



## January 2019

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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



**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](mailto:LDrayton@bcbsm.com) or Karema Bobbitt [KBobbitt@bcbsm.com](mailto: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

*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](mailto:dbartell@bcbsm.com) or 313-983-3923

Mia Harris: [mharris2@bcbsm.com](mailto:mharris2@bcbsm.com) or 248-799-6773

Monique Shoulders: [mshoulders@bcbsm.com](mailto: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

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!



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

### 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

**PASSWORD:** Speech

**PARKING:** Free parking in BCN Commons parking lot

For more information, Contact Contest Director:  
Fay Dwaik, [fdwaik@bcbsm.com](mailto:fdwaik@bcbsm.com)



Topic: “Leadership”  
with Scholarship Award

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

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!



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



# 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

Writers and Editors: Dana Bell, Stephanie Bracken, Christopher Brantley, Christina Frison, Sheryl Johnson-Fambro, Mia Harris, Angela Hood, Mariah Manuel and Anastasia Rokas

## Creative Team

Designer: Diana Copp  
Photography: 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  
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: Dena Dalal  
VP Public Relations: Christina Frison  
VP Finance: Shari N. Goodwin  
VP Administration and Recognition: Phyllis Stewart



## February 2019

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# EMPOWERING YOURSELF

Performance, Image, & Exposure



**Tory Niceswander**  
NMA President, 2018-2019

## From the Desk of Our President

Greeting NMA Members:

The annual NMA Leadership Speech Contest occurred February 21 and it was a true pleasure to hear from our eight contestants. Each delivered a diverse message about what leadership meant to them and the event proved to be another year of delightful speeches. The Annual Speech Contest provides an excellent opportunity for these young leaders to develop their public speaking skills. If you missed it, don't forget to check it out on NMA's SharePoint site. You can view all past member meetings there as well.

A special thanks to Tina Alonzo, former president of NMA and current board member, for acting as our MC for the night. Tina maintained a prompt schedule of events and provided light humor for our audience between speakers. Finally, a special thanks to the members of the Blue Cross Toastmasters Clubs, SkillMasters and MetroMasters, for their recruitment, mentoring, judges and volunteers.

There are several upcoming events I would like to highlight as we venture into the final months of our chapter year. The next Community Involvement event is scheduled for March 2 at the Ronald McDonald House. Our March Member Meeting is scheduled for March 21 at Skyline Club in Southfield hosted by Jim Kallas, VP and Treasurer BCN, and NMA Executive Advisor. Jim will be discussing the adaptive leadership style of Situational Leadership. Don't forget to cast your vote for the five open positions on the NMA Board of Directors – voting closes March 8.

As we move into April, VP of Clinical Strategies, Aaron Friedkin, M.D. will be hosting our BlueNights<sup>SM</sup> Mixer at Whirlyball in Novi on April 25. Look for more information on these and other upcoming events including the NMA Membership Drive, Management Week, Community Involvement events and additional BlueNights<sup>SM</sup> Mixers in future *blueprint* publications.

Finally, are you interested in participating in the planning or execution of events, *blueprint* production or financial services? If you answered 'yes', there are several opportunities to join or even chair committees for the upcoming chapter year. Please reach out to me or any of the VPs on my team to get involved now!

Best Wishes,

Tory Niceswander



# NMA 2018 Board Polls are Open

Fellow Members,

We received six qualified candidate nominations to fill the five open Board of Directors positions for 2019/20. The five open Board of Directors positions will serve as follows:

- Three open positions complete a full 3-year term through 6/30/2022
- One open position will complete a 2-year term through 6/30/2021
- One open position (At-Large) will serve a 1-year term through 6/30/2020

Candidates receiving the 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. There is one candidate for the “at-large” position.



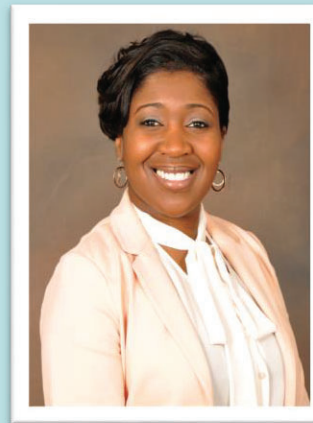
**Voting opens on  
March 1 and ends  
on March 8**



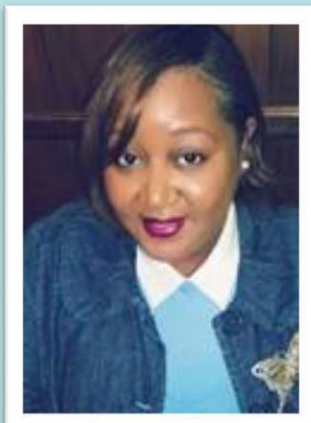
**Tia Heilig**



**Tina Alonzo**



**Sharese Hogan**



**Angela Tanner**



**MaryAnn McKenna**



**Sharon Sheppard**

## New Member Corner

Welcome

OUR NEW TEAM MEMBERS

*Tracy Samples  
Lisa Hardeman  
Stephanie Davis  
Trish Stievater  
Zeinab Bazzi  
Lindsey Klynstra  
Carlton King  
Dianne Malmgren*

*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

# New Member Spotlight

Written by Dana Bell, Senior Analyst, Pharmacy Operations



Our newest member, Lakewa Davis, has worked for Blue Cross Blue Shield of Michigan for 12 years. She joined the National Management Association to hone her personal development skills, contribute through community involvement and meet new and exciting people.

Lakewa has a rich and robust background in training and instructional design. I asked her several questions regarding instruction:

**How do you keep yourself current on new teaching methods? Which do you prefer? Traditional teaching (where the teacher/instructor stands in front of the class) or eLearning (where students can learn via an electronic device)?**

*Research and application are key to maintaining the skills necessary to keep up with this ever-changing world. I like to watch lots of tutorials on different teaching methods and I use my educational resources to locate literature on new and upcoming methods. I am old school, so I like the traditional teacher/instructor facilitating classroom. It just builds more rapport, but I also know that in our technologically driven society, eLearning is the new wave of teaching. So, I am adaptable.*

**A lot of young people today are skipping college, taking gap years, or going into apprenticeships because of the cost of college. How would you advise a young person graduating from high school in 2019 the best route (s) to take?** *I would advise to follow their heart. College is not for everyone and I realize that, but I would say that the experience of one year is better than none. If after one year you cannot make it through, then at least you can say you tried. Additionally, I would say to have a backup plan if school is not for you. It's one thing to not be in school but have a clear idea of where you're headed versus not being in school and being lost.*

Here are some 'fun facts' Lakewa shared about herself: she's fluent in English and would love to learn French. She has even downloaded an app on her phone that takes her through various words and phrases to assist in this goal. Her favorite winter holiday is Christmas, and her favorite season is Summer. While growing up, her favorite cartoons were *Bugs Bunny*, *The Smurfs* and *Jem and the Holograms*.



**Lakewa Davis**



# CALENDAR *of* EVENTS

**Mar  
2**

**Community Involvement Committee**  
**Ronald McDonald House Charities**  
Detroit

**Mar  
21**

**Professional Development**  
**Lunch and Learn**  
**Dr. Jodi Wilson**  
Detroit Tower / Ren Cen / BCN Commons

**Mar  
21**

**James Kallas**  
**Blue Care Network**  
**VP of Finance and Treasurer**  
Skyline Club - Southfield

**Mar  
27**

**Professional Development**  
**Lunch and Learn**  
**Meeting Madness**  
Detroit Tower / Ren Cen / BCN Commons

**April  
11**

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

**May  
15**

**Tiffany Albert**  
**Blue Care Network**  
**CEO & President**  
Westin - Southfield

**June  
4**

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

## 'Warming Hearts Two Hands at a Time'

Written by Dana Bartell, Senior Analyst

In 2010, Actress Erin Cummings was filming *Detroit 187* when she witnessed someone giving a pair of gloves to a child in need. Inspired by that act of kindness, she founded Mittens for Detroit, Inc., which is now a well-respected non-profit in downtown Detroit.

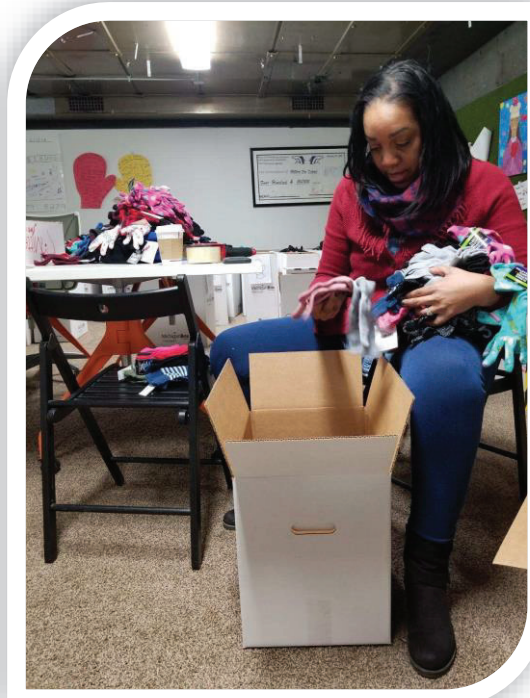
The purpose of Mittens for Detroit (MFD), Inc., is to collect (by way of donations), purchase, and distribute new mittens and gloves to children and adults in Detroit and surrounding cities, as well as other underserved cities around the world. Since 2010, MFD has collected and distributed **nearly one-quarter million** pairs of new mittens and gloves.

Our Community Involvement team volunteered at MFD assisting with their "**BIG SORT**"; we sorted, counted, and packed mittens and gloves for elementary and middle school students at three schools in Dearborn, Michigan. We were able to pack 1,300 mittens and gloves, 60 scarves and 300 hundred hats in approximately 3.5 hours. No matter the number of items we didn't have a chance to pack, we made a tremendous impact. Mittens for Detroit, Executive Director Wendy Shepherd encouraged us, saying "Every glove you are touching will touch someone's hands."

We had a great time volunteering, learning the 'art' of sorting winter items and networking with other members across our organization.

On behalf of NMA CI Team, I would like to thank all our volunteers for their consistent dedication and time as we work in our community one event at a time.

*"How wonderful it is that no one need wait a single moment to improve the world" -Anne Frank*



NMA member Monique Shoulders packing the gloves for Dearborn Woodward Middle School



The Community Involvement team (L to R) Mia Harris, Monique Shoulders, Christina Frison, Mona Lisa Andrews and Dana Bartell feeling accomplished after sorting various winter items at Mittens for Detroit



## February Membership Meeting and Youth Leadership Speech Contest

Written by Mia Harris, Administrative Assistant

On Thursday, February 21, the NMA Membership and Youth Leadership Speech Contest commenced at BCN Commons in Southfield. Tina Alonzo, program coordinator, Diversity and Inclusion, hosted the event and presented eight Southeast Michigan high school students who developed and delivered powerful speeches on a variety of leadership topics in this year's Youth Leadership Speech Contest. The students worked with employee volunteer mentors and Toastmasters representatives to prepare for the competition.

The NMA Leadership Speech Contest has three levels of competition. The first is the Chapter level, the second is the Council level and the third is the National Finals level. The first-place winner received a \$500 scholarship and plaque. The second and third place winner will also receive plaques and \$250 and \$100 scholarship awards. Our NMA chapter does not have a council level contest, therefore the first-place winner will become the representative at the National Finals level contest to share their leadership speech and compete for a monetary prize. The national competition is expected to be held this October in Portland, Oregon and the first place winner will receive \$4,000.

Each student thoughtfully delivered their ideas on leadership. One contestant noted, "We encourage young leaders to take responsibility for their own learning. They can then develop a sense of responsibility and a positive mindset. Coupled with organizational and planning skills, they will become better learners and gain higher achievements."

Another contestant proclaimed, "Young people in today's schools will be the next generation of leaders in the workplace, in our communities and in their families. Genuine leadership opportunities support transition into adulthood, foster the skills and character to be responsible citizens, and promote emotional and social well-being."

NMA will continue to help young people develop leadership skills and character by providing real-life opportunities to practice – where successes and failures are equally valuable and time is spent on self-reflection, with coaching feedback from adults and other young people alike.



*2019 National Speech Contest Contestants*



*A high school student from Cass Tech delivers his speech on what makes an effective leader*



*2019 Youth Leadership Speech Contest Winners; Javon Hood (first place); Elena Hirsch (second place) and Anissa Stitt-Nathan (third place)*





## Join us for the March NMA Membership Meeting

Featured Speaker

**James Kallas**

Vice President of Finance and Treasurer  
Blue Care Network of Michigan

Join us for an evening of networking and professional development with James Kallas, Vice President of Finance & Treasurer Blue Care Network of Michigan. James' topic will be "**Situational Leadership**." After the meeting, there will be a raffle for a one hour mentor session with Jim. Register now for the [event](#); Password: Situational

**WHEN:** Thursday, March 21, 2019  
4:30 p.m. – 8:00 p.m.

**WHERE:** Skyline Club  
2000 Town Center  
Southfield MI 48075

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

# How to...



EMPLOYEE  
ENGAGEMENT



Written by Marschelle Drake, NMA VP Professional Development

What better way to resume our monthly Professional Development webinar series than with an exhilarating discussion lead by Lisa Ryan, Chief Appreciation Strategist for Grategy. During the hour-long lunch and learn webinar session, listeners learned simple techniques to increase engagement throughout the organization on a professional level. Lisa expounded on the difference between *Employee Satisfaction* and *Employee Engagement* and how identifying the mode of communication an employee values can help increase Employee Engagement within an organization.

While there were many nuggets of valuable information sprinkled throughout the webinar, the item that seemed to hit home for most was the simple idea of “gratitude.” Expressing gratitude for a job well done, with a sincere ‘thank you’, can make a huge impact within the culture of an organization. The idea of gratitude isn’t limited to the professional work place; it can also extend to a persons’ personal growth.

During the webinar, Lisa discussed the benefits of the 30-day Gratitude Challenge and how implementing this technique could increase an employees’ engagement within an organization and help to improve a person’s view.

As an NMA member, you can increase your engagement by joining us each month for a lunch and learn webinar session. Next months webinar topic is ‘Leading with Candor-How to be Kind, Yet Candid.’ We hope you can join us in one of the designated listening rooms.



**Lisa Ryan,**  
**Chief Appreciation**  
**Strategist for Grategy**

# The PD Exchange...

Written by Mariah Manuel, Team Leader I

## Development through Self-Assessment

### The Development Corner



**Ryan Combs**  
Senior Account Consultant  
Medicare Sales, Emerging Markets  
Northwood University - BBA

**Any books on self-assessments that you would suggest our members read?** Yes, my personal favorite is "Find Your Why" by Simon Sinek

**Did you learn your skills in leadership through any non-traditional forms?** Yes, sports gave me my start with leadership. I began realizing my potential when I took on leadership roles in an organization. I am currently a member on various community boards in my hometown.

**Have you taken advantage of any continuing education opportunities our company offers?** I am currently exploring opportunities to obtain my Master's degree. I have also taken advantage of programs that NMA offers. I've been in my role for one year, and have spent that time learning how to be most effective in the role.

**How do you handle a tough day at work?** Staying positive is key. I use journaling to identify what made the day tough and try to learn what or how I could have done something differently to change the outcome.

**What are you passionate about?** Helping people reach their goals to be successful. Zig Ziglar said it best, *You will get all you want in life, if you help enough other people get what they want.*

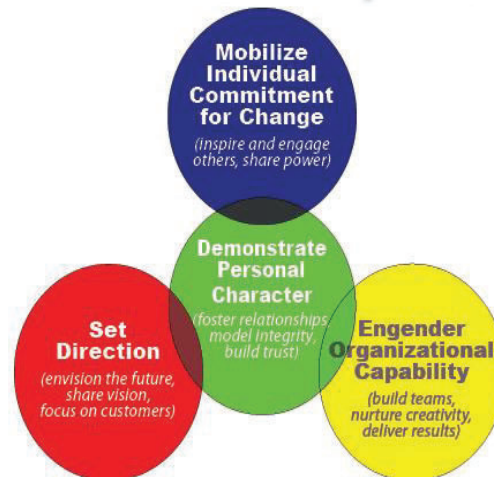
Marschelle Drake – VP, Professional Development  
Tia Heilig & Kristen Pore' – Chairs, Professional Development  
Mariah Manuel – Chair, Continuing Education  
Edward Lanigan – Chair, Certified Manager

### Leadership Model

Do you know about the model?

Check out next month's PD Exchange and Monthly Meeting on March 21, 2019

### The NMA Leadership Model



*Derived from a similar model in Results Based Leadership by Ulrich, Zenger, & Smallwood.*

Taking your leadership skills to the next level can be done through a model.

A leader is defined as *someone who has followers, or the person who leads an organized group.*

Over the next month, take a deeper look at yourself through self-assessment and ask the following questions:

1. Do you share your vision with others?
2. How do you foster your professional relationships?
3. When is the last time you have delivered results in your current role?
4. How do you help to empower others around you?

Learn how to take this model to the next level at our upcoming Monthly Meeting with James Kallas, VP Finance and Treasurer of Blue Care Network.

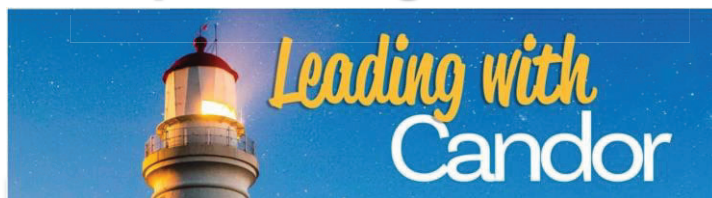


# The PD Exchange...

## Upcoming Events



We're giving you March Madness, NMA Style! With the season of March Madness around the corner, we figured it was a fine time to sharpen your meeting skills. Every employee has experienced disengagement and stress in the workday trying to decide if a meeting should be face-to-face or if details could be handled in an email. Come out to our "Meeting Madness" Lunch and Learn to receive tips on how to become more engaged, less stressed and make the best decisions at your upcoming meetings. Register TODAY!



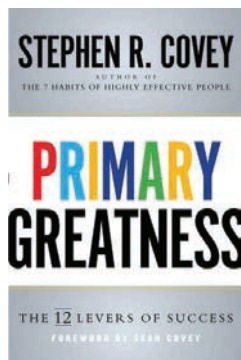
March Madness will continue with a National webinar on March 21. Sign up to join one of the many listening rooms in Detroit or Southfield. Come and enjoy development with Dr. Jodi Wilson, Director of Business Psychology or Business Psychology Solutions.

**Coming soon – Learn the benefits of being a *Certified Manager*!**

[https://www.icpm.biz/index.php/icpm\\_site/certified-manager](https://www.icpm.biz/index.php/icpm_site/certified-manager)

## Leaders are Readers

Our suggested book this month is "Primary Greatness" by Stephen R. Covey. This book takes the reader through channeling their primary levers of success. It allows the reader to not only receive suggestions, but includes action items at the end of each chapter.



If you are looking to tap into your success, then this is a great way to start.

## Certification Opportunities

An awesome opportunity that qualifies under our company's Tuition Reimbursement program.



March & April Classes at Lawrence Technology University: Lean Six Sigma Green Belt, Black Belt and Project Management Professional Prep

For more information, contact Benjamin Benson at [bbenson@ltu.edu](mailto:bbenson@ltu.edu)

## 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

Writers and Editors: Dana Bell, Stephanie Bracken, Christopher Brantley, Christina Frison, Sheryl Johnson-Fambro, Angela Hood, Mariah Manuel and Anastasia Rokas

## Creative Team

Designer: Diana Copp and Mia Harris  
Photography: 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  
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: Dena Dalal  
VP Public Relations: Christina Frison  
VP Finance: Shari N. Goodwin  
VP Administration and Recognition: Phyllis Stewart





## March 2019

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# EMPOWERING YOURSELF

Performance, Image, & Exposure



**Tory Niceswander**

*NMA President, 2018-2019*

## From the Desk of Our President

Greetings NMA Members:

March brought us Spring and another month of dynamic programming. We heard one of our executive advisors, Jim Kallas, VP Finance and Treasurer BCN speak about situational leadership. Jim presented a very insightful and thought-provoking topic regarding the developmental levels of leadership. If you missed it, make sure to check out the recording on the NMA SharePoint site. March also brought us board elections. Please join me in congratulating our newly elected board members. A special thanks to board members Karema Bobbitt and Lisa Drayton who championed the elections committee. If you have any feedback regarding the process, please reach out to us.

I want to highlight upcoming events as we move into the month of April. Mark your calendars for the next Monthly Member Meeting scheduled for April 11 at the Detroit Athletic Club. Guest speaker Jocelyn Giangrade will be discussing the power of networking. Bowl for Kids' Sake will be April 13 at Thunderbowl Lanes. There is still time to donate to the [NMA Pin Drovers](#). We hope to see you there, supporting this wonderful cause. As promised, the April BlueNights<sup>SM</sup> Mixer will be held on April 25 with our executive host Aaron Friedkin, M.D., VP of Clinical Strategies.

Marschelle Drake, VP Professional Development and her team have been hard at work to provide an action-packed month of programming. To kick it off, there will be a Certified Manager roadshow beginning April 15. Be sure to sit in on a session to see if this is the right certification for you. Then, "Cost to Zero: The Pursuit of Affordability" will be facilitated by Steve Anderson, VP Hospital Contracting & Network Administration on April 18. To close out the month, on April 25, we will hear Shawn Fair deliver a presentation on "Seeing Yourself in the Company's Vision Inspires Great Performance" and Sharri Watkins' presentation, "Social Media at Work" on the 26. Check your email for registration information for these upcoming events. Don't miss out on opportunities to get involved in the community and to enhance your professional development.

Finally, we are still looking to expand our planning committee teams. If you (or a friend) are looking to develop new skills, this is a great opportunity. NMA committee work allows you to gain firsthand experience with roles and responsibilities that you may not have in your current work position. There are several opportunities on each of the VP teams to get involved. Act Now and Reach Out.

