



April 2019

Inside This Issue

From the Desk of Our President	2
New Member Corner	3
Calendar of Events	4
April Monthly Membership Meeting	5
NMA Leader of the Year	7
Community Involvement Event Bowl for Kids' Sake	8
Management Week Announcement	9
Professional Development	10

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



Tory Niceswander
NMA President, 2018-2019

From the Desk of Our President

Greetings NMA Members:

April offered several events to participate in and grow professionally. If you missed them, we have an action-packed May and June ahead. Management Week is just around the corner. There will be numerous professional development sessions during this time. Stay tuned for details in upcoming communications.

I would like to take a moment and recognize our newest addition to the NMA leadership team, Heidi Saucier. I'm excited to share that Heidi is transitioning from her current role as Chair of Meeting Support and assuming the role of VP Program Administration. Heidi has been with Blue Cross since 2011 working in Sales Force Development as a Senior Sales Trainer and currently as an Instructional Designer for our Sales Support Teams. She's been a member since 2012 and has supported Program Administration for the past few years. Join me in welcoming Heidi to her new role. I look forward to the leadership and vision she will provide to our Program Administration team.

Make sure to take advantage of our final Membership Meetings of the chapter year. First, Tiffany Albert, BCN President and CEO and BCBSM VP will be the keynote speaker at Noah's Event Venue on May 15. Then, we will hear from our President and CEO, Daniel J. Loepp during the June 4 meeting held at The Fillmore Detroit.

Don't miss out on our Community Involvement event, Mutt Strut 5k Run & Walk on Saturday, May 11 in Dearborn at Ford Field Park. Make sure to pencil in time to join for the upcoming NMA Live Online webinar, "Leadership for the 21st Century" on May 16. This session will focus on improving management performance in the following areas: interpersonal and transparent communications, conflict resolution, social skills, decision making, employee engagement, and organizational development and performance.

Finally, we want to hear from you. Please reach out to me or anyone from the leadership team to provide feedback on past or future programming. We are always seeking to improve what we deliver to our membership. I look forward to seeing you at the upcoming events.

Best Wishes,

Tory Niceswander

New Member Corner

OUR NEW TEAM MEMBERS
Welcome

*Josh Brown
Chad Crosby
Jewelette Estes
Jennifer Freed
Michael Laurence
Edgar Morris*

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!

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!

Get Acquainted

CALENDAR *of* EVENTS

APRIL

25

Professional Development
**"Seeing Yourself in the
Company's Vision"**

Whitmer Auditorium and Web Ex

25

BlueNights Mixer
Aaron Friedkin
VP, Clinical Strategy HPB

Whirlyball Novi

26

Professional Development
**Social Media at Work: Reap
the Rewards and Avoid Risk**

Detroit Tower Dining Rm E/Web Ex

MAY

15

Tiffany Albert
Blue Care Network
CEO & President

Westin - Southfield

16

NMA
Leadership for the 21st Century

Webinar: 12 p.m. – 1:00p.m. EST

JUNE

4

Dan Loepp
Blue Cross Blue Shield of Michigan
President & CEO

The Fillmore

20

NMA
Project Management

Webinar: 12:00p.m. – 1:00p.m. EST

April Monthly Membership Meeting: A boot camp with Jocelyn Giangrande

Written by Christina M. Frison, VP Public Relations

This month, NMA celebrated its first breakfast Member Meeting. Our venue was the luxurious Detroit Athletic Club. The décor and opulence of this setting was well worth bearing with the cold chill in the air, reminding us that this is Michigan.

Our guest speaker, Jocelyn Giangrande, published writer and CEO of SASHE, LLC (Sisters Achieving Success Harmony and Empowerment), delivered a spectacular early morning boot camp experience with a focus on professional branding.

Jocelyn’s presentation, “The Secrets to Building a Brand for Career Success,” began with a reference to one of her books, *What’s in Your Sandwich?* Career building was likened to making the perfect sandwich and how putting the right ‘ingredients’ in your career will lead you on a better career path.

As our “Sandwich Journey” began, Jocelyn candidly shared a story of how she was overlooked for a position because management thought she was “too nice” and not tough enough. The take-away is to be cognizant of the names people call you. Names shape your brand and are relevant to who you are.

Jocelyn emphasized the “1/4 second rule” - the time it takes for a person to make up their mind about you. It’s very important to know the magic of a first impression and how your image (what you’re wearing, saying and doing) will be the first thing someone remembers about you when your name is mentioned. Just think: in five seconds, a first impression about you will flip back and forth eleven times; it’s more important than the next five combined interactions you will have with a person.

