

blueprint[®]



2020 Honorees



June 2020

Inside This Issue

From the Desk of Our President	2
New Member Corner	3
NMA's Live Online Webinar: Kick Conflict to the Curb	4
Lift Every Voice and Sing – The Spirit of Juneteenth	5
June Monthly Member Meeting	6
Calendar of Events	7
Picture Time!	9

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



Tory Niceswander
BCBSM LDA President, 2019-2020

Greetings BCBSM LDA Members:

This is my final address serving as your president. I will say it has been such a pleasure and an enriching experience to serve you over the past two years. We have seen our challenges during this time, and have traversed through them swiftly. We have seen the rewards of our efforts through the successful merger of the once two Blue Cross chapters into the now unified BCBSM Leadership Development Association (NMA Chapter 141). We are positioned to better serve the enterprise as an incubator of leadership talent. Additionally, we responded swiftly adapting our operations to accommodate the need to come together virtually as a result of the COVID-19 global pandemic. This, too, will allow us to better serve members working remotely. I would like to give a special thank you to all who have supported me and my growth and the growth of our organization. Thank

you to Sharon Gipson, Kirk Roy, Bridget Hurd, Tricia Keith, Bob Crawford, Daniel J. Loepp, my fellow board members, the committee chairs, volunteers and to each of you reading this.

To my VP team members – Heidi Saucier and Joslynn Collins, I wish you the best during the next year in your roles. You will continue to drive change and deliver results under the leadership of incoming president, Sharese Hogan. Christina Frison, I am so excited for you to join me as a board member to lend your years of expertise in chapter operations to the governing body of our chapter. Shari Goodwin, thank you for your dedication over the past two years in finance to improve safeguards and ensure ongoing compliance of standards. Marschelle Drake, thank you for your contributions to the professional development efforts. To incoming VPs Erica Addison, Ann Charlick and Charlie Schultz, each of you have and will continue to be integral in the success that is yet to come.

There have been so many successes to celebrate throughout this past year, I can't list them all. However, we launched our new [website](#) to expand access to members across the enterprise. We saw another year of significant increases in member attendance rates for both monthly meetings and BlueNightsSM Mixers. Finally, we used modern technology to increase access and conduct monthly member meetings.

In closing, I can't express enough how humbled I am to have been entrusted with this opportunity to lead the organization. I look forward to serving the remainder of my term supporting the broadened efforts of the organization from the board. I wish the incoming executive team much success – know I will be here to support you every step of the way.

Best wishes,

Tory Niceswander

New Member Corner

OUR NEW TEAM MEMBERS
Welcome

*Tiffany Dangerfield
Dolores Kaschalk
Pamela Kroussakis*

As a member of BCBSM 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.



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 BCBSM 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 BCBSM [LDA's site.](#)

We look forward to seeing you at the next event!

Get
Acquainted

NMA's Live Online Webinar: Kick Conflict to the Curb

By Fonda Overton, Senior Analyst

NMA's Live Online Webinar, How to Kick Conflict to the Curb: Get the Respect You Deserve, was held on June 18, with guest facilitator Joyce Weiss.

In Joyce's presentation, she explained how every working environment is different and there may be times when co-workers, "just won't play fair in the sand."

But she also explained that it's up to you to remember that we get what we tolerate.

Joyce described two different types of conflict people:

- **Screamers:** They're the volcanos that erupt
- **Ducks:** They hold their head in the water and act like they don't see the problem

When dealing with conflict, remember Verbal Aikido. This strategy is to neutralize, not harm the other person.

The Verbal Aikido strategy:

- Puts you back in control
- Don't react to the attack
- Focus on what can be done

Practicing Verbal Aikido can help you communicate effectively and help you gain respect:

Yield and Stay This is when you keep to your point of view while recognizing the other person also has their point of view.

Flatter When someone is verbally attacking you, compliment them on something.

Confrontation Explain that you may have made a mistake, but the other person doesn't have the right to treat you with disrespect. Let them know you'd like an apology.

When conflicts arise you must deal with it – it won't go away on its own. You need to get to the root of the issue to solve it. The best way to resolve conflict is to confront it and communicate, be direct and sincere.



