

# blueprint®



## June 2020

### Inside This Issue

From the Desk of Our President	2
New Member Corner	3
New Member Spotlight	4
Meet & Greet – Getting to Know Your LDA Chapter 141 Officers	5
What's Happening in BCBSM LDA	7
The Blues Newsletter	8
Thank you! and What's Our Name?	9
Calendar of Events	10
BCBSM LDA Membership Experience Survey and Picture Time	11
PD Exchange	12

### NMA National Mission Statement

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



## From the Desk of Our President

Greetings BCBSM LDA Members:



**Sharese Hogan**

BCBSM LDA President, 2020-2021

It's with great honor that I serve as President of the BCBSM Leadership Development Association for the 2020-2021 chapter year; and what a time to be in this role.

I'm excited for this year's theme: **Lead Outside the Box**. This theme is indicative of the primary efforts of the LDA executive leadership team to enhance the BCBSM LDA member experience by the *five Es*:

- *Encouragement* – as we lead with compassion
- *Engagement* – as we work to create events to grab your attention
- *Energy* – as we plan to give the BCBSM LDA our all
- *Excellence* – as we prepare to shine
- *Entertainment* – as we hope to bring you fun and celebrate our accomplishments as an organization



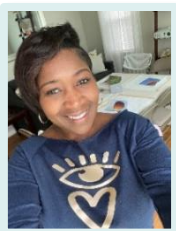
Even though we haven't been able to meet in person over the last several months, our need to stay connected is vital. It's mine and the leadership team's commitment, to focus on delivering quality programs that meet and support your growth and development as a leader.

We need your participation to stay connected and execute our *five E* goals, by connecting to virtual sessions, attending a meeting, volunteering at an event, getting involved on a community level or joining a committee, all great opportunities to grow as a leader.

Last, but not least, I'd like to thank my executive team for your continued support and accepting our call to action year after year and to the BCBSM LDA Board of Directors for your governing excellence and direction and to the membership at large. Take the survey on page 11 to let the leadership team and I know how we can best serve your leadership goals.

Let's get ready for an amazing year. I can't wait to see your faces soon!

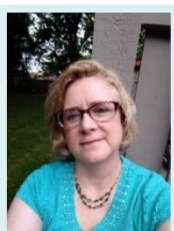
Sharese Hogan



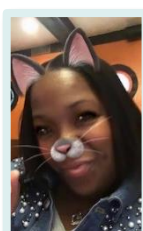
**Sharese Hogan**  
President



**Erica Addison**  
VP of Public Relations



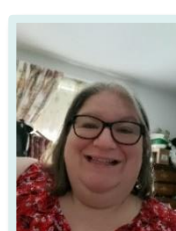
**Ann Charlick**  
VP of Finance



**Joslynn Collins**  
VP of Awards & Recognition



**Dana Johnson**  
Regional Director



**Heidi Saucier**  
VP of Program Administration



**Charles Schultz**  
VP of Professional Development



## New Member Corner

OUR NEW TEAM MEMBERS  
Welcome

*Shine Abraham  
Tina Dillon  
Marsha Ennis  
Timothy Makulski  
Jodi Siegel  
Lisa Smigiel*

*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

# New Member Spotlight

By Barbara Krajenke, Communications Specialist



## *Dolores Kaschalk*

"You've got to jump in and get started." That's this month's New Member Spotlight Dolores Kaschalk's motto when approaching her work in the IT world. Dolores is Director of Information Technology at Blue Cross Blue Shield of Michigan working under Senior Vice President and Chief Information Officer Bill Fandrich.

Dolores joined Blue Cross at the beginning of 2020. She has many years of leadership experience working in the IT field for different companies, including her previous position of 15 1/2 years at General Motors. Her experience has taught her how to look forward in the IT realm and successfully shepherd companies in their IT transformations.

Dolores said that having a variety of experiences at different companies gave her the knowledge to embrace change and enjoy the process. "It gives you the courage to be bold enough to go for something when the outcome is not guaranteed."

She joined LDA because of its networking opportunities to build relationships and a way to learn more about the company and what's expected of its leaders.

When she isn't empowering the company through its information technology, she takes her "jump in" approach to one of her passions, travel. She said that getting out of her element and "exploring and learning about places and their culture and history has opened my eyes to seeing things differently. It (makes me) feel creative and gives (me) perspective."

