board of Directors positions for 2018/19. These candidates have demonstrated commitment to serving you on the Board. The NMA Board of Directors is the chapter governing body, and is involved in decision making for various activities of the chapter. Therefore, it requires dedication, planning skills, and sound communication to successfully run 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 6/30/2020
- · One open position (At-Large) will serve a 1-year term

Voting opens on March 1 and ends on March 9. Candidates receiving the top three highest numbers of votes will be offered to serve the Board for a full 3-year term, and the candidate with the next highest number of votes will serve the board for a 2-year term, completing the remainder of the 3-year term.

Your 2018 Candidates are:







Speaker: Mary Smith President, Tessellate

NMA Monthly Membership Meeting

Please join us
Thursday, March 15, 2018
5:00pm - 8:00pm
Silver Gardens Event Center
24350 Southfield Rd.
Southfield, MI 48075



Free parking at venue

Dinner and refreshments will be served.

There will also be a raffle drawing for a 1 hour mentoring session with Mary Smith, President, Tessellate.

Join NMA for our March BlueNights[™] Mixer with Lori A. Shannon **Vice President, Key Accounts**



Lori A. Shannon serves as vice president of the Key Accounts segment for Blue Cross Blue Shield of Michigan. She is responsible for providing leadership and direction to her team, which provides consulting services, account management, market relations and overall customer support.

Prior to this role, Shannon served as director of Multi-State Key and Large Accounts for 3 years. In this position, Shannon oversaw the servicing of nearly 120 clients, representing over 800,000 Blue Cross members and nearly \$2.5 billion in annual premiums.

Shannon also previously served as the sales manager of Key and Large Group Sales. During her ten years in this role, she and her team were responsible for enrolling more than 900,000 new members and generating over \$3 billion in premiums for Blue Cross.

With more than 25 years of health care experience, other positions Shannon has held include sales consultant, Multi State Accounts, account executive, National Accounts and project analyst.

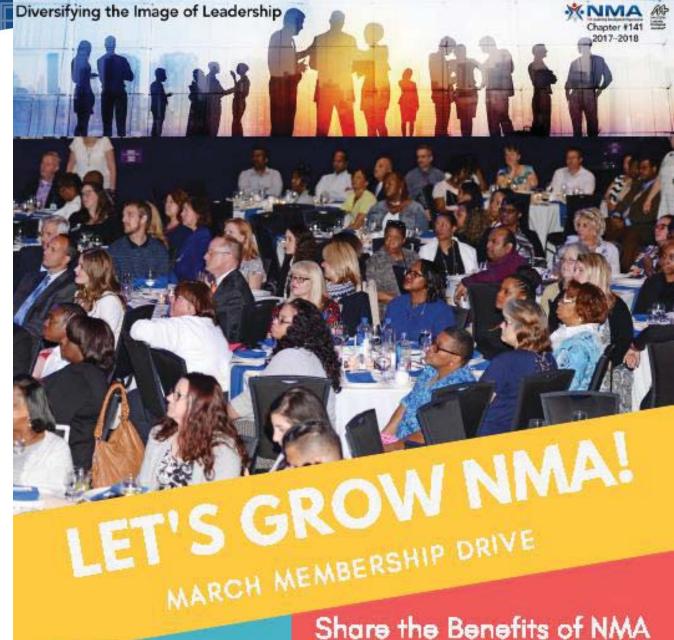
Shannon is a graduate of Walsh College of Accountancy and Business Administration, a certified health care consultant, and she is licensed in accident and health insurance. She currently serves on the board of directors for the Greater Flint Health Coalition and is also a member of the Consortium Health Account Management Advisory Committee.

Join NMN & Step Into Spring

BlueNights March Mixer Wednesday, March 21st 5-8pm

Crispelli's Bakery & Pizzeria 28939 Woodward Ave Berkley, MI 48072





HALF OFF TO JOIN

\$10

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- Networking
- Professional Development
- Community Involvement
- Monthly Dinner Meetings

The NMA is the recognized worldwide partnership of people and businesses inspiring outstanding leadership, and cultivating highly productive workplaces.

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.

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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.

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- We believe in lifelong learning, continuous improvement, and the development of a workforce capable of sustaining a competitive posture in the global economy.
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- We believe that managerial responsibility is shared among all individuals at all levels of the organization and that leadership is critical to management success.
- We believe that individuals and organizations have a community and civic responsibility.

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Co-Editors: Christina Frison and Jeannette van Buitenen Writers and editors: Tina Alonzo, Dana Bell, Karema Bobbitt, Dena Dalal, Sheryl Johnson-Fambro, Tory Niceswander, Anastasia Rokas

Creative Team

Designer: Diana Copp

Photography: Christopher Brantley, Kevin Fraeyman, David

Logan and Kristie Stocker

Dustin Freeze, Internet public domain Web site: http://sps-corp/nma/default.aspx

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Lisa Drayton

Angela Hollis

Rachael E. Hubers

Orin M. Lewis

Danita Ford-Vaughn

Nicole Redd

Brian Wilkes

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Rachael E. Hubers

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Executive Advisors

Laura A. Byars

Jim Kallas

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VP Program Administration: Dena Dalal VP Public Relations: Karema Bobbitt

VP Finance: Dorethia R. Kelly

VP Administration and Recognition: Phyllis Stewart









March

In this issue:

- From the desk of our President
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- Our "Rap Session" with Mary Smith
- 2018 NMA Board Election results
- "Speak Like an Expert" -Toastmasters Lunch and Learn highlights
- NMA Leader of the Year –
 Nominations Now Accepted
- 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.



From the desk of our President



Tina Alonzo NMA President, 2017-2018

Greetings BCBSM Leadership Development Association Members.

As I think about the theme, Diversifying the Image of Leadership, this comes to mind.

Historic Progression:

- Equal Employment Opportunity → Affirmative Action → Multiculturalism →
 Diversity & Inclusion
- Limited inclusion → All inclusive
- Fixing differences → Accepting differences

Leader Qualities:

- Drive value for the individual, group, and organization; lead by example
- Understand and incorporate diverse points of view
- Invest in competency and skill development for yourself and teams
- Recognize and leverage differences in leadership, communication, thinking, personalities, and emotional intelligence

Embrace who you are, be authentic, and embrace others. Differences exist, and yet we can coexist and work together to reach common goals. With a heterogenous workforce, marketplace, and community, we become more creative and innovative. Our achievements in 2017 as an organization here at Blue Cross proves this.

Differences allow us to learn from one another. Each of us has had an experience where we may have felt out of place or on the outside looking in, and it affects self-awareness, insight, and empathy and shapes our attitudes. Remember those experiences, encompass the full spectrum of human difference, work to connect with others, and let's keep progressing.

Join us in April for our Professional Development Lunch & Learn, "Influence Without Authority" with Terry Burke on April 19. Mark your calendars for our Monthly Meeting with Liz Haar on April 26. More details will follow soon. NMA will also feature Continuing Education College Fairs and don't miss out on our Community Involvement event, Keep Growing Detroit.

Best Regards,



Matthew M. Zelman NMA National Director

Volunteering will Open Doors

Greetings fellow NMA members! This is my first time addressing you as our NMA National Director. I have the honor of being recently appointed by your Board to take on this role for a 3-year term until the end of 2020. The timeframe may sound daunting, but this really is an exciting opportunity to learn and grow. In a nutshell, my role is to act as a conduit between our local company chapters in Detroit/Lansing and the NMA National headquarters in Dayton, Ohio.

First off, I need to give a huge THANK YOU to my predecessor in this role, Alisa Armstrong. Her guidance and mentorship

over the years really helped prepare me for this experience. The documentation she passed along was invaluable to get me started on the right path. To think that my NMA journey has taken me from volunteering with her to pick up trash on Woodward to being National Director is unbelievable.

Attending my first National Board meeting in January was a real eye-opener. Fortunately, I had two experienced guides to show me the ropes: Lifetime National Directors Nancy Bennett and Cathy Longo. I can't thank them enough for their advice and counsel. The most rewarding part has been applying lessons learned at our chapter to the issues shared by National, and vice versa. As a numbers guy, working through the budget was probably my favorite part thus far.

The area I find most challenging is balancing the commitment to NMA National versus our local BCBSM-LDA chapter. There are so many new areas to focus on that it can be overwhelming. Although I still attend Board meetings for both Detroit and Lansing, my role has shifted to that of a listener giving advice when needed versus driving the conversation. Luckily, our chapter is in good hands with Board Chair Sharese Hogan and her team.

As far as my vision for the future, I will do my best to live up to the legacy of those who paved the way before me. NMA's goal in 2018 is to continue offering quality leadership development programs while improving communication between NMA National and the local chapters. This means not only interaction at the Board level, but within and between regular members as well. So, when you see me at an event or meeting, let me know how we can improve your NMA experience. Just remember that I'll likely encourage you to volunteer, because you never know where it may take you.

New Member Corner



Leonard Alford III

Dushaun Howard

Mark A. Keskes

Arjun G. Reddy

Joshua M. Rieck

Dareen Zaiat

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.

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 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 NIMA's SharePoint site.

We look forward to seeing you at the next event!





Dana Bartell

Our newest member, Dana Bartell will celebrate 10 years of working here at Blue Cross Blue Shield of Michigan in April. Dena Dalal encouraged her to join the National Management Association. While thinking about the benefits that come with her membership, she was happy with her decision: "I joined NMA to start a journey of networking with others at the Blues and other companies who exemplify [corporate] leadership skills. I am working on growing as a corporate leader and NMA was the best organization to assist with developing leadership skills, finding a mentor and providing access to different opportunities to foster growth."

As an Analyst in the Direct Individual Small & Mid Group Servicing department, her journey in leadership was influenced by some of her favorite teachers, Cassandra Hampton and Karin Chung. This also lead to her to develop her contribution of community by pledging AKA: "I became a member of Alpha Kappa Alpha Sorority because the organization exemplified true sisterhood and most importantly they were about the community and enhancing the lives of others. I enjoy being a member of our powerful organization as it has taught a sense of responsibility, personal development, networking and allows access to people everywhere and future opportunities. I have met some of the most amazingly strong, confident and successful women. I LOVE MY AKA!" When asked how that experience helped her develop leadership skills, Dana responded, "I have never held an executive leadership position within our sorority; however, this organization challenges me to grow as a leader by simply 'doing something I have never done', listen to others and consider the needs of others when making decisions." This a true testament on being a leader where you are at, despite what position you hold.

When going on an interview, Dana stressed the importance of being prepared. This means having a presentable resume and portfolio. If you can, she said, "...the day before the interview do something relaxing. Most of all, be yourself and don't stress." She shared that she is still learning in this area and would love more tips, too.

(Continued on page 12)

Our "Rap Session" with Mary Smith Written by Jeannette VanBuitenen, senior auditor,

Written by Jeannette VanBuitenen, senior auditor, Provider Audit

The March NMA meeting started with president Tina Alonzo welcoming the cheerful crowd and we all stood for the Pledge of Allegiance. Tina introduced our presenter, Mary Smith, senior vice-president of Blue Cross, and former president of Tessellate (Mary announced her retirement less than a week ago).

The presentation started with Mary's "Perspective on Key Leadership Principles" that focused on the resounding theme of the night: Be Authentic.
Being authentic starts with working on understanding yourself and developing your own insights about how you can best lead. By being yourself people will be able to understand and connect with you which leads to trust. "Inauthentic leaders are not trusted [and] teams will not be led by someone they do not trust," Mary declared.

Earning trust begins with being consistent, positive, decisive, transparent, caring passionately about your work and your people, and being driven to win. Mary asked, "Who wants to be around a Debbie-downer or wants a leader that is wishy-washy? Who doesn't want to win?"

Developing leaders shows you care and is very motivating. It entails "growing" leaders, and attracting and retaining talent. Mary stated that it is every leader's job to develop themselves and others.

This led to the "Performance Art" portion of the program. Mary and two of Tessellate employees she is mentoring, Chayla and Albin, sat on the stage with her and talked. Yes, just talked. No script, no template, no tests. And we in the audience were the proverbial flies on the wall benefitting from being asked to listen in on their conversation.



Senior VP and former President from Tessellate Mary Smith talks about being authentic at NMA's March Meeting.



Mary and two Tessellate employees she is mentoring, Chayla and Albin, sat on stage and talked with her during the evening.

(Continued on page 7)

Our "Rap Session" with Mary Smith

(continued from page 6)

Chayla asked Mary to what she attributed her success at Blue Cross. Mary shared that she switched areas about every two years, which led to a broader understanding about the company. "Don't be afraid to take a risk," Mary counseled, "and be yourself." Mary also stressed that leadership is not always from the top down; we can lead across as well. Make people want to follow you, be innovative and creative, and you will be a successful leader.

Albin said he got to know his team members individually. The tool used at Tessellate was *Insights Discovery*, which uses a questionnaire to increase self-awareness. After each team member completed his workbook, the color-based results were discussed in one-on-ones that truly made the supervisor and team member understand each other better. Albin shared an example that for one of his team members, he learned that he needed to give more specific instructions when assigning a task, which led to greater job satisfaction and success.

Mary then opened the floor for questions. "How do you bring your leadership style and leadership attributes to a new team?" Mary responded that it is important to first manage yourself, and to adapt to your new team whether inherited or created. "Do not stray from who you are," Mary advised. Again, be authentic.

When asked how Mary selects team members for a leadership role, she answered that she asks herself, "Who's developing? Who is ready for something new?"







NMA members throughout the room listened to Mary as she spoke about leadership and the important trait of authenticity.

(Continued on page 8)

Our "Rap Session" with Mary Smith

(continued from page 7)



An audience member who worked for Mary and was given new roles shared, while at the time she wasn't enthusiastic about the transitions, in the end she realized it was the best path for her [career].

As the conversation wound down, Mary reminded everyone that the path to leadership may be lateral, and to embrace challenges. And most importantly, be authentic.

Attendees then enjoyed a plated dinner, conversations of their own, and dessert. Judging by the heightened volume in the room, we all were just being ourselves.

Thank you, Mary Smith, for an entertaining and thoughtful evening.

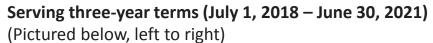




2018 NMA Board Election **Results Announced**

Fellow NMA Members,

BCBSM's Leadership Development Association (NMA) recently held an election ending March 9, 2018 to fill five open Board of Directors positions. It is with great pleasure that we introduce our newest members of the BCBSM NMA Board of Directors.



- **Karema Bobbitt**
- **Tory Niceswander**
- Nicole Redd







Watch for biographies of our new board members In an upcoming blueprint article. You will also be able to congratulate them when they are inducted at the annual meeting on June 11, 2018, where our president and CEO, Daniel J. Loepp will preside.

NMA-BCBSM Leadership Development Association Board of Directors Election Committee, Lisa Drayton and Orin Lewis.

Serving and completing a three-year term through June 30, 2020

Ronnie Adams



Serving an Elected At-Large Director Position, one-year term (July 1, 2018 – June 30, 2019)

Cheryl Baker



Serving an Appointed At-Large Director Position, one-year term (July 1, 2018 - June 30, 2019)

Orin Lewis



"Speak Like an Expert" Toastmasters Lunch and Learn highlights

By Sheryl A. Johnson-Fambro
President, Skillmasters Club 7236, Toastmasters International

On Monday, March 5, 2018, Skillmasters Club #7236 of Toastmasters International held its first Lunch and Learn of the year to a standing room only audience gathered in the Courtyard Dining room, to hear the secrets of conducting a Winning Interview and Effective Presentations. The morning's event was energetically led by Toastmaster of the day, Francis Schorr, who explained the goals of the day and invited the audience to stay tuned for potential surprises.

The event unfolded in three segments. The first segment was a role-play demonstration of a mock interview between hiring manager Sheryl Johnson-Fambro and job seeker Yuanjing (Jingjing) Pursell. The mock interview played out in two parts, the first scene portrayed an ineffective interview followed by insightful observation from the audience. The second scene demonstrated the performance of a winning confident interview.