Best Wishes,

Tory Niceswander

## New Member Corner

Welcome

OUR NEW TEAM MEMBERS

*Kelly Campbell  
Susan Cleary  
Garyn Davis  
Susan Dowd  
Kaley Hall  
Chantay Marshall  
Danielle Peters  
Walter Ward*

*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

# New Member Spotlight

Written by Dana Bell, senior analyst, Pharmacy Operations

Our newest member, Jonathan So, is a Manager in the HPB Strategy area. He was encouraged by his friend Alisa Armstrong to join the National Management Association. He's an alumnus of Wayne State University where he studied Finance. When asked why Finance was his choice, he shared: *"I wish there was an inspiring, uplifting answer here but unfortunately there isn't. I did it because finance had the best earning potential and career placement opportunities of any major I was considering. Now, the adult version of me is so happy I chose finance. It gave me the ability to understand all parts of an organization and see how everything flows together."* Jonathan started with Blue Cross and Blue Shield in October 2018, making him a newbie. He loves meeting new people and making new friends; that's why joining NMA was a win-win for him.

Although we celebrated Black History month in February, three African Americans who inspire him are:

1. **Martin Luther King Jr.:** every day, he tries to remind himself of this quote – *"If you can't fly then run, if you can't run then walk, if you can't walk then crawl, but whatever you do you have to keep moving forward."*
2. **Serena Williams:** she pushes the boundaries of what her job and society expect of her; I think we should all do that.
3. **Chris Abani:** he's a writer, poet and the most inspiring speaker Jonathan has ever seen. *He said, "To be human is to accept that there will never be world peace, but to live life as though it is possible."*



**Jonathan So**

I asked Jonathan if he thought Diversity and Inclusion were important and why. He responded, *"Absolutely! Diversity is critical to introducing new ideas, innovations and perspectives. Diversity can create natural tension between people who are different, and this tension produces outstanding results. Inclusion ensures that everyone feels respected and valued in a diverse environment. Inclusion allows all of us to feel empowered to share our unique perspectives and gifts without feeling marginalized."*

Here are some "fun facts" about Jonathan: His favorite ice cream flavor is cookie dough, even though he has never turned down any flavor. It also helped that his sister used to own a Cold Stone Creamery. Jonathan describes himself a people person. He really doesn't have a preference between cats or dogs; but, being a good boyfriend means he occasionally walks his girlfriend's chihuahua. The household chore that he avoids at all costs is unloading the utensils part of the dishwasher; he doesn't mind putting the glasses and plates, though.

Take time and introduce yourself to Jonathan. You might want to consider bringing ice cream to the meet and greet!



## April BlueNights Mixer



Whirlyball is the BEST group activity around! It is something that most folks have never done, and even if they have, they are not very good at it. This means there's a level playing field for ALL! Whirlyball is perfect for athletes, couch potatoes, kids and adults.

We have been in the party business in Metro Detroit for over 25 years. You can trust our party planning experience, ensuring you and your guests a party to remember!



**Executive Host**

Aaron Friedkin  
Vice President Clinical Strategy  
Health Plan Business

**Date: Thursday, April 25<sup>th</sup> | Time: 5:00 p.m. - 8:00 p.m.**  
**Whirlyball Novi | 41500 Grand River Ave. | Novi, MI 48375**



## CALENDAR *of* EVENTS

### APRIL

11

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

13

**Community Involvement**  
**Bowl for Kids’ Sake**  
**Big Brothers Big Sisters**  
Thunderbowl Lanes – Allen Park

15

**Professional Development**  
**Certified Manager Intro**  
Web Ex

18

**Professional Development**  
**“Cost to Zero: The Pursuit**  
**of Affordability”**  
BCN Commons, Detroit Tower, RenCen

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

### JUNE

4

**Dan Loepp**  
**Blue Cross Blue Shield of Michigan**  
**President & CEO**  
The Fillmore

## NMA March Membership Meeting

### "Situational Leadership II: an executive overview"

#### Hosted by Jim Kallas, VP Finance & Treasurer at BCN

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

Continuing our NMA journey of "Empowering Yourself", NMA Executive Advisor, Jim Kallas, spoke to a packed room of listeners at the fabulous Skyline Club in Southfield on Thursday, March 21. Jim engaged us with quips about accountants throughout the night, citing that "a lot of accountants graduate with the knowledge of managing money; managing people is totally different." Before launching into his presentation, Jim mentioned notable author Ken Blanchard's best seller *The One Minute Manager*. Blanchard researched, developed and designed the concepts known as situational leadership today.

Jim began his presentation by defining the situational leadership style – it's agile leadership in which a leader doesn't have to treat the members of a team the same. "Situational" is the realization that every member (or follower) has different strengths and weaknesses; to understand the mechanisms of your staff, you meet them on the level they are on and adapt to them where they are.

Jim polled attendees and asked which characteristics a leader must embody to lead others. Throughout the room, responses were heard such as empathy, compassion, communication, and the ability to listen. These are all necessary qualities that will aid a leader's situational style.

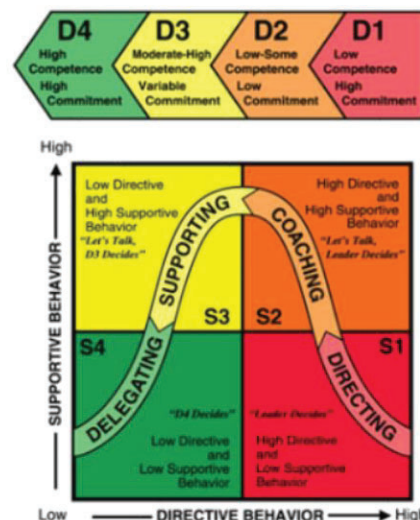
As Jim progressed into his topic, he presented several slides which further defined and detailed the four development stages of individual contributors on a team:

**D1 – Enthusiastic Beginner (10% of the workforce):** excited, enthusiastic, full of energy, but doesn't know what they're doing; they are eager to learn and are new to the company or department. Has a "guide" who will help them navigate their day until they get the hang of the new position.

**D2 – Disillusioned Learner (25% of the workforce):** usually 3-6 months in the new position, this person no longer needs a daily guide, but now needs coaching. May have less energy and feel more overwhelmed; afraid to make mistakes and would prefer to have a direct outlet to management.



**VP Jim Kallas at Skyline Club**



**Situational Leadership Grid**

*(continued on page 8)*



## "Situational Leadership II: an executive overview"

(continued from page 7)



**BCN CEO Tiffany Albert and others listen to Jim's dynamic presentation**



**NMA members Carlton King, Donita Hill and Jcynthia Tory**

**D3 – Capable (50% of the workforce):** a cautious contributor who can handle the job, but if there's a situation that is outside of their control, would like to be able to contact management for assistance.

**D4 – Self-reliant Achiever (15% of the workforce):** this person has pretty much mastered their responsibilities and can organize/manage their day without direct supervision. Confident and knows who to contact based on the network they have built.

While many attendees identified with the 'capable' workforce, Jim encouraged those who may feel as if they fall in the D1 or D2 category: "I believe in failing forward; you never grow until you learn from your mistakes."

For leaders, matching conversations that will engage your workforce at their different levels begins with identifying a supportive behavior design. Managers can be "low directional" or "high directional" depending on individual followers. Below are situational behaviors utilized by most managers:

- S1 – "I'll decide" (directing)**
- S2 – "Let's talk; I'll decide" (coaching)**
- S3 – "Let's talk; you decide" (supporting)**
- S4 – "You decide" (delegating)**

Jim cited findings from a study which emphasized the level of engagement a manager practices using the situational leadership diagram (S1 – S4): 54% of managers use one style naturally; 34% use two or more styles naturally; 11% use three styles naturally and 19% of all managers can use all four styles naturally.

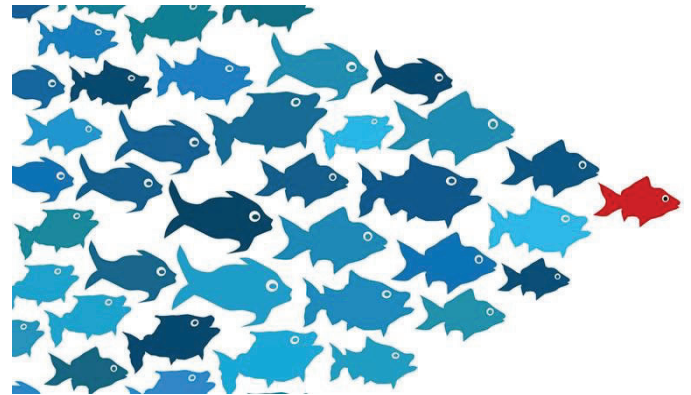
Keep in mind that, at different times within an organization, leaders may have to choose any number of leadership styles they've acquired over the years. If a leader can guide others to a style that's beneficial to their personal and professional growth while instilling a sense of competency, there is a win-win paradigm between the leader and the follower. Jim pointed out the key take-away is to "observe and learn."

Jim likened situational leadership to portfolio management: the ultimate end-goal is to "...optimize your portfolio and decide how you can get the best returns out of your investment (your employees)." To diversify your investment, a leader must listen to, understand and read the signals of each individual team member. Be available and openly communicate your goals to reap the highest dividend of your return on investment.

# National Management Association Leader of the Year

*Accepting Nominations Soon!*

BCBSM NMA Chapter 141 would like to recognize a person in our organization for outstanding leadership. Someone who has gained significant recognition for managerial and leadership accomplishments. We want to hear from you! Start thinking of a leader you feel deserves to be honored – perhaps a person who is a current or previous leader that you admire. NMA will begin accepting nominations for the Art Seidler Memorial Leader of the Year award in the month of April.



Watch for more details to come in NMA communications.

## Community Involvement Event

# Ronald McDonald House Charities

Written by Monique Shoulders, Team Leader II

On Saturday March 2, NMA volunteers arrived early to prepare lunch for residents at Ronald McDonald House in Detroit. A scrumptious taco bar was arranged with a choice of ground beef, turkey or chicken, pico de gallo, fresh diced vine tomatoes, shredded cheeses, sour cream and guacamole. Residents had a choice of soft tacos or a nacho bar while watching morning cartoons.

A tenet of Ronald McDonald House Charities is “Keeping families with sick children together and near the care and resources they need.” Across the country, this charity provides a cozy home environment to residents who want to stay near their loved ones while they are receiving medical care.

NMA loves lending a helping hand. We’d like to send a heartfelt “thank you” to our volunteers who were able to make it out and serve in the community with us. We’d love to see you at our next event.



*The community involvement team strikes a pose with family members staying at the Ronald McDonald house (back row, L to R) Ebony Young, LaShaunda Webb, Monique Shoulders, Mia Harris and Candice Brock*

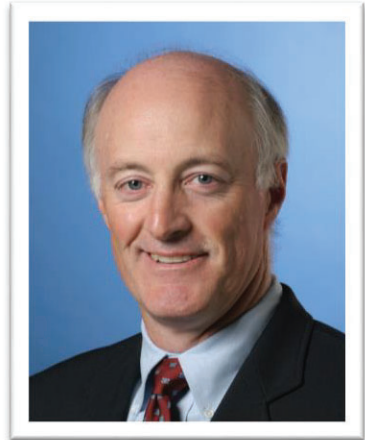


*Community Involvement members, Monique Shoulders (Co-Chair) and Cristina Frison (Vice President) are finishing up the last minute details for the taco bar*



## Asking the Right Questions - A Key Attribute of a Leader

Written by Robert Noel 2018 NMA National Recognition  
Chair Boeing Leadership Association of Southern California  
(BLASC) / Seal Beach, CA



Quite often, people who become leaders exchange their detailed understanding of their products for a more strategic view of the mission and vision for their company or city. What this can mean is that the leader is not the right person to really review the technical solutions developed, yet they are the ones that need to approve of these products.

In recent management and leadership books, writers have suggested that the decisions be passed to “where the work is done”, empowering those who do understand the details of the processes and products. While this approach is admirable and does involve those most affected by decisions, it also removes the vast experience and viewpoint of the leader from the decision process.

Another and better way to be involved as a leader that has less technical knowledge than others is to be the one that brings in the right questions to help focus the team toward strategic goals and more useful products. As an example, consider a situation where a team is designing a car. While those experienced with automobile design will likely know the right way to develop the parts and integrate the full car, the leader can ask questions about what market they are attempting to reach and whether this car will be one that leads the company forward into new markets.

Questions like these help others to understand the big picture of the development, i.e., the reason the product is really being developed. These questions can range from a sense of purpose (“Why are we here? How does our product lead us forward?”) to adjusting the vision to understand the marketplace (“What does our likely customer struggle with? How can we become the provider of choice?”). Leaders have a unique view of the overall process that can be likened to watching a dance from a balcony instead of being on the dance floor. This perspective not only helps to focus the effort on the right product but also helps mature future leaders for the company or city while defining the vision of the future.

This type of thinking can be called visionary. Lofty goals that seem to be of little tactical value usually result from visionary thinking. In the early 1960s, President John F. Kennedy famously challenged the scientific community to put a “man on the moon before the end of the decade”. When looked at from a detailed sense, this represented nothing practical. Still, Kennedy knew there was a tremendous benefit to the country from doing this. People were inspired to study science (resulting in other historic achievements in successive years), new products were developed to allow for space travel that also benefitted people on earth, and the country had an amazing achievement to serve as a symbol of American pride. The country came together nearly as one to celebrate the amazing achievement.

None of this would have taken place without someone seeing greater benefits to space travel. But Kennedy was able to see all of this and mandate the development of the space program. A more tactical person may have taken the resources involved and done something far more “useful” (though mundane). Leaders can demonstrate their vision to help others think more strategically. When mixed with the detailed knowledge of subject matter experts, great things can happen.



# The PD Exchange...

Written by Mariah Manuel, Team Leader I

## Developing Your LANGUAGE

*Have you heard? Sign Language, Colleges and Professional Development, oh my!*

In this month's PD Exchange, we will discuss how to develop your language. Whether you decide to take up an English class while obtaining your degree or getting involved with our new sign language program, there is something available to help every employee develop their language skills.

Check out all of the Professional Development opportunities coming this month!

### The Development Corner

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

I have taken some online training courses through BlueTalent and am planning to go back to school to get my Master's degree and use the tuition assistance program from BCBSM.

**For those who may be thinking about helping other young adults transition into the workforce from college, what encouraging words should they use?**

- ✓ Take your time; you aren't going to be the best at everything right away.
- ✓ Pay attention to everything and learn as much as you can.

**What plans do you have for the sign language class coming to BCBSM/BCN? Can anyone participate? What can employees expect? When will it begin?**

- ✓ The plans for the American Sign Language (ASL) class coming to BCBSM/BCN is similar to the conversational Spanish class. We plan to hold meetings once a month and learn some basic ASL that you could use to have a simple conversation with a Deaf individual.
- ✓ Anyone is welcome and encouraged to participate. Employees who are interested may reach out to me.
- ✓ Employees can expect to learn some background information on ASL and useful tips and tricks to signing, in addition to learning the basic signs.
- ✓ The class is scheduled to begin April 4 and will be every 2nd Thursday of the month starting in May.

**How helpful is it for employees to learn sign language, personally and professionally?**

ASL is a beautiful language with a very rich culture that may be different than most think. ASL is not "signed English", but a stand-alone language and culture, similar to Spanish or German. Learning ASL would be an additional skill that can enrich your life.

**What is the most unique experience you have been able to use sign language?**

I recently went on a vacation and there was a group of Deaf individuals that I was able to use the ASL skills I learned in school and have simple conversations with them.



**Katie Barrett**

*Analyst, IBU Operations  
Intern 2016-2018*

*Bachelor in Health Administration  
with minors in Professional Sales  
and American Sign Language from  
Central Michigan University*

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

# *The PD Exchange...*

## *Opportunities to Develop*



BCN Commons Wed, April 24: 11:00 a.m.- 2:00 p.m.

BCN Omni Wed, May 1: 11:00 a.m. - 2:00 p.m.

Detroit Tower Thurs, May 2: 11:00 a.m. - 1:30 p.m.

Detroit Ren Cen Wed, May 8: 11:00 a.m. - 1:30 p.m.

Come and learn more about how to take advantage of  
continuing education opportunities

Blue Cross Blue Shield of Michigan and Blue Care Network have to offer.  
Meet with recruiters from the following colleges and universities:



***Ashford University***

***Central Michigan University***

***Concordia University***

***Davenport University***

***Eastern Michigan University***

***Madonna University***

***Marygrove College***

***Northwood University***

***Oakland University***

***Siena Heights University***

***State of Michigan – Michigan Education Trust***

***University of Michigan, Law***

***University of Michigan – Flint***

***Walsh College***

***Wayne State University – Engineering***

***Wayne State University: Mike Ilitch School of Business***

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- I will assume that all individuals want to do their best.
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- We believe that individuals and organizations have a community and civic responsibility.

## March *blueprint* Team

Writers and Editors: Dana Bell, Stephanie Bracken, Christina Frison, Mariah Manuel, Tory Niceswander and Monique Shoulders

## 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>

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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

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VP Program Administration: Dena Dalal

VP Public Relations: Christina Frison

VP Finance: Shari N. Goodwin

VP Administration and Recognition: Phyllis Stewart





## April 2019

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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



**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 21<sup>st</sup> 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

Welcome

OUR NEW TEAM MEMBERS

*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 21<sup>st</sup> 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."

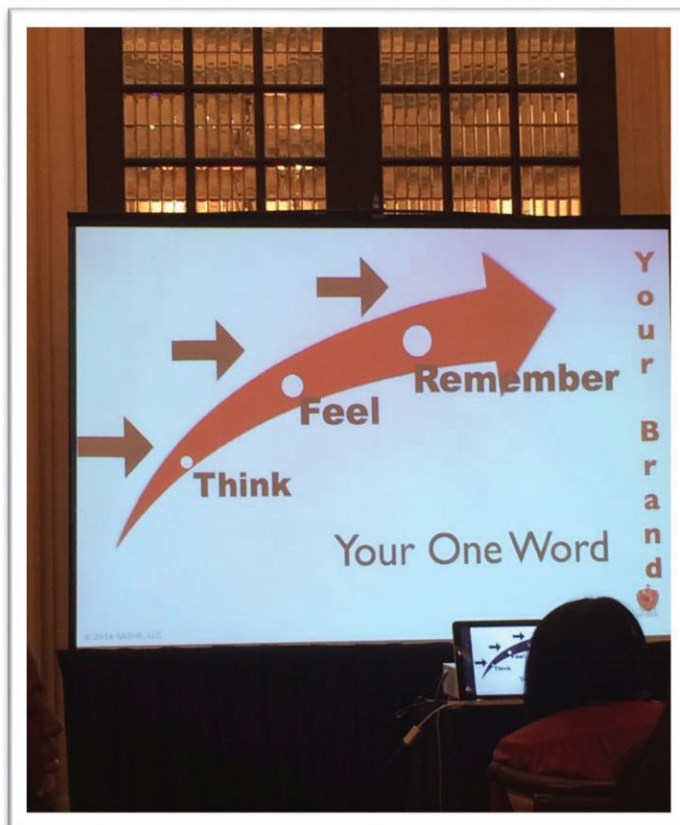
The second super ingredient is **connection**, demonstrated by the handshake exercise. Jocelyn went around the room and personally shook everyone's hand. Then she noted the four keys for a good handshake: firmness, full palm, eye contact and smile, and holding through the Introduction.

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 4<sup>th</sup> 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.

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



**NMA members, Mia Harris, Mariah Manuel and Monique Shoulders**



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

# 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...

## Developing Your Confidence and Kindness

Written by Mariah Manuel, Team Leader I

### 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 16<sup>th</sup> @ 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.

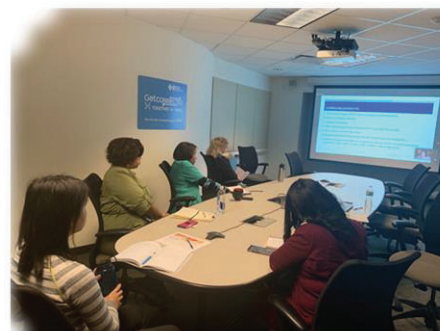
### **What does it mean to be candid you ask?**

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.



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## May 2019

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# EMPOWERING YOURSELF

Performance, Image, & Exposure



**Tory Niceswander**  
*NMA President, 2018-2019*

## From the Desk of Our President

Greetings NMA Members:

May is ending and June is upon us, which means summer is right around the corner. As it begins to warm up, I hope you take the opportunity to enjoy some much-needed time with your friends and family to recharge.

It's our hope that you were able to participate in Management Week, NMA's annual celebration, which showcased the impact our chapter has on enriching members' careers with professional development tools. We had great speakers and hope that you were positively empowered to chart a course of success.

Moving into June, please make sure to register for the upcoming June Membership Meeting scheduled for Tuesday, June 4, featuring BCBSM President and CEO, Daniel J. Loepp. This event will be held at The Fillmore Detroit. NMA will also recognize outstanding individuals who have made significant contributions to our organization, company and community. Also this month, our final BlueNights<sup>SM</sup> Mixer of the chapter year will be held at Dave and Buster's in Livonia on Thursday, June 13, hosted by Jac Amerell, VP & Controller and Amy Krause, Director EM CS & IT Practices. Finally, 'Closing the Deal' is an annual series of professional development events sponsored by YPN, Talent Acquisition, D&I and NMA. You can register for the remaining events through BlueTalent.

In closing, if you have an idea or something you would like to see in the future, please email us at [NMAChapter141@bcbsm.com](mailto:NMAChapter141@bcbsm.com) or provide feedback on any of our surveys. We look forward to seeing you at the June Membership Meeting and BlueNights Mixer. As always, I encourage all of you to leverage your membership and participate in upcoming programming.

Best Wishes,

Tory Niceswander



## New Member Corner

Welcome OUR NEW TEAM MEMBERS

*Deidra Allen  
Imani Norman  
Raquel Parlow  
Kelly Reed  
Kim Zaugg*

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

Get Acquainted



## CALENDAR *of* EVENTS

# JUNE

4

### Monthly Membership Meeting

**Location:** The Fillmore Detroit  
2115 Woodward Ave, Detroit, MI 48201  
Registration and Networking: 4:30 p.m.  
Program to begin at 5:15 p.m.



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

13

### NMA BlueNights<sup>SM</sup> Mixer

Location: Dave and Busters – Livonia  
19375 Victor Parkway  
Thursday, June 13 from 5:00 to 8:00 p.m.