Highlighting this point, Jocelyn stated, “Your brand can be sealed before your first presentation and your first interview question. The interview starts in the parking lot.” You never know who sees you as you interact with co-workers and friends. Your brand is built on your actions.



Jocelyn Giangrande presents a “Super Journey” at our morning boot camp at DAC



Branding Building Blocks are what shape who you are and guide your journey to success.

(Continued on page 6)

A boot camp with Jocelyn Giangrande

(Continued from page 5)

Once the ground work had been laid for our branding foundation, the fun began with several interactive exercises. Jocelyn gave NMA listeners ‘super Ingredients’ that will guide our sandwich journey. The first ingredient, **confidence**, is the ‘bread’ of our sandwich. Jocelyn indicated, “You will have derailments and setbacks in your career and confidence will help get you back on track.”

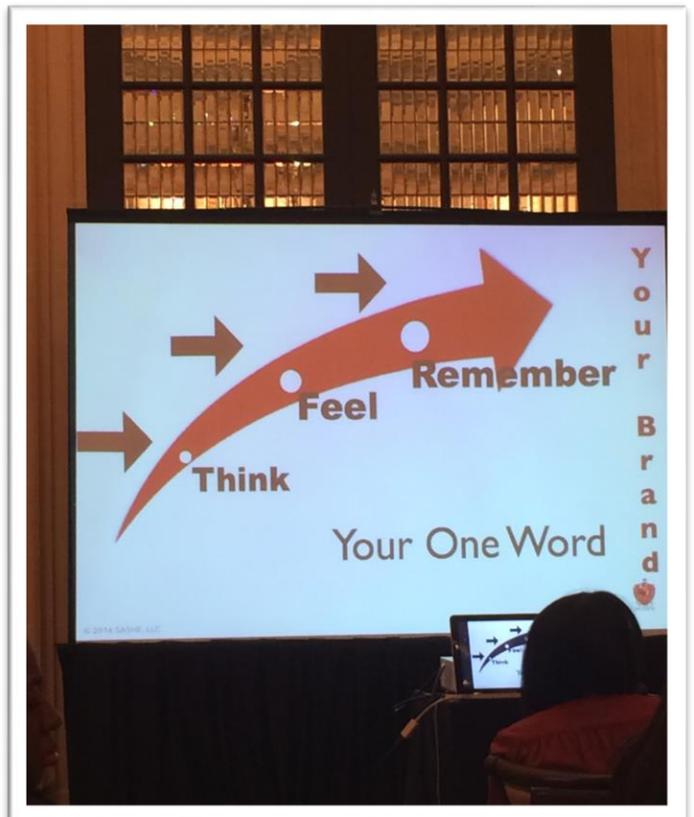
The second super ingredient is **connection**, demonstrated by the handshake exercise. Jocelyn went around the room and personally shook everyone’s hand. Then she noted the four keys for a good handshake: firmness, full palm, eye contact and smile, and holding through the Introduction.

The final super ingredient is **your promise to customers**. Your reputation is built on what you actually deliver. You can promise to have a project done or to make a phone call, but in the end, people remember you by what you actually do.

To conclude our Super Sandwich Journey, Jocelyn offered sage advice to NMA attendees: “The image of confidence is more important than your experience, your education and your qualifications.” Being confident about who you are and your performance is not arrogance; it’s knowing your true worth. Your track record on what you do and what you can deliver will speak for you. Your brand is built on the **one word** that comes to mind when your name is mentioned. Your journey begins with your word.



Dena Dalal, VP Program Administration poses with Jocelyn Giangrande



NMA Leader of the Year Nominations now being accepted



The BCBSM NMA Chapter 141 would like to recognize one of our outstanding leaders and we are asking you to help by submitting nominations for the 2019 Art Seidler Memorial Leader of the Year award. This is an exciting way to recognize a person in our organization for their outstanding leadership. The recipient of the award will be announced at the June 4th NMA membership meeting featuring our keynote speaker, Daniel J. Loepp, president and CEO, BCBSM.

The process is simple; here's what to do:

- Review the qualifications below
- Think of which leader you want to be honored – a current or previous leader you admire
- Complete the nomination form (those with Microsoft Edge will need to open the document with Internet Explorer to fill it out)
- Submit the form to [Ronnie D. Adams](#) by **Tuesday, April 30th** (please include “NMA Leader of the Year” in the subject line)
- Keep the nomination a secret from the leader (we want the award to be a big surprise!)