The second segment was facilitated by Distinguished Toastmaster, Kristie Stocker who expertly demonstrated how to deliver an effective presentation. Notes were seen being taken by fully engaged audience members eager to enhance their own presentation skills. Kristie's presentation was officially timed by another Toastmaster for conciseness, organized by starting with an agenda, and summarized with concluding statements. Heads were nodding in agreement around the room to Kristie's assessment of what makes for an ineffective vs. an effective and memorable presentation.

The third segment was designed as an impromptu interview moment. Impromptu questions created by Table Topics Master, DeAndre Elliott, were read to volunteer members of the audience in demonstration of extemporaneous speaking abilities.







(Continued on page 12)

National Management Association Leader of the Year – Nominations now being accepted

The BCBSM NMA Chapter 141 would like to recognize one of our outstanding leaders. Therefore we are asking you to help by submitting nominations for the Art Seidler Memorial Leader of the Year award. It is an exciting way to recognize a person in our organization for outstanding leadership. The winner of the award will be announced in front of their peers and the NMA membership at the Annual June Meeting, the highest attended event of the year.

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
- Complete the <u>Leader of the Year nomination form</u> gather as much information that you can about the nominee from the leader's team and or administrator
- Submit the form to <u>Stephanie Bracken</u> by **Friday, April 20th** (include "NMA Leader of the Year" in the subject line)
- Keep the nomination quiet from the leader (we want the award to be a secret!)

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 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 must hold membership in NMA and be an advocate of NMA's Code of Ethics.

Nomination Submittal – Nominations must be submitted electronically no later than close of business on **April 20, 2018** 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, please contact Stephanie Bracken. Thank you in advance for your submissions.

Member Spotlight – Dana Bartell

(continued from page 5)

She also has one of the most important jobs of being a Mom to two children and a wife. The best part of being a Mom is: "...watching my kids grow. They have evolved from tiny dependent humans into semi-dependent kids with amazing talents and personalities. One thing I have learned about being a mom, is not about being perfect, but knowing that you don't have to be perfect and still hear "It's ok mommy" or "you're the best mommy ever!"

When she's not working some of her favorite things to do is to watch Do It Yourself videos on YouTube, learning and watching photography on Familylife.com, and watching various talks on TED.com. Take some time and introduce yourself to Dana when you see her around the halls or at our NMA events.





What was 'standing room' until additional chairs were located, a diverse room of Toastmasters and NMA's finest.

Toastmasters Lunch and Learn (continued from page 10)

The objective of this exercise was to expose audience members to unplanned opportunities that arise in the course of their careers, to speak unrehearsed about themselves and their professional goals with someone who could be in a position to potentially assist them. As an unannounced reward for bravery in stepping up to the mike, the volunteers were surprised with their choice of prizes from a selection of practical corporate desk items provided by Toastmasters.

NMA members attended in significant numbers during Monday's session, and represent a clear indication of the need for future collaboration between Toastmasters and NMA to provide practical peer-led professional development opportunities at Blue Cross. Skillmasters Club #7236 is eager to work in tandem with NMA membership to enhance our mutual and professional growth.

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VP Program Administration: Dena Dalal VP Public Relations: Karema Bobbitt

VP Finance: Dorethia R. Kelly

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blueprint



Leadership:

Inspiring those around you





April

In this issue:

- From the desk of our President
- New Member Corner
- Member Spotlight
- NMA Executive Mentor Session Winner
- Lunch and Learn with Terry Burke, "Influence Without Authority"
- Save the Date NMA Calendar of Events
- An Evolution of Leadership
- There's Still Time: Leader of the Year Nominations still accepted
- 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.





From the desk of our President



Tina Alonzo NMA President, 2017-2018

Greetings BCBSM Leadership Development Association Members:

I recently began a new position in the Office of Diversity & Inclusion as a Program Coordinator. Due to recent changes within the organization, it's relevant to provide some information on Transitional Leadership. The most common transition is taking on a new role or job, affecting behaviors, capabilities, attitudes, and thinking. You may experience:

- Transition of Relationships relationship change (new leaders and teams, dynamics with former peers); adapting and learning to interact with new people or people in new roles who have diverse ideas, styles and preferences.
- Transition of Skills new expectations with new, enhanced or advanced skills.
- Transition of Perspective or Mindset using what you've learned and applying new skills to a situation.

Here are some recommendations to use when navigating transitions:

Engage – be proactive and have conversations with your former peers, new leaders and teams. Adjust your interactions with others to foster positive working relationships and styles.

Change Perspective – be **observant** and think positive. Consider how and what needs to change to be of value to this organization and improve performance.

Learn New Skills – continue professional development; adapt new skills and competencies for new challenges.

Assess your ability to navigate transitions and maintain high levels of performance. If you think "business as usual" is a possibility, realize that one set or style of behaviors rarely propels you throughout your career.

Join us for our NMA upcoming events which include a Professional Development lunch and learn on Wednesday, May 9 - StrengthsFinder 2.0 with former Tessellate President Mary Smith. There will also be a BlueNights^{sм} Mixer on May 9 at Granite City, hosted by Bill Plies, vice president, Corporate Planning. On Thursday, May 17, join our webinar, "The Engaged Manager: Back to Basics Approach." Finally, don't miss out on our Community Involvement event Mutt Strut 5K Run & Walk on Saturday, May 12.

Best Regards,

I Af

New Member Corner



Erica M. Addison	Nelson Collins	Kelly Hall	Michael Meissner
Carly R. Amhowitz	Heather J. Crothall	Stacey L. Horn	Rachel Saputo- Abarca
Yaqoota Aziz	Patricia M. Doerr	Dimitria Jackson	Brian Schebil
Chera L. Best	Cassandra R. Driver	Stephanie Kelly	Janice L. Smith
Jennifer Boerner	Phillip J. Edel	Diane E. Kmiotek	Catherine A. Stavale
Kirbionne Brackins	Vanessa A. Gordon- James	Nicholas Lampley	Rabia Sultana
Tiara Brock	Michael L. Greenlee	Nicole H. Lee	Cheryl L. Swanigan
Lacey M. Cohoon	Anne M. Guidos	Kimberly A. Meekhof	Ankur Vakharia

Get Involved! Member Benefits

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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.







Member Spotlight shines on...

Jason Sabbagh

Our newest member, Jason Sabbagh, comes to us from Service Workforce Management. He will be celebrating his 4-year anniversary with Blue Cross Blue Shield of Michigan in July. Jason's current role is Senior Analyst. What he loves most about his job is, "...being a Senior Business Analyst, because the work we do challenges me to do my best every day. At a high level, the Workforce Optimization team puts an emphasis on having the right number of properly skilled people and supporting resources in place at the right times to handle an accurately forecasted workload, at service level and with quality."

For next three to five years, Jason sees his area growing. "The Workforce Optimization team is always looking for ways to help our service operations leadership to be more efficient while still delivering a best in class experience for our Members and Providers." He joined the NMA because he researched and found that it was a good place to network and meet people from all over the company.

Jason completed his Bachelor's of Science in Human Resources with a minor in Labor and Employee Relations from Oakland University. One of the most important lessons he has learned in his career is to keep an open mind and be open to change.

When Jason is not working, the favorite part of his home is the kitchen. It's a place where his family gathers to share great food, jokes and quality time. He enjoys coffee on a cold day and ice tea on warm sunny days. Although he doesn't have any pets, he considers himself to be a dog person. Take some time and share some recipes or dog pictures with Jason.



Congratulations to

Michael Greenlee

NMA Executive Mentor Session Winner

Written by Dana E. Bell, analyst, Pharmacy Systems Interface

Our recent March Membership Drive had an added incentive: one person would gain the opportunity of an Executive Mentor Session with Blue Care Network's President and CEO, Tiffany Albert. Some of the most essential tools of leadership are learning and listening. As members of our NMA chapter, we are always trying to find resources and develop ourselves to be effective leaders. One of those tools is mentorships. Congratulations once again to our newest member, Michael Greenlee.

Michael has been with Blues Cross Blue Cross Blue Shield of Michigan since 2009. He works as an Senior Analyst in the Ancillary Program Management department. Part of his role is "...seeing all the IT and business operations come together to provide our customers value added services." I asked Michael what was involved in working in Ancillary Programs. He expressed that, "...it's a collaboration across multiple departments and a comprehensive understanding of how we interact with our providers/members."



When I asked him why he joined NMA, he indicated that he was looking for professional development and networking opportunities. It helped that his colleagues and leader encouraged him to join. Since being in leadership is a journey, Michael shared five characteristics that make up an effective leader: "Determination, consistency, decisiveness, effective communication and good listening skills." Michael handles negativity by getting a comprehensive understanding of the obstacle or problem; then he applies critical thinking skills and finds a solution with input from the appropriate stakeholders.

On his down time, he enjoys pancakes from the Original Pancake House. He suggests keeping a bag of their proprietary batter at home in case the line is too long at the restaurant (which is usually always). One of his favorite charities is St. Jude's. Tom and Jerry were his favorite cartoon characters growing up. "I loved the constant competition, antagonization and ultimately the mutual respect and love they had for each other. Looking back, it reminded me of my relationship with my older brother."

Michael's proudest moments are with his family. "My wife is a physician and our first child just turned 9 months old. It's been amazing going through these challenging months together and seeing her meet the needs of a newborn as well as her physically demanding job. Turns out sleep is more important than we thought!"



Tiffany Albert, president and CEO, Blue Care Network, VP BCBSM



Terry Burke Lunch and Learn - "Influence Without Authority"

By Sheryl Johnson-Fambro, communication specialist, Market Communications

It was standing room only for the lunchtime crowd gathered Thursday, April 19, in Tower Dining Room B, to hear Terry Burke, VP Individual Business, present Influence Without Authority (IWA) during NMA's monthly Professional Development Lunch and Learn session.

The meeting was transmitted live via WebEx to other NMA chapters across the country, facilitating Burke's captivating and tremendously informative IWA PowerPoint presentation. The hour-long session provided a high overview of the transition between the historic, hierarchical tradition of management — a style that fosters dependency — and the evolution to IWA, a progressive approach to managing in a team setting that nurtures creativity.



Burke uncorked the challenges, opportunities and benefits of IWA, referencing a plethora of books by distinguished authors on leadership, citing, among others, Carnegie and Maxwell. After laying the framework for IWA, Burke demonstrated the concept in action with the movie *The King's Speech* as his template. The movie tells the story of a speech therapist, unlicensed and a commoner, entrusted to train a King to overcome an afflicting speech impediment. Burke asked his audience to consider the disparity that must have existed between the King and his therapist, as parallel to the disparity that exists sometimes between leadership and those who have to provide results. Burke left his audience with three main points from the movie:

Establish trust: It can't be dictate; it must be established over time. The therapist took his time to engender the trust of the King, at times using unconventional methods.

Support the decisionmakers: Make your boss look like a genius. Let them decide how they want to proceed. The therapist recommended, the King decided. There was no ego with therapist.

Respect, authenticity and empathy: The therapist treated the King's disability. He was not condescending and listened intently, offering work arounds as needed.

The link to his presentation follows this article and although the company of those present on Thursday will be missing from the overall experience, you can easily see why Burke's presentation was so enlightening, needful and encouraging. Finally, from Carly Fiorina, former CEO of Hewlett-Packard, everyone is an ally; unlock the potential in others.

https://nma1.org/steve-transfer/TBurke-NMA-Webinar.pdf



NMA Calendar of Events

May 2018	Professional Development StrengthsFinder 2.0 with Mary Smith President & CEO, Tessellate	Wednesday, May 9, 2018 12:00 noon to 1 p.m. Renaissance Center, Tower 500 21 st Floor, Eastern Market Room Detroit, MI
May 2018	BlueNights sM Mixer with Bill Plies VP, Corporate Planning	Wednesday, May 9, 2018 5:00 p.m. to 8:00 p.m. Granite City Food & Brewery 100 Renaissance Center Detroit, MI
May 2018	Community Involvement Mutt Strut 5K Run and Walk	Saturday, May 12, 2018 Ford Field Park – Dearborn 22051 Cherry Hill Dearborn, MI 48126
May 2018	National Professional Development "The Engaged Manager: Back to Basics Approach"	Presented by Jodi Wilson, PhD Thursday, May 17, 2018 12 p.m. and 3 p.m.
June 2018	NMA Annual Meeting with Dan Loepp President and CEO Blue Cross Blue Shield Michigan	Monday, June 11, 2018 Detroit Institute of Arts Kresge Court Detroit, MI

An Evolution of Leadership

By Joseph Perry, manager, Facility Special Programs

My name is Joseph Perry and I've been with Blue Cross Blue Shield of Michigan for 36 years. I've had an illustrious career, working in several departments and building multiple skill sets at every level. Since 2009, I've been the manager of Facility Special Programs. When I think back on when I was hired and where I am today, I've had a taste of just about everything known to man at Blue Cross. I have processed claims, been an accounting clerk and have been a CSR. I've also held management positions in key servicing areas throughout the company.

I don't look at change as being challenging; I try to look at things as evolving. I remember the implementation of IRIS, our local claims system. I was a Team Leader I and my section was the first to pilot it. At first, my team complained about it because it was the "new thing." As they became



more familiar with it, it became the best thing since sliced bread! When we moved to NCSW, the uneasiness was the same. Now we're switching from NCSW to NCompass. I have said to my team that NCompass will allow us to evolve even more.

One of the key elements of leadership is interpersonal relationships and partnerships. As an active member of NMA, I've had several opportunities to be mentored, cultivate friendships and network with others in the company. I have developed long lasting professional relationships and have mentored new and seasoned employees. I want to stress that helping out in your local community is vital and also helps you build relationships. I obtained leadership experience externally by volunteering with organizations outside of Blue Cross.

My take on leadership focuses on communication. I've had one-on-one's with my employees, I've had group meetings with three to four people together and I've done side-by-side's with my employees. The key is identifying obstacles that are hindering them from progressing and assisting them in removing those obstacles so they can grow to become better employees. Don't be afraid to ask your manger or a manager from another department about their leadership style and how they developed their skills.

I also encourage my employees to utilize the available resources within Blue Cross. We have one of the best education reimbursement programs in the nation, which I utilized to obtain my degrees. I went through an onboarding process when I became a leader. One seminar I attended covered topics such as the legal aspects of leadership, coaching, employee attendance records, and things like that.

As I recall my evolution as a leader within Blue Cross, I remember an invite we extended to Dan Loepp to speak with our division. He had only been CEO for a few months at that time, so his calendar hadn't filled up yet. About ten minutes before he was to speak, I was unexpectedly asked to introduce him. I was given his bio, and as I introduced him, I remember saying he's going to take this company to a different level and that even though we may not understand it at the time, we must trust him. Today we can see we're going to different heights in the health care industry. He hasn't disappointed me in fulfilling what I said about him.

THERE'S STILL TIME:

National Management Association Leader of the Year – Nominations now being accepted

The BCBSM NMA Chapter 141 would like to recognize one of our outstanding leaders. Therefore we are asking you to help by submitting nominations for the Art Seidler Memorial Leader of the Year award. It is an exciting way to recognize a person in our organization for outstanding leadership. The winner of the award will be announced in front of their peers and the NMA membership at the Annual June Meeting, the highest attended event of the year.

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
- Complete the <u>Leader of the Year nomination form</u> gather as much information that you can about the nominee from the leader's team and or administrator
- Submit the form to <u>Stephanie Bracken</u> by **Tuesday, May 1** (include "NMA Leader of the Year" in the subject line)
- Keep the nomination quiet from the leader (we want the award to be a secret!)

Art Seidler Memorial Leader of the Year Award

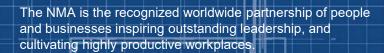
Description - The objective of the award is to recognize an individual team lead, manager or director who has gained significant recognition for managerial and leadership accomplishments, and conducted both personal and business affairs in accordance with NMA Code of Ethics (found on the last page of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

Nomination Submittal – Nominations must be submitted electronically no later than close of business on **May 1, 2018** 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, please contact Stephanie Bracken. Thank you in advance for your submissions.



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.
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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.
- 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.