20

### NMA Project Management

Webinar: 12:00p.m. – 1:00p.m. EST

# Closing the Deal

## Professional Development Series

May 22<sup>nd</sup>  
Networking Mixer

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

June 6<sup>th</sup>  
LinkedIn Workshop

Detroit Tower  
Dining Room E  
12:00pm–1:00pm

June 13<sup>th</sup>  
Resume Workshop

Detroit Tower  
Courtyard Dining Rm  
12:00pm–1:00pm

June 20<sup>th</sup>  
Interview Prep

Detroit Tower  
Dining Room E  
11:30am–12:30pm

June 27<sup>th</sup>  
Career Panel

Detroit Tower  
Auditorium  
12:00pm–1:00pm

These events are Diversity Approved  
Webinars Available. Register on [BlueTalent](#)



young  
professionals  
network



Diversity and Inclusion  
A mosaic built on acceptance & understanding

Talent  
Acquisition



Blue Cross  
Blue Shield  
of Michigan



## New Member Spotlight

Written by Dana Bell, senior analyst, Pharmacy Operations



### *Megan Leon*

All rise, learning is in session with our newest member who has a master's in jurisprudence health law. Megan Leon works as a Project Consultant in MA Servicing Partnerships. She has been with BCBSM since December 2018. Megan joined the National Management Association as an avenue to network and build relationships. She saw it as a great opportunity as a new employee at BCBSM.

Megan completed her master's degree online with weekend visits to Chicago. This highlights some of the flexible options that are available for furthering education. I asked Megan if her degree meant she's a lawyer. "No, I'm not a lawyer. It is common question about my master's degree from Loyola University of Chicago Law School. My degree is a Master of Jurisprudence (MJ), which is an understanding of health law. I had a focus in compliance throughout my program which allowed me to attain a certification in Healthcare Compliance (CHC) as well.

I gained tremendous knowledge around various laws, especially the Affordable Care Act, regulations and how to implement them into business processes. The greatest value of the program for me, is the foundation of social justice and equity within all curriculum at Loyola University of Chicago Law School. This has given me the ability to incorporate my core beliefs in diversity, inclusion and equity within my work."

Like many of us managing work/life balance, it is always a work in progress. Here's how Megan accomplishes it: "I typically look at my work week schedule on Sunday nights and plan for the week. I schedule downtime for myself whether it's a yoga class or just time to catch up on my favorite tv shows. I have learned that scheduling is key to creating a work/life balance. Additionally, it's important to manage how I use my time during the work day."

Another leadership tool that she has developed and enjoys is mentoring. "I first mentored during high school with elementary school students by helping them with their reading and homework. It was a great experience! I looked forward to it each week. I have participated in professional mentoring as well throughout my career. It has always been an empowering experience. Mentoring allows for a shared, uplifting experience between the mentor and mentee."

During the lighting round of the interview, Megan shared that she preferred doughnuts instead of pastries. The one item that she can't leave the grocery store without is coffee. Instead of giving up something for Lent, she prefers to perform acts of kindness throughout that season. An act of kindness brings good to others and brightens your own heart. Her favorite quote is by Dr. Maya Angelou: "People will forget what you said, people will forget what you did, but people will never forget how you made them feel."





## April BlueNights<sup>SM</sup> Mixer with Dr. Aaron Friedkin

NMA Members had a fabulous time at our April 25 Mixer. Our executive host, Dr. Aaron Friedkin, VP Clinical Strategy Health Plan Business, participated in several rounds of WhirlyBall. Aside from bumper cars and basket attempts, members networked and enjoyed a delicious nacho bar and fresh fruit. Thank you to all who were able to attend, network and play. We look forward to seeing you at our final event of the year in June at Dave and Busters in Livonia.



*Dr. Aaron Friedkin and Tiffany Albert*



*Jennifer Stoltz-Spiteri, Donna Killen and Sharese Hogan*



*Pictured left: Shari Goodwin, Yuanjing Pursell and Sonali Sathe*



*Pictured right: Zeinab Bazzi, Dana Bartell and Alisa Armstrong*



## May Monthly Membership Meeting: “Strategies to Empower Yourself at Work” An evening with Tiffany Albert

*Written by Christina M. Frison, Senior Analyst, Provider Outreach*

NMA’s May Monthly Member Meeting took place at Noah’s Event Venue in Southfield. Tucked away behind BCN Commons, the ballroom was filled with NMA members ready to learn about empowerment strategies from our guest speaker, Blue Care Network President and CEO, Tiffany Albert.

Being mindful of the time, Tiffany extended a warm welcome and thanked all in attendance for coming out. She appreciated the fact that we worked all day and may have evening commitments, but we set aside time for professional development.

With that, Tiffany began her presentation entitled, “Strategies to Empower Yourself at Work.” Defined, empowerment is the sharing of information between management and employees, which then allows employees to make decisions, analyze and solve problems with well thought out solutions and improve their overall performance. The end goal of many managers is to create a working environment where employees are self-motivated, confident and knowledgeable enough to work without ‘in the room’ supervision.

Tiffany shared snippets of her empowerment story with us. She asked the question ‘why’ and she challenged the status quo. “I raised my hand a lot. I felt empowered to do that and ask for new challenges,” Tiffany encouraged. While reiterating to us that questions are good, she reminded us that there is a way to ask questions, too; be mindful of your listening audience and who is in the room. Essentially, don’t be afraid to take risks and ask for challenges.

Tiffany continued, sharing that when we are empowered, we feel better about serving our customers, whether internal or external. When individuals are empowered, collaboration, creative thinking and innovation is broadened. With this new sense of confidence, employees will seek out opportunities to enhance the skills they already have and accept more responsibilities. Tiffany stated, “When you choose to be empowered, you will have more opportunities.” Empowered employees are satisfied with their work and are not afraid to step into a new challenge that comes their way.



***BCN President and CEO, Tiffany Albert***



***NMA members at Noah’s Event Venue***



***Tiffany Albert with Mariah Manuel,  
Jewelette Estes and Erika Howell***

## "Strategies to Empower Yourself at Work" (continued from page 6)



*VP Program Administration, Heidi Saucier with raffle winners, Benita Lasenby, Carla Harris and Renee St. Sauver, Tiffany Albert and Tory Niceswander*

Aside from the benefits reaped by employees and the companies they work for when empowerment is encouraged, there are "self-empowered" techniques for Blue Cross Blue Shield of Michigan employees that will strengthen their journey. One such tool which Tiffany recommended everyone to explore is "KnowIt." This site is, '...your go-to-source for finding current company, industry, and business knowledge', and it may well be a key resource to prepare for other opportunities within our enterprise.

The next segment of Tiffany's presentation focused on Self-empowerment Strategies. These are eight high-level steps of self empowerment that will ensure your professional growth in any organization.

1. **Obtain a strong mind and have your own principles.** The core secrets to a strong mind are authenticity, purpose, courage, confidence, determination and resilience. When you are your authentic self, you can't go wrong.
2. **Be assertive about your future.** Assertiveness is not arrogance or aggressiveness. Remember that you are valuable, you have inherent worth.
3. **Make a plan.** Set and achieve attainable goals. Find new project to indulge in. If you must, take courses to sharpen your skills within the career that you are currently in or the career you want to pursue for your future.
4. **Empower others.** Think of ways to empower someone else and listen to them with empathy.
5. **Do nothing and then exercise!** Give yourself 10-15 minutes each day to be with yourself, which provides the opportunity to tune in, regroup, and connect.
6. **Don't be afraid to ask for help.** No one knows it all – the most empowering thing one can do is to ask for help. It is not a sign of weakness.
7. **Don't play the victim.** Don't give your power away; the more you complain and express your unhappiness with your situation, the more you demonstrate you are powerless to change it.
8. **Change your perspective.** It is important to remain positive and ensure that those around you are cheerleaders, not naysayers.

Tiffany ended her presentation with more nuggets of empowerment truths, charging us to, "Determine your 'push factor'; keep in the forefront what motivates you and it will keep you going." Her Q and A session addressed additional member concerns such as staying empowered when suggestions are not accepted by management, promoting your image, knowing your worth and truly knowing what you want out of your career. These empowerment tools will encourage any employee to trailblaze a path of success.



## Community Involvement Event

# Mutt Strut Walk and Run

Written by Dana Bartell, Senior Analyst

Friends for Animals of Metro Detroit hosted their 14<sup>th</sup> annual Mutt Strut Walk & 5K Run on May 11, 2019. The Mutt Strut is a community-wide animal celebration that includes a pledge driven walk and dog-friendly 5K run. The event promotes healthy relationships between people and their animals and education about the sustainable health of pets and their people.

The Community Involvement team accepted the position of “walk patrol” for the event. We had the pleasure of conversing with hundreds of people and greeting their animal friends. After the event, we had a chance to watch some of the dog competitions and games, visit the vendors and enjoy playing with some furry, tail-wagging friends.



*NMA member Kristen Pore with her daughter Lauren enjoying mother-daughter time as they wait for the event to begin.*



*Malia Bartell (daughter of Dana Bartell) showing that she has no fear of dogs, not even big ones.*



*Malia Bartell and Joslynn Collins enjoying playtime with the “pug”.*

*Malia enjoying the pretty little dogs, too.*



*NMA Mutt Strut volunteers*



# The PD Exchange... Written by Mariah Manuel, Team Leader I College Fair 2019

This year's college fair was nothing short of awesome! With over ten colleges and universities visiting our campuses across Michigan, it was truly a successful opportunity of continuing education for each of our employees.



**Special Thanks to  
UAW-BCBSM Joint  
Programs for  
partnering with our  
team to make this  
event a success!**



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

### 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, Tory Niceswander

### Creative Team

Designer: Diana Copp and Mia Harris

Photography: Christopher Brantley, Kevin Fraeyman, Christina Frison, 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: Joslynn Collins





## June 2019

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# EMPOWERING YOURSELF

Performance, Image, & Exposure



**Tory Niceswander**  
*NMA President, 2018-2019*

## From the Desk of Our President

Greetings BCBSM Leadership Development Association Members:

This is my final address of the chapter year. I would like to thank you for this opportunity to serve as your president for the 2018-2019 chapter year. We have accomplished so much in this everchanging landscape through collaboration. 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
- BCBSM/BCN executive staff
- NMA Board of Directors and National Directors
- NMA members, including our event and program volunteers and committee members

To my amazing vice president team – Heidi Saucier (2018-2019 Member of the Year), Shari Goodwin, Marschelle Drake, Phyllis Stewart, and Christina Frison: each of you contributed in a critical way to ensure this year was a success. It has been a pleasure working with you during this chapter year and building lasting relationships. A special thanks to Phyllis Stewart as this year will conclude her appointment – rest assured she has worked diligently to train her successor, Joslynn Collins.

We achieved many accomplishments this year through providing a set of diverse and valuable programming opportunities for the membership. We saw substantial increases in our attendance rates for our monthly meetings and BlueNights<sup>SM</sup> Mixers. The innovative use of Eventbrite for program registration allowed us to better serve our members of Emerging Markets and streamlined communications to those registered. We are always looking for ways to improve our delivery and content of our programming. There will be a survey coming soon to help assess how we can achieve greater strides next year.

In closing, please reach out to me for more information on how you can get involved and maximize your membership. Thank you for the opportunity to serve as your chapter president for an additional year. I look forward to its success.

Best Wishes,

Tory Niceswander



## New Member Corner

OUR NEW TEAM MEMBERS  
Welcome

*Alex Bojicic  
Kim Brown  
Jennifer Bussone  
Jill Hutchinson  
Florence Lewis  
Nathalie Matsumoto  
Ernest Morris  
Tracey Motte  
Marcia Pilkiewicz  
Keishawna Pinkston  
Ashley Schoonover  
Dana Toms  
Carly Wright*

*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!

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.

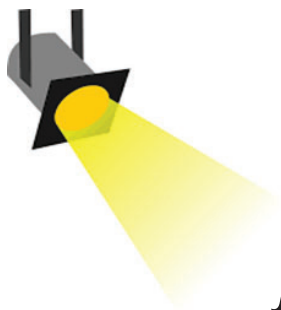
**We look forward to seeing you at the next event!**

Get Acquainted

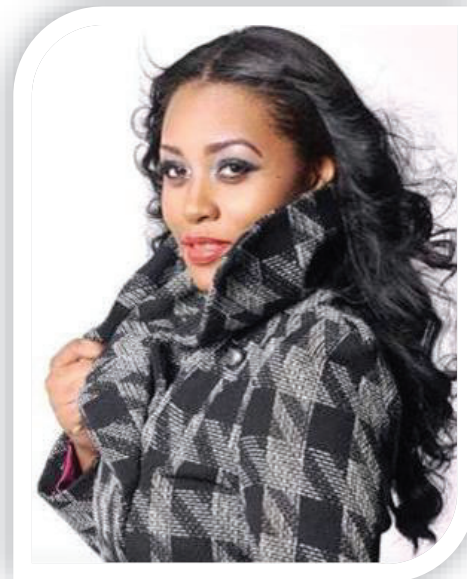


## New Member Spotlight

Written by Dana Bell, senior analyst, Pharmacy Services



# *Jewelette Estes*



This month's NMA Member Spotlight shines on Jewelette Estes. She hails from the land of Warriors, Wayne State University, where she majored in Information Systems Technology. Jewelette chose this career path because: "I was told that computers would one day run the world and I wanted to run the computers," thus, making her a valuable addition to women in STEM. Her journey at BCBSM began in August of 2015. In her current role as a Senior Analyst, she works with her team in Customer Experience. With over three years of robust project management experience, Jewelette is a leader and asset to her area.

One of the tools that she has included in her leadership toolbox is Six Sigma leadership training. This opportunity presented itself while she was employed at William Beaumont Hospital, where she earned her Yellow Belt. She states: "I recommend the Six Sigma Yellow Belt leadership training, as it will add context of Lean fundamentals and assist with adding value to your current role, department and deliverables."

Jewelette's NMA membership was recommended by her colleague, Erika Howell. Erika talked about how NMA was a phenomenal source to obtain mentorship, education and networking opportunities. Her suggestion became one of the best choices Jewelette made this year.

It's very rare that anyone has a career without help, guidance or a mentor. For Jewelette, Richard Van Staten became her mentor in 2015. He mentored her while she was employed at CSG Solutions and at The State of Michigan. Fast forward to 2019, Richard and Jewelette have continued their mentorship rapport.

As leaders, we know the importance of giving back to the community. Jewelette's favorite volunteer opportunity is serving at the Capuchin Soup Kitchen. Her favorite TED talk is "Get Comfortable with being Uncomfortable," presented by Luvvie Ajayi. Other fun facts include not being able to choose between guacamole and salsa because she enjoys both. The best concert she ever attended was the Anita Baker at the DTE Music Theater in 2009.

Take some time and volunteer with Jewelette at the Capuchin Soup Kitchen; it's sure to be an enriching experience.

## June NMA Monthly Membership Meeting

Written by Christina Frison, senior analyst, Provider Outreach

This year's National Management Association's Annual Meeting was held on June 4, 2019 at The Fillmore theater. Members enjoyed mingling and appetizers before the keynote address by President and CEO of Blue Cross Blue Shield of Michigan, Daniel J. Loepp.

Loepp thanked the many Blue Cross executives who have been a part of NMA throughout the years, many who have given their time to our organization. He congratulated our chapter on empowering employees to empower themselves and others for personal growth and to help secure the success of our company. NMA develops highly effective leaders who consistently move up within the company in supportive management roles.

NMA's theme this year has been important as we focus on our 80 years of success as a health care insurer in the state of Michigan. We are committed to our members by supplying products and networks that promote health in our state.

"For us to deliver on our mission, we must develop our leaders," Loepp stated, as his focus shifted slightly on how empowered employees must be cultivated through professional development. "Employees who are empowered are the key to improving all areas of our business, from customer focus to market strength to financial performance."



***Daniel J. Loepp delivering his keynote address at the Fillmore Theater***



***NMA members Angel Lowe, Dawn Hutson and Nicole Redd***

This is a collaborative effort between employees and leaders, as we all work together to embrace our Cultural Beliefs which have sustained us thus far. Employees are empowered to "Be Radical", "Own It" and "Reach Out." Blue Cross has created several learning hubs and tools (*KnowIt* and our Nuts & Bolts sessions) which allow extended opportunities for employees to become knowledgeable about our enterprise and ask what else can be done to ensure our market strength and support our enterprise direction. Loepp added, "On the Employee Survey, the empowerment index increased 97% since 2012."

At this point, Loepp admired mentors throughout his personal development who helped him with suggestions and constructive criticisms along his career journey. Men like Frank Kelly, Curtis Hertel and Dick Whitmer were pivotal in his life, helping him to develop into the leader he is today. Loepp encouraged all leaders to support employees along their career journey. Loepp stated, "Our continued emphasis on career development and empowerment will ensure we stay strong and competitive, owning the skills that are needed to succeed in this rapidly changing environment."

As Loepp neared his closing, he addressed the need of innovation for the new workforce, which desires new digital solutions as well as the flexibility of business initiatives such as Blue Space. Ultimately, the success of Blue Space has been dependent upon our ability to adapt as a company to the needs of employees and our members.

As Blue Cross Blue Shield of Michigan celebrates its 80<sup>th</sup> year in operation, Loepp reminded us about the accomplishments we made this year as we continue to serve our members across the state. Our gains in the marketplace are because of the innovative designs of our products, the networks we develop and maintain through collaboration with doctors and hospitals and our number one goal to service our members. We are successful because of our empowered workforce and the leaders who help develop us in this great enterprise.



## June NMA Monthly Membership Meeting

(continued from page 5)



*President and CEO Daniel J. Loepp stands with Parade Company CEO Tony Michaels who received the 2019 NMA Hall of Fame award.*



*Steve Anderson (center), vice president, Hospital Contract and Network Administration, accepts the Executive of the Year award from NMA President Tory Niceswander (left) and NMA Board Chair Sharese Hogan.*



*Heidi Saucier, manager, Provider Training, received the Member of the Year award.*



*Laura Byars, vice president, Human Performance, was honored with the Silver Knight award.*



## June BlueNights<sup>SM</sup> Mixer

Written by DeAndre Elliott, IT manager I, EM CS & ITP Support

As the 2018-2019 NMA calendar year comes to an end, the BlueNights<sup>SM</sup> Mixer Committee ended it with a TRIPLE-explosion! The combination of Jac Amerell (VP & Controller), Amy Krause (Dir II of EM, CS & IT Practices) and a location like Dave & Busters made for a great Year End NMA Mixer Celebration. With over sixty people in attendance spanning from BCBSM, BCN and Emerging Markets, this Livonia location was repeatedly stated as one of the top three reasons people attended.

Both Jac and Amy greeted everyone with a warm smile and a friendly “hello” as they crisscrossed the room to meet guests. Jac is an accomplished Senior Executive and Board Member with more than 25 years of success across the financial services, insurance, and investment management industries. Currently, Jac is the Controller at Blue Cross Blue Shield of Michigan where he has been working since 2014. Amy is an accomplished leader with over 20 years in the health care industry. She serves on the Advisory Board of the Michigan Council of Women in Technology. Currently, Amy is an IT Director II at Blue Cross Blue Shield of Michigan where she has been working since 2012.

DeAndre K. Elliott, IT Manager and host for the evening raffled off prizes that were the envy of the “non-winners”. Jac, Amy, Waymond Harris and Aaron Friedkin each drew a ticket that led to four winners: 2- NMA professional themed baskets and 2- beach baskets (donated by Amy Krause). After the raffle ended the NMA Mixer Committee provided our five sponsors with a token of appreciation, thanking each of them for their support this year.

The BlueNights Mixer Committee would like to thank everyone who attended and supported our mixers this year.



*From Left to Right: Tory Niceswander, DeAndre Elliott, Amy Krause, Jac Amerell, Aaron Friedkin M.D. and Waymond Harris*

### Raffle Winners



*Lori Thomas and DeAndre Elliott*



*Sharonne Moss and DeAndre Elliott*



*DeAndre Elliott and Bill Wagner*



## Management Week: Burnout and Mental Health

Written by Barbara Krajenke, senior analyst, Advantasure

May 28 kicked off Management Week in the BCN Commons Auditorium in Southfield, hosted by Christina Frison and Mariah Manuel. Acknowledging May as Mental Health Awareness month, the meeting discussed burnout and mental health in the workplace.

Burnout is now being recognized as a serious health condition, starting January 2022, the World Health Organization (WHO) will include it as a disease [classification in ICD-11](#). The WHO defines burnout as a syndrome resulting from chronic workplace stress that hasn't been successfully managed.

The guest speaker was Blue Cross Blue Shield of Michigan employee and NMA member Renee Laffitte. She offered tips on how to keep our mind and body healthy to help prevent burnout and combat stress through physical fitness.

Highlights from Renee's speech:

- Being physically active is a form of preventative medicine and it's time you can spend just on you.
- You don't always need to go to the gym to be active, you can work in the garden, take a sunset walk, feel like a kid again on a bike ride.
- To keep active throughout the day, you can do exercises at your desk, such as ab crunches, and arm curls; anything can be used as a weight, such as books or water bottles.
- Change up your fitness practice to get the best results. Your body will be less likely to adapt to a varied routine. You're less likely to reach a plateau when your body is challenged.

Renee said diet also plays a role in how we feel and manage stress, such as eating whole foods, with some of them actually having stress-relieving properties, such as foods rich in fatty acids, magnesium, selenium and vitamin D, (just to name a few). Also keeping yourself hydrated by drinking your daily intake of water (not juice or soda), is a way to combat stress; dehydration can actually trigger your body's stress responses so the more water you drink, the better.

The meeting provided a link to a TEDx presentation by Dr. Geri Puleo [Burnout and Post Traumatic Stress Disorder](#) expanding on the discussion about burnout and mental health in the work place.



*From Left to Right: Marschelle Drake, Christina Frison, Barbara Krajenke, Mariah Manuel, Ju Fonda Overton, Denzell Blockett, Angela Hood and Renee Laffitte*



*Guest Speaker, Renee Laffitte*

# Management Week: Burnout and Mental Health

(continued from page 8)

In the video, Dr. Puleo defines Burnout is more than feeling fatigued and overwhelmed for short periods at a time. Burnout is similar to post-traumatic stress disorder, it's a journey to feeling constantly overwhelmed and over worked usually related to a toxic work environment. Her suggestion to prevent burnout, bring humanness into the organization and recognize employees have a life and other responsibilities outside of the office.

Even though burnout has become prevalent in our society, there are some things employees and employers can do to help prevent burnout in the workplace.

