



January 2019

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EMPOWERING YOURSELF

Performance, Image, & Exposure



Tory Niceswander
NMA President, 2018-2019

From the Desk of Our President

Happy New Year NMA Members:

I hope everyone had a happy holiday season and your new year is off to a running start.

This is my first official address serving as your President and I would like to take a moment to thank everyone for this opportunity. It is an honor to serve in this capacity and I look forward to leading the chapter. The months ahead of us promise to deliver a dynamic schedule of speakers, community involvement and professional development opportunities.

I am excited to highlight some upcoming events for the month of February. Thursday, February 21 is our annual NMA Leadership Speech Contest. This is an opportunity for us to focus our attention on young leaders as they present their speeches to us.

If you have not attended the annual speech contest in the past – ACT NOW! This is an event that consistently delivers awe-inspiring leadership messages from area high school students. If you have attended in the past, join us again to support these young leaders and bring a friend. You can register [here](#).

Additionally, VP Professional Development, Marschelle Drake and her team will be hosting a lunch and learn opportunity on Thursday, February 28 from 12-1. Lee Meadows, PhD will be presenting “Leadership: The Skills of Being Remote.” This session should provide valuable insight for those who work on or lead remote teams. Additional information for this event, including registration, is forthcoming.

Best Wishes,

Tory Niceswander

“Why should I attend the 2019 February Membership Meeting?”

A Q&A from President Tory Niceswander



Why is this contest important to NMA in general and Chapter 141 specifically?

This is one of my favorite events of the year. It provides our membership a chance to engage with youth from the Detroit metro area and an opportunity to give back. A key characteristic of being a leader is being able to engage and inspire others. The speech contest affords this professional development opportunity for these contestants.

The contest is held as a Membership Meeting. What message do you want to send to the membership to boost attendance?

The level of artful execution these future leaders bring to the table is truly astonishing. Last year, the decision was made to have this event focus solely on student's speeches and they unquestionably delivered. The time and effort these youth have invested over the past few months will have a lasting impact on attendees. It's important that we invest in youth and provide avenues for their voices to be heard.

What message of encouragement do you want to send to our young contestants, not just about the contest but about being a leader?

I hope everyone has gained valuable experiences and don't be afraid to fail; you grow from taking chances. Seize opportunities. Never give up and continue to invest in your future. Finally, I want to remind everyone to have fun!

NMA Board of Directors Elections Reminder

Fellow Leaders,

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

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

The NMA Board of Directors encourages you to consider serving your fellow NMA members while gaining an invaluable rewarding experience of serving on the Board of the second largest NMA chapter nationwide.

Our chapter has earned prestigious awards due to:

- Numerous community involvement events
- Networking opportunities of learning leadership skills
- Lunch and learn sessions with highly recognized industry professionals
- Monthly mixers in restful casual environments
- Sponsoring a speech contest for young bloomers
- Award winning communications like Blueprint
- And above all serving NMA members with unprecedented commitment to help our members grow professionally.

While the most important qualifications to become 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:

1. Must be a current member of the BCBSM Leadership Development Association for at least two years.
2. Must have participated in the last 12 months in a minimum of two chapter sponsored activities. Activities may include the following, but are not limited to these events. A variation of these events is preferred:
 - Monthly meeting
 - Networking event
 - Volunteer event
 - Professional development course
 - Volunteered on a committee

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 15, 2019

If you have any questions regarding the process, please contact Lisa Drayton LDrayton@bcbsm.com or Karema Bobbitt KBobbitt@bcbsm.com.

For full details regarding Board responsibilities, see [Article IV, section2](#) of the Bylaws located under Chapter Info on SharePoint

New Member Corner

OUR NEW TEAM MEMBERS
Welcome

*LaShanda Chupa
Megan Leon
Kelly Oravec
Kyle Sarate
Jonathan So*

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

together everyone
TEAM
achieves more

Join NMA Today!