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

blueprint Team

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President: Tina Alonzo

President-Elect: Aj Ghasham

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Lisa Drayton

Angela Hollis

Rachael E. Hubers

Orin M. Lewis

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blueprint







May

In this issue:

- From the desk of our President
- NMA Week Calendar of Events
- Next Month: NMA's Annual Membership Meeting at the DIA
- New Member Corner
- NMA's April Member Meeting: an evening with Liz Haar
- Professional Development StrengthFinders 2.0: a synopsis
- Closing the Deal Professional Development Series
- Community Involvement: NMA's Dog Day Morning
- BlueNights[™] Mixer highlights with VP Bill Plies
- NMA Code of Ethics and Statement of Principles

NMA's Annual Membership Meeting

Monday, June 11, 2018 Detroit Institute of Arts (DIA)



NMA National Mission Statement

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



From the desk of our President



Tina Alonzo NMA President, 2017-2018

Greetings BCBSM Leadership Development Association Members:

Diversifying the Image of Leadership includes preparation and being prepared for things to come. According to Dictionary.com, preparation is "a proceeding, measure, or provision by which one prepares for something; any proceeding, experience, or the like considered as a mode of preparing for the future."

To achieve goals or seize opportunities that may arise in the future, preparation should not be something that is considered or conducted in a short period of time; achieving a particular goal takes time invested in planning and preparation. When you properly prepare for what's next, it's easier to achieve specific outcomes. You're more likely to respond appropriately, develop personally and professionally and deepen relationships. You'll also be able to support and energize your team, facilitate productive conversations, gain momentum, achieve and exceed goals, and develop new leaders.

Here are some tips for preparation:

- ✓ Set Attainable Objectives/Goals
- ✓ Make Time
- ✓ Communicate/Network
- ✓ Be Decisive

- ✓ Be Strategic
- √ Think Big Picture/Long-Term
- ✓ Invest in Education/Development
- ✓ Be Accountable

There are a plethora of methods to prepare for goals and opportunities. It is important to identify specific processes that work best for your diverse style and skills. As noted by inventor Alexander Graham Bell, "Before anything else, preparation is the key to success."

As NMA's chapter year comes to a close, please join us in June for several important dates. We have several savvy events planned for Management Week, June 4 to June 8. On Monday, June 11, join us at the DIA on Woodward for NMA's Annual Meeting with President & CEO Dan Loepp. Be sure to check out this month's blueprint for a full list of upcoming events.

Best Regards,

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NMA Week Calendar of Events

	T1 1 6 1 4th	T	
NMA Connection Table - During Lunch	The week of June 4 th Time: 11:30 - 1pm	Be on the lookout for ambassadors & learn more about what NMA has to offer	
		Monday 6/4: Omni Tuesday 6/5: Town Center	
		Wednesday 6/6: Detroit Tower Thursday 6/7: Ren Cen 500	
		Friday 6/8: BCN Commons	
Sound Money Management	Monday, June 4 th Time: 12 - 1pm	Hosted by: Joseph Samples Financial coach and advisor Samples & Young	
		BCN Commons; 1 River	
Benefits of NMA	Tuesday, June 5th	Hosted by: Tina Alonzo	
	Time: 12 - 1pm	President of NMA	
		Omni; 1 Lime	
Benefits of NMA	Wednesday, June 6 th	Hosted by: Sharese Hogan	
	Time: 12 - 1pm	Chairman of the Board, NMA	
		Detroit Tower 17; Space B	
NMA Morning Mixer	Thursday, June 7th	Hosted by: Laura Byars	
	Time: 7 - 9am	VP of Human Performance	
		Detroit Tower Auditorium	
Making Money Make Sense	Friday, June 8 th Time: 12 - 1pm	Hosted by: Joseph Samples Financial coach and advisor	
		Samples & Young	
		500 Ren Cen 21; Ford Field	

THE TOP 5 MEMBERS WHO RECRUIT
THE HIGHEST NUMBER OF NEW
MEMBERS WILL WIN A NMA GIFT BAG!

You don't want to miss NMA's Annual Membership Meeting

Join us for our final meeting of the 2017-2018 chapter year featuring keynote speaker, Daniel J. Loepp, President and CEO, Blue Cross Blue Shield of Michigan. This year's event will be held at the Detroit Institute of Arts (DIA), 5200 Woodward Avenue in Detroit on Monday, June 11 from 4:30 to 8 p.m.



The events at our NMA annual meeting are memorable and surprising. We will formally introduce the 2018-2019 NMA Board Members who will continue to guide our organization with superb leadership and vision. 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.

Other events include awards to the Member of the Year and Executive of the Year who are nominated and selected by our NMA Chapter Board of Directors. As an added bonus, there will be a raffle for a one hour mentoring session with BCBSM Vice Presidents. 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!



Speaker: Daniel J. Loepp President and CEO, Blue Cross Blue Shield of Michigan

NMA Monthly Membership Meeting Please join us Monday, June 11, 2018 Registration & Networking: 4:30 pm Program to begin at 5:15 pm Detroit Institute of Arts (DIA)

5200 Woodward Ave, Detroit, MI 48202



Free street parking available
Parking in structure off of John R across from DIA for \$7
Valet parking also available for \$12-\$15

There will also be a raffle for a one hour mentoring session with one of the following executives:

- Stephen Anderson, Vice President, Hospital Contracting & Network Administration
- Amy Frenzel, Vice President, Service Operations
- Jim Kallas, Vice President, Financial Corporate Services & Treasurer, BCN
- Atheer Kaddis, Vice President, Pharmacy Services
- Phillip Gillespie, Vice President, Business & Program Development and Regulations, BCN

New Member Corner



Nicole Bell	Danielle Lawson
Kyle Cogswell	Amanda Navarro
Ashleigh Dera	Deena Reed
Delores Hearst-Colbert	Charla Showers
Edward Kent	

We are glad you joined!

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 details, visit 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 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!

NMA's April Member Meeting: an evening with Liz Haar

Written by Sheryl Johnson-Fambro, specialist – com writer, Market Communications

For forty-five unscripted minutes, Liz Haar, executive vice president and president, Emerging Markets, held an attentive NMA audience captive, as she openly spoke about her path to leadership during the April monthly membership meeting at the freshly opened Southfield Premier Best Western hotel.

"I'm unoffendable," Haar said, and with that, she instantly set the stage for the focus of the evening's conversation. Describing herself as a, "hometown girl," Haar revealed the political views, both left and right, that exist among her immediate family members and the conversation those views elicited at family gatherings. Haar learned to love



interesting conversations and healthy debate. "You can take either side of the debate, and you can't offend me," why, "because we're still going to be a family," Haar said.

Extending those values into her professional career Haar again jostled her audience's attention by saying, "I haven't planned much," in my professional career, why, "because I love to learn!" As an actuarial, she explained that in twelve years she'd had three distinct jobs with little correlation in position or title, learning principles that have throttled her career. Comparable to Blue Cross' Cultural Beliefs, Haar describes her learned principles as: Reach Out; Speak Out and Stand Up.

Reach Out. Always trying to do the right thing for the organization and for people. Bring the right people together to the table. At times merging complex personalities into cohesive, effective units can prove to be a difficult task. Haar reiterated the value of doing the value of doing that right thing and the reward that follows from doing things right.

Speak Out. The conviction that other's share your values can be an all or nothing proposition. And, it can be intimidating. With one of her most thought-provoking comments on being unoffendable, Haar challenged the audience. "If I don't know your opinion, I shouldn't have to pay you. It saves money," she said with a wry smile watching her comment filter across the room.

Stand Up. For Haar, this is a team concept and a twist on conventional approaches. Haar explained that one of the strengths she's most proud of is being a team-builder. "No one who works for me does a job that I can do," Haar said. Hire people that can replace you. As evidence, Haar cites that as she's advanced during the span of her career, someone from her former team always moved into her former position.

(continued on page 6)

An evening with Liz Haar (continued from page 5)

Haar brought several additional extremely insightful observations to the April member meeting before concluding the evening's conversation by taking questions from stimulated audience members. But, before concluding she told the story of advice she received during the formative years of her career while at a different company. As a thirty-something, she was volunteered (told) to drive an older, senior executive home in a blinding snow storm after an evening event. Nervous and anxious about slippery conditions and the roads ahead, her boss gave her two pieces of advice:

1) have a glass of wine every night and 2) remember, nobody does anything alone; someone has always helped. The wisdom and confidence Harr received from her literal and figurative senior executive passenger, shared as an intriguing encounter on her path to success, is evidence that it has served her exceedingly well.

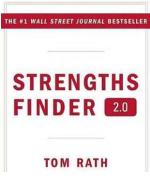
Professional Development Series StrengthsFinder 2.0 with Mary Smith: a synopsis

Written by Tory Niceswander, security team leader, Enterprise Security

During this presentation, Mary Smith, former President and CEO of Tessellate, provided a comprehensive look at the StrengthsFinder 2.0 assessment as well as others like it. The ability to identify the strengths of others and being able to craft a well-rounded team can be vital to your success. As a leader, you can utilize your team's strengths to place them on projects that highlight their strengths. Additionally, you can utilize these strengths when identifying individuals who can fill gaps on your team.

Teams are not built on members who are all alike. You'll have greater success with a diverse group of individuals who want to work toward a common goal. If you focus on what you're good at and what you're passionate about, you'll find that your "strength" can actually complement your team. Below is a brief list of strengths found in the assessment:





- Achiever
- Analytical
- Arranger
- Adaptability
- Connectedness
- Deliberative
- Developer
- Empathy

- Focus
- Futuristic
- Harmony
- Ideation
- Includer
- Maximizer
- Responsibility
- Strategic



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CLOSING THE DEAL

PROFESSIONAL DEVELOPMENT SERIES

YAM 23

Networking Mixer

Level Two Bar & Roof Top 4:30pm - 7:00pm

JUN

05 Generational Communications

Detroit Whitmer Auditorium

11:30am - 12:30pm

JUN 12

Linked-In Workshop

Detroit Tower Auditorium

12:00pm - 1:00pm

IUN 20

Resume Workshop

Detroit Whitmer Auditorium 12:00pm - 1:00pm

JUN 26

Interview Prep

Detroit Tower Auditorium 12:00pm - 1:00pm JUN 28

Career Panel

Detroit Tower Auditorium

12:00pm - 1:00pm

THESE EVENTS ARE DIVERSITY APPROVED

WEBINARS AVAILABLE - REGISTER ON BLUE TALENT

Watch for more information about individual events as they get closer















COMMUNITY INVOLVEMENT: NMA's Dog Day Morning

Written by Ronnie D. Adams, senior analyst, COBX

On Saturday May 12th, the NMA Community Involvement Committee joined Friends for Animals of Metro Detroit for their annual Mutt Strut 5k walk and run at Ford Field Park Dearborn. Mutt Strut

is a pledge-driven dog 5K Run/Walk and community-wide animal celebration with lots of entertainment, education, shopping and fun for pets and their families. Since 2006, Mutt Strutters have raised nearly \$900,000, which directly helped more than 28,000 homeless



dogs and cats---plus thousands more in Southeast Michigan through their many outreach programs.



Although the weather was unforgiving, many runners and walkers turned out to show their support for the shelter pets, even in the midst of the downpour. There was no shortage of furry friends of all sizes either. The Mutt Strut was the final event for the Community Involvement Committee for 2018 and it was a great way to close out the year.







Pictured above are volunteers John and Ashley Zuelch.





NMA BlueNights[™] Mixer highlights with VP Bill Plies

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

With the weather finally taking a turn for the better, NMA & Veterans Network members came out to enjoy a night of networking. Bill Plies, VP of Corporate Planning, was the host for one the last mixers of the NMA 2017-2018 year. Members of NMA and Veterans Network joined together in a private room inside Granite City-RenCen, where a fun-filled

networking game was in full flight.

Participants each received a name tag as they registered and were required to find their 'match.' For example, I was Martha Washington, and set on an adventure to find my George! Other matches included 'Adam & Eve', 'Michelle & Barack, Bacon & Eggs, and Gin & Tonic. It was the perfect way to assure patrons were networking to meet someone new, while making it fun to take the pressure off. Members enjoyed some signature Granite City flatbreads, delicious chicken wings, and a variety of other appetizers.

Bill was a gracious host and made his way to introduce himself to almost all of the attendants. He gave a little speech in the middle on the importance of networking and how NMA & Veterans Network are great to be a part of. On behalf of NMA, we would like to thank Bill for taking time out of his busy schedule, mixing and mingling, and sharing some VP wisdom with patrons. Laura Byars, VP of Human Performance will be hosting our first morning mixer as part of National Management week on Thursday June 7, 2018 from 7:00am-9:00am.

Smiles abound at NMA's last BlueNights Mixer of 2018 held at Granite City – RenCen.











The NMA is the recognized worldwide partnership of people and businesses inspiring outstanding leadership, and cultivating highly productive workplaces.

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blueprint







June

In this issue:

- From the desk of our President
- New Member Corner
- New Member Spotlight
- First Morning Mixer hosted by VP Laura Byars
- NMA Annual Member Meeting at DIA
- In Loving Memory...Rachael E.
- Closing the Deal: Career Panel
- NMA Code of Ethics and Statement of Principles





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From the desk of our President



Tina Alonzo NMA President, 2017-2018

Greetings BCBSM Leadership Development Association Members:

This is my final address to the membership and I would like to thank you for this opportunity to serve as your president for the 2017-2018 chapter year. We have accomplished much by working together. I would like to give a special thank you to all who have supported me and my team and contributed to the success of the chapter year:

- NMA executive sponsors and BCBSM/BCN executive staff
- NMA Board of Directors and National Directors
- Marketing communications liaison
- NMA members, including our event and program volunteers and committee members

To my vice president team –Tory Niceswander, Dena Dalal, Karema Bobbitt, Dorethia Kelly, and Phyllis Stewart: it has been a pleasure working with you during this chapter year and building lasting relationships. Thank you for being a part of this team,

embracing the chapter theme and vision, and working diligently throughout the year. With the support of many, "Diversifying the Image of Leadership" has been successful due to our varying styles of leadership, communication, thinking and skills. We have been able to add value to this organization by offering diverse programming, which has resulted in achievements such as:

- Increasing member meeting RSVP attendance by 20% within the first three meetings
- Increasing BlueNights[™] Mixer RSVP attendance by 21% within the first half of the fiscal year
- Averaging a 75% RSVP attendance rate for Community Involvement events
- Offering 16 diverse Professional Development programs while averaging an 87% RSVP attendance rate
- Increasing membership by 205 new members over the course of the chapter year (as of 6/25)

NMA members, thank you again for this opportunity; it has been a true honor. I encourage all of you to remain engaged, continue your involvement, and bring others along.



New Member Corner

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Alina Behrens	Sajini Paul	
Victor Centeno	Brian Rohrkemper	
Trevia Dalley	Diana Smakai	
Stephen R. Graham	Dean Swanson	
Mariah Manuel	Brittany Ventline	

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Member Spotlight shines on...

Mariah Manuel



Our newest member comes to us as an Eagle alumnus from Eastern Michigan University. Mariah Manuel is a Team Leader in the Service Operations Control Service Quality unit. In 2018, she started working at Blue Care Network as a Customer Service Representative in Ann Arbor. Mariah shared, "[a]t the time, I was working in the banking industry and looking for a change. A member of my college alumnae association advised me that BCN in Ann Arbor was looking for CSRs, so I applied. After I passed the test and went through the interview process I was hired."

Mariah joined NMA because of encouragement from her mentor, Tiffany Albert (President & CEO, Blue Care Network). This suggestion worked out well because she was trying to find a way to meet new people; NMA is a sure way to network with other leaders around the company.

At times, we all have hard lessons in our careers. A difficult topic for many of us is failure. Mariah faces this challenge boldly: "Failure is just an opportunity. I have learned to be more grateful when things do not go as planned. This is just an opportunity to stretch myself and sometimes those around me to greatness. As motivator Les Brown said, 'A setback is just a setup for a comeback!'