Behaviors employees can practice:

1. Take time for yourself. You don't have to be all things to all people. And don't be afraid to say "no."
2. Prioritize your to-do list. Remember that not everything on your to-do list is equal value. Spend 80 percent of your time on high-priority items. Put important items on top and lower priority items at the bottom of your list.
3. Plot some personal time. Take breaks and unplug for at least 15 minutes per day. Take a short walk during work hours, even if you're working remote.
4. Stick to your work hours. I know this can be easier said than done, but when you do have to work extra hours, don't forget to take time for yourself. The mental refresh will help you be more productive, and work smarter, not harder.

According to an article in the [Society for Human Resource Management, How to Prevent Employee Burnout](#), here are a few things employers can do to help prevent burnout in their employees,

1. During a stressful or busy time, let employees know they can take a mental health day. They'll be more apt to take some time off knowing their leadership supports it and still acknowledges them as a team player.
2. Flexible work schedules, having flexible "in" times. Some employees work better and are more productive at 7 a.m. and others at 10 a.m.
3. Create fair workloads and suggest other team members can help out, if needed.
4. Make everyone count, no matter who they are in the organization.
5. Include employees in any decisions relevant to their work.

The meeting ended with a raffle give-away.

Renee won an hour mentoring session with Blue Cross' Pam Braund, vice president of Group Customer Advocate and Performance. What a great opportunity!

Angela Hood won the wellness basket. The basket was full of goodies related to health and wellbeing.





# The Jazz of Business

Written by Sheryl Johnson-Fambro, communications writer

A highlight of Management Week 2019 was the Professional Development lunchtime session with speaker, artist and entrepreneur Jeff Ponders II. Ponders, a talented professional musician with more than two decades of recording and stage experience, captivated an audience composed of seasoned and still-ripening Blue Cross employees with intriguing stories of his personal and professional journey. An Ivy league millennial with a family and multiple start-ups under his belt, Jeff effectively connected to the aspirations and apprehensions of all in attendance. Acknowledging the diversity of service, gender, nationality and chronology, Ponders narrowed the commonality of everyone in the room to three themes:

- No one wants to be broke
- No one wants to hate their job
- Everyone wants to be happy

## Own your ship

Jeff started his first business at the tender age of 5 with six employees. After a youthful squabble among his employees threatened to upend his lemonade stand, he recognized that because it was his business, it was his ultimate responsibility to make the final decision.

## The anatomy of the journey

Ponders' presentation bulleted several aspects of the journey and concluded with number six: put the work in. It's the hustle and the capital of sweat that'll get you over high water obstacles.

## Choose your ship wisely

Ponders was most direct with the interns. Acknowledging that there is no shortage of options in choosing a ship to launch a career from, he cautioned that the waters will change. In order to navigate uncertain waters, you must identify your guiding star. What matters most? What is your fixed point North Star? It's a nonjudgmental consideration and will be different for everyone. He reminded his audience that even in darkness, there's an assurance that your guiding star remains a fixed point of alignment, navigation and destination. Your guiding star should satisfy equally, your professional and personal needs.

## Check the wind

Headwinds push you back and tailwinds propel you forward. You don't control the wind, but you can learn how to ride it out. Sometimes that requires the courage to know when to change course or possibly even when to swim. Keep your skill sets sharp.

## Jazz and the job

Playing jazz and the creative processes are most often team exercises that provide a rich environment for improvisation. Practice doesn't make perfect because there are no perfect people; however, practice *does* make progress. In jazz, musicians are always admonished to "swing a little harder." Don't be afraid to play outside what's written, or what's expected. Spark unexpected excellence, because the show goes on despite circumstances.

## Blurb

If you ever wondered what goes on during those one-hour mentoring sessions given away during the member meeting, ask Jingjing Pursell. During last April's NMA Monthly Meeting, Yuanjing "Jingjing" Pursell entered her raffle ticket for the drawing, won a one hour session with Liz and was eventually promoted to Liz's team! Attend member meetings, you never know what you may be missing out on.



**Guest Speaker**  
**Jeff Ponders II**



**Raffle Prize Winner, Erin O'Neill**

# The PD Exchange...

Written by Mariah Manuel, team leader, Service Quality

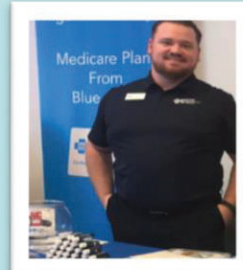
## Our Year of Development Lookback...

*Thank you for those who participated in the Development Corner!*



**Diane Flint**

*Manager of Imaging and Support Services  
Master of Business Administration (MBA) – Leadership Studies*



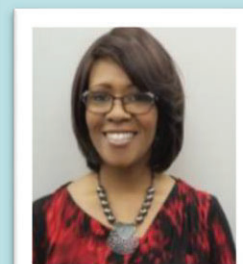
**Ryan Combs**

*Senior Account Consultant  
Medicare Sales, Emerging Markets  
BBA from Northwood University*



**Sharon Heath**

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



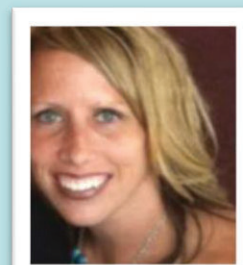
**LaTrisha Lake**

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



**Katie Barrett**

*Analyst, IBU Operations  
Intern 2016-2018  
Bachelor in Health Administration with minors in Professional Sales and American Sign Language from Central Michigan University*



**Karen Jozwiak**

*Director of Operations & Business Performance  
MBA from the University of Norte Dame*



**Logan Montgomery**

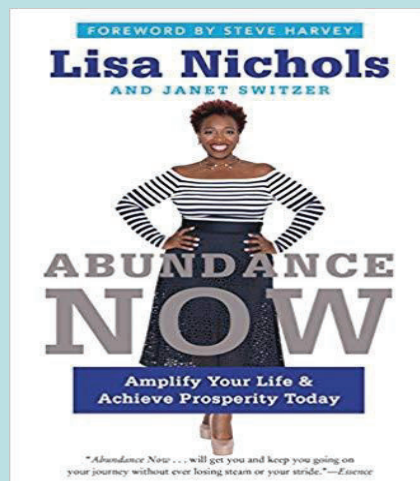
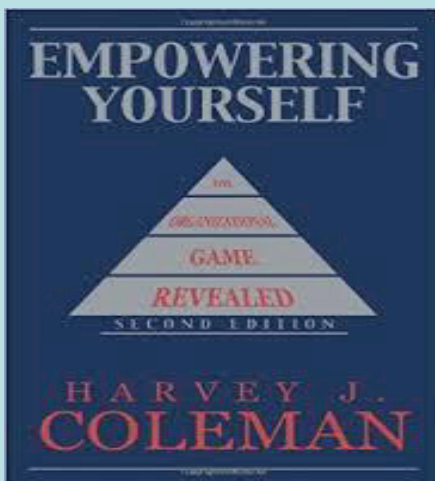
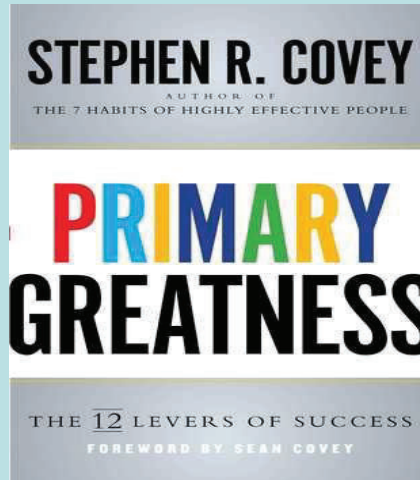
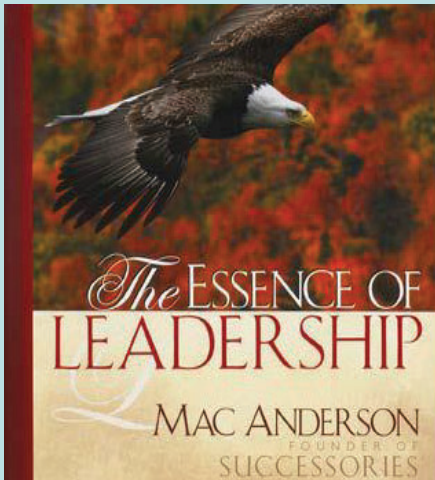
*Sr. Director of EIOS, BCBSM  
Master of Arts in Organizational Leadership Post Graduate Degree  
International Business*

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



# The PD Exchange...

## Suggested Readings Lookback...



“The opportunities are unlimited; only one needs to participate!”  
- NMA founder, Charles F. Kettering

## 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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- 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 Bell, DeAndre Elliott, Christina Frison, Sheryl Johnson-Fambro, Barbara Krajenke, Mariah Manuel, Tory Niceswander

## Creative Team

Designer: Diana Copp and Mia Harris  
Photography: Christopher Brantley, Kevin Fraeyman, Christina Frison, 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: Joslynn Collins



## Discovering Your Leadership Identity



July 2019

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Volunteer with NMA	5
NMA's Individual Member Program	6
Congratulations Detroit Chapter #141	7



Leadership Development Association



## From the Desk of Our President

Greetings BCBSM Leadership Development Association Members:

I am excited and appreciative for another opportunity to serve as your President for the 2019-2020 BCBSM LDA chapter year. I am committed to delivering quality outcomes to our membership and know that we will experience much success.

This year's theme is "Discovering Your Leadership Identity." The theme is driven by the desire for every member to recognize their unique leadership quality and help them stand out as a leader on their respective teams and the organization, even without a title. Through the discovery of your leadership identity, the hope is to help drive actions and behaviors that will lead to personal growth and development. The end goal is that your actions will positively impact others within your sphere of influence.

I am fortunate to have a team of outstanding individuals to support me and fulfill this vision, including my vice president team, their respective committees, the board of directors, and our executive advisors.

In preparation, the VP team and I participated in a weekend retreat to collaborate our efforts for this year. We discussed strategies for recruitment and retention, best practices around program delivery, along with new and innovative ideas to better serve the membership.

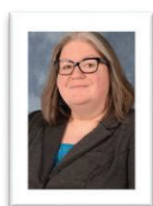


**Tory Niceswander**

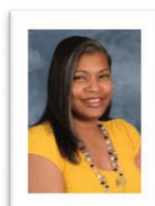
*BCBSM LDA President, 2019-2020*



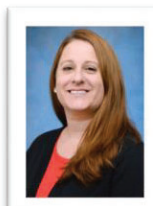
**Marschelle Drake**  
Professional Development



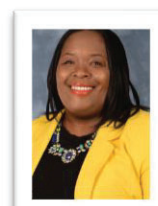
**Heidi Saucier**  
Program Administration



**Christina Frison**  
Public Relations



**Shari Goodwin**  
Finance



**Joslyn Collins**  
Administration & Recognition

As always, we welcome your feedback throughout the year on how best to meet your needs in leadership development, chapter involvement, and volunteering. I hope each of you took an opportunity to complete the recent membership survey. The VP team and I are currently reviewing the results and taking your feedback into consideration for future planning.

I challenge you to increase your engagement level in BCBSM LDA lunch and learns, membership meetings, mixers, community events, and the Annual Speech Contest. Don't forget to bring potential members along. Be on the lookout for our new website, coming soon!

Best Wishes,

Tory Niceswander



## New Member Corner

OUR NEW TEAM MEMBERS  
Welcome

*Kimberly Dunklin  
Akira Hilton  
Jaime Luoma  
Douglas Van Slembrouck  
Renee Cavaretta  
Rani Kandru  
Sharada Thota  
Karli Godlewski  
Ivorie Cotton*

*As a member of NMA, you are now a part of a great group of leaders, striving to live out our theme, "Discovering Your Leadership Identity." 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.

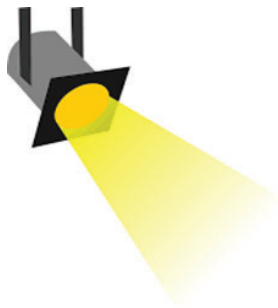
For more information about all other upcoming events, please visit [NMA's SharePoint](#) site.

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

Get Acquainted

# New Member Spotlight

Written by Dana Bell, senior analyst, Pharmacy Services



## Josh Brown



Are you from the west side of Michigan? If you are, then you already have one thing in common with our newest member, Josh Brown. He will complete his fourth year at Blue Cross Blue Shield this November. In his position as a Team Leader II in Plastic Card Services, he shared that his team delivers the Blue Cross Blue Shield of Michigan tagline, “Confidence comes with every card.” They also design, print and support all the ID cards for BCBSM and BCN. The Plastic Card Services line of business includes, Commercial, Medicare and other Blues plans through Sr. Health Services/Advantasure/Emergent Holdings.

Josh joined the National Management Association because he is always looking for opportunities to expand his areas of knowledge, awareness and exposure to leadership and other areas of BCBSM. Josh’s career journey has taken him and his family to Arizona, Ohio, and back to Michigan. Once, while in Ohio, he was surprised when a co-worker asked if he was from Michigan because of his accent.

While pursuing his bachelor’s degree at Wright State University, Josh became a member of the Phi Theta Kappa Honor Society. He explained, “It was a great resource for me, connecting me with a similarly goal oriented group, which boasted a great diversity of backgrounds and experience.” When I asked him how important networking is to career growth Josh replied, “I’ve always found networking to be a strategic part of growth. Exposure to that which exists beyond your personal day helps prepare you for future occurrences and creates contacts for those problems and situations that we’ve yet to experience.”

In the lightning round of the interview, ketchup and mustard are his favorite toppings on a hot dog, best served at a Detroit Tigers game. Josh is not a huge music fan; he prefers to listen to audiobooks from authors like Vince Flynn, Brad Thor, Mark Greaney and Brad Taylor. Keeping with his passion for literature, the books he likes most are:

- *What Got You Here Won't Get You There* by Marshall Goldsmith
- *Start with Why: How Great Leaders Inspire Everyone to Take Action* by Simon Sinek

Take some time to meet Josh, get some Detroit Tigers tickets, and enjoy some ball park hot dogs! Enjoying life is also a part of leadership.



## Volunteer with NMA

### Looking for ways to get involved?



#### *Do you enjoy writing?*

Do you have a flair for writing? Our **Communications Committee** needs volunteer writers to attend NMA-sponsored events and submit articles for our award winning monthly newsletter, *blueprint*. Specific needs include NMA Monthly Member Meetings and BlueNights<sup>SM</sup> Mixers. If you're interested, please contact our VP Public Relations, [Christina Frison](#).



If you've listened in or joined any of our lunch and learn sessions in person, you can appreciate the detail that goes into these events. They can't do it alone. Join them in making professional growth a significant part of your career journey! Please contact our **Professional Development** VP, [Marschelle Drake](#) for more details on how you can be a part of a phenomenal team.



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

**Other Committees:** Awards and Recognition, e-Business, contact [Joslynn Collins](#)  
Membership Recruitment and Relations, contact [Christina Frison](#)

## An article from NMA's National Publication, *Breaktime*

Used by permission.

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### NMA's Individual Member Program

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Are you thinking of changing jobs, moving to a new town or retiring? Remember – you can take your NMA membership with you by becoming an Individual Member. Individual Members receive the same benefits as chapter members. Your continued interest in NMA indicates you own your personal and professional development. In today's competitive economy, people who strive to continuously improve themselves are the same ones who are resourceful, marketable and more valuable!

Becoming an Individual Member is easy; simply visit the NMA Website <https://nma1.org> and click on "Join as an Individual Member" at the bottom of the page.

#### NMA Member Benefits include

- Membership in the world's largest professional leadership educational society
- Access to a nationwide network of peers, all seeking to enhance their leadership competencies
- A continuous learning environment where you choose what interests you and select those which will help you grow and develop
- Below market pricing on all NMA proprietary training materials
- Discounts on self-study courses and programs
- Opportunities to challenge yourself through certificates and certification programs from NMA and its learning partners – including the Certified Manager designation and PMP professional certifications
- National conference and workshops with speakers, presenters, authors, and business leaders who keep you up-to-date and your management and leadership toolkits refined
- Monthly NMA Live Online webinars; timely and updated topics with discussion among participants and facilitators
- CEU recordkeeping and free transcripts of all your continuing educational efforts verified/submitted to NMA
- Local and national publications and newsletters such as *NMA Breaktime*
- Individual Member Awards and Recognition Program
- Affinity programs saving you way more than your NMA dues. Special travel, legal, and financial affinity programs designed for NMA members: Office Depot, LifeLock, LifeLine Health Screenings, Constant Contact discounts, Marsh health and wellness programs, ScriptRelief prescription savings, discounts with Thrifty, Hertz, Dollar, Wyndham, and Red Roof Inns. More programs currently under consideration.
- *Note to Chapter Leaders:* We encourage you to share this information with your members; you are welcome to re-print this article in your chapter newsletter.





**NMA Detroit Chapter #141,  
WE'VE DONE IT AGAIN!**

**2019 NMA OUTSTANDING CHAPTER AWARD**

**1<sup>st</sup> place in the 2018-2019 NMA Publications Contest**

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

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## July *blueprint* team

Writers and Editors: Dana Bell, Christina Frison, Mia Harris, Tory Niceswander

## Creative Team

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

Dustin Freeze, Internet public domain

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

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Board Chair: Tina Alonzo

President: Tory Niceswander

President-Elect: Sharese Hogan

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Ronnie Adams  
Karema Bobbitt  
Stephanie Bracken  
Angela Hollis  
Patrice Matejka  
Maryann McKenna  
Sharon Sheppard  
Angela Tanner

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TBD

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Darrell E. Middleton

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VP Public Relations: Christina Frison  
VP Finance: Shari N. Goodwin  
VP Administration and Recognition: Joslynn Collins





## August 2019

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## From the Desk of Our President

Greetings BCBSM Leadership Development Association Members:

As always, we love to hear your feedback and encourage every member to let your voice be heard. Thank you to those who took the time to participate in the recent membership survey. Based upon the results, enhancements are being made to our delivery to provide new opportunities for participation and professional development.

I hope everyone is as excited about this upcoming year of dynamic programming! Last month, I addressed our vision for the year and this month I want to take a deeper dive into what each of the vice president's committees has been working on.



**Tory Niceswander**

*BCBSM LDA President, 2019-2020*

Joslynn Collins, VP of Administration & Recognition, will be working to find new opportunities throughout this chapter year to recognize members who are going above and beyond and contributing to the success of our chapter. Also, her team has been diligently working on our new BCBSM LDA website – more updates coming soon.

Heidi Saucier, VP of Program Administration, has been reaching out to our list of energetic speakers and new and exciting venues to support our Monthly Member Meetings. Remember, if you register to attend a meeting or any other event, please make sure you can attend; no-shows drive up our administrative costs.

Marschelle Drake, VP of Professional Development, will provide opportunities to interested members to obtain the Certified Manager or the newly instituted Certified Supervisor certifications. These programs are offered through the Institute of Certified Professional Managers and the College of Business at James Madison University. Marschelle's team will continue to offer monthly professional development webinars, several professional development seminars and maintain "The PD Exchange."



## From the Desk of Our President *(continued from page 2)*

Christina Frison, VP of Public Relations, and her team are introducing some fresh venues, engaging a diverse group of leaders, structure, and activities to our BlueNights Mixers<sup>SM</sup>, as well as a set of diverse community involvement activities.

Shari Goodwin, VP of Finance, will continue to ensure 2019-2020 finances remain balanced. Her team will also make enhancements to processes and procedures as we continue to adhere to audit and compliance requirements.

Finally, I would like to recognize Tina Alonzo, BCBSM LDA Board Chair on her significant contributions to our organization and all the support she has provided me over the past few years. Some of you may have heard Tina is leaving the company at the end of September. She has accepted a position with **Michigan State University's Infrastructure, Planning and Facilities department** as an **Equity, Inclusion & Diversity Administrator**. Join me in congratulating and thanking her for countless hours of dedication to the success of our chapter and the organization. Thank you, Tina. We wish you much success.

See you on September 19<sup>th</sup> at our first BCBSM LDA BlueNights Mixers<sup>SM</sup> and then our first Monthly Membership Meeting on September 25<sup>th</sup> featuring our very own Kirk Roy.

Best Wishes,



# September Monthly Member Meeting

Wednesday, September 25

4:30 p.m. – 8:00 p.m.

Whitmer Auditorium

Parking: Congress Deck

## Executive Guest Speaker

**Kirk Roy**

Vice President, Underwriting & Actuarial  
Blue Cross Blue Shield of Michigan

Topic: Discovering My Truth About Leadership

### Giveaways

- 1-hour mentoring session with Kirk Roy
- Book: Dare to Lead by Brene' Brown



Kirk Roy is the vice president of Underwriting and Actuarial Trend for Blue Cross Blue Shield of Michigan. In this role, he serves to support our business units' ability to manage risk through consultative solutions by focusing on the evolution of our people, processes and systems to make the best decisions to move the business forward for our customers.

Roy's departments and responsibilities include underwriting for Key & Large Group, Middle & Small Group, Individual Market and Senior Health Services, as well as actuarial trend initiatives supporting enterprise Health Care Value.

Roy joined the Michigan Blues in 2000 and has served in leadership positions supporting Individual Business, Medicare, Corporate Financial Planning, and lead reorganization through the strategic, operational and regulatory change resulting from the Affordable Care Act. He was also involved in building new consumer market capabilities at Blue Cross, as well as previous experience as an employer benefit consultant. Roy's educational background is in mathematics and statistics. He is an actuary by training.



## New Member Corner

Welcome

OUR NEW TEAM MEMBERS

*Kimberly Dunklin  
Mordena Edwards  
Akira Hilton  
Jaime Luoma  
Douglas Van Slembrouck  
Renee Cavaretta  
Rani Kandru  
Sharada Thota  
Karli Godlewski  
Ivorie Cotton*

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

Get Acquainted

# New Member Spotlight

Written by Dana Bell, senior analyst, Pharmacy Services



## Jennifer Freed



If you're a fan of the outdoors, then you might want to connect with Jennifer Freed. She stated, "I've always loved the outdoors. I love to hike, fish, and hunt." Some of her best memories are from her fishery courses at Michigan State University, where she was able to wade through the Red Cedar River, work student jobs that allowed her to be outside and travel all over Michigan.