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



New Member Spotlight

Written by Dana Bell, senior analyst, Pharmacy Operations

Sanjana Mehta



Our newest NMA member's name literally means "soft, meek, and gentle." Sanjana (sun-gin-nah) Mehta started working at Blue Cross Blue Shield of Michigan as an intern in May of 2016. She became an employee in February of 2017 as a Business Analyst I. Sanjana joined NMA because "[i]t's a great way to network and expand my career growth here at BCBSM."

As we all know, change is inevitable. Sanjana deals with change through these adages:

- Be Flexible
- Embrace the change
- Don't Stress Over It
- Stay Positive

Her favorite charity is [The Humane League](#). This organization specializes in working to end the abuse of animals raised for food. They work to reform the way farm animals are treated while also inspiring people to make more compassionate food choices. It is estimated that this organization will raise 2.86 million dollars towards their effort.

If she could go back in time and speak to her 18-year-old self, she would advise younger Sanjana to "*[l]isten to your parents; they are always right!*" Even though the holidays are behind us, she enjoys New Year's celebrations the most, because they allow a fresh start.

Take some time and introduce yourself to Sanjana; her life journey is an interesting one.



Join us for our February Events!

Community Involvement

WHEN: Saturday, February 16, 2019
10:00 a.m. – 1:00 p.m.

WHERE: First National Building
600 Woodward Ave.
Detroit, MI 48226



PASSWORD: Mittens

NMA-BCBSM Chapter #141 Community Involvement 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

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

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

Lunch and Learn

WHEN: Thursday, February 21, 2019
12:00 p.m. – 1:00 p.m.

WHERE: Detroit Tower
Ren Cen
BCN Commons

PASSWORD: Engagement



Lisa Ryan,
Chief Appreciation
Strategist, Grategy
“How to Ramp Up
Employee Engagement”

Each month, the NMA provides professional development opportunities on a variety of topics.

Please join us in one of our listening rooms for this webinar on employee engagement.

Space is limited. Register Today!

Monthly Membership Meeting: Speech Contest

WHEN: Thursday, February 21, 2019
5:00 pm – 8:00 pm

WHERE: BCN Commons
Commons Conf. Center; Aud. A&B
2050 Civic Center Dr.
Southfield MI 48076



**Topic: “Leadership”
with Scholarship Award**

PASSWORD: Speech

PARKING: Free parking in BCN Commons parking lot

For more information, Contact Contest Director:
Fay Dwaik, fdwaik@bcbsm.com

Take advantage of this great opportunity to meet and network with your peers while learning more about leadership!

Professional Development

WHEN: Thursday, February 28, 2019
12:00 pm – 1:00 pm

WHERE: Detroit-Tower Dining Room E
(WebEx/Skype Option
also available)

PASSWORD: Remote



Dr. Lee Meadows
“Leadership: The Skills of
Being Remote”

Each month, the NMA provides professional development opportunities on a variety of topics.

Please join us for this session in person or remote.

Space is limited. Register Today!



CALENDAR of EVENTS

**Feb
21**

NMA Speech Contest
BCN Commons

**April
11**

Jocelyn Giangrande
SASHE – Founder & CEO
‘Power of Networking’
Detroit Athletic Club

**May
9**

Tiffany Albert
Blue Care Network
CEO & President
Westin - Southfield

**June
4**

Dan Loepp
Blue Cross Blue Shield of Michigan
President & CEO
The Filmore

2019 February Membership Meeting and Youth Leadership Speech Contest

Written by Sheryl Johnson-Fambro, communication specialist

The February NMA membership meeting and Youth Leadership Speech Contest will be held in Southfield, MI at BCN Commons on Thursday February 21 from 4:30 – 8:00 pm. Tina Alonzo, Program Coordinator Diversity and Inclusion, will serve as the host for the evening's event. Tina is known for bringing a high level of enthusiasm to anything she's connected with and this very special night promises to be no different.

The February member meeting and speech contest provides a tangible opportunity for NMA members to demonstrate their trust in these youthful contestants. Appetizers will be served, and door prizes will be awarded.