Mariah enjoys doing things for her team. Here are some "best practices" she embraces:

- Share opportunities and ways to develop personally/professionally. I truly believe in helping people find ways to increase their knowledge.
- Goal setting and goal accomplishing. I have worked with several members from my team who felt they could not complete a goal. However, once we get together and review the goal, make sure it is a "SMART" goal and begin to track it. They begin to see with support anything is possible.
- **Communicating**. My team is a great group of individuals. They are smart and really understand their positions. Most of them have been with Blue Cross for 10+ years. I find myself intrigued by learning from them and seeing how they work with others, especially the CSRs. I believe that our open dialogue and constant communication keeps our team engaged and successful.



First Morning Mixer hosted by VP Human Performance, Laura Byars

Written by Karema Bobbitt, IT Process Specialist, Service and Availability, IT

NMA hosted its first Morning Mixer graciously hosted by Laura Byars, VP of Human Performance in the Detroit Tower auditorium. This event was a joint venture with POWER ERN. All who attended were welcomed by the delicious smells of breakfast and sweet sounds of contemporary jazz playing in the background.

Conversations flowed with ease as members and guests conducted their own ice breakers, connecting with new people or reconnecting with people they had not seen in quite some time.

Enjoying a full breakfast, members and guests were treated to scrambled eggs, bacon, turkey sausages, potatoes, a host of pastries, fruit and plenty of thirst quenching drinks. Attendees listened to remarks from NMA VP of Public Relations, Karema Bobbitt, who thanked everyone for coming in for this early event.

Laura Byars expressed her gratitude and shared her ideas on why a morning mixer was a nice change for NMA. She then opened the floor for questions and briefly discussed the BlueSpace pilot program for corporate employees. After this interval, Laura mingled with everyone as the Mixer came to a close.

Laura, the NMA team would like to thank you for being such an awesome hostess of the final Mixer for this chapter year, as well as for your continued support of NMA overall.











NMA's Annual Meeting at DIA

Written by Dana E. Bell, senior analyst, Pharmacy Systems Interface

This year's annual NMA meeting was held at the classic treasure, Detroit Institute of Art (DIA) located on Woodward Avenue. This jewel is in the heart of Detroit and was founded in 1885, housing over 658,000 square feet of art. The DIA has pieces from artists like Diego Rivera, Vincent van Gogh, and Kehinde Wiley. It was in this intimate setting that friends new and old made connections. After networking and appetizers, we all made our way to the Marvin & Betty Danto Lecture Hall. It was there we were greeted by the president of our chapter, Tina Alonzo.



NMA members gathered in the Marvin and Betty Danto Lecture Hall in DIA.

After introductions were completed, the director of DIA, Salvador Salort-Pons thanked Blue Cross Blue Shield of Michigan for being a supporter of the museum through the challenging time of Detroit's bankruptcy and the city's brilliant resurgence. Salvador encouraged us to attend current and upcoming events at the DIA such as *Star Wars* and the Power of Costume exhibit and Fash Bash (to be held at the Somerset Collection in Troy).

Tina introduced the key note speaker of the evening, Daniel J. Loepp, President and CEO of BCBSM. Mr. Loepp has been with BCBSM for almost 20 years and this was his 13th time speaking at the annual NMA event. He was excited to speak about the NMA theme "Diversifying the Image of Leadership." Usually when we have discussions about diversity, we think of race. This is one part of diversity but not the only piece. Webster's Dictionary defines diversity as the condition of differing and types of variety. This term also encompasses differences like gender, language, culture, age and ideas. Loepp brought out that diversity is one of our key beliefs which includes fostering inclusion. That is why we have over 10 Employee Resource Networks, over 40% of women in leadership positions, and why we hold learning sessions on Cultural Competency.





NMA members soaked up the sun in the beautiful DIA atrium while enjoying a wide array of appetizers and networking with friends, new and old. This was our first outing and many highly recommend our return to this venue.



NMA's Annual Meeting at DIA

(continued from page 6)

Loepp bought out how the healthcare business is changing constantly with elements of increasing competition, technology and company mergers. We must learn to listen from different perspectives. This will help us provide for our customers and continue to be a strong company. Loepp cited that due to everyone's hard work, we are on track to have a successful year like we had in 2017. BCBSM is the 9th insurer in the nation. BCN currently has over 920,000 members. With Blue Cross Complete, our providers appreciate claims being paid on time. At the meeting ended, Mr. Loepp answered several questions from the audience. Then awards were presented.

Hall of Fame - Greg Sudderth



Executive of the Year – Tiffany Albert, President & CEO, Blue Care Network



Leader of the Year - Valerie Keesee



NMA Member of the Year - Ann Charlick



In Loving Memory... Rachael E. Hubers

Sept. 19, 1992 - June 15, 2018

After 25 years of an extraordinary life of accomplishment, Rachael Hubers, recent National Management Association board secretary, left this world. She was a shooting star at Blue Cross Blue Shield of Michigan. And, she was highly respected by her Corporate Communications' peers, business partners, friends within the company and NMA members.



Rachael was born a champion and leader. She was the Cranbrook Kingwood varsity tennis team captain and the school's 2011 doubles state champion. She attended Southern Methodist University, graduating first in her class from SMU's Cox School of Business. In college she held memberships in the Beta Gamma Sigma Business Honor Society, the Robert Stewart Hyer Honor Society and the Alpha Chi Omega sorority. She interned at D Magazine in Dallas, Texas, and was a Fox Sports student marketing consultant through the SMU Honors Marketing Practicum.

Her first professional position was with Blue Cross Blue Shield of Michigan as an associate analyst, working closely with the vice president and chief technology officer. Always seeking greater challenges, increasing responsibility and ways to contribute to Blue Cross, Rachael moved to a communication specialist-writer position with the Corporate Communications team. Her confidence, vision and talent again placed her in the spotlight working directly with executives to successfully produce work such as the Blue Cross Blue Shield of Michigan Foundation's annual report. She also helped plan, write and coordinate hundreds of radio interviews for Corporate Communications' vice president.

Her generous social contributions included volunteering at Beaumont Hospital's post-surgery unit, acting as a small group leader for the Kensington Community Church, mentoring students at her high school alma mater and membership with Impact100 of Oakland County. Gifted with impeccable interpersonal skill, everyone lucky enough to enter her sphere instantly felt her warm sunshine. Rachael loved all, was loved by all and will be truly missed.

Memorial gifts

Make contributions in Rachael's name online at Kensington Church.







Lives are like rivers, eventually they go where they must. Not where we want them to.

~ Richard Russo



Don't cry for me, I'm not gone. My soul is at rest, my heart lives on. Light a candle for me to see and hold on to my memory, but save your tears for I'm still here, by your side through the years.

~ Christy Ann Martine





A very special "thank you" to Susanne M. Antosh, Market Communications for writing this loving tribute to her co-worker and friend, Rachael.

One thing I know for sure is that faith is not just something we have, a good luck charm, or even a winding path. It's a long, upward journey. God encourages us, step by step, to become more like Him. He works in our hearts as we work through the experiences of life. Rachael Hubers

Closing the Deal: Career Panel Discussion

(An NMA/YPN Joint Venture)
Written by Sheryl Johnson-Fambro, specialist – com writer,
Market Communications

The lunchtime Career panel discussion, held in the Tower Auditorium Thursday June 28th, was moderated by NMA's own vice president Professional Development, Tory Niceswander. The seated panelists included, vice president Service Operations, Amy Frenzel; vice president Clinical Strategy and Health Plan Business, Aaron Friedkin, M.D.; vice president HCV Performance and Execution, Lisa Hardy; vice president Office of National Health Care Reform, Sondra Pedigo, and senior director Diversity and Inclusion, Bridget Hurd.

The hour-long discussion was saturated with professional insight from a reflective body of seasoned executives, sharing their, often non-linear, paths to their current positions. The panel's experiences were offered to an audience comprised primarily of millennials but with a good cross-generational mix, highlighting the generational communication focus of the seminar.

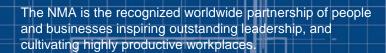
The discussion launched with a pointed request to describe their rookie mistake. Answers were returned with vulnerable descriptions of being too assertive in volunteering assessments of people who "didn't report" to them, presented with the conviction of innocence that maintains, "of course I was right." The replay of this experience was greeted with nods of agreement from fellow panelists.

As Niceswander moved the discussion forward with more thought provoking questions, audience members of every generation took notes in consideration of their present titles and future aspirations. "What was your first success?" Niceswander asked. "Being moved outside of my comfort zone," Pedigo said, brought her first success. It gave her the confidence to know that she could change programs beyond her expertise. "Grow with stretch assignments," Hardy said. "Give your best ... even without super up-sides," said Frenzel, reminding the audience that all success doesn't always imply or even require "promotion."

Niceswander asked the panel how one should approach a potential mentor? "Ask," was the immediate and unanimous panel response. "Know why you're asking. What's your purpose for asking this person, and then understand what you hope to achieve," Hurd said. She then recited, impromptu, a list of every mentor she'd ever had in her career to emphasize the strategic importance of mentor selection to one's career journey.

"What was your biggest risk," Niceswander asked. Dr. Friedkin volunteered, leaving a successful practice, "...because I didn't enjoy it anymore." He added that as he was recruited to come to Blue Cross Michigan from another Blue's company, it was his visit to the company that sealed it for him. He knew that it was a good fit because he could resonate with our company, our leadership and our culture. Know yourself, the panel preached.

Questions were taken from both the live and the online audience, but with work beckoning everyone in attendance the event had to wind down. The panel agreed to share their suggested reading lists through NMA and concluded by reminding the audience that BCBSM is an exceptional workplace of high integrity with a remarkable workforce committed to the message that, "Our members are our mission."



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- I will promote the principles of our American Enterprise System to others, by highlighting its accomplishments and displaying confidence in its future.
- I will recognize that leadership is a call to service.

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

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Lisa Drayton

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Rachael E. Hubers

Orin M. Lewis

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blueprint





July 2018

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NMA National Mission Statement

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



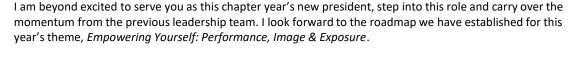
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Performance, Image, & Exposure



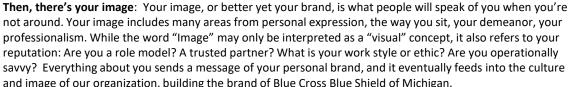
From the Desk of Our President

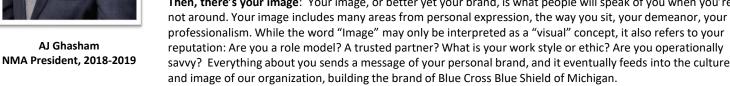
Greetings BCBSM National Management Association Members:



Our objective this year is to provide the professional development you and your teams have been looking for to help you individually and BCBSM as an organization grow and prosper. As the theme states, we hope to focus on three key elements throughout our programming: Performance, Image, & Exposure or PIE.

First, there's performance: This is the most straightforward piece of the PIE. It's literally what you do in your job and how you show up in terms of the level of commitment in delivering against the expectations of your role.





Finally, comes exposure: Exposure is who knows you and who has seen you in action and can speak on your behalf when you're not in the room. Your personal brand only carries weight if others know about it. Exposure makes you realize one of the biggest facts, You Can Not Do It Alone. At times, you may hear individuals and/or organizations say they don't need anyone's help. But the fact is, we always need others to help accomplish the goals we want to obtain, individually and as a healthcare provider. It is important to gain, maintain, and enhance personal visibility and exposure. After all, your personal brand only carries weight if others know about it.

With us on this journey, we have an outstanding vice president group with their respective teams to help fulfill this vision.



Marschelle Drake Professional Development



Dena Dalal **Program Administration**



Christina Frison Public Relations



Shari Goodwin



Phyllis Stewart Administration & Recognition

As we enter this chapter year, we hope you find these principles and the professional development programs around it beneficial. We always welcome your feedback and ideas so that all of you gain what you are seeking from NMA.

I encourage all of you to participate in as many Lunch and Learns, membership meetings, mixers, and community events as possible. In addition, we always have opportunities for volunteering on committees to take your participation to the next level. Be sure to join in on the education, networking and fun NMA looks to provide. Bring a friend with you too!

Best Regards,





Errolyn Alford Tamika Andrews Kristen Bailey Dayne Bartscht Kelli Berry Aji K Bhaskara-Panicker **Cherry Cottone** Manjunath Doreswamy Kathleen Fitzgerald Carena A. Freeman Garg Max Glowacki Amber Goralski Jennifer Gray **Lindsey Harrington** Corey Hrischuk

Erica Joe Samuel MacLeod Pamela Mobley Alexa Peltier William Plies Benjamin Ruttan Karen Seelbach Bob S. Shefferly Tiera Traylor-Gilmer Carlotta Veal Sindhuja Viswanathan Marnithia Walker Shayla Walker Catherine White Nicole M. Wotlinski

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.



Winners of last month's Management Week recruitment contest won prizes that included a gift bag of NMA swag and a \$10 lunch gift card. Congratulations on your support of NMA's growth!

Dana Bartell Karema Bobbitt Sharese Hogan Carmel Morgan

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 2018-2019 for you to begin networking and meeting other NMA members. Check out our Upcoming Events 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!



Our newest member joins from us from Corporate Procurement. Victor Centeno started at BCBSM as a contractor in May 2015 and was later hired as a Procurement Specialist under the Pre-Buy team. Now he works as a Sourcing Specialist. Victor recalls the best part about his role: "[The] most fulfilling part of being a Sourcing Specialist would have to be seeing a solution or product that I conducted the RFP (Request for Proposal) for come into fruition and implementation. I can say 'hey, I did the RFP for that'."

Victor didn't know much about NMA until his leader suggested that he join and gave him more information. The professional and personal development, and career advancement benefits aided his decision.



Victor Centeno

Victor is also dedicating his time to serve as the new Chair of the Employee Resource Network, Azul HLPN (Blue Hispanic Latino Professional Network). Their vision for the 2018 – 2019 is to continue the awareness and educational events to our employees in the form of lunch & learns and conversational Spanish lessons. He expressed, "We plan on bringing these educational events to other BCBSM/BCN locations and would like to serve as a resource to BCBSM/ BCN business areas by providing insight into the Hispanic community in Michigan."

His favorite holiday is El Día de Los Tres Reyes Magos (Three Kings' Day) which is celebrated on January 6. He remembers his dad bringing home the Rosca de Reyes from the bakery, which is a round sweet-bread made with orange blossom water and butter, and decorated with candied fruit. "I have so many happy memories of that; I do the same for my kids." Take the time and say "hola" to Vincent at NMA's upcoming events.

Chapter Leadership ... ERR Engagement, Recruiting, and Retention

Each year, every professional organization should initiate a high priority goal of focusing on Engagement, Recruitment and Retention.

One of the most common problems for chapters these days is keeping members engaged. But in order to better understand member engagement we must accept the fact that our members will be the first to tell you that they have a small fraction of free time for themselves and that they would only consider giving that time up if their return upon surrendering that time was of significant value. That statement alone makes the job of member engagement much more challenging for chapter leaders today.

We will need to develop better ways to not only accept that challenge but achieve success. One of the best options, is one my boss use to share with his work group. If you have an issue, a problem or just a concern bring it on. But, remember, for every issue, problem or concern you bring, it must be accompanied with a solution. If not, be prepared to be held accountable and/or committed to finding a solution.

In volunteer organizations this might seem a bit awkward for chapter leaders in the beginning, but the overall impact can be a life changing experience for our members who have never had the opportunity to interact face-to-face with other leaders within your organization. What a great opportunity for a genuine learning experience for our members! After all isn't that what we are all about?

The other essential part of this process that goes hand in hand with engagement is recruitment and retention which are both vital parts of our entire membership drive campaign. You have heard the statement made many times, that when we conduct membership drives we must also focus on keeping the back door closed during a membership drive.



Wendell M Pichon

CM / 2005 NMA Chairman of the Board

NMA Growth Campaign

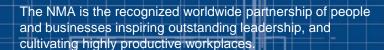
Association Services & Development

Committee Co-Chair

It has a very high potential to defeat the whole purpose of a successful membership campaign. Membership committees need a key strategy in place to mainly focus on our newest members; we need to get them involved throughout that first year of membership. Research tells us that it is much harder to recruit a new member than it is to reinstate a former member. But, we must never lose hope or sight of our former members. The majority of our members who leave our organizations never share the reasons why they leave and chapters never seek that information. I am a true believer in exit interviews. There is much to be gained! We may have the opportunity to right a wrong or more importantly, reflect on the reason. Many times it is just pure and simple a personal reasons but that in itself is good feedback. Again, we must never ever lose hope or sight of our former members. In the near future we will have the opportunity to reach out to those former members and be totally surprised to discover that this one little notion made all the difference in the world from permanently losing a former member to reinstating that member.