When Jennifer isn't enjoying the out-of-doors, she works as Group Account Liaison, enhancing the Blue Cross Blue Shield of Michigan experience for the General Motors accounts. In November, Jennifer will celebrate five years of service at Blue Cross.

Five things Jennifer learned as a Group Account Liaison:

1. That there are many moving parts outside of Customer Service that help Blue Cross meet the needs of a major group customer, such as General Motors
2. How to organize and hold meetings with a group customer
3. How to be flexible
4. To Keep an open mind
5. Not to be scared to ask questions when you don't know the answer

Her experiences at Michigan State University helped prepare her for her role at Blue Cross. *"Although Fisheries Management is management of resources, behind the scenes it comes down to people, their interests, wants, and needs.... [Being an account liaison] comes down to managing General Motors' interests, wants and needs for their employees' health benefits and making sure their needs are being met throughout the corporation."*

Jennifer became a NMA member because she found it was a good way to develop professionally through NMA's networking opportunities and leadership experiences.

Outside of work:

- Favorite burger place? Home. Her husband is a great cook – he should open his own smoke house restaurant.
- Pudding or Jell-O? Pudding
- Favorite online shopping sites? Etsy, Herbalife Nutrition and MBS direct for college text books





# CALENDAR *of* EVENTS

Sept  
19

## NMA Lunch and Learn "Social Intelligence - It's Way More Than Emotional Intelligence" 12 p.m.

MEET YOUR FACILITATOR

**Janet A. Ford**

Principle CEO  
Leadership with Purpose  
and Passion, LLC

MBA, LSSMBB Certificate  
SAM Registered MWOSB  
SWAM Certified  
Workforce Development Instructor,  
Northern Virginia Community College  
Former National Training Program Manager  
Former FAA Air Traffic Manager



Sept  
19

## NMA BlueNights<sup>SM</sup> Mixer 2019-2020 Chapter Year Kick-Off

Keep your calendars open!  
September 19 5pm-8pm,  
kicks off our first NMA  
BlueNights<sup>SM</sup> Mixer of the  
2019-2020 chapter year.  
Be on the lookout for the  
Eventbrite notice with the  
complete event details and  
be ready to have some fun.

If you have questions about the event, please contact  
[Dana Bell](#) and [Angela Haygood](#)



ADOPT-A-HIGHWAY



**Don't forget about the Adopt-A-Highway Event  
on Saturday, September 28**

# NMA BlueNights<sup>SM</sup> Mixer

Thursday, September 19, 2019  
5:00 p.m. – 7:00 p.m.

Detroit Central Kitchen & Bar  
660 Woodward Ave. #4A  
Detroit, MI 48226  
Parking: 2 Detroit Garage (2 hour validation available)

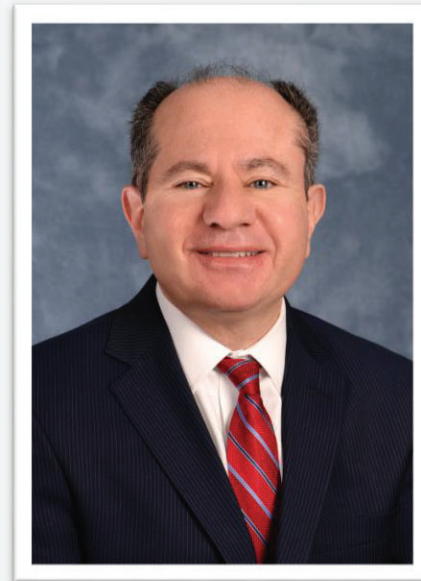
## NMA Hosts

Dana Bell, NMA Mixer Chair  
and Angela Haygood, Co-Chair

## Executive Sponsors



**Todd Van Tol**  
Senior Vice President, Health Care Value



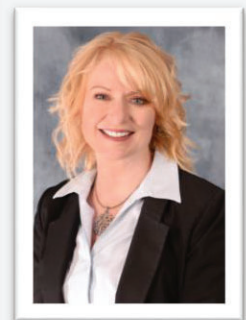
**Atheer Kaddis**  
Vice President, Pharmacy Services



**Sue Barkell**  
Senior Vice President,  
Hospital Contracting, Provider  
Engagement and Pharmacy Services

## Executive Hosts

**Kim Foerster**  
Director,  
Pharmacy Account  
Management





*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 28, 2019

**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 2019](#)

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  
[dbartell@bcbsm.com](mailto:dbartell@bcbsm.com)  
313-983-3923

Monique Shoulders  
Community Involvement Co-Chair  
NMA-BCBSM Chapter #141  
[mshoulders@bcbsm.com](mailto:mshoulders@bcbsm.com)  
248-455-2790

# The PD Exchange...

Written by Mariah Manuel, Team Leader I

## Discovering your Leadership Identity

### The Development Corner

#### How do you discover your Personal Leadership Identity (PLI)?

##### Choose to discover you

Let me ask you a question: *what is your leadership identity?*

Don't think about your role on your job.

Don't think about your role in your household or family.

LDA President Tory Niceswander describes leadership identity as your, "unique leadership quality and how you can use this quality to stand out as a leader no matter where you are, even when you do not have the title."

Are you a helpful individual?

Do you find yourself smiling when you are doing one specific task over another?

When was the last time you achieved something and enjoyed doing it?

These questions are just the tip of the iceberg in getting you closer to your leadership identity.

Throughout this year of professional development, our goal is to get you closer to finding your PLI, to find the leader inside you.

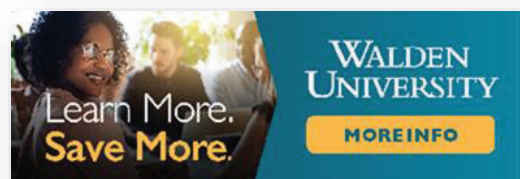
A few ways to get to know the leader in you:

- Webinars on professional development topics
- Making the decision to continue your education
- Reading books that feed your mental, physical and emotional health.

These steps can help identify your natural inner leader, the person you have always been at work, at home and within our organization.

The next step is really easy, **choose to discover YOU.**

### A Chance to Continue your Education: CE at Walden University



**Stand Out with Next-Level Skills. Walden University. Online education that matches your life and accelerates your career.**

• **MS in Cybersecurity** - Learn to outsmart ruthless cyber-attackers and protect organizations and individuals from today's most dangerous threats.

• **MS in Software Engineering** - Future-proof your career with a master's degree that prepares you for the IT challenges of today—and tomorrow.

• **MS in Data Science** - Help organizations harness big data to understand the present—and predict the future—with an MS in Data Science from Walden.

**Current savings on the programs listed above:**

[Receive the first class at no tuition cost](#) if you reside in the US and start the program on September 3, 2019.\* Contact one of our enrollment advisors to learn more: [WaldenU.edu/BCBSM](http://WaldenU.edu/BCBSM)

**Learn More at:** [WaldenU.edu/BCBSM](http://WaldenU.edu/BCBSM)

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*

### **National Events**

Don't miss September's National Live Webinar presented by Janet A. Ford, Principle CEO of Leadership with Purpose and Passion, LLC. The Lunch and Learn webinar will discuss the five important elements of social intelligence and help you discover your leadership identity.

Look out for an invite to the Live Webinar to enjoy from your desk or home (BlueSpace) on Thursday, September 19, 2019 at 12 P.M. EST. Invites will come from the chapter's NMA email address.

## ***Suggested Reading...***

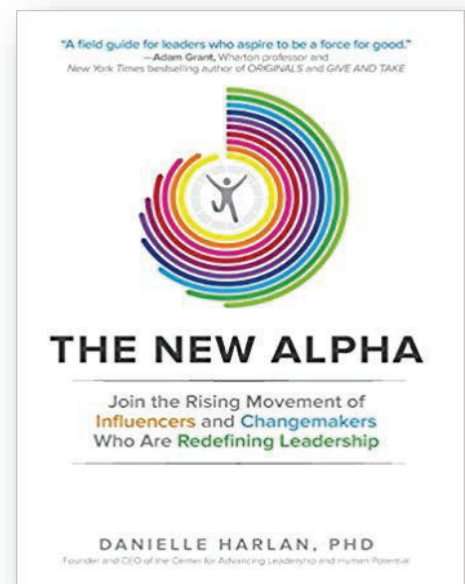
This month's suggested reading:

***The New Alpha: Join the Rising Movement of Influencers and Changemakers Who are Redefining Leadership***  
by Danielle Harlan, PHD

This book goes beyond the surface of leadership. It looks at not just your career, but all areas of your life. Some of the topics include, relationship building and looking at different leadership styles.

The book begins by defining leadership as *"becoming the best version of yourself in order to maximize your positive impact on the world. It's about developing into someone whom people genuinely respect and admire and want to work with—and using that power and influence to be a force for good in the world."*

Through this book you'll find a plan and examples that will help motivate you to discover your leadership identity.



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

- NMA founder, Charles F. Kettering

## 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.
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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.

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## September 2019

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Leadership Development Association



# Discovering Your Leadership Identity



**Tory Niceswander**

*BCBSM LDA President, 2019-2020*

## From the Desk of Our President

Greetings BCBSM Leadership Development Association Members:

This month, we kicked off the chapter year with our first BCBSM LDA BlueNights<sup>SM</sup> Mixer at Central Kitchen, hosted by Todd Van Tol, SVP Health Plan Business and Atheer Kaddis, VP Pharmacy Services. The weather was perfect and everyone had a great patio experience in the heart of Campus Martius. The NMA National Lunch and Learn webinar "Social Intelligence - It's Way More Than Emotional Intelligence," featuring Janet Ford was also a huge hit, with many people joining us for the lunch and 3:00 p.m. sessions. NMA's Monthly Member Meeting held at the Whitmer Auditorium with keynote speaker Kirk Roy was quite a crowd pleaser, ending our month of activities. Kirk did a phenomenal job setting the tone for our chapter year. If you missed any of these events, review the associated articles in this issue for information on mixer activities, increasing your social intelligence, and taking initial steps in "Discovering your Leadership Identify."

Be on the lookout for information on the rescheduled Adopt-A-Highway Community Involvement event. NMA's Professional Development events will be held on October 15 and October 25 and the Monthly Member Meeting will be held on October 22. Please reference the 'NMA Calendar of Events' page for further details.

In closing, to continue to drive support of our theme this chapter year, I encourage each of you to take advantage of the Career Development offerings CareerFocus (all NBU staff) and CareerCoach (Leaders) available through BlueTalent. Check out the [Career Development](#) site for more details.

See you soon at one of our upcoming events!

Best Wishes,

A handwritten signature in black ink that reads "Tory Niceswander".

Tory Niceswander



## New Member Corner

OUR NEW TEAM MEMBERS  
Welcome

*Sarah Cheaito  
Aaron Friedkin  
Tenai Johnson*

*As a member of NMA, you are now a part of a great group of leaders, striving to live out our theme, "Discovering Your Leadership Identity." 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.

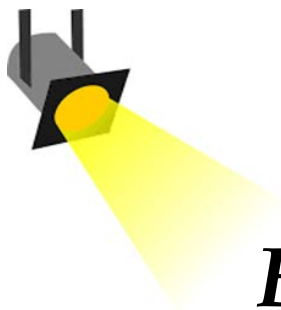
For more information about all other upcoming events, please visit [NMA's SharePoint](#) site.

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

Get  
Acquainted

# New Member Spotlight

Written by Dana Bell, senior analyst, Pharmacy Services



## *Ernest Morris*



The [Population Reference Bureau](#) indicates the number of Americans ages 65 and older is projected to nearly double from 52 million in 2018 to 95 million by 2060, raising this age group from 16 percent to 23 percent of the total population.

What does this have to do with the new member spotlight? I'm glad you asked.

Let me introduce you to our newest National Management Association member, Medicare Advantage analyst, Ernest Morris. Working at Blue Cross Blue Shield of Michigan since 2015, Ernest has learned a few things while servicing our Medicare members.

"Our Medicare customers are as unique as they come, from a different generation (Baby Boomers). They see healthcare much differently and a lot of processes go into place to accomplish seamless healthcare. We must be ready and able to translate to them the changes that are happening on both small and large scales," Ernest stated.

Ernest joined NMA because of its support in career development and opportunities to gain knowledge in other areas within the company.

### **Fun facts:**

If Ernest could give his 18-year-old self some advice, it would be "to learn all I can about finances and how to save money from the very beginning."

His favorite Microsoft application is PowerPoint.

He prefers football over baseball, but if Major League Baseball came calling, he'd play short stop. His favorite baseball player is Miguel Cabrera, but don't panic; he believes there is hope for the Detroit Tigers when they rebuild a successful team again.

When he's not servicing Blue Cross Medicare members, he's a full-time Dad to a beautiful little girl.



## The Phases of Leadership: An evening with VP Kirk Roy

Written by Christina M. Frison, VP Public Relations

On the outside, Michiganders experienced a typical Fall afternoon on Wednesday, September 25 in downtown Detroit. However, the weather outside could not compare to the treat National Management Association members received in the Whitmer Auditorium as we commenced our first Monthly Member Meeting of the 2019-2020 Chapter year. Our guest speaker was the beloved Kirk Roy, VP, Underwriting and Actuarial Trend, and he did not fail to deliver a witty discussion surrounding NMA's theme, "Discovering Your Leadership Identity."

Kirk captivated the audience with his slide deck, entitled "Leadership (or what I thought it was)." He gave everyone a quick and comical meme explanation of how others have viewed him as a 'Canadian,' a 'Tech Guy,' and a 'Leader.' After we laughed heartily at the accurate perceptions before us, Kirk lead us into a poignant discussion of two runners: Scott Jurek and Ann Trason. These are two of the best 'ultra' marathon athletes in the United States. Both have faced the challenge of extreme heat, extreme courses and extreme obstacles to come out as champions. Jurek ran the Badwater Ultramarathon and actually won it in 24 hours and 36 minutes, after dealing with heat exhaustion; Trason won the Western States marathon 14 times and held the Women's Division course record (17 hours: 36 minutes) for 18 years. "Fantastic!" you may say, but how do these two set the stage for 'leadership' as we know and deal with everyday?

Through their example, Kirk cited the key concepts of leadership as:

<b>Mental Toughness</b>	Enduring discomfort but keep moving forward
<b>Patience</b>	Letting things unfold at a sustainable pace
<b>Respect</b> (for the distance)	Not taking the challenge lightly
<b>Humility</b>	Expect and absorb failure (or you are not growing)
<b>Experience</b>	Learning what works, how to react (and about yourself)

Kirk further expounded, stating that many would think an athlete would depend on their body, their plan or their diet to win a race, but it's not just "...legs, lungs and physiology; it is the heart. Leadership is mental and emotional."

Part two of Kirk's profound presentation took us on a journey of five different leadership phases he has gone through at Blue Cross and the insights he gained through each stage which has lead him to the leader he is today. **PHASE 1** of his Blue Cross adventure was entitled, "Good enough to do the job...must be good enough to be the boss." There's an awakening for those who think that being the boss is the easiest job ever to have. In this phase, Kirk learned that leading is tough. "My thinking was, I know how to do my work; now I'm responsible for the work of the team," he stated. What many encounter is work, work and more work that piles up, with time spent on trying to solve problems and less focus on the team (and self). The end result is miserable feelings at the end of the day, if there is no balance between work and actually leading people.

**PHASE 2** was entitled "Let's get to working ON the business...in addition to working IN the business." At this phase, Kirk shared that his confidence as a leader had grown. Here, Kirk began to hone in on his skills of "Planning, Prioritizing, Organizing and Managing", but it still was not an easy task. Kirk learned, "You can manage stuff, but you lead people." If you're not ready and willing to coach and develop your team to be successful problem solvers, you'll miss out on key principles that help lay the foundation of your leadership style. Remember that it's important to develop others and actually *be* a part of the team you're leading.



Executive Guest Speaker, Kirk Roy, sharing his insights about the phases of leadership.

# The Phases of Leadership

(continued from page 5)

**PHASE 3** of Kirk's journey recognizes "Leadership...it's about people." Simply put, this stage is about learning to serve others. Here, you come to an awareness that goals and initiatives are not just about you; it's about the outcome of serving our members, our providers and each other. While this is hard for most, Kirk summed it up as, "I am here to serve the people; there's a greater good that I'm trying to accomplish." What does serving people mean? It means taking time to connect by listening and hearing their concerns, fostering healthy relationships and having an emotional connection. Kirk mentioned several insights he gained from this phase which included the legitimate need for people to feel valued, respected, and heard.

The next phase in Kirk's journey involved dealing with "self." Aptly titled, "I got this leadership thing...right?", **PHASE 4** probes into the human spirit of a leader. At this stage, Kirk (and many of us, too) feel like we've got this leadership business under control...or do we? Kirk stated that by this time, you've "...gotten some perspective and built some skills...but then you may still feel like you're not doing it right. You have the evidence that it's not working." What do you do when your leadership plan hits a wall and you find yourself wedged between the literal rock and hard place? You persevere and you don't give up.

Kirk's insight to this phase will help summon the courage you need to 'dare': "The barriers to me delivering on legitimate needs are my own issues that prevent me from having the courage to show up, be present, have the tough conversation, be vulnerable, [and] embrace the fear..." Kirk identified those barriers as: the fear of failure, the fear of not being enough, the want or need for everything to be perfect, the fear of not being accepted by others and the fear of not belonging. It's impossible to be a successful leader if you are afraid of not having all the answers and of not being right. The heart of leadership is about being vulnerable to others. It's not about fearing your failures; it's about growing in spite of them.

As Kirk's presentation neared its ending, NMA members could see the excitement Kirk had regarding his journey here at Blue Cross. He shared the "necessary" skills he acquired to be a successful leader and the "sufficient" skills he continues to use to sharpen his leadership expertise. What does it mean to lead? It means showing up and being present to serve the needs of our customers. It means identifying the needs of others and getting "self" out of the way. It means enduring the struggle of self-doubt and striving to win the race, whatever it may be.

Kirk ended the evening with one of his final slides, **PHASE 5** "Still working on it." Leadership does not end when you leave the job; it's who you are on the inside and the values you practice that everyone sees. Now, it's your turn to serve and lead your own journey.



NMA Members await Kirk Roy's presentation.



Lifetime National Director, Nancy Bennett with VP Program Administration, Heidi Saucier.



NMA LDA President, Tory Niceswander with VP Professional Development, Marschelle Drake.



# CALENDAR of EVENTS



## Mark Your Calendar! Adopt-A-Highway Event on Saturday, October 12

Oct  
15

### Lunch and Learn Business Workshop 2019 12:00p.m. – 1:00p.m.

Wayne Redmond, Instructor for the  
Prudence Humphrey Center BCBSM/BCN  
and Jesus Grafilo, Program Center Manager  
of Northwood University

Dining Room B (Skype will be available;  
attending in person is highly suggested)

Oct  
24

### NMA National Webinar

Wanda King, President & CEO  
The Center for Professional  
Training and Development

Look out for the webinar info!

Oct  
22

### NMA October Monthly Meeting

4:30p.m. – 8:00p.m.

Speaker: Bridget Hurd, Senior Director,  
Diversity & Inclusion

Great Lakes Culinary Center:  
24101 W. Nine Mile Rd, Southfield, MI 48033  
Parking onsite

# Congratulations Are In Order

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



**Jewelette Estes**

Senior Project Manager: Blue Cross Blue Shield of Michigan

**Jewelette Estes**, senior project manager, Corporate Marketing and Customer Experience and the [June 2019 NMA Spotlight Member of the Month](#), will be honored as one of [Michigan Chronicle's "40 Under 40" recipients](#). Per the Chronicle, the award is in recognition of local "... African-American professionals who inspire others through their vision, leadership, exceptional achievements, and participation in community service."

The announcement further indicated that Estes and the other young honorees, "... exemplify extraordinary stature, poise and integrity (who) continue to break the mold and affect change ..."

The celebration is Tuesday, October 10, 2019, 6:00 p.m. at the International Banquet & Conference Center in Greektown.

It seems the spotlight on Estes' future shines brighter every day and we couldn't be happier for her and her family. Shine on Jewelette!



# Scholarship Opportunity - NMA 2020

## Youth Leadership Speech Contest

Written by Sheryl Johnson-Fambro, communications writer, Market Communications

Applications are now being accepted for a chance for southeast Michigan high school students to win a scholarship. The high schoolers have a chance to win by competing in the NMA 2020 Youth Leadership Speech contest.

The local contest is held by the NMA Chapter 141, Leadership Development Association. The winner will be awarded a \$500 scholarship and compete in the national competition for a chance to win a \$4,000 scholarship.

The competition is a great opportunity to develop the communication and leadership skills of young adults. Contestants will present a four to six-minute speech on their perspective of leadership in today's world. To prepare for the competition, each contestant will be mentored by a Toastmaster to hone their public speaking and communications skills.



### How to enter:

- Click [here](#) for details about the contest and application forms
- Applications and speech much be submitted by December 1
- Consent forms must be signed by a parent or guardian

### Speech guidelines:

- The initial draft can be up to 500 words
- The speeches will be judged on clarity and depth of understanding
- Finalists for the local contest will be notified December 27

The NMA Chapter 141 speech contest will be held on February 20, 2020 at Blue Cross Blue Shield of Michigan Campus in Detroit, 600 East Lafayette Boulevard.

If you'd like more information, email 2020 contest chairs, Erica Addison at [EAddison@bcbsm.com](mailto:EAddison@bcbsm.com) or Sheryl Johnson-Fambro at [sjohnson-fambro@bcbsm.com](mailto:sjohnson-fambro@bcbsm.com)

## NMA BlueNights<sup>SM</sup> Mixer

Written by Mia Harris, administrative assistant, Sales Operations

September 19 kicked off the 2019-2020 BlueNights Mixers, NMA members were invited to the Detroit Central Kitchen + Bar for a fun-filled evening, to mix, mingle and meet new friends.

Attendees enjoyed food and networking in the relaxing setting and were greeted by special executive sponsors Todd Van Tol, Senior Vice President of Health Care Value and Atheer Kaddis, Vice President of Pharmacy Services.

The evening started with an icebreaker, the Blue Envelope game, where members had to meet three new people and ask them the preselected questions in the envelope, such as “what’s your favorite TED talk?” This fun game gave everyone a chance to have a conversation about something other than work.

The Mixer gave attendees the chance to interact with and hear Health Care Value and Pharmacy Services’ success stories. Senior leadership talked about the \$300 million dollars in contracts for Blue Cross Blue Shield of Michigan.

