



February 2020

Inside This Issue

New Member Corner	2
LDA Board Polls	3
New Member Spotlight Marvelous Massey	4
Celebrating Black History Month	5
Chapter 141 LDA Speech Contest	6
Calendar of Events	8
PD Exchange/Upcoming Events	9
Upcoming Professional Development Events	10

NMA National Mission Statement

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

New Member Corner

Welcome OUR NEW TEAM MEMBERS

*Rebecca Beck
Laretha Gordon-Williams
Shannon McCarthy
Nicole Mills
Liane Schall
Erin Wallen
Michelle Weatherspoon*

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

LDA Board Polls

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

- Three open positions complete a full 3-year term through 6/30/2023
- Two open position will complete a 2-year term through 6/30/2022
- One open position (At-Large) will serve a 1-year term through 6/30/2021

Candidates receiving the top three highest numbers of votes will be offered to serve the board for a full 3-year term, and the candidates 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” Board of Director’s position.

Voting opens on March 9th and ends on March 13th

Our 2020
Candidates are:



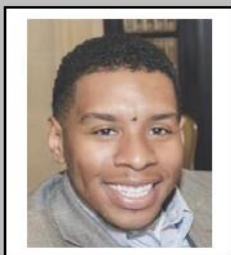
Dana
Bartell



Ronnie
Adams



Tia
Heilig



Leonard
Alford, III



Christina
Frison



Vaneitta
Goines

New Member Spotlight

Written Chantay Marshall, analyst



Marvelous Massey

One of the great debates — who's better, Marvel or DC? I bet if I asked our newest featured member in the spotlight it'd be a no brainer: Marvel. Marvelous Massey is a huge fan of the Marvel franchise.

Married since 2008, Marvelous is a loving husband and father of two sons, who are two and seven years old. His family is the most important thing in his life. His dream is to take them to Disney World on vacation, which is the place where his favorite character's ride is featured: The Hulk.



Born and raised in Detroit, Marvelous isn't a stranger to one of the city's gems, Buddy's Pizza. "Buddy's Pizza holds special memories for me because whenever I did great in school, my mom rewarded me with Buddy's. I continue this tradition with my son when he brings home stellar report cards." Whether it's a good report card or an academic award, pizza is on the menu. It's a tradition special and unique to his family.

Marvelous currently works as an analyst in our Operations Development Learning Management (ODLM) department. Starting with the company in September 2017, he feels he has grown tremendously over the years.

"I love the networking opportunities here at Blue Cross," and being a member of the LDA is an example. On his career path to be a director, networking is important in addition to exemplifying the things he admires in a leader: knowledge, integrity and being a role model.



Celebrating Black History Month

By Krishan Dawson, senior analyst

Since February is Black History Month, we wanted to celebrate one of our local gems, the [Charles H. Wright Museum of African American History](#). During the month of February, the Charles H. Wright Museum honored Black History Month by hosting several unique showcases and extending their hours of operations. But a trip to the Charles H. Wright Museum is well worth a visit any time of the year.

The museum was founded in 1965, and holds the title of the “World’s largest” permanent African American culture exhibit. The 120,000 square foot facility is located in the heart of Midtown Detroit. Unbeknownst to many—the museum was once located at 1549 West Grand Boulevard, in a home that the founder, Dr. Charles H. Wright, owned.

In 1997, the museum made a groundbreaking transition to its state-of-the-art facility and has since continued to gain support on both a local and national level—receiving more than \$1 million in donations annually.

Currently, the Charles H. Wright Museum is home to more than 35,000 artifacts. Each year more than half a million people flood the museum to engage with its unparalleled collection. Some of its most notable attractions include collections from “The Blanche Coggin Underground Railroad”, “Harriet Tubman” and “Coleman A. Young”, “And Still We Rise”—an interactive journey through African American History, “The Louise Lovett Wright Library” and the “General Motors Theater”—a 317 seat facility for presentations, live performances and other theatrical productions.

With an unyielding commitment to community development and education, Charles H. Wright has become not only a museum but an invaluable pillar to the City of Detroit. From its elaborate exhibits and tours to its educational workshops and youth summer camps, the legacy that the Charles H. Wright Museum of African American History has built will impact the lives of Detroiters and visitors from around the world, for generations to come.

Plan a visit to the Charles H. Wright Museum of African American History and join the movement to *Rejoice Relive Reconnect*. Check out their [current exhibitions](#).



“The Charles H. Wright Museum opens minds and changes lives through the exploration and celebration of African American History & Culture.”

Chapter 141 LDA Speech Contest

By Barbara Krajenke, communication specialist

“The world is run by those who show up”, Executive Vice President, Chief of Staff and Corporate Secretary Tricia Keith’s opening comment. And that’s just what 12 high school students did; they showed up.

Chapter 141’s annual LDA Leadership Speech Contest was held on Feb. 21, in the Whitmer Auditorium. The contestants, high school students from Southeast Michigan, captivated the audience with their speeches on leadership.

Opening comments by Tricia Keith and Chapter 141 BCBSM LDA President, Tory Niceswander, set the tone by discussing discovering your leadership identity and your brand. The concept of brand was explained by Executive Vice President Tricia as she challenged the contestants and audience to discover their brand.

“Your brand is how you represent yourself and how you show-up. It’s about developing your leadership identity and investing in this part of yourself. It’s what people think when they think about you.”