Her key to success, "learning how to contribute quickly in a company by learning how to navigate the organization and having a good balance – be flexible and agile."



### Dolores' favorite travel spots:

Shanghai – she travelled there for the first time 20 years ago; she didn't speak the language. She had to stand outside the airport with a written sign that told the driver where she needed to go.

She loves being near the ocean or exploring National Parks, each with their own sense of beauty and personality.

Her favorite travel buddies: her husband, daughter and sister.



National Parks



Shanghai



# Meet & Greet – Getting to Know Your Chapter 141 LDA Officers



**Erica Addison**  
Vice President of  
Public Relations

My name is Erica Addison. I'm very honored to serve as Vice President of Public Relations for the 2020-2021-chapter year. I've been employed at the Blue Cross since May 2017 and joined the NMA/LDA on May 4, 2018. Professionally, I'm Team Leader I in the Auto National Blue Card Home Claims Department.

Initially I joined the organization as an opportunity to network with other professionals and enhance my professional growth and development. I knew the organization would serve as a conduit to further learn and acclimate to Blue Cross' professional culture. However, it has evolved into so much more. I'm truly passionate and invested in not only being a leader in BCBSM's LDA, but actively working in the trenches to assist the BCBSM LDA with executing its mission and initiatives for the betterment of our membership base at large.

This year, the Public Relations team and I have been vigorously engrossed with planning our future agenda and activities. It should be noted that the Public Relations team consists of four subcommittees and they are as follows: blueprint Publication, BlueNights<sup>SM</sup> Mixers, Community Involvement, and Membership Recruitment and Retention.



**Ann Charlick**  
Vice President of Finance

Greetings fellow BCBSM LDA members. I have the pleasure of serving as the 2020-2021 Vice President of Finance. As the VP of Finance, I support the other BCBSM LDA officers by: ensuring processes and procedures are followed to comply with internal control and audit requirements, submitting an annual budget for Board of Director approval, paying all bills approved in the budget, compiling monthly financial statements, coordinating the Books Are Fun bookfairs, ensuring the member mailing list is maintained, and preparing the annual tax return. I'll make sure the chapter financial tasks are completed so we have sufficient funds to mix and mingle and get to know each other as we learn and develop leadership skill together.



**Joslynn Collins**  
Vice President of Awards &  
Recognition with her son  
Markeis & her Frenchie Charlee

Hello, my name is Joslynn Collins, and I'm the Vice President of Awards and Recognition. This year will mark my second term in this position; however, I have served BCBSM LDA for many years. Prior to serving as VP, I was the R1 Reporting Chair for over six years, and I also served as a Chapter Board Member for a one-year term.

I've been with the Blue Cross organization for over 20 years. My current position is Senior Analyst in the Benefit Administration Sales Support Area. My goal for this chapter year is to assist in building a stronger BCBSM LDA community. I want us all to feel connected despite the difficulties and challenges we're currently facing. When we feel connected, we feel united, which helps ease stress and promote overall wellness that leads to an enriched member experience.

# Meet & Greet – Getting to Know Your Chapter 141 LDA Officers

Continued from Page 5



**Dana Johnson**  
Regional Director

My name is Dana L. Johnson. I'm delighted to be chosen as this year's Regional Director for BCBSM Leadership Development Association. I've been a member of the National Manager's Association under Chapter 145 for approximately 15 years. I was selected as the Vice President of Operations and served in that position for eight years. Through my time as VP, I was charged with organization of meetings, including the meals and selection of guest speakers. I've truly cherished my position as VP because it offered me the opportunity to work with some of the best colleagues to grace this company, vast opportunities to increase my own development and to network with executives and directors within the Blue Cross organization. I look forward to serving BCBSM LDA in my newest capacity and I'm excited to see what our future holds.

My goal for this chapter year is to ensure alignment of events from a regional perspective. We're working hard to create a ONE BLUE BCBSM LDA member experience, therefore a liaison (such as myself) will be here to properly represent and support this goal. I will also be responsible for assisting the Program Administration and the Public Relations chair with organization of events within our LDA community.



**Heidi Saucier**  
Vice President of Program  
Administration

Hello, everyone! I'm excited to serve my second year as the Vice President of Program Administration for the BCBSM Leadership Development Association. We're working to finalize our speakers for the 2020/2021 program year, and we'll share the list with you very soon.