Helpful tips:

- *Make conversations safe*
- *Use "Be Direct with Respect"*
- *Learn Verbal Aikido*

Lift Every Voice and Sing – The Spirit of Juneteenth

By Barbara Krajenke, Communications Specialist

On June 19 we honored Juneteenth, the liberation of African American slaves through President Lincoln's [Emancipation Proclamation](#). Slavery is more than physical oppression; it's oppression of opportunity, acknowledgement, education, dignity, family and so much more. Freedom IS a natural birthright; to take it away from anyone is unnatural and diabolical. Slavery is a horrific part of our nation's history, one we need to heal from. It brings no nation, community or family honor to oppress another person.

But Juneteenth is more than acknowledging struggle; it's about acknowledging true freedom and the accomplishments, spirit, wisdom and contributions of African Americans, today and tomorrow. It's about honoring our nation's African American ancestors, making the present better and embracing hope for the future.

"[Lift Every Voice and Sing](#)" is the African American national anthem, a cry for liberation and affirmation for African-American people and hope for the future.

JUNETEENTH

Celebrate Freedom

JUNE 19

Lift Every Voice and Sing

*Lift ev'ry voice and sing
'Til earth and heaven ring
with the harmonies of Liberty
Let our rejoicing rise
High as the list'ning skies
Let it resound loud as the rolling sea
Sing a song full of the faith that the dark past has taught us
Sing a song full of the hope that the present has brought us
Facing the rising sun of our new day begun
Let us march on 'til victory is won
Stony the road we trod
Bitter the chastening rod
Felt in the days when hope unborn had died
Yet with a steady beat
Have not our weary feet
Come to the place for which our fathers sighed?
We have come over a way that with tears has been watered
We have come, treading our path through the blood of the slaughtered
Out from the gloomy past
'Til now we stand at last
Where the white gleam of our bright star is cast
God of our weary years
God of our silent tears
Thou who has brought us thus far on the way
Thou who has by Thy might
Led us into the light
Keep us forever in the path, we pray
Lest our feet stray from the places, our God, where we met Thee
Lest, our hearts drunk with the wine of the world, we forget Thee
Shadowed beneath Thy hand
May we forever stand
True to our God
True to our native land*

Source: [LyricFind](#), Songwriters: J. Rosamond Johnson/James Johnson
Lift Every Voice and Sing lyrics © Carlin America Inc



June Monthly Member Meeting

By Michelle Banaszak, Communication Specialist

In June, we celebrated the end of the BCBSM LDA year with a virtual meeting led by our very own Blue Cross Blue Shield of Michigan CEO and President, Daniel J. Loepp.

2019-2020 BCBSM LDA President, Tory Niceswander, set the stage for Dan to talk about the past few months, including COVID-19 and the civil unrest in our country.

With Diversity & Inclusion as the cornerstone of our culture at Blue Cross, Dan reiterated that we all need to address the issues of social inequality. Dan said the company's commitment to diversity and inclusion has never been greater, but they will continue working together to do better. The company and its leaders can make a difference by having more listening sessions and fully embracing D&I. Leaders need to be able to drive change. Dan acknowledged BCBSM LDA as having a history of inspiring and supporting its members to develop into highly effective leaders.

"Talking is good," Dan said, "but doing is better."

With COVID-19 hitting the U.S. hard in March, Dan talked about how critical it is to have effective leaders. The ability to leverage change and build upon challenges are critical development skills. Because of the innovation at Blue Cross, we are prepared for what may come next. Dan said that Blue Cross is bursting with talented leaders, both leaders in managerial roles and employees who lead in their everyday lives.

"Because of the efforts of our workforce, we were able to quickly and effectively adapt to the "new normal" and make sure our 5 million members still had access to health care. Throughout these vulnerable times, we have been able to support our members, customers and each other. **Our success could not have occurred without great leadership.**"

Dan reminded listeners that for us to have a highly effective enterprise, we must first invest in our employees. **Employees who are empowered are better able to deliver results that really matter.** He encouraged everyone on the Zoom call to keep thinking about their career paths, especially as we work through these challenges. Follow through with your leadership identity and continue to grow and develop yourself, because that will keep all of us on track for success.

2020 BCBSM LDA Award Winners

National Hall of Fame

*Fran Parker
Retired Executive Director
URMBT*

Executive of the Year

*Liz Harr
EVP & President
Emerging Markets*

Art Seidler Leader of the Year

*Helen Stojic
Director
Corporate Affairs*

Member of the Year

*Erica Addison
Team Leader
A/N BlueCard Home Claims*



Continued from Page 6

Q&A with Dan Loepp

BCBSM LDA members were asked to submit questions for Dan prior to the meeting. Tory chose some of the most common questions that were asked to hear Dan's input.