2018 National Speech Contest Contestants

Eleven metro area high school students qualified to compete in this year's contest. Scholarship awards from third to first place are \$100, \$250 and \$500. Our grand prize winner advances, expenses paid, to the fall 2019 NMA National Convention to vie for the coveted \$4,000 grand prize college scholarship.

The concept of leadership is the theme of the contest and each student-speaker is tasked with both developing the concept in their own voice and delivering their ideas in their own style. If speeches from past contests are any indicator, February's contest should again prove as insightful and entertaining. You're sure to find that the level of maturity expressed in thought and style by our contestants will eclipse preconceived ideas of the stereotypical teenager.



2018 National Speech Contest Scholarship Winners

Blue Cross Skillmasters Club, Chapter 7236 of Toastmasters International, will play an integral role in the speech contest by mentoring contestants in presentation strategies and content development. Toastmasters International members will also officiate the contest, providing experienced evaluators, timers and judges. The collaboration between NMA and Toastmasters has consistently provided a well-run contest that adheres to the highest standards of integrity. Toastmasters Club 7236 is also donating a six-month membership that will be raffled off to one lucky winner.

The return on investment from an evening spent with our youthful contestants who've accepted and met the challenge of speaking in front of a group of seasoned Blue Cross professionals is priceless. The payoff are dividends of self-confidence that come with concrete accomplishment. Don't miss out on this investment opportunity.

NMA December Membership & Professional Development “Building Your Personal Brand”

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

On December 12, 2018, NMA celebrated its first Monthly Member & Professional Development Meeting in the Whitmer Auditorium. Our guest speaker, Allison Chaney, Chief Digital Training Officer, Boot Camp Digital delivered an engaging and up-beat presentation to auditorium attendees and WebEx listeners.

Before Allison spoke to us about “Personal Branding in Corporate America”, NMA President, Tory Niceswander was pinned by NMA Board Member, Angela Hollis. Tory will finish out the current 2019 term. During this brief ceremony, Angela welcomed Tory with these words: “You have the support of the NMA Board and your peers. It’s an honor to serve in this position and it will allow you to hone in on your leadership skills.” With these sage words, Tory gave his first welcome and a formal introduction to our speaker.

Allison laid the foundational benefits of having a personal brand on social media by giving listeners an ‘action plan.’ She relayed the first important factor is being found by those who need your service. A few sentences should tell your audience who you are and what you’re best at, who you plan to serve and how you are uniquely different from others. Next, you can briefly explain what makes you a thought leader and authority in your industry. Keep in mind that you want to connect with your target audience in a meaningful way. These building blocks set the stage for “what to do next.”

Allison cited key elements that would aid your personal brand journey, which include: 1) selecting a notable theme which allows your personality to shine through; 2) having relevant and engaging content that will drive people to your page; and 3) building credibility with posts that reflect your knowledge about a subject. These elements frame who you are and how others will view the content you offer.



NMA President, Tory Niceswander standing proud with NMA Board Member, Angela Hollis



Guest Speaker, Allison Chaney, explaining helpful personal brand examples to the audience



Attendees listened intently to Allison as she spoke about Personal Branding in Corporate America

Allison also highlighted best practice tips when it comes to reflecting your personal brand. Decide on if you want to be playful or dignified with your audience. Your tone is set by what you blog or post, so decide ahead of time if you want to come across as personal or professional. Also, to establish yourself as an “expert”, or voice of authority in your industry, present a transparent, authentic and truthful version of who you are.

Allison noted the importance of first impressions: you want your audience to have a memorable experience and visit often. These take-away’s will help boost your online presence and keep them engaged:

- the message you present should be relevant and attention grabbing
- your tone of voice should represent your authentic self
- let your personality shine through with your visual content (images, video and text)
- be consistent with how often you update and post new content
- engage your audience by responding to their comments and answering questions

Your personal brand is ultimately a reflection of who you are and what you want others to remember about you. Don’t be afraid to shine.

NMA Code of Ethics

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

Statement of Principles

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

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

blueprint Team

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Dustin Freeze, Internet public domain

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NMA Board Officers

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President: Tory Niceswander
President-Elect: TBD

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

Secretary

Cheryl Baker

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

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