A chapter's Membership Committee should have a plan that includes monitoring and focusing on those members who drop their membership without reason. Gather the reasons and determine if the reason should be shared up the organization or evaluated. If the reason is deserving to be shared up the organization it is also deserving of feedback to the former member. One or two former members can have ripple effects to four or six more.

All organizations must remember that if they want to survive, their organization must be flexible. They should all have strategic planning committees whose primary objective is to constantly evaluate the operations of the organization to ensure that they do not become static and are always looking to having effective engagement, recruiting, and retention initiatives in place.



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EMPOWERING YOURSELF



August

In this issue:

- From the desk of our President
- Adopt-A -Highway Community Volunteer Event
- New Member Corner
- Member Spotlight
- NMA's first Member Meeting
- 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.

EMPOWERING YOURSELF

Performance, Image, & Exposure



From the desk of our President

Greetings BCBSM National Management Association Members:



AJ Ghasham NMA President, 2018-2019

August is coming to a close, schools will be back in session, and events for the NMA 2018-2019 year are officially kicking off in September. This year's VP team has been focused and working hard on planning events to help us all grow further in our careers. Each professional development and monthly membership meeting will tie in with this year's theme, "Empowering Yourself: Performance, Image & Exposure." Together, we will find our individual roadmaps to success.

One of NMA's long standing pillars is to provide our membership with the tools they need to progress further, whether within this enterprise or elsewhere. Marschelle Drake, VP Professional Development, and her team have planned events that will guide you through building your portfolio, honing in on the power of networking and gaining visibility to aid in career development. The team is committed to providing our membership with as many tools as possible to excel. Additionally, we will present members with the opportunity to explore becoming a Certified Manager, watch for future details.

As in the prior year, Dena Dalal, VP Program Administration, and her team will be orchestrating our monthly membership meetings around Detroit and Southfield. The team has secured speaker Verne Perigord of PricewaterhouseCoopers for the first membership meeting in September; be on the look out for the official invitation. To mix things up a bit there will also be a membership meeting hosted as a breakfast instead of a dinner. Program Administration will also partner with Professional Development to serve lunch during Lunch and Learn events. Christina Frison, VP Public Relations, and her team are seeking to engage current and future members through multiple Networking Mixers, developing strategies to onboard new members, and working to interact positively and effectively with our communities.

Behind the scenes, Phyllis Stewart, VP Administration & Recognition, and her team will continue to work on the NMA SharePoint site to find fresh ways to recognize and reward our members. Shari Goodwin, VP Finance, and her team will make sure we all stay on track with spending and tracking financials month-over-month.

The 2018-2019 NMA year will be filled with an abundance of events. As always, I encourage all of you to participate in as many meetings, professional development sessions and mixers as you can. Please come and enjoy the fruits of your membership and bring a friend.

Best Regards.

Join the NMA for our September Community Involvement Event! Adopt-A-Highway

Location: Woodward Ave – The meeting area will be in the shopping plaza parking lot on the

southwest corner at 12 Mile Road.

Date: Saturday, September 22, 2018

Time: 8:30 A.M. – 11:00 A.M.

8:30 A.M. – 9:00 A.M. (Safety rules, guidelines and procedures)

9:00 A.M. – 11:00 A.M. (Cleanup)

Description:

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

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



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
- Review the Safety Guidelines for the Adopt-A-Highway Program:
 Adopt-A-Highway Program Safety Video

If you are interested in volunteering for this event, please reserve your spot per this link: Adopt-A-Highway 2018

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.

Dana Bartell Community Involvement Chair NMA-BCBSM Chapter #141 <u>dbartell@bcbsm.com</u> 313-983-3923

Mia Harris Community Involvement Co-Chair NMA-BCBSM Chapter #141 mharris2@bcbsm.com 248-799-6773 Monique Shoulders Community Involvement Co-Chair NMA-BCBSM Chapter #141 <u>mshoulders@bcbsm.com</u> 248-455-2790

New Member Corner



Mia Harris

Delores Hearst-Colbert

Barbara Krajenke

Padma Regupathy

Mary Seibold

Chelsea Thomas

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

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We look forward to seeing you at the next event!



Cherry Cottone

MEMBER SPOTLIGHT

Our newest member comes to us from the wonderful world of STEM (Science Technology Engineering Math). Cherry Cottone has an undergraduate degree in Electronic Engineering Technologies from Siena Heights University. She has worked for Blue Cross Blue Shield of Michigan for five years in Pharmacy Services. The best part of being a Health Care Analyst for her is: "...the constantly changing environment within Pharmacy Operations and using data analytics to provide feedback for relevant issues. Changes originate from many sources including government regulations, new benefit designs, and member feedback. We care for the member by identifying and fixing problem points before they happen which positively impacts member experience."

Cherry joined NMA to gain a leadership perspective on mission, vision, value, and goals within the organization. The types of leaders she looks up to are Servant Leaders and Community Advocates like Nelson Mandela, Teddy Roosevelt, Alexander Hamilton, Mae Jemison, Abraham Lincoln and Eleanor Roosevelt. Although they weren't perfect, these individuals had a forward thinking vision for the future. They shared a belief in service and had qualities that make up a good leader including respect, curiosity and a drive for continuous learning.

One of her many accomplishments is that of a published author. When asked what she had to overcome before dedicating herself to writing a book, she said that writing her grandparents' biography was a labor of love for her. Cherry said, "I had to place myself in their shoes, and timeline their stories while retracing Detroit history during the WWII era. I learned a great deal about their lives during the process and now their legacy is preserved for generations to come."

Most of us work to achieve a work/life balance; for Cherry this is very important, ".... because you cannot take care of others if you do not take care of yourself and your family. In my household, we have meals together at the kitchen table which is the best time to catch up on the latest news. My two daughters fill us in on school life and we share experiences from our work life as well. Taking one task at a time and not becoming overwhelmed is key to a healthy work/life balance."

Like the leaders we talked about before, Cherry is working toward the future by working on a Master of Arts in Healthcare Leadership at Siena Heights. Being a role model to her children is significant to her. One of her favorite quotes is from Steve Jobs, "Your work is going to fill a large part of your life, and the only way to be truly satisfied is to do what you believe is great work. And the only way to do great work is to love what you do. If you haven't found it yet, keep looking. Don't settle. As with all matters of the heart, you'll know when you find it." Take some time and get to know Cherry. You will find yourself enriched.

NMA September Membership Meeting September 26,2018



Verne Perigord,
Advisory Director PricewaterhouseCoopers



We kickoff the start of the NMA year during the first Monthly Membership Meeting on Wednesday, September 26 at the downtown Detroit Courtyard Marriott Hotel, right across from the RenCen. Our special invited guest speaker is Verne Perigord, Advisory Director at PricewaterhouseCoopers.

PwC has been ranked by their peers in the accounting industry, as the most prestigious accounting firm in the world and Perigord possesses extensive experience leading engagement teams that assist global corporations undergoing financial transformations, merger integrations, and corporate divestitures. In addition to his impressive professional accolades, (check him out in Crain's Detroit), he's also served as a mentor with The Chauncy Glover Project, a 501(c)(3) non-profit organization in Detroit. The Chauncy Glover Project prepares young inner-city males for college, teaching them financial literacy and how to "become upstanding men of society."

The first NMA membership meeting promises to set a high standard for future meetings and we're eager to see you there. Look for your invitation in September and prepare for a memorable event.



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

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- We believe 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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Creative Team

Designer: Diana Copp

Photography: Christopher Brantley, Kevin Fraeyman and

Kristie Stocker

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

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VP Program Administration: Dena Dalal VP Public Relations: Christina Frison

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VP Administration and Recognition: Phyllis Stewart

blueprint







September 2018

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NMA National Mission Statement

NMA September Monthly Meeting: Special Guest Verne Perigord (PwC)

The PD Exchange

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

EMPOWERING YOURSELF

Performance, Image, & Exposure



From the Desk of our President



AJ Ghasham NMA President, 2018-2019

Greetings BCBSM National Management Association Members:

The past month has been quite exciting as we kicked off the chapter year with several ways to professionally development you and your network. We were fortunate enough to partner with YPN and Talent Acquisition to help you develop your profile. You also had the opportunity to get insight on a journey into excellence at our Monthly Membership Meeting with speaker PwC host Verne Périgord. Lastly, we hit the streets giving back to the community at our yearly Adopt-A-Highway service event.

But wait, did you happen to miss any of these? Well you're in luck. Over the next several months we have several events and development sessions to help you get to where you want to be.

Hopefully, you've already seen the invites for our upcoming service event at the Fall Harvest Festival in Detroit on Saturday, October 6 and our upcoming BlueNights[™] Mixer on Thursday, October 11 with VP Brent Cieszynski as our Executive host. These events provide you an opportunity to be active with others in NMA while networking. What you still haven't seen is our upcoming October Monthly Membership Meeting that will engage your mind and the way you think. Finally, in this month's issue of *blueprint*, our own Tiffany Albert, President & CEO of Blue Care Network and Vice President of Blue Cross Blue Shield of Michigan, will be hosting this month's professional development webinar. I hope you're as excited as I am for all this and more.

This past month provided us the opportunity to award Tiffany Albert on the national stage in San Antonio for NMA as the National Executive of the Year award recipient among all chapters in the country. Also awarded and inducted into the National NMA Hall of Fame was Blue Cross Blue Shield of Michigan's Chairman of the Board and President of Executive Labor-Management Service, Gregory Sudderth. Congratulations to both well-deserved awardees and representatives of our NMA chapter.

Since Blue Space expanded recently, I want to close by saying NMA provides those who have the option to work offsite a continuing opportunity to develop their networks. Come and engage your peers, build stronger relationships, learn from one another face-to-face, and get the most out of your membership. As always, I encourage all of you to please come and enjoy the fruits of your membership and bring a friend.

Best Regards,

New Member Corner



Matthew Blue
Eric Jean-Charles
Ariele Harper
Tanuj Arora
Anil Pinninty
Jennifer Coon
Keith Jones

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.

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 2018 for you to begin networking and meeting other NMA members. Check out our calendar in *blueprint*.

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We look forward to seeing you at the next event!

New Member Spotlight

If you love singing out loud while driving into work then Nicholas Lampley, our newest member, would be the best choice for a sing-along partner. His favorite song to sing in the car is "Tell the World" by Lecrae featuring Mali Music.

Nicholas has been with Blue Cross Blue Shield of Michigan since February 2016. He enjoys his position as a Senior Trainer on the Sales Development Team. "I truly enjoy learning a different side of our company. Coming from Service Operations, I saw one piece of the picture, that is the healthcare industry and BCBSM's place in it. Moving into Health Plan Business I have learned so much in such a short time. For someone like me who loves learning new things, it has been a wonderful experience."

Nicholas joined the National Management Association to meet, learn from and network with colleagues from other areas in the enterprise. Since he is a trainer, he gives a lot of presentations. He shared 3 tips to prepare for a presentation: First, I find a quiet place to clear my head. When you spend most of your work-life hearing your own voice, a little bit of quiet goes a long way. Second, I remind myself of how awesome I am. I know that seems arrogant but sometimes you have to be your own cheerleader. Third, I stretch. When I present I get pretty animated and move around a lot so stretching beforehand gets me loose.





Nicholas Lampley

Nicholas' favorite subject in college was History. He loved it so much, he chose it as his major. If Nicholas had a stomachache he would be a true Michigander and drink Vernors. He had never heard of the ginger goodness until he moved to Michigan. His favorite podcast is "Why is this Happening?" with Chris Hayes. Take the time today and let Nicholas know your favorite car song.

Come out and enjoy a fun night of Fowling with our special executive guest:



Date: Thursday, October 11, 2018

Time: 5:30 p.m. – 7:00 p.m. **Location:** Fowling Warehouse

3901 Christopher St Hamtramck, MI 48211 **Space is limited**



Hosted By: DeAndre Elliott Manager, IT Processes



NMA Mixer Committee, Donna Killen, DeAndre Elliott and Dana Bell.

Brent Cieszynski VP Chief Information Security Officer



Brent Cieszynski, vice president, chief information security officer at Blue Cross Blue Shield of Michigan, is responsible for helping Blue Cross meet the increased IT security challenges that we face in today's digital age. Cieszynski leads the Enterprise IT security programs and operations. This position is responsible for information security across Blue Cross Blue Shield of Michigan as well as our subsidiaries and support companies.

Before joining Blue Cross, Brent was a global vice president at General Electric for their digital security and compliance area. Previously, he held various roles in leadership and management for IT security at several organizations. Brent holds an MS in information systems from Northwestern, an MBA from the University of Michigan's Ross School of Business and a BA in supply chain management from Michigan State University.

NMA's volunteer event kicked off on the first day of fall!

Written by Mia Harris, administrative assistant, Business Optimization and Outcome Management

On Saturday, September 22, NMA's Community Involvement Committee had its annual Adopt-A-Highway volunteer event. Volunteers came together to clean up the BCBSM sponsored two mile stretch of Woodward Avenue between I-696 and 12 Mile Road.

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

The event was a success as we honored our commitment to keeping the roadsides clean. During the cleanup, a motorist decided to help contribute to the cause and asked to dispose of his trash in one of our volunteer's bag instead of littering. We had a fun and energetic team and were able to collect six bags of trash, which also allowed us to get in some great exercise. We ended the morning with a delicious breakfast and great conversation. Our community events are a great networking opportunity to meet members across the organization. We hope to see you at our next event.





NMA volunteer, ShayLa Walker, doing her part to help cleanup the community!



NMA National Director, Matt Zelman, showing off his trash collection of car parts and other miscellaneous items collected during the event.



Clockwise left to right: Mia Harris, Cristina Frison, ShayLa Walker, Matt Zelman and Monique Shoulders

NMA's September Monthly Meeting: A Journey into Excellence with Verne Perigord

Written by Christina M. Frison, Senior Analyst

The view from the Aaron DeRoy Hall at the Dossin Great Lakes Museum was spectacular: the sun reflected peacefully off the Detroit River as puffy clouds danced in the sky. The ship models, artifacts and fine china displays throughout the museum drew the interest of NMA members as they waited for our first monthly meeting of the 2018-2019 chapter year to begin.

Our chapter president, AJ Ghasham, kicked off our September Member Meeting with a video presentation called "The Fun Theory." The theme of the video was "fun can change behavior for the better." In a nutshell, a crew adjusted a staircase with notes from a piano and set out to see if people would take the stairs or take the escalator. Upon its completion, AJ commented that people are drawn to what's fun, so what do people really want from NMA? Would we rather 'climb the stairs' or 'take the escalator'? AJ then touted the goals for this chapter year which included fun, among other things, and professional development with BCBSM's Cultural Beliefs as a companion to our theme: performance, image and exposure.

AJ then introduced our multi-faceted speaker of the evening, Verne Perigord, advisory director at PwC. Verne addressed the theme, "Excelling in the Corporate World" by promising, "when you leave here today, I want you to remember these three things: mindset, uncomfortable and relationships." Thus, we began our voyage into principles that would help us excel professionally and personally.

Verne expounded on mindset, reiterating that no matter the challenges, we should always be positive. He encouraged us to embrace the idea that "consistent success gravitates towards those with a positive attitude." We must all remember that reaction and response to challenges say a lot about us. Take into account the lesson that's learned from an experience by adapting the mindset of "glass half full." In between personal lessons learned throughout his career, Verne added, "don't let the dejection of a passed over opportunity stunt your pursuit of greatness. Remain positive and determined in spite of how others actually see you."