On behalf of the NMA BlueNights Mixer committee, thank you to all who attended and supported our first mixer of the chapter year. Stay tuned for upcoming event invites.



BlueNights<sup>SM</sup>  
Mixer Hostess'  
Angela, Dana  
Bell and  
President Tory  
Niceswander



Laura  
Chevrette and  
Nicole  
Sherwood  
smile big for  
the camera!



NMA members Ginny Miller, Kim Lazarow and Barb Thompson  
enjoy a relaxing evening at Detroit Central Kitchen + Bar



# The PD Exchange...

Written by Mariah Manuel, Team Leader I

## Developing a Plan to Lead

### The Development Corner

Vaneitta Goines, *Systems Analyst Associate*  
Currently enrolled at Wayne State University Master's in Information Science



**When you hear Leadership Identity, what does this mean to you?**

It means the unique way you contribute, an invaluable presence that your team would miss if you were not a member. Although, it can be part of a formal role, more often it's the style and capacity you bring to a situation.

**When asked what is your unique strength you bring to Blue Cross Blue Shield of Michigan, what would you say?**

My top gifts are a combination of Learner, Activator and Ideation\* giving me a strength that I call resource development. I'm always learning and coming up with new ideas. I developed this strength by staying engaged and by building awareness of resources across many fields. I keep track of opportunities and try to connect that information to people's interests in a useful way. Here at BCBSM, it has led to some new IT events, volunteer and diversity activities. Wherever I am, I'm likely to be the person to take an idea and get people started on making it happen.

**Do you have a five year plan?**

In five years, I would like to be in an IT leadership role that incorporates diversity. My goals are to get a solid grounding in the industry and to build a specific programming and industry skillset that will let me move forward as technology develops. I'm working towards this goal in two ways: through my master's coursework at Wayne State University, and through informal means such as meetups and weekend classes offered by TechTown, SistersCode, Wayne County Community College District and IT bootcamps.

\*Gallup StrengthsFinder, [strengths quest full descriptions](#)

### Continue your Education with Northwood University

Northwood University offers **10 percent tuition discount** on undergraduate degree options, and **15 percent on graduate options** for Blue Cross Blue Shield of Michigan employees. Financial aid and scholarships available to students who qualify.

#### Four-Year Bachelor of Business Administration

Northwood offers opportunities to start a bachelor's degree, and with numerous community college partnerships across Michigan, finish what you may have already started. Reap the benefits of your hard work and complete your bachelor's degree with a convenient, flexible program that works for you!

#### Richard DeVos Graduate School of Management

If you're ready to take your career to the next level, consider the DeVos Graduate School of Management at Northwood.

- **MBA:** available in accelerated 12-month, traditional 24-month, evening and online formats. MBA programs are cohort-based, helping students develop a strong peer network, continual sounding board and support network long after graduation.
- **Master of Science in Organizational Leadership:** available online (24-month) and in hybrid format in selected locations, designed to equip students with the knowledge and assets needed for an upper level management position as they develop their own personal leadership skills and learn how to align cultures and guide organizations through change.
- **Master of Science in Finance:** available online and designed to be completed in as few as 20 months. Students learn advanced methods for analyzing financial data, how to propose, structure and execute financial and operational strategies, and are prepared to succeed in a management role in industries such as corporate finance, banking, financial services and healthcare.

Marschelle Drake – VP, Professional Development  
Tia Heilig and Sarah Cheaito – Chairs, Professional Development  
Mariah Manuel-Berry and Kim Brown – Chairs, Continuing Education  
Edward Lanigan and Charles Schultz – Chairs, Certified Manager

## Upcoming Professional Development Events

### BUSINESS WORKSHOP 2019

Do you ever get nervous during an interview? Well, you are in luck. We have a Professional Development cure for that!

Come out and join your *PD Committee, Prudence Humphrey Learning Center and Northwood University* in a lunch and learn Business Workshop.

The goal will be to teach you tips and provide you with the necessary tools to help better your chances and lower your nerves for your next job interview.

Bring your lunch and resume' and learn how to:

1. Update or create your resume based on transferrable skills
2. Create your portfolio and cover letter
3. Find out where you can do all these things on our Blue Cross Blue campus

**When:** Oct 15<sup>th</sup> @ 12 P.M.-1 P.M.

**Where:** Dining Room B (Skype will be available, but attending in person is highly suggested)

Register on Eventbrite...the invitation is coming soon.

**Thursday, Oct 24<sup>th</sup>**

### NMA National Webinar

with Wanda King,  
President & CEO  
The Center for  
Professional Training  
and Development

Look out for the  
webinar info!



Wayne Redmond, Instructor  
for the Prudence Humphrey  
Center BCBSM/BCN



Jesus Grafilo, Program  
Center Manager of  
Northwood University

## Leaders are Readers

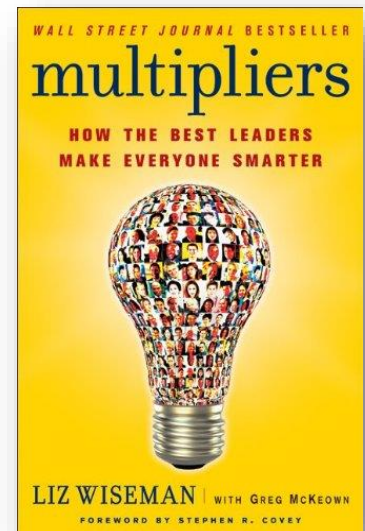
Our suggested book this month is "Multipliers" by Liz Wiseman

If you're looking for a book filled with constant "aha" moments, then **this book is the one for you**. After reading the first six pages, I was hooked!

The book takes you through the comparison of "Multipliers" versus "Diminishers" in leadership.

In its preface, the author describes both types of leaders, "...those I came to call Multipliers, who saw, used, and grew the intelligence of others, while other leaders, whom I labeled Diminishers, shut down the smarts of those around them."

Wiseman's use of examples helps to identify the type of leader you represent each day. A good choice for anyone who is seeking their leadership identity.





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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.





# Discovering Your Leadership Identity

## From the Desk of Our President

Greetings Blue Cross Leadership Development Association Members:

The VP team, board members and I just recently returned from the National Management Annual Conference hosted in Portland, OR. We were able to participate in several professional development sessions, recognition ceremonies and networking opportunities with other chapter leaders from across the nation. I have asked the other attendees to write about their experience at the conference, so I won't spoil any of the details (look for their responses in next month's issue). However, I will note that we received the following recognition: 1st Place Publications Award for *blueprint*, Outstanding Chapter, Community Services Award & Chapter Programs Award. I want to thank everyone who contributed to these accolades and for all of those who are hard at work this chapter year.



**Tory Niceswander**

*BCBSM LDA President, 2019-2020*

Before our departure the Professional Development committee delivered a "Business Workshop"; upon our return, we held our second Blue Cross

LDA member meeting featuring Bridget Hurd, who knocked it out of the park with her session "Look in the Mirror: The Journey to Developing Your Leadership Brand and Being Your Authentic Self."

Looking forward, Professional Development in partnership with the POWER ERN will be offering "Balancing Motherhood and a Career"; our November Blue Cross LDA BlueNights<sup>SM</sup> Mixer will be at X-Golf Novi, hosted by Ken Dallafior, EVP & President Health Plan Business; the NMA National Lunch and Learn Webinar "The Transformational Leader" featuring LDA's own Mariah Manuel-Berry will be offered by Professional Development; and our third Blue Cross LDA Monthly Member Meeting will be hosted at The Eastern with keynote speaker Dr. Candy McCorkle. See you soon at one of these upcoming events.

In closing, I want to remind everyone that no-shows and last minute cancellations (even in the few days leading up to events) drive up our administrative costs, particularly when we are at external venues. Please consider this when registering for these events. However, I do understand some situations are beyond our control. Let's have another great month of participation!

Best Wishes.

Tory Niceswander

In this month's  
newsletter

You'll notice our chapter has officially made the switch from the name NMA (National Management Association) to Blue Cross LDA (Leadership Development Association). We are still a chapter of the national association, which remains NMA. However, we wanted to clarify that this group is open to all levels – not just management. Blue Cross LDA's goal is to help our members develop skills, network with other members and grow as individuals and employees – no matter what your title.

## New Member Corner

OUR NEW TEAM MEMBERS

Welcome

*Michelle Banaszak  
Dailan Brewster  
Laura Chevrette  
Darius Curry  
Melody Johnson  
Yaniv Ribon  
Michelle Sun  
Henry Werner  
Angela Wilburn*

*As a member of Blue Cross LDA you are now a part of a great group of leaders, striving to live out our theme, "Discovering Your Leadership Identity." 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 Blue Cross LDA 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 Blue Cross LDA's [SharePoint](#) site.

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

Get  
Acquainted



# October Monthly Member Meeting

Written by Michelle Banaszak, Communication Specialist

The Blue Cross Leadership Development Association's October Monthly Member Meeting, held at the Great Lakes Culinary Center, was full of fellowship, an outstanding dinner and plenty of information about this year's theme: Discovering your leadership identity.

Our very own Blue Cross LDA chapter president, Tory Niceswander, made opening remarks and introduced the night's speaker, Bridget Hurd, Chief Diversity Officer and Senior Director, Diversity & Inclusion, Blue Cross Blue Shield of Michigan. She delivered an incredible presentation called "Look in the mirror: the journey to developing your leadership brand and being your authentic self."

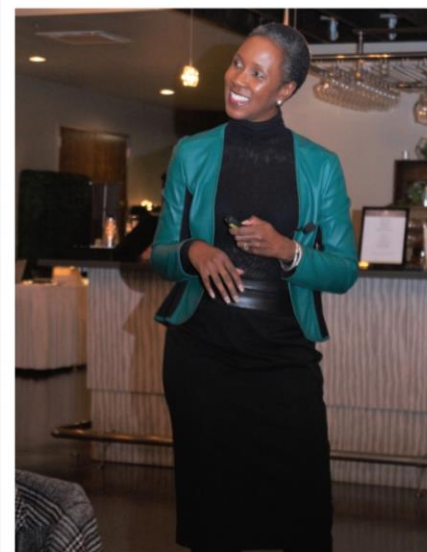
Bridget gave an example of finding your brand and style through the character of Sarah, an employee recently promoted to management. Sarah observed other leaders and found a good manager who was direct, stern and extremely commanding.

Each day Sarah went to work determined to be a good leader. But she struggled to be stern and commanding, which lowered her confidence and left her feeling frustrated. What she thought of as the ideal leadership style was not her personal leadership style. She was working in opposition of who she really was.

So, what can we learn from Sarah? To truly discover your leadership identity, look in the mirror and ask yourself two questions:

- ***Do you really want to be a leader?***  
Sometimes the idea of being a "manager" or "director" seems so thrilling, but it can also be very difficult.
- ***If you're certain you want to be a leader, what kind of leader do you want to be?***  
This is where you need to be very honest with yourself, because being a leader is a big commitment.

Discovering your leadership identity is a journey and reflects your style, values and beliefs. Think about what characteristics and strengths resonate most with you. Perhaps your values and beliefs include honesty, commitment and empathy. Your style could be that you're a good communicator, creative and influential. It takes time to find what fits and the fit will evolve as you move through your career.



***Executive Guest Speaker, Bridget Hurd, explaining what it means to discover your leadership identity***



***LDA members applauding Bridget's captivating speech on what it means to be a good leader***

Tools that can help clarify what your strengths and characteristics really mean:

- [DISC assessment](#)
- [Gallup strengths](#)
- [Myers Briggs](#)
- Reflection and journaling
- Asking others how they see you as a leader
- Listening



## October Monthly Member Meeting

*Continued from Page 5*

Bridget said the first step to becoming a good leader is discovering your leadership style, by following the two “P’s”, passion and purpose, to help you enjoy what you do. Bridget found three things that she needed to feel happy and fulfilled in a job. She needed a position where she could:

1. Make a difference
2. Have influence across the company
3. Have the freedom to be as creative and innovative as necessary to get the job done

Before she accepts a position, Bridget takes time to consider whether the job will meet these three criteria. You shouldn’t take a job just because it’s a promotion; you should be excited about work and enjoy what you do.

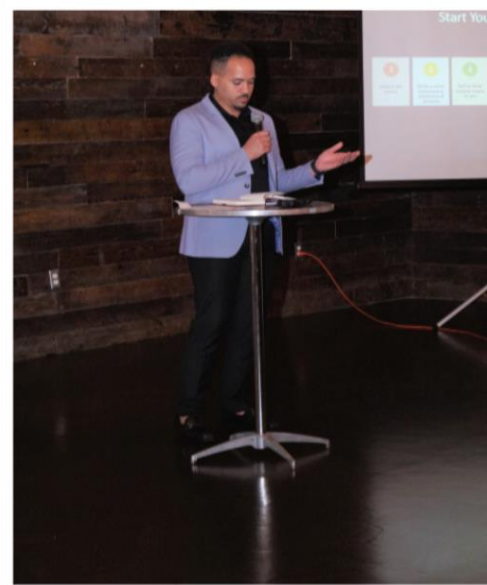
Bridget closed the meeting by giving eight tips to help discover your leadership identity:

1. **Write a vision statement or statement of purpose.** When writing this statement, don’t separate visions for your life and your career, because they affect each other.
2. **Create and pursue a plan for growth every day.** *“Do not follow where the path may lead, go instead where there is no path and leave a trail.”* Ralph Waldo Emerson
3. **Define what success means to you.** Don’t pay attention to what others think success is.
4. **Be authentic.** Understand who you are and be true to that image.
5. **Establish concrete goals.** The three most important types of goals deal with experiences, growth and contributions. Also, consider end goals vs. means goals. End goals describe exactly what you want – perhaps becoming a director – while means goals define one of many paths to reach your end goal – networking with other managers and directors to increase your visibility
6. **Open yourself to new experiences.** Do things outside your comfort zone to continue your growth.
7. **Be mindful every day.** Be impeccable with your word. Don’t take anything personally. Don’t make assumptions. Always do your best. Bridget recommends a book on this topic, *The Four Agreements*.
8. **Focus on continual learning.** Engage with people on different levels, because there will always be something new that can be learned.

Are you ready to start your journey? As a Blue Cross LDA member, you have plenty of opportunities to learn and many resources to discover your leadership identity. Thanks to everyone who attended October’s meeting. We’re looking forward to seeing you on November 13 at The Eastern for our next Monthly Member Meeting.



*New Blue Cross LDA Member, Marcia Pilkiewicz, shares a personal story about making a difference*



*Blue Cross LDA President, Tory Niceswander, delivering the opening statement*



*Discussing leadership development styles*



## Community Involvement: Adopt-A-Highway The Longest Mile

Written by Dana Bartell, Senior Analyst

On Saturday, Oct. 12, the Blue Cross Leadership Development Associations Community Involvement team participated in the annual Adopt-a-Highway Clean-up Program. Blue Cross LDA has been volunteering with the Adopt-a-Highway program for over 15 years.

Blue Cross LDA Chapter 141 is responsible for cleaning up the median on Woodward Avenue from I-696 to 12 Mile Road. To make it fun, we created two teams for a friendly competition. The first team cleaned from I-696 to 11 Mile Road. The second team cleaned from 12 Mile to 11 Mile, with 11 Mile being the finish line. The first team, Dana Bartell and Christina Frison, got to 11 Mile first.

Does anyone really realize how long one mile down Woodward is? If you want to know, or if you just want to be part of a great event, volunteer with us next year to find out!

After the event, the volunteers enjoyed a delicious breakfast at O'Mara's in Berkley, where they had a chance to network and learn more about each other and their journey with Blue Cross LDA.

Please join us for our two upcoming service outings in November.



*Pictured left to right  
Christina Frison, Matt  
Zelman and Dana  
Toms*



*Pictured left to right  
Dana Toms, Dana  
Bartell and Christina  
Frison*



**The Parade Company**

November 9, 2019

9:00a.m. – 1:00p.m.

We're looking for 12 volunteers!



**Northville Holiday Homes Tour**

November 23, 2019

9:00a.m. – 1:00p.m.

We're looking for 12 volunteers!

# Congratulations!

2019

**NMA National**

**Community Service Award**

# CALENDAR of EVENTS

Nov  
9

## Community Involvement Event

Parade Company  
9:00 a.m. – 1:00 p.m.

Nov  
13

## NMA November Monthly Meeting

4:30 p.m. – 8:00 p.m.  
The Eastern; 3434 Russell Street Suite 501  
Detroit, MI 48207

Guest Speaker: Candy McCorkle, PhD.,  
Vice President of Diversity and Inclusion,  
Western Michigan University

Topic: The Relationship Between  
Mentoring and Leadership

Nov  
23

## Community Involvement Event

Northville Holiday Home Tour  
9:00 a.m. to 1:00 p.m.

Nov  
19

## Blue Nights Mixer

5:30 p.m. – 7:30 p.m.  
Executive Sponsor: Ken Dallafior, EVP President,  
Health Plan Business

X-Golf Novi  
44325 W. 12 Mile Road Suite H179  
Novi, MI 48377  
Located inside of the Twelve Mile Crossing  
at Fountain Walk



## Scholarship Opportunity Blue Cross LDA 2020 Youth Leadership Speech Contest

**We're taking applications for a great scholarship opportunity  
Blue Cross LDA Youth Leadership Speech Contest**

Applications are being accepted for the Blue Cross LDA 2020 Youth Leadership Speech Contest.

The local contest, held by Blue Cross LDA Chapter 141, is open to all high school students for a chance to win a \$500 scholarship and compete in the national competition for a \$4,000 scholarship.

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If you'd like more information, contact contest directors by email [NmaSpeechContest@bcbsm.com](mailto:NmaSpeechContest@bcbsm.com), call 313-225-6008 or by mail: 600 East Lafayette Blvd, Mail Code 607A, Detroit, MI 48226 Attention: E. Addison

### **How to enter:**

Click [here](#) for details about the contest and application forms.

Applications and speech must be submitted by **December 1, 2019**. Consent forms must be signed by a parent or guardian.

Participants will work with a Toastmaster to hone their speech writing and public speaking skills.

The Blue Cross LDA Chapter 141 speech contest will be held on February 20, 2020 at Blue Cross Blue Shield of Michigan Campus in Detroit, 600 East Lafayette Boulevard.

## Get published in an award winning newsletter!

Blueprint is an award winning team of writers, editors and formatters who publish *blueprint* on a monthly basis.



Our greatest need right now is for **writers and photographers** – individuals who are able to cover our monthly member meetings, mixers and other events. Our events occur in the evenings and during lunchtime, primarily at Blue Cross' Tower location.

If you are interested in joining the team, please contact [Christina Frison](#) or [Barbara Krajenke](#) for more information.

# Resume Writing Tips

Written by Barbara Krajenke, Senior Analyst

*"You have five to seven seconds to make an impression," Jesus Grafilo.*

The Blue Cross Leadership Development Association partnered with Northwood University, the Prudence M. Humphrey Learning Center and Professional Optimistic Women Exploring Resources (POWER), for a resume writing tips seminar. The seminar, hosted by Mariah Manuel-Berry, Continuing Education and Samah Hamam, Chair of Power, was held at the Detroit Tower on October 15.

Mariah, Samah and guest speakers, Jesus Grafilo from [Northwood University](#) and Wayne Redmond from the Prudence M. Humphrey Learning Center, offered their expertise on resume and cover letter writing, interviewing and continuing education resources. Several things you should do during your job search:

## 1. Evaluate and clean up your online presence and update your LinkedIn profile

Every day is your resume. Recruiters will search for you on social media to get an idea of who you are. Employers look at their employees as an extension of themselves; if you overexpose yourself online, you may risk representing the company's image. How you portray yourself online gives the recruiter a plethora of information to form an impression of you.

*93% of recruiters will check out your social media profile*

## 2. Prepare more than one resume

- Your resume should reflect the position you're applying for
- Use [action words](#)
- Watch out for lingo; just because Blue Cross says it a certain way, doesn't mean other companies will know what it means.
- Content is key
- Use proper grammar, spelling and consistency in tense
- Format your resume for [mobile viewing](#). Recruiters mainly work on their mobile phones. If your resume isn't in a mobile viewable format, there's a high risk they may not even look at it.
- Always fill-out an application, even if its for an internal position.

***If they're paying for you, they want to know what they're getting out of you,"***  
--Jesus Grafilo.



*Pictured left to right, Jesus Grafilo, Samah Hamam, Mariah Manuel-Berry, Tia Heilig and Wayne Redmond.*



*Audience members were focused on learning resume development tips*



*Continuing education chair, Mariah Manuel-Berry, educating her colleagues on how to write an effective resume and cover letter*



# Resume Writing Tips

Continued from Page 10

## 3. Write a cover letter that's unique to each position you're applying for

- The cover letter is the first phase of the interview process.
- Personalize your cover letter with the company name, address and hiring manager's name. If you don't know the name, call the company's front desk.
- The cover letter is your story – show personality and forecast what you do and what you've accomplished.
- Mention pertinent achievements related to the position.
- Don't repeat what's in your resume. Use your resume to back up your cover letter.

## 4. Prepare and practice for your interview

- Create a portfolio to show your work. It's also a great tool to pull out if you get stuck during your interview.
- It's better to overdress than underdress for your interview and keep it simple.
- Be on time.
- Make eye contact and give a firm handshake.
- Talk about a problem and how you fixed it.
- Keep track of professional development events you attended, you can add this to your portfolio.
- Thank the interviewer, send a thank you email and a hand written thank you letter within 24 hours of your interview.

***"The number one thing employees are looking for are soft skills,"***  
***-- Jesus Garfilo.***



## Additional Resources

Need help writing your resume? Or a quiet environment to write your cover letter? Or do you want to beef up your work history?

Wayne Redmond, instructor at the Detroit Tower says the Prudence Humphrey Learning Centers are a great resource for employees. Instructors are on hand to offer career improvement services or continuing education instruction, such as e-learning and software training.

The career transition services include resume, cover letter and interview tips, job portfolios and career planning.

Visit the Prudence Humphrey Learning Center at one of their locations; Detroit Tower, Grand Rapids Steketees, Lansing, Lyon Meadows, Ren Cen and Blue Care Network. Or for more information, call the Prudence M. Humphrey Joint Learning and Resource Centers general number at **866-684-8214**.