Above: Tricia Keith speaks to the audience about discovering their brand

Below (L to R): 3rd place: Kamika Kaur, 2nd place: Saket Kulkarni, 1st place: Arthur Harrington



The contestants eagerly await the speech contest

The emcee, Labor Relations and Specialty Accounts Dan D’Amico, kept the audience engaged in between speeches. The contest concluded on a high note, with a demo by Skillmasters Club 7236 of Toastmasters International, headed by Kristi Stocker, and closed with a performance by the Detroit Youth Choir.

The goal of the speech contest is more than honing public speaking skills. It’s a way for the contestants (and audience) to better understand the leadership role and acquire the communication skills needed when entering the workforce and continuing their education.

The contestants had the opportunity to work under the guidance of the Blue Cross Skillmasters and supporting Toastmasters clubs to perfect their skills and prepare them for the contest. The Skillmasters and supporting clubs also volunteered by acting as judges for the contest.

The four- to six- minute speeches were judged on:

- Content (worth 50%)
- Delivery (worth 30%)
- Language (worth 20%)

Chapter 141 LDA Speech Contest

Continued from Page 7

“ Leadership isn’t about having power *over* people, but having power *with* people to work together as a greater unit to achieve success. ”

First place went to Arthur Harrington, who was honored with a \$500 scholarship and a chance to compete in the national contest for a \$4,000 scholarship. His speech reflected on how much leadership affects us at every level of society. Saket Kulkarni placed second and was awarded a \$250 scholarship. His speech focused on perseverance by giving an example of J.K. Rowling, the author of Harry Potter. The third place winner, Kamika Kaur, described leadership as a piece that completes the puzzle. Kamika was awarded a \$100 scholarship.

The winning speech began by engaging the audience to repeat “I can, I will, I must be a leader.” In his speech, Arthur defined his four characteristics of a leader:

- Teamwork
- Influence
- Integrity
- Determination

The contest was closed by Director of the Detroit Youth Choir, Anthony T. White, who spoke about overcoming the odds. Anthony related his journey with the Children’s Youth Choir, which began as seven members and grew into the Detroit Youth Choir with 125 members and a \$1 million endowment. He described how the growth of the choir and his role in it was accomplished by overcoming negativity and practicing patience.

Congratulations are in order for all the contestants who participated. All the contestants did a stellar job on their speeches and engaging the audience.

The Chapter 141 LDA Speech Contest was possible by a combined effort from the following:

BCBSM LDA Speech Contest Committee

Chair: Erica Addison

Co-chairs: Lydia Officer, Sheryl Johnson-Fambro

Karen Baird

Kirbionne Brackins

Lanita Collins

Angelia Johnson

And Blue Acts: Andre Smith and Sharese Hogan

In addition, several volunteers from our BCBSM LDA chapter, Blue Acts, and Toastmasters chapters within Blue Cross and the surrounding area helped to make the event a success.



The Detroit Youth Choir performs

CALENDAR of EVENTS

Mar
21

**Community Involvement Event
Cass Community Kitchen**

8:45 a.m. – 12:00 p.m.

11850 Woodrow Wilson St., Detroit, MI 48206

Volunteers will help prepare and serve a meal for our community members. Parking is around the side of the building in a gated lot.

Volunteers should arrive between 8:45 a.m. and 9:00 a.m.

Watch your email for a registration link.

Mar
26

Monthly Member Meeting

4:50 p.m. – 8:00 p.m.

The Mint at Michigan First Conference Center
27000 Evergreen Road, Lathrup Village, MI 48076

Speaker: Bob Crawford, Vice President of Corporate Marketing & Customer Experience, Blue Cross Blue Shield of Michigan

Topic: Lessons in Leadership

Watch your email for a registration link.



The PD Exchange...

Opportunities to Develop



Detroit Tower: April 1, 11:00 a.m. – 2:00 p.m.
Renaissance Center: April 24, 11:00 a.m. – 2:00 p.m.
BCN Commons: April 30, 11:00 a.m. – 2:00 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



Marschelle Drake – VP, Professional Development
Tia Heilig and Sarah Cheaito – Chairs, Professional Development
Victoria Palmer – Chair, Continuing Education
Edward Lanigan and Charles Schultz – Chairs, Certified Manager

Upcoming Professional Development Events

March 19

**Shari Storm, owner,
Category 6 Consulting**

NMA Monthly National Webinar
"Recruit, Retain, Mentor, Motivate"

March 26

**Bob Crawford, vice president,
Corporate Marketing and
Customer Experience,
Blue Cross Blue Shield of Michigan**

*The Mint at Michigan First
Conference Center, Southfield, MI*

April 21

**Tony Michaels, president and CEO,
The Parade Company**

The Parade Company, Detroit, MI

May 14

**Karmyn Norwood, vice president
AMMM International Programs,
Lockheed Martin Aeronautics
Company**

The Roostertail, Detroit, MI

June 10

**Daniel J. Loepp, president and CEO,
Blue Cross Blue Shield of Michigan**

The GEM Theater, Detroit, MI



BCBSM 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

BCBSM 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, Christina Frison, Mia Harris, Victoria Palmer, Krishan Dawson and Tory Niceswander

Creative Team

Designer: Mia Harris
Photography: Christopher Brantley, Kristie Stocker, Christina Frison, Michelle Banaszak, Ju Fonda Overton 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

BCBSM 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