After reflecting on the team player and leadership aspects of mindset, Verne addressed the idea of being uncomfortable. He explained, "[t]he concept [is] that in order to grow and develop, you have to take yourself out of your comfort zone and make genuine connections with others. That's 'comfortable being uncomfortable'." Essentially, it's human nature to not be put in an uncomfortable situation; we run from change and distress. Keep in mind that these types of situations can be used to build character.



NMA's September Member Meeting speaker, Verne Perigord from PwC.



Dossin Great Lakes Museum on Belle Isle



The magnificent stained glass entryway of Dossin Great Lakes Museum

A Journey into Excellence with Verne Perigord (continued from page 7)

Verne's final point of the evening dealt with relationships. He cited the familiar adage, "it's not what you know, it's who you know." Verne expounded by saying "it's not about who you know, but who knows you!" One thing we've all learned is the importance of building relationships with other people, whether it's with our immediate team members or with other teams throughout the enterprise. We are all inter-dependent in one way or another, which is why it's important to be strategic and genuine when reaching out to others. Verne stressed this point by adding that we "make sure [our] relationships are pure by always presenting your authentic self."

"Mindset, Uncomfortable, and Relationships"



Verne Perigord (center) with AJ Ghasham and Dena Dalal



Several displays draw the attention of patrons as they walk throughout Dossin including Boblo Island memorabilia.

Verne is a passionate believer in community service. He mentors Detroit youth in his spare time and noted that this is one way positive relationships can be built. Volunteering in the community is part of Blue Cross Blue Shield of Michigan's mission. Our corporation offers many opportunities throughout the year where personal and professional growth can be obtained within a few hours by giving back and serving others.

Verne concluded his message to NMA by driving home his key points to being successful in the corporate world.

- ❖ Have a great positive attitude and a forward thinking mindset.
- Be comfortable in uncomfortable situations.
- Let your goal in relationship building be intentional and authentic. Network building is not the ultimate "end goal"; the key here would be in promoting your authentic self to others.

Verne then took questions from the audience which included a discourse on growing in situations where you think you missed the mark and recognizing growth opportunities when people tell you "no" or that you're not right for a position. He also talked about not being afraid to ask questions of colleagues when making big decisions, mentorship, time management and taking advantage of volunteer opportunities. His final words to us were, "Keep your own personal environment positive by redirecting what's wrong. Focus on what's right or what can be done to change the perspective." We can all live by this encouragement.

The PD Exchange... Developing IMAGE!

The Development Corner



Sharon Heath

Director of BCN Member Engagement and Satisfaction Master's Degree in Health Services Administration from Central Michigan

How do you define personal image?

A person's personal image is their greatest asset. Before anyone hears a word you have to say, they will see you and make visual assumptions about you, your personality, background, etc. Personal image is based upon your perception and reality. It's developed overtime and can change as one matures and have more and different life experiences.

Have you ever taken advantage of the Continuing **Education opportunities that our company offers?**

Absolutely! I have a thirst for learning. Let me say it this way...I am forever grateful to the Blues for the tuition reimbursement benefit. Because of them, I was able to receive 3 degrees, with the Master's being the most advanced. Over my 33 year career, I have attended numerous educational and training classes offered through the Blues. The company has invested a lot in me and in return, I give my BEST performance everyday! My first job at the Blues was a "Keypunch Operator" in Membership. Through advanced education and hard work, I've received several promotions and multiple opportunities. I'm very grateful.

Describe your business casual dress?

When I'm considering business casual dress for the office, I ask myself one question "Can the CEO invite me to a meeting at the spur of the moment with my attire?" There is a way to be professionally dressed in business casual attire. Incorporate blazers, tunics and sweaters. It's basically a pulled together look. Garage chic has its place and it's definitely not at work.

Marschelle Drake: VP, Professional Development Tia Heilig & Kristen Pore': Chairs, Professional Dev. Mariah Manuel: Chair, Continuing Education **Edward Lanigan: Chair, Certified Manager**

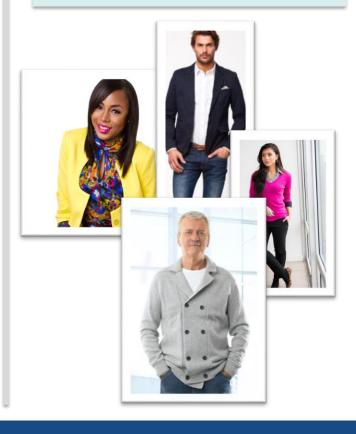
Tips on how to be a "Suit Free" Professional

By: Ann Vodicka, **Personal Stylist and Image Consultant**

Break suits into individual pieces. Mix and match them with less structured garments to make the outfit appear more casual, e.g. suit jacket with jeans on casual days.

Blouses and light weight knits are a good alternative to T-Shirts.

Continue to wear a blazer as it always implies professionalism.



The PD Exchange...

Written by Mariah Manuel, Team Leader I

Lunch and Learn

On September 24, our professional development committee hosted our first Lunch and Learn event!

The event was in conjunction with our company's YPN ERN and Talent Acquisition. The merging of minds allowed this event to be very successful and value-added to our employees. With 70 seats available, the event was completely filled by September 20.

Sr. Consultant of Talent Acquisition, Valarie Furchi, showed attendees how to create their very own professional portfolio. There were examples of current portfolios to show best practices provide by NMA members. This event also provided the opportunity for employees to bring their professional portfolios for review by senior leaders!

This is just one of the many events that our committee will bring monthly to the NMA Membership!

Opportunities to Develop

National Events

Don't miss October's National Live Webinar presented by Blue Care Network's President and CEO, Tiffany Albert!

Tiffany will discuss a well-known topic that every employee can relate to, "Managing Relationships and Change." With so many changes happening in our industry this is a discussion that will surely help to develop our image.

There will be listening rooms for all NMA members in Ren Cen, BCN and the Tower/Whitmer.

Come and join the PD Committee on Thursday, October 18 from 12-1 P.M. as we support one of our own!



Suggested Reading...

This month's suggested reading is *Empowering Yourself* by Harvey J. Coleman.

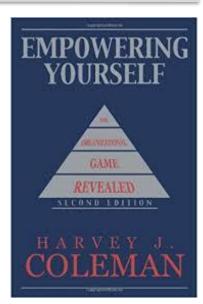
This book offers a true insight into personal and professional development. Coleman moves through the 3 main stages of his method to empowering yourself: Performance, Image and Exposure.

By reviewing this method, called P.I.E., the author educates the reader on how employees should perform their work, display themselves (beyond dress) and guarantee the chance to be noticed in their workplace.

Did you know that even your attitude represents your image?

On page 52 Coleman advises, "A team player offers solutions. One of the cardinal rules of the game is to never bring anyone a problem without a solution."

This book is also recommended by our first 2018-2019 meeting guest speaker, Verne Perigord!



"The opportunities are unlimited; only one needs to participate!"

- NMA founder, Charles F. Kettering

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October 2018

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Performance, Image, & Exposure



From the Desk of Our President



AJ Ghasham NMA President, 2018-2019

Greetings BCBSM National Management Association Members:

Hopefully, you had the opportunity to take part in at least one of the many events we held this past month. Whether it was volunteering at Drew Farms, Fowling during the Blues Nights mixers, developing yourself during Tiffany Albert's Professional Development (PD) webinar, or expanding your conscious and unconscious mind at our monthly membership meeting, this NMA year is sure to provide you with what you have been looking for.

I want to take a moment to acknowledge the VPs and their teams for their hard work, dedicated time, and endless efforts to make these programs and future programs a possibility. Developing ideas, managing logistics, and organizing volunteers are just a few of the many things these teams execute monthly to make these events happen. Thank you again.

As we begin to look at some of the programming we have in the coming months, I want to bring your attention to our upcoming Speech Contest. Do you or someone you know have a high school student looking for scholarship opportunities? Each year the National Management Association

Chapter #141, holds a speech contest about Leadership aimed at developing public speaking and enhancing communication skills. This contest provides scholarship funds to high school students in southeast Michigan. In our 30th year of this contest, I want to encourage all of you to promote this competition with your friends and family. The deadline to submit an application is November 15. Please reach out to Fay Dwaik or Dena Dalal for more information, and we will see you in February at the contest.

In closing, if you have an idea or something you would like to see in the future, please email us at NMAChapter141@bcbsm.com or provide feedback on any of our surveys. We look forward to seeing you at our upcoming events. As always, I encourage all of you to please come and enjoy the fruits of your membership and bring a friend.

Best Regards,

New Member Corner

Megan Akkerman
Katie Barrett
Kimberly Foerster
Sandra Gekiere
Kimberly Henning
Erika Howell
Lyndsay Jones
Sanjana Mehta
Sharice Tyson
Sarah Jaafar
Charles Schultz
Angelina Springett

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We look forward to seeing you at the next event!

New Member Spotlight

Written by Dana Bell, Senior Analyst





It's the most wonderful time of the year ... Fall! Meet our new member Mia Harris, she loves going to the cider mill. She has been part of Blue Care Network for over six months. Mia became a member of the National Management Association to meet new people within the company and get involved in the community.

As a recent Golden Grizzly of Oakland University, she's gained a lot of academic knowledge. A big influence on Mia's life, professor Carol Anne Ketelsen, taught Group Dynamics, one of her favorite marketing classes. She expressed: "It was in her class that my all-time favorite class project took place, 'Make A Difference'. I was part of a team of five amazing women. We decided to make a difference in the community by putting on a Hawaiian luau at Gilda's Club in Royal Oak. It was attended by over 100 cancer patients and their loved ones. Our team raised and donated money, food and prizes to Gilda's Club." Mia continued, "We were a young group of college kids and we were able to bring so much joy and excitement to the community because of our class project. It was a very humbling experience that I will never forget!"

As the Administrative Assistant working for Chad Crosby, Senior Director of Business Optimization & Outcome Management, she prioritizes her work assignments by:

- Making a List
- Identifying what is urgent vs. important
- Identifying what carries the highest value
- Figuring out which task will take the most effort to complete
- Staying focused on priorities and then executing

When asked what lessons Mia had learned from failure she shared, "Failure is an experience and an important part of life. Learn from your failures because it is the fastest way toward your successes." Mia concluded, "BCN's President and CEO, Tiffany Albert, said it best, "It's ok to fail, learn from your mistakes and always fail forward."

Empowering Members to Register for Events

Written By Heidi Saucier, Instructional Designer/Trainer, Sales Force Development

Have you registered for one of our chapter events recently? Have you noticed something different? Previously, NMA Chapter #141 used the Blue Cross internal SharePoint site to track registrations and set calendar invites for our events. However, when Tesselate and Visiant members transitioned to new roles, they no longer had access to this site. After reviewing alternate options that allowed all members to register for NMA events, we agreed on Eventbrite.

For each event, Eventbrite creates a registration list for NMA leaders to use for planning purposes. This allows us to be prepared with the correct number of seats, food, and other logistics on the day of the event.

Now that we've used Eventbrite for the past two months, we'd like to share some tips and reminders that empower you to mange your event registrations.

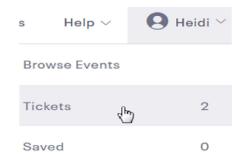
- On the day of the event, you do not have to bring your ticket.
- Some events, such as our monthly meetings, may require your work badge for check in, and will be noted in the Eventbrite description.
- When we announce multiple events in one email, click on the picture for the event you want to attend. There is a separate link for each event.
- Each event has a password to start the process and is located at the bottom of the event picture in your email.
- Existing Eventbrite users will log in after starting the registration process.

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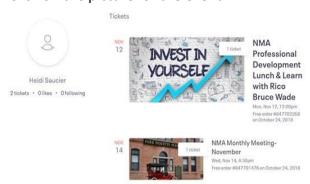
- New Eventbrite users will enter their name and email address to complete registration and create a profile.
- We recommend using your work email for the Eventbrite profile to help us contact you, if needed, during the work day.
- After registration is completed you'll receive an email from Eventbrite with a calendar invite to save in Outlook.

Eventbrite ... cont'd

- If you are no longer able to attend the event, please cancel your registration as soon as possible, preferably no later than three business days before the event.
 - o Log on to your Eventbrite profile at www.Eventbrite.com
 - Under your name, select Tickets



Click on the picture for the event



Click Cancel Order



Confirm cancellation

We have received good feedback regarding this new way to register for NMA Chapter events. If you have any questions or feedback about the new process, please email NMAChapter141@bcbsm.com. We hope to see you at one of our next events!

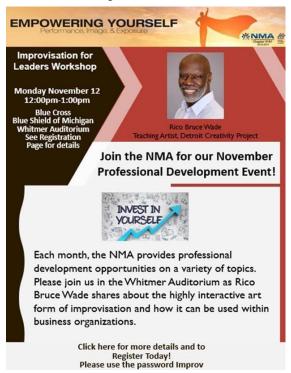


CALENDAR OF UPCOMING EVENTS

Thursday, November 8



Monday, November 12



Wednesday, November 14



Plant Now-Harvest Later

Written by Dana Bartell, Analyst

"What you sow into the lives of others is the harvest you will reap tomorrow." -Unknown

On Saturday, October 6, the NMA Community Involvement volunteer team endured the rain to support the staff at Drew Farms-Drew Transition Center to celebrate the children in the community during their third annual Fall Harvest Festival.

The team worked for nearly three hours registering the children for the event, serving apple cider and delicious donuts, staging scarecrows for the corn maze, prepping pumpkins for the pumpkin painting activity, and hiding pumpkins in the field for the children to pick. Due to the rain, the event was moved indoor where the children could continue to play games like corn hole and participate in a "smoothie making" demonstration, face painting and much more.

Based on conversations with the staff at the Drew Transition Center, I learned they are a Detroit Public School specifically for adults between the ages of 18-26 with special needs. The centers focus is on education and teaching the students life and vocational skills. The school has a mini convenient store, a bank, and a flower shop, hair salon and a café. They grow crops like corn, tomatoes, kale and Swiss chard; they use the crops grown on the farm as part of their meal for lunch.

The children were amazing, and the event was a success even with the weather, as we simply enjoyed giving our time. "It's nice to know that there are community events in our own backyard where we can directly interact and give back. It makes the participation so much more real and engaging," said NMA president, AJ Ghasham.

I would like to send a warm thank you to our members who dedicated their Saturday to helping NMA and the children at the festival. The Community Involvement team is looking forward to our next event which is planned with you in mind.



NMA President AJ Ghasham (front) and VP of Public Relations Christina Frison

NMA volunteer, Joslyn Collins placing pumpkins for the children to find in the garden.





Front Left: Mia Harris, Dana Bartell, Joslyn Collins, Monique Shoulders and Gina Taliaferro (Back row) Chevelle Harper, Mariah Manuel, Christina Frison and Aj Ghasham

NMA's October Monthly Meeting Nancy Jaafar - Managing Mind Matters

Written by Sarah Jaafar, Special Investigations Analyst - Corp & Financial Investigation

Editor's note: Sarah Jaafar is the sister-in-law of October's keynote speaker Nancy Jaafar. Enjoy this article from a very unique perspective.

On Thursday October 18, 2018, the NMA held its Monthly Membership Meeting at the Courtyard Marriot in beautiful downtown Detroit. The meeting featured special guest speaker Nancy Jaafar. As a psychologist and life coach, Nancy addressed the topic of empowerment through the eyes of the subconscious mind.

Nancy holds a master's degree in psychology and has more than ten years of experience helping clients of all ages resolve various issues. Her training in hypnotherapy has afforded her the opportunity to incorporate therapy on both the subconscious and conscious levels. This has resulted in significant successes for her clients at quicker rates than that of traditional therapy alone.

During the presentation, Nancy explained how hypnotherapy, although not considered a mainstream approach to treating issues, is one of the safest, noninvasive and effective approaches. Before the age of seven, we're bombarded with information that comes at us when we're not developed enough to interpret it accurately. Unfortunately, some of those misinterpretations lead to false beliefs about ourselves. Those false beliefs get embedded into our subconscious mind and lay the groundwork for our personalities. We grow up believing things such as "I am an anxious person", "I have a bad temper", "I am not smart enough", and "I will always be fat". This ultimately effects our day to day lives, including in the workplace.