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 the June meeting.

Qualifications: A nominee should be a team leader, manager or director with a demonstrated record of exhibiting the corporate cultural beliefs and leadership competencies over the past 12 months. To be considered for this award, a nominee must hold membership in NMA.

Nomination Submittal: Nominations must be submitted electronically no later than close of business on **April 30, 2019** to be considered.

If you have questions, please contact [Ronnie D. Adams](#) or [Stephanie Bracken](#), co-chairs, NMA Awards Committee.

Thank you in advance for your submissions.

Sincerely,

The NMA Awards Committee



‘We are #Defenders of Potential. What’s Your Superpower?’

Written by Dana Bartell, Senior Analyst

Big Brother Big Sister (BBBS) is the largest one-to-one mentoring organization in Southeast Michigan serving nearly 1,000 youth annually with site-based and community-based mentoring programs. The site-based programs consist of Beyond School Walls: Worksite Mentoring and the Lunch Buddies program. The community-based mentoring program consist of one-on-one outings and activities during the week or on weekends.

In order to support these programs and pair “Bigs” (Mentors) and “Littles” (Mentees), the BBBS organization raises money by way of support from individual and corporate donors, pledges and annual events such as Bowl for Kids’ Sake (BFKS).

BFKS is Big Brothers Big Sisters largest national fundraiser. Blue Cross Blue Shield and Blue Care Network of Michigan has participated in the BFKS fundraiser for 21 years. The event was hosted at Thunder Bowl Lanes in Allen Park, MI with a superhero theme. The event was filled with two hours of bowling, raffles, silent auctions, free arcade games and face painting, superhero costume contest, a photo booth and a DJ.

We are excited to announce that NMA Chapter 141 exceeded the \$500 goal and raised a total of \$820. We are thankful for those who participated in the bowling event to support the NMA Pin Droppers and our NMA members for donating to help reach our goal. We could not have done it without your willingness to give.

Corporately, we exceeded the \$75,000 fundraising goal by raising over \$85,000. To date, the Blues has donated well over a million dollars to support BFKS with the support of employees, family and friends.

We look forward to participating in the Bowl for Kid’s Sake event next year.



NMA members, Mia Harris, Mariah Manuel and Monique Shoulders



NMA member, Dana Bartell (second from left), and her team - The Bartell Brand Strikes Again

“A mentor is someone who allows you to see the hope inside yourself.” –Oprah Winfrey

NMA BCBSM Leadership Development Association Presents Management Week May 28 – May 31, 2019

Featuring:

- Professional Gift Basket Give-a-ways
- Membership Drive
- Informational Sessions
- Member Appreciation Celebration

More details to follow

The PD Exchange... ••• Written by Mariah Manuel, Team Leader I

Developing Your Confidence and Kindness

The Development Corner



LaTrisha Lake

Sr. Project Consultant
RIDGG Reform Strategy
Bachelors of Arts, Albion College
Majors: Music & History

Let's meet LaTrisha! She is a current member of NMA and the Co-Chair for our company's ERN, BrightBlue. When asked to describe herself, LaTrisha said she's **passionate**.

She gave an example of her passion through the mission of BrightBlue, "I have a firm belief that different isn't bad; it's just different. My son, Michael, has autism and he is non-verbal. I am determined that he will live life to the fullest, be self-sufficient and be able to live independently or as close as possible." When speaking with LaTrisha her passion shined through.

When asked if she had taken advantage of any of the continuing education opportunities at Blue Cross Blue Shield of Michigan, LaTrisha advised that she is currently enrolled at Scranton University. She currently majors in Healthcare Administration and is considering a shift to Human Resources and Diversity & Inclusion.

LaTrisha shared a personal experience where someone in her life displayed confidence during our conversation: "One of my friends who mentors me is one of the most confident people I have ever met. He is open about his struggles, lessons learned, and he challenges my thinking. He creates an atmosphere where we can have conversations that are difficult and meaningful without anyone feeling disrespected or attacked. When he is wrong, he is willing to listen, learn and apologize."

During our time together, LaTrisha was introduced to *Victory Logging*. Here are her top three accomplishments so far in her career:

1. Taking over the QHP Attestation process
2. Becoming the Co-Chair of BrightBlue ERN
3. Launching the sign language classes that BrightBlue will provide to employees

After making her list, LaTrisha said she felt amazing! She had a sense of accomplishment and overwhelming joy. She even admitted that before she was asked, she had not thought about those moments too often. She is always "focused on the NEXT thing." However, after our talk she said, "Thinking of it here makes me feel really good and perhaps I should revisit those times more often."