***"Opportunity is calling, come on in and check us out,"***  
***---Wayne Redmond***

# The PD Exchange...

Written by Mariah Manuel, Team Leader I

## Developing a Plan to Lead

### The Development Corner

**Tia Heilig**  
BCBSM Trainer  
University of Michigan  
graduate in Psychology  
and Sociology



*"...find a way to inspire others. You never know how a kind word, a hug or a listening ear could change someone's life...I've met some amazing people this way."*

**1. Have you taken advantage of any of the continuing education opportunities Blue Cross offers?**  
With the tuition assistance program, I was able to complete my Professional Human Resources certificate from Michigan State in 2018. I truly enjoy the BlueTalent eLearnings. I looked back at my transcripts and was surprised by the amount of eLearnings I have completed. Many of them were related to leadership development, soft skills and help with our new technology.

**2. How do you actively pursue your goals?**  
I actively pursue my goals by writing them down. The key to this is reminding myself to set specific, measurable, achievable, relevant and time-based goals (SMART). Depending on the goal I have set, I often seek online or continuous education courses to gain knowledge, utilize advice from mentors and remind myself the sacrifice is worth the commitment. One of the goals I'm currently pursuing is obtaining my master's degree in psychology.

**3. How would you describe yourself in 4 adjectives?**  
I would describe myself as analytical, balanced, easy-going and passionate.

**4. Read the section below and advise what you think it means?**  
**"Definition of self-confidence: the willingness to take steps toward valued goals, even if you're anxious and the outcome is unknown. True self-confidence is part courage, part competence, with a healthy dose of self-compassion mixed in."**  
I totally agree with the definition of self-confidence. It means first believing in what you're pursuing, regardless of the outcome and the ability to not beat yourself up if the results are not what you expected. Something I have learned during my career at BCBSM is to be self-confident in your research. As a trainer, one thing I always share with the participants is that your research should eliminate the uncertainty and build confidence in your response. My previous manager, John Tudball shared that preparation is what leads to self-confidence. I would have to say the confidence I have in a role and in my personal life comes from preparation. This doesn't mean I haven't failed, made mistakes or had moments of self-doubt, but it's then that I apply a little compassion for self. I try to remember that mistakes are an opportunity to learn and find joy in the possibility to try again.

**5. How do you develop yourself professionally?**  
I seek professional development by attending corporate lunch and learns, networking and by getting involved in volunteer services. I also like to stretch myself and try things I wouldn't normally do. Since I started working, over twenty years ago, I've always held some kind of customer service role. Last year, I started getting involved with computer coding bootcamps through [Grand Circus](#) and [Sisters Code](#) and have truly come to see that I may have discovered another side of me.

**6. Did you learn your skills as a leader through any non-traditional forms, for example, extracurricular activities, organizations, or board memberships?**  
One of my favorite quotes regarding leadership is "A leader is one who knows the way, goes the way and shows the way."

I've gained a lot of my leadership skills through observation. A manager I once worked for had a way of demonstrating leadership that has left a lasting impression. He was a leader who knew the work, helped out where ever he saw a need and always treated his associates with compassion. He had a way of always inspiring you to do more.

### Ashford University Corporate Programs



For a detailed overview, visit [www.partners.ashford.edu](http://www.partners.ashford.edu).

- Employees earn a degree without loan debt
- Company contributes \$5,250 per year
- Ashford grant covers remaining costs of tuition, technology fees, books, course digital materials, instructional materials, graduation fees, and Prior Learning Assessment fees
- Covers up to 10 undergraduate courses or 8 graduate courses per 12-month grant period
- A customized tuition grant and/or waiver on the technology fee, course materials, and Prior Learning Assessment fee for employees and their immediate family
- Company-approved outreach for program awareness
- Data reporting to monitor the success of the program
- Dedicated advisors support your employees
- 24/7 online writing center
- Online tutoring
- Student mentor program
- A unique website which details specific benefits and success stories to inspire other employees

### EDUCATION SOLUTIONS FOR WORKING ADULTS

- A TRADITION OF EXCELLENCE
- ACCELERATED CLASSES
- MOBILE CLASSROOMS
- ASYNCHRONOUS COURSEWORK
- HIGH LEVEL OF TRANSFER CREDITS ACCEPTED
- FLEXIBILITY

- 5 weeks for bachelor's and 6 weeks for master's
- Allows students to take school with them wherever they go
- Enables students to study at times that are convenient for them
- Up to 90 approved credits for bachelor's programs

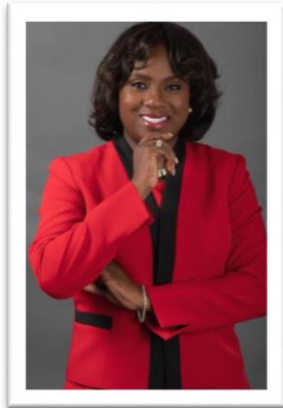
**Marschelle Drake – VP, Professional Development**  
**Tia Heilig and Sarah Cheaito – Chairs, Professional Development**  
**Mariah Manuel-Berry and Kim Brown – Chairs, Continuing Education**  
**Edward Lanigan and Charles Schultz – Chairs, Certified Manager**



## Upcoming Professional Development Events

**Transformational Leadership: The Leader *WITHIN***  
**November 21, 2019**  
**12:00 – 1:00p.m. & 3:00 – 4:00p.m.**  
**National Webinar - Webex**

Have you ever wondered what kind of leader you truly are? Join speaker Mariah Manuel-Berry for her Transformational Leadership Seminar and discover how to find your leadership identity and take your career by storm.



Mariah Manuel-Berry  
Team Leader I

Mark your calendars for November 21, 2019 as Blue Cross' very own Mariah Manuel-Berry, team leader I, Service Operations/Quality, delves into Transformational Leadership and how this style can propel your career forward. Knowing Mariah and her enthusiasm to willingly share information with others and mentor aspiring individuals.

Here's what one of her colleagues said about her: "Mariah is passionate about organizational development and strategically motivates individual team members with focused attention on their unique characteristics and the distinct contributions they've made to the success of the company. Through her futuristic mindset and desire for developing others, she helps to create vision for her team while helping them to increase their skills and do things they never thought possible."

**This amazing opportunity will help you Discover Your Leadership Identity**

**Balancing Motherhood and a Career**  
**November 4, 2019**  
**12:00 – 1:00p.m.**  
**Whitmer Auditorium & WebEx**



You may be reading the title of this event and thinking to yourself, "the struggle is real." It's not always easy balancing and juggling motherhood and a career.

**Join the NMA (now Leadership Development Association) and POWER (Professional Optimistic Women Exploring Resources)** for an interactive session on the challenges, perspectives, experiences, and valuable insights of balancing motherhood and a career.

Joining us from Blue Cross Blue Shield of Michigan will be:

**Jeniene Edwards, Vice President of Utilization Management, BCN**  
**Somerset Black, Director of Ethics and 3rd Party Compliance, BCBSM**  
**Samah Hamam, Chair of POWER ERN**  
**Dana Bell, Advisor, POWER ERN**

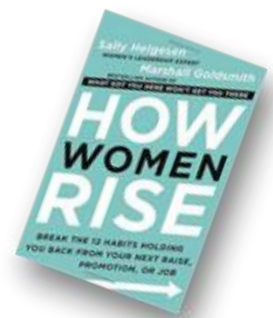
**This is an event that you don't want to miss!**

## Suggested Reading...

Oftentimes we hear the statement, "what got you to your current position will not get you to your next." Well, I am here to tell you this statement is true. Do you ever leave the room after hearing this statement thinking, *what will get me there?* This may be the book for you.

*How Women Rise: Break the 12 Habits Holding You Back From Your Next Raise, Promotion or Job* by Sally Helgesen and Marshall Goldsmith.

This book teaches how to take away the things that hold you back from your next level, whatever this may be. Learn twelve habits you can start to incorporate today as you move toward discovering your leadership identity.



## Blue Cross LDA 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

Blue Cross LDA is dedicated to managerial excellence, personal and professional growth, and leadership development. The following principles identify Blue Cross LDA'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

Writers and Editors: Barbara Krajenke, Michelle Banaszak, Chantay Marshall, Dana Bartell, Dana Bell, Christina Frison, Mia Harris, Mariah Manuel and Tory Niceswander

## Creative Team

Designer: Mia Harris and Dianna Morrison  
Photography: Christopher Brantley, Christina Frison, Kristie Stocker and Dana Bartell

Dustin Freeze, Internet public domain

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

## Blue Cross LDA Board Officers

Board Chair: Karema Bobbitt  
President: Tory Niceswander  
President-Elect: Sharese Hogan

## Board Members

Ronnie Adams  
Stephanie Bracken  
Tia Heilig  
Angela Hollis  
Patrice Matejka  
Maryann McKenna  
Sharon Sheppard  
Angela Tanner

## Board Secretary

Ronnie Adams

## Chapter Representatives

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

## Executive Advisors

Sharon Gipson  
Jim Kallas  
Darrell E. Middleton

## Blue Cross LDA 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: Joslynn Collins





## November 2019

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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.



# Discovering Your Leadership Identity



**Tory Niceswander**

*BCBSM LDA President, 2019-2020*

## From the Desk of Our President

Greetings Blue Cross Blue Shield of Michigan Leadership Development Association Members:

As we enter the holiday season, make sure to take time and reflect upon the year and each of your successes. This year has brought many challenges to our organization. I want to thank the countless number of volunteers that make it possible through their efforts. Just this month alone, we executed two professional development sessions (one on a national level), two community involvement opportunities, a monthly Membership Meeting, and a BlueNights<sup>SM</sup> Mixer! I am overjoyed to see the level of engagement from new and existing members including our members from the executive staff. Their support helps us foster an environment of growth and development.

As we near the midway point of our chapter year, I have challenged my team to strive to bring the most dynamic programming possible that will benefit our membership. If you have any feedback, please reach out to me or someone from my team.

As I look back on this month's activities, there were a few key takeaways I would like to share. At the monthly Membership Meeting, Dr. Candy McCorkle emphasized the importance of mentorship. Dr. McCorkle highlighted the need to have multiple mentors for different stages in your journey. She touched on the importance of reaching back to mentor others. During the BlueNights<sup>SM</sup> Mixer at X-Golf Novi, Ken Dallafor highlighted the significance of networking and having the courage to raise your hand at opportunities. He noted these things are key for both personal and professional development.

In closing, I hope everyone has a happy and safe holiday season. I look forward to seeing you at the December Membership Meeting at the Westin Southfield featuring Judge Cylenchia Miller who will deliver a keynote on servant leadership.

Happy holidays to you and yours,



## New Member Corner

OUR NEW TEAM MEMBERS

Welcome

Lance Anderson  
Earline Crawford  
Pamela Dalton  
Jennifer Daniels-White  
Freddie Dickens  
Karen Gates  
Alyta Gordon  
Erin Lindblom-Holly  
Meenakshi Jayanthi  
Christina Lipski  
Meredith Lloyd  
Terrance Puryear  
Lisa Turner  
Nicholas Zambardi

*As a member of Blue Cross LDA you are now a part of a great group of leaders, striving to live out our theme, "Discovering Your Leadership Identity." 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 Blue Cross LDA members. Check them out on the *Upcoming Events* page.

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For more information about all other upcoming events, please visit Blue Cross LDA'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 Services



## Dana Toms



If you love dogs, you'll be excited to meet this month's new member in the spotlight. Dana Toms loves animals, especially dogs. In fact, she's adopted four of them. Dana's friendship for 'man's best friend' expands outside of her home. In her spare time, she volunteers at [Bark Nation](#), [Dog Aide](#) and [Guardian Angels](#) as a way to give back to the community.

"The Detroit area has a pet overpopulation problem right now, which has been getting better over the last five years, thanks to spay and neuter awareness, community engagement initiatives, and an army of volunteers supporting municipalities and non-profits to get the work done. In my view, buying pets rather than adopting supports breeding, which in turn contributes to more overpopulation," said Dana.

Dana's love for helping the community expands to her role at work. She began her career at Blue Cross Blue Shield of Michigan as a contractor in 2004 and currently works full-time as a senior analyst with Care Management at Blue CareNetwork.

One thing Dana has learned throughout her career at Blue Cross is an understanding of how mental health and physical health are related.

"Mental health is a key pillar of overall health. A good outlook and strong mind can help you feel better, improve motivation, reduce stress and support a healthy immune system, among other things. Conversely, poor mental health is a driver of stress and anxiety, which can have an unhealthy impact on physiology, social and family life, finances and more."

Dana joined the Leadership Development Association because she thought it was a good step for her career and would help her meet her five-year goal toward a leadership role. She was happy to find that LDA is open to all employees, not just those in management positions.

Fun facts about Dana:

- Her favorite TV shows are "Homicide Hunter" and "The Walking Dead"; her kids got her hooked.
- The best comfort food in her opinion is chicken noodle soup with gravy, best served on a cold day.



*Dana Toms and family on vacation at Yellowstone National Park*



# November Monthly Member Meeting

*Written by Barbara Krajenke, Communication Specialist*

The Leadership Development Association's Monthly Member Meeting was held on Nov. 13 at The Eastern in Detroit. The atmosphere inside was inviting, despite the arctic climate outside. Chapter 141 President Tory Niceswander gave a warm introduction for Candy McCorkle, Vice President for Diversity and Inclusion at Western Michigan University. Attendees were treated to gourmet appetizers, entrees and desserts and learned about Candy's journey.

Candy's journey didn't start 20 years ago when she began working in higher education; her journey began in youth, with her first mentor being her mother, Ann Brown. Candy explained how we choose mentors throughout our life, people who inspire and challenge us. The support she had from her mentors gave her the fortitude to achieve her potential, a gift which she transfers to her mentees today.

## What is a Mentor

*A mentor is someone who can help you discover your leadership style by challenging you to "show – up", using the strengths of your authentic self to be in a position of influence.*

Candy described three ways we portray ourselves to the world:

1. Performance self - what you think people want you to be
2. Adapted self - adapting yourself to the environment
3. Authentic self - who you are and the best version of yourself

Being your authentic self can be risky. It can make other people uncomfortable because you're challenging them to be real. The purpose of the mentor is to teach you how to "show-up," by encouraging you to be your authentic self; this is where your talents lie and how you'll succeed.

"If you keep the status quo, you won't grow," said Candy. A mentor is a coach, someone who listens to you and will help you reach your potential as YOU define it. A mentor doesn't serve forever, and you'll have different mentors for different areas of your life.



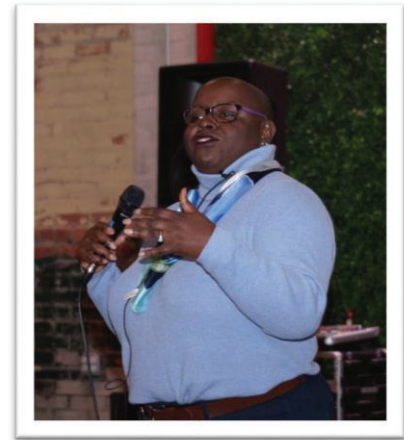
*A person can be your mentor without them even knowing it. Who are your mentors?*

## Benefits of a mentor

The first mention of a mentor was in 8th century BCE in Homer's *Odyssey* where the character Mentor guides Telemachus. A mentor's guidance is invaluable; more than being your cheerleader, they challenge you to move beyond your comfort zone.



**Heidi Saucier and Tory Niceswander pose with guest speaker, Candy McCorkle**



**Guest speaker, Candy McCorkle, addresses LDA members about mentorship**

# November Monthly Member Meeting

(Continued from page 5)

One phase of Candy's journey was at Spring Arbor University where her mentors helped her move from faculty to administration. Being a young faculty member, Candy didn't know how to "behave", but through the guidance of her mentors she was able to navigate the political norms and make professional connections. When she was working on her doctorate, her mentors gave her the encouragement to stick with it, providing confidence and reminding her of the end goal.

Candy's presentation touched on what you can gain from a mentor:

- Mentors will help you develop new skills
- They'll give you information
- Offer personal support
- Provide professional socialization
- Will help you navigate obstacles
- Provide a map on how to get where you're going
- Encourage you
- Tell you hard truths and hold you accountable
- Show you how you belong



*What do you want to gain from your mentors?*



*Yuanjing Pursell asks Candy McCorkle a question about mentoring*

## Mentors are important to leadership development

As Candy's presentation came to a close, she offered key advice on how mentoring can be a stepping stone on your career path: "Leadership isn't always a position, it's how you show up and engage people."

A mentor will help you develop your skills and identify your leadership path and how to get there. A mentor's goal is to help you succeed and groom a line of succession.

Candy's mentors recognized her strengths and taught her that "showing-up" in *her* style as a leader is what will propel her forward. She journeyed from faculty at Spring Arbor University to Vice President for Diversity and Inclusion at Western Michigan University.

"I wanted to be in a position of influence to help change things for the better. My style is to be a beacon, to shed light on the path of others...starting at the bottom and moving up helped me learn how everything works (and made me a better mentor)."

Candy suggested you can have more than one mentor at the same time. If you're looking for a mentor, ask. Find several people you admire in the position you want to be in, and ask if they'd be willing to be your mentor. Let them know what your goals are and why you think they'd be a good mentor for you. If they're willing to accept the task, that's great. But if not, they can direct you to a person who may be a good fit.



*How are you a mentor?*



## Community Involvement: LDA Volunteers Shine Bright at The Parade Company

*Written by Dana Toms, senior analyst, CM Program Support*

"Detroit Shining Bright" is the theme for this year's America's Thanksgiving Parade® presented by Art Van. On November 9, that's just what a team of LDA Community Involvement volunteers did, as they gussied up the parade floats that will showcase Detroit's bright future.

Volunteers worked alongside the artists, priming and painting the floats, including two of the seven new floats that will be making their premier in this year's Thanksgiving Parade. Since neither have made their debut appearance in the parade, details about our mission are *top-secret* and pictures can't be shared *just yet*.

"I loved volunteering with LDA at the Parade Company; not only did we paint the floats (and ourselves) but we got to network and meet fellow LDA members," stated volunteer Zeinab Bazzi.

Volunteers meandered through the studio and mingled amongst the largest selection of giant head Papier-mâché celebrities in the world. We also got to hob nob with some of the old parade favorites, like Humpty Dumpty and the oldest float in the parade, the "Mother Goose" float, which has been gracing Woodward Avenue since 1924.

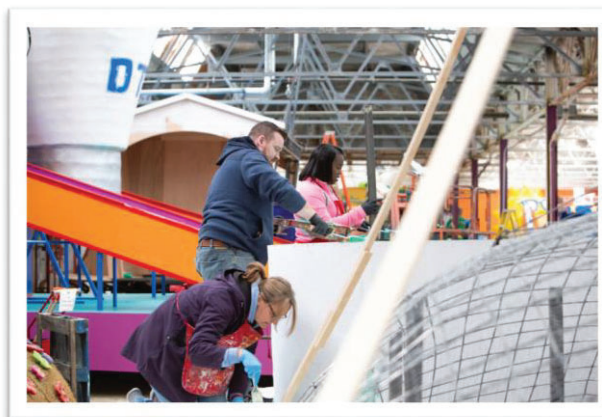
"It was a lot of fun ... being able to get to know teammates that I don't work with regularly while contributing to something larger than myself," commented Ryan Combs.

We'd also like to give a shout-out to Steve from Metro Deli, who provided sweet treats for the volunteers and was also part of the volunteer team. That made the day even brighter.

In addition to the seven new floats, the Thanksgiving Parade will proudly feature a Detroit-themed star-studded celebrity line-up: a Rosie the Riveter tribute, a new Tom Izzo Big Head, and more. Some celebrities you might not want to miss are actor and Detroit native Tony Harrison, Emmy-winning TV anchor and reporter Robbie Timmons, and 1984 World Series champs Lance Parrish and Dave Rozema.

[The Parade Company](#) offers family friendly tours and group volunteer days for events throughout the year.

*"My experience painting the Thanksgiving Day Parade floats was both rewarding and exciting. Now I will be able to point out the work we did to my family and friends as we watch the parade live Thanksgiving morning. Thank you to our LDA Hall of Fame National winner, Tony Michaels and the amazing Parade Company team for welcoming us and allowing us to support (what is marked as) the beginning of the Christmas Holiday Season," Sharese Hogan*



**(L to R) Dana Toms, Ryan Combs and Dana Bartell work on the new float**



**(L to R) Zeinab Bazzi and Dana Toms putting on some final touches**



**(L to R) Zeinab Bazzi, Sharese Hogan, Dana Bartell, The Parade Company President & CEO Tony Michaels, Tia Heilig, Ryan Combs, Dana Toms, Mia Harris**



## Community Involvement: Northville Holiday Homes Tour

*Written by Dana Bartell, senior analyst, Dir Indiv Sm & Mid Grp Servicing*

On November 23, the LDA Community Involvement team volunteered with the Northville Community Foundation (NCF) for their annual Holiday Home Tour. The tour is a fundraiser for Maybury Farm, serving the community as a working farm and operated by NCF. The farm serves over 20,000 visitors each year through educational tours, summer farm camps and special events.

The volunteers met at Ward Church to network and pose for the camera (pictures of the homes weren't allowed due to privacy and safety reasons). Volunteers assisted with ticket sales and served as hosts at the holiday decorated homes. The homes were decorated by volunteers from NCF and the homeowners with items provided by the homeowners, and stores *At Home* and *Pier 1 Imports*.

In addition to the farm, the NCF offers awards and grants to nonprofit organizations, schools and groups in Northville and surrounding communities. They also award scholarships to high school seniors.

**Here are some of the experiences from two of the volunteers:**

"I was placed in a condo beautifully decorated by Pier 1. I got the opportunity to introduce guests to the powder room, kitchen and living room where the homeowner displayed her handiwork. The homeowner knits, sews, crochets, weaves, and spins her own yarn. She was in the upstairs bedroom demonstrating her weaving to the impressed guests. Nothing gets you into a cheery mood faster than to spend the morning with so many smiling faces, by a warm fireplace, surrounded by holiday décor,"

– Ashley Schoonover

"Our home was so beautiful! Most of my time was spent in the basement where I was able to direct people to the wine cellar, full bar and kitchen and the entertainment room. My volunteer partner from Blue Cross Blue Shield of Michigan showed everyone the restroom and connected gymnasium. Most of the items they decorated with came from the At Home store. I was so inspired by all the pretty Christmas decorations that I went there and purchased items to decorate my home also. This was the best idea for volunteering during a cold winter day in Michigan!"