How have we supported the people of Michigan during this pandemic?

We've been waving copays and deductibles, we've increased access to get prescriptions – such as our 90-day script program, and we've expanded telehealth. Internally, we've paid close attention to social distancing, deep-cleaning buildings, and added flexibility to work situations and schedules. In the community, we spent over half a million dollars with various charities around the state, especially helping to feed children who haven't been getting lunches at school. The bottom line is that we are keeping the health care eco-system running during this unprecedented time.



Daniel J. Loepp
President & CEO
BCBSM

How is Blue Cross addressing health disparities during COVID-19?

Unfortunately, it took this pandemic to really show how much of an issue health disparities are. Statistics have shown that people of color have been more susceptible to catching the virus. Low-income areas may struggle to see a primary care doctor and they tend to have higher morbidity issues. It's our role to get into the neighborhoods, work with safety net programs, increase testing for at-risk members and educate the public. The more people we get healthy, the bigger the difference for both the families who are affected, and the cost of health care for everyone.

How is BlueSpace (remote workspace) going?

We are being conservative in our approach to working from home. The last thing we want to do is put everyone back in the workplace, have the numbers shoot up, and have to send people home again. The transition was much easier for us than for other companies because we already had BlueSpace going. We've seen that productivity has been way up, especially over the last three months. That's great, but just a reminder, sometimes you need to stop and clear your brain. I want you to work hard, but make sure you're taking time for you. Working hard and being successful is a whole-body issue.

What are the biggest differences in people and performance at BCBSM between the past 10 years and now?

We've invested in employees, training and education. The ability for us to learn and grow is much stronger, the talent is better, and we have a mission. When it's clear what you're trying to do as a company, it's a motivator. Our job as leaders is to empower others, and we couldn't have done this without all the people on the call and our associates. By allowing employees to make decisions and mistakes, and giving them the equipment, information and training they need, that makes them better employees.

Our new BCBSM LDA President for 2020-2021, Sharese Hogan, closed the meeting by reminding listeners that BCBSM LDA is built on leading and it's bigger than managing people; it's the space you own, professional development, your personal growth, and progressing through accomplishing your goals. Now is an opportune time to lead. Lead different, lead creatively, lead strategically, lead thoughtfully.

We are excited to welcome Sharese as our new president, and want to thank Tory for his service and dedication to BCBSM LDA over the past year.



CALENDAR of EVENTS

What a great year of learning about leadership through our Monthly Member Meetings!

The Monthly Member Meetings are on hiatus until September.

Email invites for our next meeting will be sent out closer to the September meeting date.

*Enjoy your summer –
stay safe and stay tuned!*

Picture Time!



Ace

*Submitted by Dana Bell
Senior Analyst*

Dana Bells' new co-worker, Ace, may not look like it in the picture, but he has a lot to say during conference calls. He's a nice guy, but doesn't really practice social distancing. His hiring package includes belly rubs and must be included in all meeting invites.



Maliq

*Submitted by Dana Bell
Senior Analyst*

Maliq is Dana's second new co-worker. He appears at the house every morning. His hiring package includes three meals a day, help with online homework and games for his Nintendo Switch.

Wanted: Dana is currently seeking a chef and tutor.



Lovelie

*Submitted by Fonda Overton
Senior Analyst*

Fonda's new co-worker is Lovelie. Her job title is Senior Master Cuddling Analyst. Her hiring package includes lots of kisses and treats.



Simba

*Submitted by Lidia Bayliss
Senior Analyst Lead*

Simba is Lidia's new work buddy who's an expert in lounging. His hiring package includes multiple lounging areas and more purring opportunities.

Submit your photos to Barbara.Krajenke@Advantasure.com or Mbanaszak@bcbsm.com for a chance to be featured in our next *blueprint* issue. In your email, include your name, position and picture caption.

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: Carena Freeman

Photographers: Christopher Brantley, Kristie Stocker, Christina Frison, Michelle Banaszak, Ju Fonda Overton and Dana Bartell

Dustin Freeze, Internet public domain

Website: <https://nma1.org/141/>

BCBSM 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