Hypnosis is typically known for addressing such issues as smoking cessation and weight loss. However, its range of uses is extremely broad, from treatment of anxiety, phobias and pain control, to skin conditions and post-surgical recovery. In addition, Nancy explained that it can help boost confidence and address the fear of public speaking which is very helpful in the workplace.

To empower ourselves we must reframe our limiting beliefs and replace them with information that is resourceful, which in turn transforms our lives. Nancy further explained that the effects of hypnotherapy are profound, achieved through a process that is both tranquil and beautiful. At the end of her discussion there was a sense that human beings can experience a better quality of life by addressing their subconscious mind.

At the end of the presentation one lucky NMA member won a raffle for a free counseling session with Nancy. At minimum, the NMA crowd was left intrigued and ended the night over a wonderful dinner discussing ways they could each live their best lives.



Nancy Jaafar, of Evolutions Hypnotherapy Services and NMA President, AJ Ghasham



NMA's members Angela Young and Leland Walker smile for the camera



Nancy Jaafar with raffle winner

The PD Exchange...

Written by Mariah Manuel, Team Leader I

The Development Corner



Diane Flint

Manager of Imaging and Support Services

Master of Business Administration (MBA) – Leadership Studies

When you hear "you are on stage," what do you think?

When I hear the statement "you are on stage" I can't help relating it to my experience as a professional actor. The stage is where all the action happens and actors are brought to life. In the business world, you are always on stage-the corporate stage. Every move you make, including how you speak, what you say, how you listen, and how you connect to others combine to create the impact you have.

Have you ever taken advantage of the Continuing Education Opportunities that the Blues offer?

Yes, besides completing developmental coursework required for BCBSM leaders, I have completed what I call "business essentials" type classes that complement my current skill sets. As an organization, BCBSM has demonstrated its commitment to ensuring educational opportunities for the personal and professional growth of employees. I would also add that becoming a member of our NMA chapter is an excellent opportunity to take advantage of continuing education opportunities.

Do you have a 30-second elevator speech? How did you create it?

Actually, I do. Basically I crafted it as a "commercial" I was doing about me. I started with a very short story that illustrates what I do for people, my goals, and a few action statements (10-15). I rewrote the speech several times (putting the best pieces together) and then I recorded it. After listening to my recording and making edits, I pitched the speech to some friends and coworkers for feedback.

What would you say is one key thing our members should avoid when introducing themselves to someone they want to impress?

Absolutely stay away from negativity!

Developing YOUR STAGE!

There you are on the elevator heading to grab a quick bite to eat before your next meeting. You have your head down thinking about what you will order, then DING! The door opens and on walks the executive of your department. They smile and then you... FREEZE!

Guess what, you can prepare a **short 30-second elevator pitch**. This is your quick moment to tell anyone who you are and why they should want to get to know you. The great thing is this same pitch can be used at any networking event or informational interview.



What should you have in your 30-second elevator speech:

- 1. Who you are
- 2. What field or industry you're in
- 3. The position you hold
- 4. The advantages you bring
- 5. The benefits employers will derive from your skills, based on your proven accomplishments

What to avoid in your 30-second speech:

- Speaking too fast
- 2. Using highly technical terms, acronyms or slang
- 3. Not being focused on what you want to communicate
- 4. Not practicing prior to your opportunity
- 5. Being robotic: smile, remain easy, approachable and conversational
- 6. Not having a way to follow-up (exchange business cards, emails or contact numbers)
- 1. Not using your speech find opportunities to interact with others in ways that allow for you to use your speech

Marschelle Drake – VP, Professional Development Tia Heilig & Kristen Pore – Chair, Professional Development Mariah Manuel – Chair, Continuing Education Edward Lanigan – Certified Manager

The PD Exchange...

Opportunities to Develop

Lunch and Learn



On November 12, our PD Committee will host a unique event to learn and apply underlying concepts of improvisation including incisive communication, creative thinking, rapid response, concentration, focus and teamwork.

Our host, Rico Bruce Wade will take each participant through improvisation scenarios where they are able to master their crafts as leaders.

Come and spend time with NMA members, network and enjoy learning in a new way!

Event: Improvisation for Leaders Workshop

Presentation: 12-1 P.M. Location: Whitmer Auditorium

National Events

Let's hope you did not miss October's National Webinar with President and CEO of Blue Care Network, and Vice President at Blue Cross Blue Shield of Michigan, Tiffany Albert. Tiffany gave a full overview of a skill that many may argue to be one of the most important in the corporate arena today, Change Management.

Her overall message was delivered from the four key steps of successful management, as defined by John Kotter, author of *Our Iceberg is Melting*.

As Tiffany advised, **CHANGE** is **ALL AROUND US!** This one phrase opened up the minds of everyone who tuned in.

Tiffany took us on a journey of her time from moving into her role as the current BCN CEO from the previous CEO of LifeSecure (subsidiary of BCBSM).

It was her relationship skills she said that got her through the ever-changing experience. Those key relationship skills were:

- 1. Be Sincere
- 2. Have Mutual Respect
- 3. Build Trust

If you missed this powerful message, then you are in luck! All National webinars, including this one will be available on the national website nma1.org. As a member of NMA, you have full access!

Suggested Reading...

This month's suggested reading is

Abundance Now: Amplify Your Life & Achieve Prosperity Today

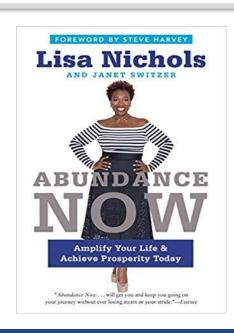
By Lisa Nichols and Janet Switzer

This great novel provides a motivation like never before! *Abundance Now* gives you the formula to transform your life and career. The author provides her insightfulness and words of encouragement to help you take what you are best at to the next level.

Are you in need of some motivation from someone who took their life from barely making it to CEO? Then this is the book for you! Find it online for under \$20.

"The opportunities are unlimited; only one needs to participate!"

- NMA founder, Charles F. Kettering



The NMA is the recognized worldwide partnership of people and businesses inspiring outstanding leadership, and cultivating highly productive workplaces.

NMA Code of Ethics

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

Statement of Principles

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

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

blueprint Team

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blueprint









November 2018

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NMA National Mission Statement

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

EMPOWERING YOURSELF

Performance, Image, & Exposure



From the Desk of Our President

Greetings, BCBSM National Management Association Members:



AJ Ghasham NMA President, 2018-2019

If you have not heard yet, it is bittersweet for me to announce that I have left Blue Cross Blue Shield of Michigan as of November 23, 2018. While it is a great opportunity that I am leaving for, I am saddened that I will not be able to complete my term as president with NMA and not be with my colleagues and friends.

The person who walked through the BCBSM Lafayette doors close to six years ago is not the same person who walked out of those same doors. I am a better person, friend and colleague who has been greatly affected through my participation and involvement with NMA. I have been fortunate to learn so much through my interactions, experience and growth with you, professionally and personally, to become a more effective contributor in our workforce.

A decision will be made soon on who will take over as president. I am sure that the next board member who steps up will continue to do an amazing job for NMA's 2018-2019 term. He or she has a solid team in place, still planning fabulous professional development events and networking opportunities for you all to experience.

I want to leave you all with a gift of positivity. My favorite book is "A Complaint Free World" by Will Bowen. At the end of the book, it challenges you to wear a wrist band and go 21 days without complaining. If you do catch yourself complaining, you switch the wrist band to the other hand and start the 21-day challenge over. After all, they say it takes 21 days to break a habit. The premise is that by speaking more positively, you attract better responses, interactions, results and outcomes. Give it a try; I'm sure you'll see the results.

Signing off for the last time, I really encourage all of you to become more involved and take advantage of the events NMA has to offer. As always, I encourage all of you to please come and enjoy the fruits of your membership and bring a friend!

Thank you for the opportunity to serve and best wishes to all,

A

New Member Corner

Michael Bekheet Suzanna Bushart Danielle Clark LaKewa Davis Leslie Fllis Carla Harris **Rosemary Jaimes Lindsay Scheid** Victoria Shaffer Nichole Thompson Whittney Williams

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.

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 to begin networking and meeting other NMA members. Check them out on the Upcoming Events page.

We also perform various community involvement services throughout the year. We'd love for you to take part.

For more information about all other upcoming events, please visit NMA's SharePoint site.

We look forward to seeing you at the next event!

New Member Spotlight

Written by Dana Bell, senior analyst, Pharmacy Operations



Anil Pinninty

Our newest member, Anil Pinnity, began life's journey nearly 8,000 miles away in the beautiful country of India. A lifelong Science, Technology, Engineering and Mathematics (STEM) student, Anil completed studies at the Jawaharlal Nehru Technological University (JNTU) in Hyderabad, India, earning a B.S. degree in electrical and electronics engineering. Attending JNTU



allowed him to stay close to home and family. His favorite meal is the most popular dish in India, rice with vegetables and chicken or seafood curry.

Anil, a System Analyst II with the Explanation of Benefits team, has been with Blue Cross for two years. He joined NMA to meet new people and further develop his career. One thing he'd change in IT informatics would be encouraging more cross training. "This would benefit not only IT, but the business as well, as it would allow us to learn new technologies and gain more in-depth business knowledge."

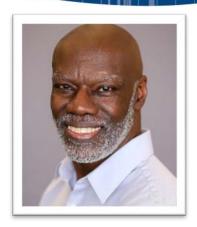
He enjoys TED talks and his favorite talk is by Simon Sinek, an award-winning author and speaker, focused on leadership. Anil recites a Sinek quote, "Happy employees ensure happy customers. And happy customers ensure happy shareholders—in that order." Welcome to the NMA, Anil, and we look forward helping you accomplish your professional career goals.

November Professional Development Lunch & Learn Improvisation for Leaders Workshop

Marschelle Drake, NMA Chapter 141 vice president, Professional Development, pulled off a doozy of a Lunch and Learn session this month. There were no PowerPoint presentations, no webinar call-in numbers, not even a pen or pencil was seen for scribbling down a thought or two. Actor and Cincinnati improv alum, Rico Bruce Wade, of Workshops in Improvisation, was there to unveil the latent creative talents of a group of NMA members, who were entertained by his unique interpretation of professional development. As it turned out, Wade wasn't there to be heard but to direct.

After an introduction on his background and acting credentials, Wade announced that the workshop would be a total audience participation event. NMA members looked at each other in apparent confusion until Wade motioned everyone out of their seats and onto center stage of the Whitmer auditorium. His "show" began by pairing the attending members and, without a blink, directed the pairs to begin forming specific letters of the alphabet. He didn't say whether he wanted upper or lower-case letters, only that he be convinced of the legibility of the human formation.

From creating a three-minute presentation in five minutes, to traversing a human obstacle course, while blindfolded, the morning session ended in complete recognition and total appreciation of Wade's teaching method. The revelation that Blue Cross projects often mirror improv situations, was eye-opening. During the wrap-up, Wade had participants reflect on the aspects of leadership revealed by the afternoon's improvisational activities. Words such as trust, cooperation, ingenuity and diversity were used in summary. Thank you, Rico Bruce Wade and Marschelle Drake, for one of the more unique and unforgettable learning experiences of the year.



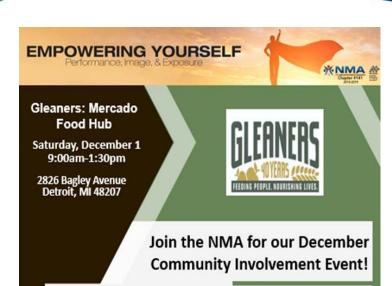
Rico Bruce Wade



Blindfolded improv participant



Improv activity in progress





Each month, the NMA offers opportunities to give back to the community. Please see the registration page for volunteer details.

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

NMA-BCBSM Chapter #141 Community Involvement Co-Chairs
Dana Bartell: dbartell@bcbsm.com or 313-983-3923
Mia Harris: mharris2@bcbsm.com or 248-799-6773
Monique Shoulders: mshoulders@bcbsm.com or 248-455-2790



Supcoming



October BlueNightsSM Mixer

On October 11, the BlueNightsSM Mixer committee hosted by DeAndre Elliott, manager, IT Processes, held its monthly mixer at the Fowling Warehouse in Hamtramck. Brent Cieszynski, vice president, Chief information security officer, was the special executive guest. Members enjoyed great eats and a chance to throw footballs at bowling pins at one of Detroit's newest hot spots.





From left: Vanessa Gary, Valerie Gary and Angela Hollis



Dana Bell and Dana Bartell



Host DeAndre Elliott with Brent Cieszynski



Selfie winner Jacquelyn Adams



Jingjing (Yuanjing) Pursell and Siva (Rajesh) Sampath

November BlueNightsSM Mixer with Waymond Harris

Armando's Mexican restaurant provided a warm and cozy setting against the chill of a November night. NMA members mixed and mingled with special guest Waymond Harris, vice president, Investments. The Flint native and Blue Cross employee since 2012, launched his discussion by reviewing his education, which includes a mechanical engineering degree from the Military Academy at West Point and an MBA from the Massachusetts Institute of Technology. From there, he continued the night's discussion detailing a career path that's led him from positions on the East Coast to his recent distinguished position here at Blue Cross.

Donna Killen, claims trainer and hostess for the evening, raffled off prizes that were the envy of the "non-winners." Harris drew tickets that led to the eventual grand prize drawing for the evening, a one-hour mentoring session with Waymond, won by an ecstatic Elisha Lee, senior health care analyst in Medical Affairs.

As the evening closed, Harris mingled with audience members graciously answering the questions he was peppered with from career advancement to armchair investment positioning. The chapter is honored that he gave us the opportunity to speak with him in such an up close and personal way. We wish him mega success as his career advances.

Harris is slated to appear in New York at the end of this month to compete as a national finalist for *Institutional Investor's* Next CIO. The outcome is being decided as this article is published and we wish him good luck!



Winner of one-hour mentoring session Elisha Lee, with Waymond Harris, vice president, Investments



Sharing smiles from left, Mia Harris, Dana Bell and Victoria Shaffer

NMA's Community Involvement

The Parade Company: A "Big Kid in a Candy Store"

Written by Dana Bartell, analyst, Indiv Small & Mid Group Servicing

On November 3rd, the NMA Community Involvement volunteer team joined the Parade Company in preparation of entertaining hundreds of thousands of people in the heart of downtown Detroit, for the America's Thanksgiving Parade®.

America's Thanksgiving Parade, presented by Art Van, is one of the country's largest and most spectacular parades. The Parade Company has been making magic happen every November since 1924. In 2017, it won Best Thanksgiving Parade, as well as second place, Best Holiday Parade.

While volunteering, the team toured the studio and met artists, designers and seamstresses. They caught a glimpse of the Big Head Corps, featuring Aretha Franklin, along with the colorful costumes of the Distinguished Clown Corps. Several floats were seen, including BCBSM's own "A Confident Life."

The team had a great time getting to know one another and had fun using their painting skills to put finishing touches on several floats. They were even trusted to paint a few new items. Some left with more paint on themselves than on the item they were working on!

The writer personally felt like a "big kid in a candy store" while in the studio and spoke with a few volunteers about the experience.

"I've always been artistic and creative, so I felt like I was helping in the creation of something wonderful. I felt extremely privileged to be allowed to participate in an AWESOME event in such a MAGICAL atmosphere."

Davena Johnson

"It was great. I enjoyed meeting the staff and working with our NMA team members. It was a great opportunity to see the floats up close and personal." Joslynn Collins

"My volunteer experience was a nostalgic one. I felt like one of Santa's elves in the Toy Factory at the North Pole. I found myself overwhelmed with joy as I viewed the past nostalgic photos when J.L. Hudson's was still downtown. I enjoyed painting the red hearts for the Henry Ford float, and I blew a kiss at our BCBSM/BCN float and told it "I'll see you soon!" Alycia Hicks

Based on the experiences, I highly recommend you visit the studio at the Parade Company. I will make sure to take my children to visit the studio as I would love to see their little faces light up from all the magical things there. The Parade Company is always looking for volunteers, so we will keep this on our list for next year.