– Mariah Manuel-Berry

**(L to R)**  
**Christina Frison, Dana Toms, Dana Bartell and Ashley Schoonover at Ward Church in Northville**



**(L to R)**  
**Christina Frison, Dana Toms, Mariah Manuel and Ashley Schoonover at Ward Church in Northville**



**Left: Carol Lehman, planner for Northville Holiday Home Tour with other volunteers during registration Right: Roylenn Price and Christina Frison rocking their Christmas apparel. Volunteers not pictured: Monique Shoulders and Sue Abou-Rjaily**



# "Transformational Leader" National Webinar

*Written by Sheryl Johnson-Fambro, Communication Specialist*

Mariah Manuel-Berry, member of Blue Cross' LDA and Chapter 141 Continuing Education chair, presented the final National Management Association's live online webinar of the year, "The Transformational Leader." The webinar, broadcast November 21, to LDA chapters across the country, delivered on her promise to provide both the ways and the means of propelling your career forward.



Mariah carried her virtual audience through a seamless PowerPoint discussion of management techniques for the next generation by first introducing her family through a generational photo. After pointing out her older sister as her first mentor, Mariah went on to explain that she's not your typical millennial.

The agenda revealed a well-planned roadmap for the day's proceedings. By piquing her audience's interest in the assertion that she's a nontraditional millennial. She delivered an in-depth conversation on transformational leadership.

She used Simon Sinek's TED Talk, "[Millennials in the Workplace](#)", to explain why her generation is so easily discouraged. This generation discovers that instant gratification, which is a component of their daily digital lives, isn't a component of beginning their career.

At the video's conclusion, Mariah revealed that this was the reason why she wasn't the typical millennial. She related how her career advancement was a result of carefully chosen steps, including humility, mentorship and creativity. She overcame multiple challenges, including the challenge of youth, and was promoted to manage a team more senior than herself.

Mariah, a trainer by profession, gave step-by-step suggestions for becoming a transformational leader. "Times have changed, and there are now five generations of employees in the workplace," she said. Illustrating her point, Mariah explained how she came to recognize that even she had to transform herself to stay abreast of evolving trends, citing vision boards and employee surveys as tools she'd successfully used in the past.

As we transition into a new year, take the opportunity to watch the [Transformational Leadership webinar](#) and uncover the transformational leader in you.



**Mariah Manuel-Berry  
(left) and family**

# CALENDAR *of* EVENTS

Dec  
7

## **Community Involvement**

9:00 a.m. – 12:00 p.m.

Renaissance – Urban Link Village  
19311 Votrobeck Detroit, MI 48219

Volunteers will inventory items that are received via various donations in preparation for the holiday season.

Dec  
11

## **December LDA Member Meeting**

4:30 - 8:00 p.m.

The Westin Southfield  
1500 Town Center, Southfield MI 48075

Speaker: Judge Cylenthia Miller,  
Third Judicial Circuit Court  
Topic: Great Servant, Outstanding  
Leader!





# NMA BlueNights<sup>SM</sup> Mixer

*Written by Michelle Banaszak, Communication Specialist*

This month's BlueNights Mixer was held on November 19 at X-Golf in Novi. Members enjoyed appetizers and beverages while focusing on their networking skills. Our executive sponsor, Ken Dallafior, couldn't stress enough how important networking is.

As the Executive Vice President and President of the Blue Cross Health Plan Business division, Ken knows a thing or two about how networking can help a business succeed; with networking, we learn how to grow together. He said, "Nothing gets done without a group getting together in a collective way."

His "coachable moment" of the evening was coming to events like the BlueNights Mixers because you meet all kinds of people you don't work with every day. Ken's advice is to, "be a glutton for opportunity, and when you don't know how to do that, raise your hand. Raise your hand to volunteer, lean in, have a positive attitude and believe in yourself."

Attendees had fun learning how to use the virtual driving range and went home with a special gift: a golf ball and tee to remember the evening.



*(L to R) Tracy Samples and Alisa Armstrong look ready to try X-Golf*



*(L to R) Fonda Overton, Angela Haygood, Dana Bell, Tory Niceswander, and DeAndre Elliot meet with executive sponsor, Ken Dallafior*



*Jugerta Merruko and Kathy Wilson smile for the camera*



# The PD Exchange...

Written by Mariah Manuel, Team Leader I

## The Development Corner

### Terrance Puryear

*Team Leader, Group Customer Inquiry and Billing  
Eastern Michigan University  
Bachelor's Literature and Communication*



*"Good leadership never goes out of style."*

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

Yes. I participated in the "Advance Hire" program under the leadership of Director, VP Claims & Enrollment Operations, Melissa Crumbey and Business Systems Analyst Adv., Rahsaan Lewis.

#### 2. How do you actively pursue your goals?

I have a "think tank": a wall covered with sticky notes where I capture ideas and organize them into actionable plans. The think tank helps me see how they fit in the overarching big picture and keeps me on track by engaging with my goals and monitoring progress. I remain flexible, and set realistic goals to ensure that I finish what I started.

#### 3. How do you develop yourself professionally in a creative way?

I attend at least one leadership conference every year. I'm intentional when seeking out development opportunities and I invest in my own leadership frequently. On the creative side, I published two books about leadership, "Does your Net Work" and "Grow with it." I have a company, [TLP Business Solutions, LLC](#), where I provide motivational, keynote speaking and leadership development workshops for professionals.

#### 4. How do you help develop your team in a creative way?

I work together with my employees to determine how their personal goals align with our company goals and create an actionable plan to engage with those goals on an ongoing basis.

#### 5. What is one thing you would tell your younger self about professional development and growth?

It takes courage to be different and to blaze a trail where there's no path. Don't be afraid to take risks or learn from failure. You're in charge of your own development. Don't wait for development opportunities to fall in your lap. To quote Abraham Lincoln, "the best way to predict the future is to create it."

#### Terrance's last thoughts:

The demographics of our workplaces are changing. How we do business, retain talent, and provide the best services is the priority of every organization that seeks to remain relevant and in demand. While there's a lot of change, organizations still need some of the same basic things; a robust, committed, and skilled workforce that's able to add value and drive results.

## Continue your education with Northwood University

Earn a **10 percent tuition discount** on undergraduate options, and **15 percent** on graduate options. Financial aid and scholarships are also available to students and their dependents who qualify.

### Four-Year Bachelor of Business Administration Options

Northwood offers opportunities to start a bachelor's degree, and with numerous Community College partnerships across Michigan, finish what you may have already started. Reap the benefits of your hard work and complete your bachelor's degree with a convenient, flexible program that works for you:

- Earn up to **30 credits** for your work and life experiences, or **transfer up to 92** previously-earned credits
- Choose from **15+ specialty concentrations**
- Free transcript and resume evaluation, competitive tuition rates
- Courses begin every eight weeks at convenient locations throughout the United States
- Industry-expert faculty who bring real-world expertise into the classroom
- Experienced advisors from start to finish

### Richard DeVos Graduate School of Management

If you're ready to take your career to the next level, Northwood's DeVos Graduate School of Management offers a master's degree option in accelerated 12-month, traditional 24-month, evening and online formats.



Marschelle Drake – VP, Professional Development  
Sarah Cheaito – Chairs, Professional Development  
Mariah Manuel-Berry and Kim Brown – Chairs, Continuing Education  
Edward Lanigan and Charles Schultz – Chairs, Certified Manager



## Blue Cross LDA 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

Blue Cross LDA is dedicated to managerial excellence, personal and professional growth, and leadership development. The following principles identify Blue Cross LDA'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

Writers and Editors: Barbara Krajenke (Chair), Michelle Banaszak (Co-Chair), Dana Bartell, Dana Bell, Christina Frison, Mia Harris, Mariah Manuel, Chantay Marshall and Tory Niceswander

## Creative Team

Designer: Mia Harris and Dianna Morrison  
Photography: Dana Bartell, Michelle Banaszak and Ju Fonda Overton

Dustin Freeze, Internet public domain

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

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# blueprint<sup>®</sup>



## December 2019

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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.





# Discovering Your Leadership Identity

## From the Desk of Our President

Greetings BCBSM Leadership Development Association Members:

As we venture into the final days of 2019, I would like to take this moment to express my deepest gratitude to you!

Through your diligence, professionalism, and special brand of enthusiasm, you have made our chapter one of the most awarded in the entire National Management Association.

Since the beginning of the chapter year, we have seen a significant increase in member engagement. My team and I continue to strive to bring you programming and networking opportunities that address your needs and leave with something tangible to implement when you return to the office.

As 2020 approaches, I want to encourage everyone to continue to be engaged and excited about what the new year will bring. Act now and save the date for the remaining member meetings of the year.

We have an awesome line-up of speakers and special guests including the Detroit Youth Choir, that will be performing during our February meeting.

I hope to see you soon!

Have a safe and happy holiday season,

Tory Niceswander

**Check It Out!**

**See the 'Upcoming Professional Development Events' on Page 10**

## New Member Corner

OUR NEW TEAM MEMBERS  
Welcome

*Kaitlyn Bradley  
Usman Choudhry  
Kelley Detrich  
Cathy Gomes  
Renee Henderson  
Jessica Lupo  
Nicole Mills  
Samuel Peters  
Rachel Reising  
Alfreda Soloman  
Jessica Vilani*

*As a member of Blue Cross LDA you are now a part of a great group of leaders, striving to live out our theme, "Discovering Your Leadership Identity." 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!**

Get Acquainted



# New Member Spotlight

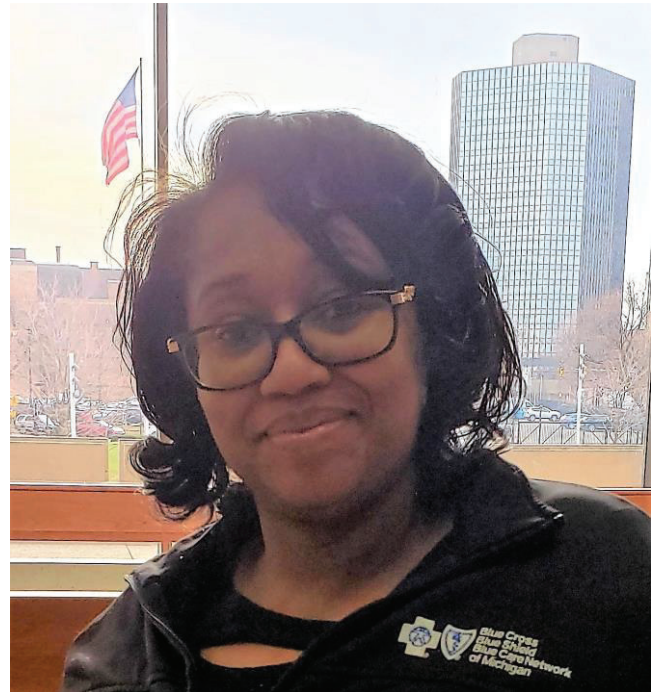


By Dana Bell,  
senior analyst, PharmacyServices

## Akira Hilton

Our next new member's name is of Japanese origin and means "bright or clear". Akira Hilton started as a contractor with Blue Cross in January 2017 and became an employee in September 2018. She decided to join Leadership Development Association so she could be more active with the company and get to know others outside of her department.

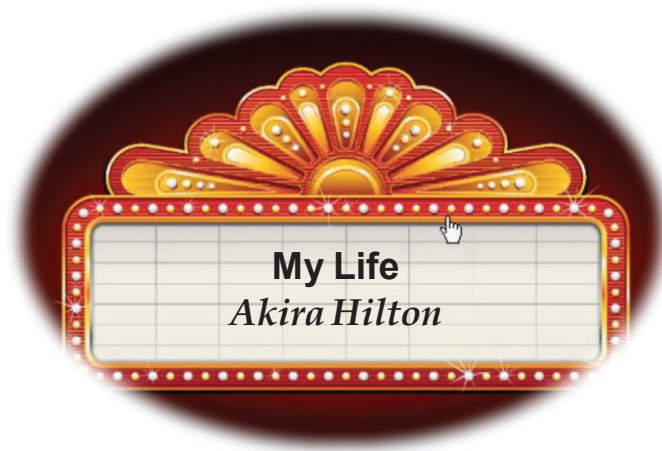
As part of her professional development, she's taking classes online through American InterContinental University and working towards a bachelor's degree in Healthcare Administration Management. How does she manage her time?



"I love having the flexibility to study at my convenience and not have to drive to a standard school and sit for hours in a class. Plus, my children are of age, so they don't require much of my attention, which makes it easier for me to balance school, work and family," she said.

When she's feeling discouraged, Akira calls her family and friends. "They help me see the bigger picture, how far I have come and how close I am to completing my goal. That gets me back on track."

If there was a movie made about her life, actress Theresa Randle would play Akira. Madea of Tyler Perry fame would play her grandmother.



# December Monthly Member Meeting

By Michelle Banaszak, *Communications specialist*

The December monthly member meeting, “Servant Leadership”, hosted by Judge Cylenthia LaToye Miller was an eye-opening event. The meeting was held at the Westin in Southfield.

Cylenthia spent the next hour talking about *servant leadership*. If you weren’t able to attend this month’s meeting, you may be asking yourself, “What is servant leadership?” Cylenthia explained that this concept goes back to the beginning of time and is referenced in many ancient texts. However, it was Robert K. Greenleaf who coined the phrase “servant leadership” in 1970.

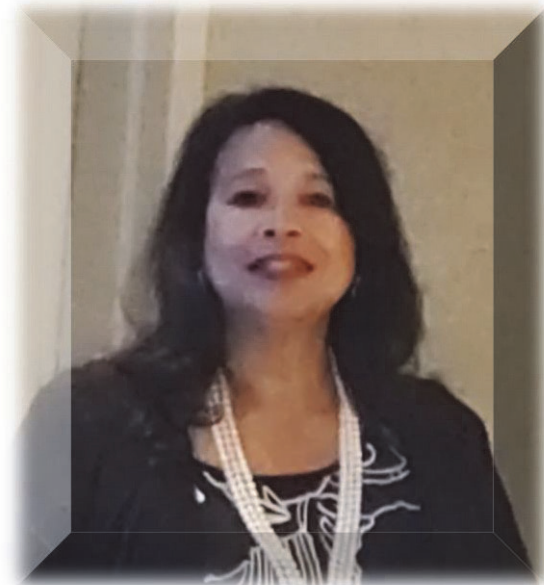
Greenleaf said, “The servant-leader is servant first...it begins with the natural feeling that one wants to serve, to serve first.”

Before listeners could truly understand what that meant, Cylenthia broke the phrase down into two parts. First, she asked, “What or who is a servant?” The audience offered their Ideas that a servant leader is someone who gives:

- **Of themselves**
- **Their time and effort**
- **Without the expectation of receiving anything in return**
- **Their knowledge and experience for others**

The responses from the audience led Cylenthia to tell a story from her own life. She recanted the story of Larry Williams who wanted campaigning advice to run for judge.

Time + Effort = **SUCCESS**



*Judge Cylenthia LaToye Miller*

Cylenthia thought of everyone who had helped her career along. As a way to pay it forward, she shared her experience and how to win an election. One month after their conversation, Larry was appointed as Judge of the 36<sup>th</sup> District Court.

The moral of the story? Help everyone, be of service, because you never know when it’s going to come back to you. Even though you may not receive anything tangible in return, you’ll always get something out of helping. You can watch that person flourish and know you were a part of their journey.

The next question she asked the audience, “What is a leader?” A leader is someone who:

- **Teaches**
- **Spurs others on and anticipates others’ needs**
- **Gives guidance**
- **Sees opportunities for people**
- **Offers feedback; both good and constructive**
- **Is formal or informal**



# December Monthly Member Meeting

*Continued from Page 5*

**“Everyone brings different perspectives, and you can always learn something new. You’re never too big, old or experienced to learn.”**

Members watched the video, [What is servant leadership?](#), which briefly explains the concept. The servant leadership replaces self-interest with service to others and lists key attributes of servant leaders. Cylenthia closed the evening by referencing [Character and Servant Leadership: Ten Characteristics](#) by Larry C. Spears, President & CEO of the Larry C. Spears Center for Servant-Leadership, Inc. The attributes are:

- **Listening.** Listen with presence and openness, and look behind the words that are being said to get the full story. To improve listening skills, give people your full attention (ahem, get off your phone), pay attention to body language, avoid interrupting people and give feedback.
- **Self-awareness.** Always strive to improve. Know yourself. Be aware of flaws, strengths, opportunities and work on them constantly.
- **Foresight.** Predict what’s likely to happen by learning from past experiences. We will fall, but the only failure is not getting back up.
- **Empathy.** Strive to understand and be open to others’ intentions and perspectives.
- **Persuasion.** Don’t coerce or threaten, but persuade without force. Focus on persuasion rather than authority. When others put their trust in you, they’ll believe what you tell them. Build your expert power by learning everything you can.
- **Stewardship.** Take responsibility for your team and their actions. You and your employees (or coworkers) are a *team*; be accountable to them and for them.
- **Healing.** Consider the whole person you’re dealing with. Think about their work, but also consider their physical, mental and emotional health.
- **Conceptualization.** Be a visionary with focus. Achieve what you set out to achieve, without taking too many detours.
- **Building a sense of community.** Have non-work-related conversations with your employees or coworkers. Cylenthia said that she starts each weekly team meeting with just a few minutes for fellowship with her team.
- **Commitment to the growth of people.** As she mentioned earlier, Cylenthia ends with this idea of helping others and being of service. Invest in your people, simply for the reward of doing it, getting nothing else in return.

*Additional Pics on first Page (Top to Bottom)*

- Barbara Krajenke and Maryann McKenna
- Leland Walker and Tonya Stafford
- Nathalie Matsumoto and Tonya Huffman
- Tory Niceswander, Cylenthia Latoye Miller, and Heidi Saucier



*L to R: Renee St. Sauver, Christina Estes, Elizabeth Reske and Stephanie Warren*

We won’t have a January monthly meeting, but we look forward to seeing you on February 20 for the annual LDA speech contest. Get more details in the Upcoming Events section of this month’s Blueprint.

# Lending a Helping Hand

By y Dana Bartell, Senior analyst

On December 7, members of the Leadership Development Association Community Involvement team volunteered with [Renaissance-Urban Link Village](#) (ULV) for their holiday celebration and give-a-way.

The volunteers from this event were able to take inventory of 50 boxes full of items for women, men and children. Items included clothing, backpacks and DVDs donated by stores like Meijer®, Old Navy®, OshKosh®, and Kohl's®.

"I typically have no idea what comes in the boxes when the items are picked up. I am so appreciative that you all helped go through all these items and I can finally see the storage room." said Director Lutricia Valentine.

On December 12, ULV hosted a party to pass out the donated gifts. Each family received 20 raffle tickets to shop for 20 items that were donated from the participating stores. The families are always grateful for the items they receive from the ULV organization.

Urban Link Village provides support services to residents in the Renaissance Village and surrounding communities. Their mission is to improve the life opportunities of at-risk youth through empowerment.

***Volunteers for this event: Dana Bartell and Tenia Horton.***

***Cheers to Tenai for participating in her first LDA volunteer event!***



Top Picture: ULV donated pajamas and slippers that they received from the American Girl store. Bottom Picture: ULV received 120 stylish lunch boxes that were dispersed to the Renaissance Village families during their holiday give-a-way.



Urban Link Village has a partnership with "I Can Read" program by ZonderKids designed to assist kids with every stage of reading.





# CALENDAR *of* EVENTS

**Feb.  
20**

## **Blue Cross LDA 2020 Speech Writing Contest.**

Where:  
Blue Cross Blue Shield of  
Michigan, Whitmer Auditorium

Contestant Check-in Time:  
4:30 – 5:00 pm

Meeting Start Time:  
5:30 pm

# The PD Exchange...

By Mariah Manuel, Team Leader I

## ***Developing a Plan to Lead***

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The tuition benefit offered to students under this offer is a 10% tuition reduction. The tuition benefit is applicable to tuition only and does not apply toward books, materials, and other supplies or fees needed for a course. This tuition reduction will remain in effect for the duration of the student's continuous enrollment at Walden. All candidates who are current Walden students are eligible for the tuition benefit; however, no tuition reduction will be made retroactively. The tuition benefit cannot be used by a student in combination with any other tuition reduction benefit. The tuition benefit is not applicable for students enrolled in the Family Nurse Practitioner specialization in the Master of Science in Nursing (MSN) program.

Walden may change the tuition benefit offered hereunder at any time, but such change will not affect the tuition benefit for students who are currently enrolled at Walden and using the existing tuition benefit. All tuition reductions, grants, or scholarships are subject to specific eligibility requirements. [Contact a Walden University enrollment advisor for details.](#)

**Marschelle Drake – VP, Professional Development  
Tia Heilig and Sarah Cheaito – Chairs, Professional Development  
Mariah Manuel-Berry and Kim Brown – Chairs, Continuing Education  
Edward Lanigan and Charles Schultz – Chairs, Certified Manager**



## Upcoming Professional Development Events

Mark your calendar for the upcoming events.

We look forward to seeing you!



Date	Location	Speaker
February 20 Inclement Weather Date: February 27	Whitmer Auditorium	BCBSM LDA Speech Contest featuring the Detroit Youth Choir
March 26	The Mint at Michigan First Conference Center	Bob Crawford, vice president Corporate Marketing and Customer Experience, Blue Cross Blue Shield of Michigan
April 21	The Parade Company	Tony Michaels, president and CEO, The Parade Company
May 14	The Roostertail	Karmyn Norwood, vice president AMMM International Programs, Lockheed Martin Aeronautics Company
June 10	The Gem Theater	Daniel J. Loepp, president and CEO, Blue Cross Blue Shield of Michigan



November's NMA Meeting

## Blue Cross LDA 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

Blue Cross LDA is dedicated to managerial excellence, personal and professional growth, and leadership development. The following principles identify Blue Cross LDA'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

Writers and Editors: Barbara Krajenke, Michelle Banaszak, Chantay Marshall, Dana Bartell, Dana Bell, Christina Frison, Mia Harris, Mariah Manuel and Tory Niceswander

## Creative Team

Designer: Mia Harris and Dianna Morrison  
Photography: Christopher Brantley, Christina Frison, Kristie Stocker, Ju Fonda Overton and Dana Bartell

Dustin Freeze, Internet public domain

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

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