To find out more about the upcoming sign language courses that BrightBlue offers and maybe meet our NMA member, LaTrisha, go to BlueTalent. You can sign up for the classes which will be offered monthly and will have listening rooms across the state. The classes will also be taped, so that participants can practice more after the session.

Learning sign language and taking part in the other resources our company offers can help to build your confidence and kindness.

Remember: You are Good Enough



In an article by Aimee Tariq, Founder and CEO of *A Life With Health*, she takes readers on a journey of how women can build their confidence when climbing the Corporate Ladder.

Here are the 6 Tips she suggests we should remember when confidently moving up the ladder:

1. *Realize your built-in advantages*
2. *Build a network of collaborators*
3. *Create a "victory log"*
4. *Choose discussions, not arguments*
5. *Connect with mentors*
6. *Level the playing field in your mind*

The one I want to highlight is what we sometimes forget the most in our every day rush: #3 Creating a "victory log."

Tariq describes a "victory log" as a *list of things you've accomplished, one that you can review weekly or pull out when you don't think you're good enough*. Although, this article was written with women in mind, I would think we all could relate to the need of a "pick me up" every now and then.

Today let's put our professional development into action. Create a "victory log."

Ask yourself what have you accomplished over the last five years? Write it down and hold on to it.

The next time it seems like everyone around you is getting promoted and you are not, look at it. Allow it to help you boost your self-esteem and overcome the feeling of self-doubt or frustration.

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

The PD Exchange... ••• Written by Mariah Manuel, Team Leader I

Opportunities to Develop

Our upcoming Monthly NMA meeting will discuss this year's theme, "Empowering Yourself through Performance, Image and Exposure." Be a part of this impactful event featuring Tiffany Albert, President and CEO of Blue Care Network.

Come and enjoy an evening of networking, career building and fun. This event is sure to be one you do not want to miss.

Date and Time

Wed, May 15, 2019
4:30 P.M. – 8:00 P.M. EST

Location

NOAH'S Event Venue
26100 Northwestern Highway
Southfield, MI 48076



Upcoming National Webinar: Lunch & Learn

Date and Time:
May 16th @ 12-1 P.M.

Facilitator:
Misipati "Semi" Bird, Executive Director of
Team Concepts Training Services. LLC

*Listening Rooms will be available at BCN
Commons, RenCen and the Tower*

Professional Development Events

Did you miss the Candor event on March 21? Well, you are in luck; we have the Recap for you!

Jodi Williams delivered a powerful message on how we can develop ourselves in her message, "Leading with Candor."

As we circled around the table and watched the screen, Jodi provided tips on how we can be kind, yet candid when working within our organizations.

What does it mean to be candid you ask?

Jodi described candid as the ability to share ideas where there is a culture that supports it. When in a candid environment, a person should first ask permission to be candid, but know when the person says "yes," it actually means "no."

Sounds hard, but it is not. It is just simply asking, "Is it okay if I give you some feedback?" If the person says "yes" and means it, then you can decide to be direct or indirect with your delivery.

An indirect delivery means you ask probing questions. These probing questions must be delivered with kindness to work. These questions will help to build trust and create a candor culture.

All in all, the process of communicating with candor will take time. With practice, you will be a master at leading with candor.



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.

March *blueprint* Team

Writers and Editors: Dana Bartell, Dana Bell, Christina Frison, Mariah Manuel and Tory Niceswander

Creative Team

Designer: Diana Copp and Mia Harris
Photography: Ann Charlick, Christopher Brantley, Kevin Fraeyman, Kristie Stocker and Dana Bartell

Dustin Freeze, Internet public domain

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

NMA Board Officers

Chairman of the Board: Sharese Hogan
President: Tory Niceswander
President-Elect: TBD

Board Members

Ronnie Adams
Tina Alonzo
Cheryl Baker
Karema Bobbitt
Stephanie Bracken
Ann Charlick
Lisa Drayton
Angela Hollis
Orin M. Lewis
Tory Niceswander

Secretary

Cheryl Baker

Chapter Representatives

National Director: Matthew Zelman
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: Marschelle Drake
VP Program Administration: Heidi Saucier
VP Public Relations: Christina Frison
VP Finance: Shari N. Goodwin
VP Administration and Recognition: Phyllis Stewart