Back row: (from left) Joslyn Collins, Marschelle Drake, Davena Johnson, Beatrice Jordan, Monique Shoulders, Doris Jefferson with daughter Kendall. Front Row: (from left) Dana Bartell, Christina Frison and Alycia Hicks-Williams



Pictured clockwise from front: Christina Frison, Joslynn Collins, Monique Shoulders, Kim Lowell-Leverett (Parade Company's director of Volunteer Services) and Dana Bartell



Aretha Franklin Big Head



BCBSM float: A Confident Life Float

NMA's November Member Meeting

The Ford Piquette Avenue Plant: Birthplace of the Revolution

Written by Mia Harris, administrative assistant, Business Optimization & Outcome Management

On November 14, the NMA held its monthly Membership Meeting at the Ford Piquette Avenue Plant in Detroit. The featured guest speaker was Leland Calloway, CEO of Domaine Realty and Domaine Consulting. Leland attended the University of Michigan and obtained two bachelor's degrees, an industrial and operations engineering and psychology. He started his career at Ford Motor Company and concluded that he didn't want to be an engineer, but would rather be a realtor. After numerous endeavors and with encouragement from a client, he followed his passion and his businesses came into being.

The focus of his discussion was how to move forward while in doubt to achieve what you really want from your career. His struggles as a minority member pushed him to take risks and to strategize around obstacles in order to move ahead in his career. Leland's background influenced him to become a respected business owner, involved in the African American Art Community at the Detroit Institute of Arts.

"We are not taught to look inward at all. We are always taught to look outward. Our problems are the cause of something that doesn't have anything to do with us," Leland said. Life experiences including your upbringing, bad work experiences and other factors play into our doubts about moving to the next level.

Always be aware of negativity, because it hinders momentum, he warned. Words such as, "I can't" and "I won't," are examples of ways we talk to ourselves that keep us from reaching our goals. Instead say, "I can" and "I will." Set goals for yourself. Write them down. Allow yourself to be vulnerable and positive, take risks and **get out there**. Let people know who you are and what you are capable of doing. Don't apologize for the opportunities that come your way. You received them because you can handle them! Prioritize your fears and take account of achievements. We always seem to remember where we failed rather than how we succeeded, he said.

Leland's favorite quote is by the artist William Gropper, "Advocate. Be in people's ear to let them know what you do. Get your work out there."



AJ Ghasham with Leland Calloway, Domaine Realty and Domaine Consulting



Attendee Victoria Shaffer



Dena Dalal, NMA VP of Program Administration, posing with famous Model T Number 220

The PD Exchange...

Written by Mariah Manuel, team leader I, Service Ops Contact Center

Developing YOUR Mindset!

The Development Corner



Karen Jozwiak

MBA from the University of Notre Dame Director of Operations & Business Performance

What are some of the things you have found to be most effective when developing your mindset?

Continue to work very hard and keep a positive attitude. Do not let people or situations change who you are. You be you! Self-reflection is powerful; it is ok to look back and see what you would have done differently -- just don't dwell. One of my favorite sayings is, AMO -- Acknowledge Move On.

Do you ever reflect on where your career has taken you? How do you reflect?

Absolutely. This happens frequently. I find myself looking back at the amazing opportunities I've had and immediately start smiling. I also find myself looking at the not so great times of my career. I reflect with gratitude that situations do in fact come to an end, then I find something that makes me laugh about a situation. When I mentor, I feel telling a mentee what not to do is just as valuable as recommending how to handle a situation.

If you could tell your younger self one thing about developing her career and mindset, what would you say?

Don't sweat the small stuff. Be mindful and careful of burnout. Keep smiling and continue to share your high energy.

Any last minute suggestions to our NMA members?

Take advantage of all this company has to offer, especially the many relationships you can build with the wonderful people around you.

Marschelle Drake – VP, Professional Development Tia Heilig & Kristen Pore – Chair, Professional Development Mariah Manuel – Chair, Continuing Education Edward Lanigan – Certified Manager

Participating in your life's transitions

From the article *Timelines*—
how to understand what yours is telling you
Written by Leslie Vander Baan

Timelining is an exercise that captures insight from past experiences to help shape future actions. By focusing on preceding events in your career development, you'll begin to see more clearly what you want from your career.

Steps

- 1. On a horizontal line drawn across a sheet of paper, jot down your memorable career events from left to right.
- 2. Using up and down arrows, chart each as a positive or a negatives event.
- 3. Place positive events at the top of your timeline. These are accomplishments or moments where your talents stood out or were acknowledged.
- 4. Place moments where you weren't successful or felt you weren't, at the bottom of the timeline. Maybe you encountered obstacles, or were simply dissatisfied.

Use your timeline to answer these questions

- What event or circumstance triggered the accomplishment or lack of success?
- What was your frame of mind during the event?
- What kinds of people surrounded you during the positive or negative stages of your career?
- Do you see a theme or pattern?
- Can you find clues regarding successes or setbacks or define some of the contributing factors?

You should be able to use your timeline as a tool that directs you to areas that create opportunity and success or that define your areas of hindrance. Your timeline can be the great reveal of your career, charting a path toward future success. Good luck in charting your personal career journey.

What Leslie learned from her timeline:

What enabled Leslie's success in the past was not a guarantee for her future. She could also see that she had her greatest bursts of energy and launched her best projects after periods of reflection. In addition, she also realized that she became discontent when she failed to prioritize personal and family time



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December 2018

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NMA National Mission Statement

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

EMPOWERING YOURSELF

Performance, Image, & Exposure



From the Board

A holiday message from your NMA Board of Directors

As we mark the final days of 2018 the NMA Board of Directors, Chapter 141, would like to take this moment to express our deepest gratitude to you, our members, who through your diligence, professionalism and special brand of enthusiasm, make our chapter one of **the** most awarded in the entire association. An article detailing last September's national conference in San Antonio, TX, appears later in this edition of our award-winning newsletter, highlighting the magnitude of the awards you've consistently allowed us to achieve.

2018 closes and we're reminded that there were not only remarkable awards and outstanding accomplishments, but great events, excellent networking opportunities and even new beginnings. The NMA Board of Directors would like to encourage NMA members to continue to be empowered as the leaders you're called to be; volunteer as much as possible; expand your connections and finally, set stretch goals for success for the incoming year. 2019 arrives packed with the potential for unimagined career opportunities, just remember, the first move is yours.

Thank you for your support and Happy New Year to you and your families!

From, Your NMA Board of Directors

















Board Member, Angela Hollis

Not pictured
Board Member, Orin Lewis Board Member, Ann Charlici

New Member Corner

Aseel Al Ezzi

Sheri Beall

Miracle Chude

Leslie Edwards

Lindsey Hill

Stacey Latulippe

Laura Papenhagen

Kristen Thomas

As a member of NMA, you are now a part of a great group of leaders, striving to live out our theme, "Empowering Yourself: Performance, Image & Exposure." 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.

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 to begin networking and meeting other NMA members.

We also perform various community involvement services throughout the year. We'd love for you to take part.

For more information about upcoming events, please visit NMA's SharePoint site.

We look forward to seeing you at the next event!



Written by Dana Bell, senior analyst, Pharmacy Operations

New Member Spotlight



Kim Foerster Director, Pharmacy Management

How long have you worked for BCBSM? Since July 2018

What made you decide to join the National Management Association?

Tiffany Albert suggested it as a great opportunity to network within the Detroit community. I've been serving health plans on a national level for more than a decade and I look forward to reconnecting with my home state.

How do you keep yourself encouraged during difficult times?

I look for something positive in every situation and frequently remind myself that this too shall pass. Every bad situation works itself out and more times than not, in the end, it results in something good.

Your 5 favorite holiday movies

Is three ok? #1 all-time favorite, **The Grinch** with Jim Carrey; we watch it every Christmas Eve. **It's a Wonderful Life** is an oldie but a goodie. And, **Elf** still makes me laugh out loud, every time, even if I'm alone.

How do you feel about the value of mentorships? Do mentorships have value and why or why not? I owe my launch into sales/account management to a vice president who pulled me into his office to tell me he saw something special in me. That if I was interested, he wanted to mentor me into marketing and out of accounting. I've been excelling professionally ever since and all because he was willing to invest in me. I'm dedicated to paying it

forward by consistently having someone in my life that has that *something* special. It's the best part of being a professional; watching someone grow from behind the scenes.

How do you balance your personal life and work? I'm not good at it to be honest, so I make up for it by making sure I attend my nieces and nephews' important events, they're my world. I try to dedicate Sundays to my family and I never take my computer with me on vacation. I'm still a work in progress.

What was your best vacation ever?

All my vacations are pretty spectacular, really. If I had to pick one, I'd pick my honeymoon—2 ½ weeks on the Hawaiian Islands.

Where do you and your team volunteer in the community?

I was the Event Director for a cycling fundraiser for thirteen years and was very involved with the C.S. Mott Children's Hospital. I had to give up both when I took a pharmacy consulting job because of the heavy travel demands. Now that I'm back on the ground I very much look forward to getting plugged back in and bringing my new team along with me.

NMA Community Involvement

Energetic volunteers light up Gleaners Mercado Food Hub in Mexicantown

Written by Mia Harris, Administrative Assistant - Bus Optimization & Outcome Management

On the first day in December the award-winning community involvement committee held its monthly event at a Gleaners food hub located inside the Ford Resource and Engagement Center of the Mexicantown Mercado, in southwest Detroit.

Gleaners is a Detroit non-profit organization that helps alleviate hunger through hubs located throughout the metro area. Food insecurity is a huge problem in Detroit as well as its surrounding communities. Gleaners gives clients the ability to sleep at night knowing that families can expect at least three meals a day through their services. Gleaners impact through their food hubs is tremendous with a massive part of their operations supplied by the volunteers who stock shelves, run events and applying helping hands wherever and whenever a need is found.

The energetic community involvement volunteer team helped clients select food, load food into their vehicles, stock pantry shelves as well as organized and cleaned the store. Over 30 families were assisted by our volunteers which equates to over 6,000 pounds of food dispersed into the local community.

The event was a success and a great networking opportunity, meeting people both inside and outside the organization. We hope to see you at our next event!



The energetic community involvement volunteers pictured (I to r) Tim McCarthy, Shannon McCarthy, Beatrice Jordan, Connie Lofton, Ricky Brown, Trixy Guyton and Mia Harris



Mercado Food Hub at the Ford Resource and Engagement Center, southwest Detroit



Connie Lofton helping a local client shop for her family

NMA 2018 Annual Conference

Written by Tina Alonzo, Diversity & Inclusion Program Coordinator and Matt Zelman, Senior Auto Finance Specialist

The NMA Annual Conference, held in September in San Antonio, TX, brought leaders together from chapters all over the country. Attendees participated in educational sessions, received recognition for extraordinary performances and supported finalists in the NMA youth leadership speech contest. Dynamic educational sessions covered topics including: "Leading with Personal and Professional Intelligence (PPI), "Good News about Criticism...," "Building a Positive and Productive Culture through Strategic Leadership" and "Creating Powerful Teams: The Paradigm of Improvisation."



(I to r) Dan Loepp, Tiffany Albert, Greg Sudderth and Tricia Keith seated in front of Chapter 141 conference attendees

The sessions provided critical reminders on the importance of knowing yourself and your employees and reinforced the need to continually demonstrate unconditional, positive feedback. Attendees heard that they need to be accountable for their words in order to influence, inspire and motivate to gain the hearers trust and cooperation.

A large contingent of Chapter 141 members made the trip to Texas and were present as the chapter received numerous exceptional awards and honors. The 2017-2018 BCBSM Leadership Development Association was recognized for another outstanding year in support of its theme, "Diversifying the Image of Leadership." Chapter awards included: *Community Services Award, Outstanding Chapter Award* for the nineteenth year in a row and, to complete the trifecta, #141 picked up, for the fifth year in a row, 1st place in the *Publications/Blueprint Award*.

At the executive level, BCBSM board chair, Greg Sudderth, was awarded and inducted into the 2018 NMA Hall of Fame. CEO and Blue Care Network president, Tiffany Albert, received the 2018 NMA National Executive of the Year award, marking the third time a BCBSM woman has received this national recognition.

The 2018 NMA Annual Conference was a great opportunity for Chapter 141 to exemplify the conference theme, "Spur Leadership Growth." From the riverboat cruise that launched the conference to the banquet finale, our chapter professionally demonstrated BCBSM cultural beliefs by building new partnerships and encouraging the next generation of leaders.



Chapter 141 Youth Speech Contest finalist Nicholas Veal and his mother (center, right) stand with chapter officials in Texas

THE PD EXCHANGE

Written by: Mariah Manuel, Team Leader I, Service Ops

The Development Corner

Development through Mentorship



Log<mark>an</mark> Montgomery

Sr. Director of EIOS, BCBSM Master of Arts in Organizational Leadership Post Graduate Degree in International Business

Have you taken advantage of any of the continuing education opportunities Blue Cross offers?

Absolutely. Blue Cross provides a wealth of support for technology certification attainment, formal education support, and onsite professional development training. These services have allowed me to expand my skills toolbox to be more effective in my daily work life.

Do you have a mentor?

Yes, more than one. I've found that you need different mentors for different states of your professional journey, and the same applies to your personal journey as well. When choosing a mentor, I first settle on what I want advice, support, and direction with. That way, during our initial meet, both will know the common objective I'm looking to achieve.

As a leader, how do you mentor or develop your staff? Understand that mentoring and coaching are part of every manager's responsibility. So, I use some common practices. 1) Lead by Example, making sure your attitude and actions demonstrate the ethics, values, and standards that you want your staff to also exhibit. 2) Encourage Opportunities for Growth. Recommend assignments that will help them grow and develop professionally. And 3) Look for teaching and guiding moments. Share your knowledge, success moments and failure examples.

Want to be a Better Leader?

from Forbes magazine

2019 means becoming a better mentee.

Ask your current (or future) coach/mentor the following ten questions to gain insight on ways to capitalize on your shared time. To help you get started this article lists the top ten questions taken from a poll conducted by the Forbes Coaches Council members. Review the list below and prepare to see your 2019 professional IQ soar.

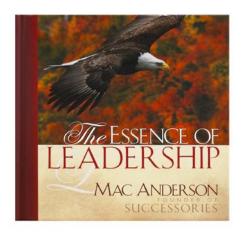
- 1. How do I pace myself?
- 2. Am I getting in my own way?
- 3. Where have I failed?
- 4. What is my purpose?
- 5. What should I really change?
- 6. How do I stay focused and not feel overwhelmed?
- 7. What are my assumptions?
- 8. What one thing do you want to say to me?
- 9. What do you wish you knew?
- 10. What would you do if you were me?

Follow the link below to read the entire article.

https://www.forbes.com/sites/forbescoachescouncil/2018/11/1 6/want-to-be-a-better-leader-ask-your-coach-or-mentor-these-10-important-questions/#5d3bbc751972

THE PD EXCHANGE,

Recommended Reading



After you wake in the morning do you think later, during the course of the day, that you could use a quick word of inspiration? Well, this book might be what the doctor ordered. *The Essence of Leadership,* by Mac Anderson gives readers 110 pages of uplifting quotes and positive stories. It covers topics like setting goals, integrity and my personal favorite, *Develop a Refuse to Lose Attitude*. This is a little book you can use to get a quick dose of "pick me up."



Over the past few months of my personal growth and professional development, I've often heard various leaders say, "I never imagined that I would be in this role, it just happened." As a person who's a futuristic planner this surprised me. To hear VPs, presidents, directors and CEOs speak about their careers and life's journeys, and admit that a single day led to their current position, seemed incredible to me. However, after hearing such stories with descriptions about their ups and downs, it all started to make more sense.

My second book selection for December is, "Leader by Mistake: Your guide to becoming a leader, one mistake at a time". This book takes readers through author Jacqueline M. Baker's leadership journey - one that she could never have expected. Her book opens with the line "...I was never looking for leadership, but somehow leadership always seemed to find me." Of course, you'll have to read the rest of the book to find out what follows. This book makes a good gift for you and someone else on your list, enjoy!

Mariah

Marschelle Drake - VP, Professional Development Tia Heilig & Kristen Pore' - Chairs, Professional Dev. Mariah Manuel - Chair, Continuing Education Edward Lanigan - Chair, Certified Manager

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