This year we'll be starting with virtual meetings until we're able to have in person gatherings again. Most of these meetings will happen during lunchtime to avoid scheduling conflicts with other professional development and Diversity and Inclusion events. We're providing opportunities to interact virtually during meetings including breakout rooms to connect with other members, interactive polling during the presentation and much more.

Once we start having in-person meetings again, my goal is to make sure all our members are provided with choices for participating in the monthly meetings. We're currently reviewing transportation options that will bring members from outside of the area to our meeting

events. We're also researching potential venues in Lansing and Grand Rapids as well as implementing virtual connections to meetings for members that who are not able to travel to a location. If you have suggestions on potential meeting locations, please send them my way. I hope that whether in person or virtually, each member will attend at least one monthly meeting this chapter year and connect with other members during the event. I hope to see you soon!



**Charles Schultz**  
Vice President of  
Professional Development

Hello everyone,

My name is Charlie Schultz. I'm the Vice President of Professional Development for BCBSM LDA. My role as VP of Professional Development is to bring value to our member's experience by providing new opportunities to help our members grow personally and professionally. A little background about myself: I graduated from Walsh College with a Bachelor's in Business Administration. I'm currently working towards my Master's in Business Administration from my alma mater. In my free time I enjoy reading, running, hockey, and golf.

Our committee goals for 2020 are to increase participation at our LDA events. Professional development is the cornerstone of our organization. Not only are we cultivating the next generation of leaders for the Blue Cross organization, but we're also offering current leaders new ways to lead their teams successfully. This year, our team is planning on hosting new

and innovative events to rejuvenate our offerings to our membership. I'm excited for the upcoming year and I look forward to interacting with you all in the future. Take care and stay safe.



# What's Happening in BCBSM Leadership Development Association

By Fonda Overton, Senior Analyst

We are one chapter. LDA Chapters 141 and 145 have merged and we are now BCBSM LDA Chapter 141. What does this mean? We're growing to new heights! As one BCBSM chapter, we'll share in programming, events and experiences.

That also means networking together:

- Monthly meetings and mixers
- Professional development through workshops and Lunch & Learn sessions
- Community involvement events throughout the year

We'd love for you to take part in our networking opportunities. As one chapter, we will help build our communities by working together.



Detroit location helping out in the community



Grand Rapids/Lansing location table showing membership and team involvement



Detroit mixer



Grand Rapids/Lansing team learns how to save lives through CPR training

If you're ready to join this exciting team and want to assist on a committee, we have an opening for a volunteer position in Program Administration in the Lansing/Grand Rapids area.

If you have any questions, contact us at [nmachapter141@bcbsm.com](mailto:nmachapter141@bcbsm.com).

You can also visit the [BCBSM LDA website](https://www.bcbasm.org/lda) or click [here](#) to join.

We look forward to seeing you at the next event!



# theBlues

Chapter 145

Times change, and as they do, successful companies and organizations evolve to meet the times. For the NMA chapters within Blue Cross Blue Shield of Michigan, it was our time.

Time to embrace our company's new structures and new ways of working and connecting with each other. It was time for the Blue Cross enterprise's two National Management Association chapters to become a single, united chapter to develop leaders throughout the enterprise. Starting with the 2020/2021 fiscal year beginning July 1, 2020, our entire enterprise's membership throughout the state and nation will be known as the BCBSM Leadership Development Association, NMA Chapter 141.

So as the final fiscal year for The Blues Chapter 145 comes to a close, let's take a look back at this past year--and some of the past 25 years of the chapter's existence - through the eyes of the chapter's leadership. Get to know a bit more about your colleagues who have served the chapter and some of the memorable moments during their membership.

## Thanks for the Memories







# THANK YOU!


We'd like to extend a huge THANK YOU to all those who have worked through this pandemic. Whether you're working on the front lines in a medical facility, answering customer phone calls in the office, working behind the scenes to make sure time-sensitive communications are accurate, juggling your time as a new homeschool teacher, or just continuing the important work you do for Blue Cross, you are appreciated! In uncertain times like these, it can be difficult to remember what we're here for. But all of us across the organization are leaders and have helped to keep the focus on our enterprise and our members. Stay healthy and stay safe.

---

## What's our name?

You'll notice our chapter has officially made the switch from the name NMA (National Management Association) to BCBSM LDA (Leadership Development Association). We're still a chapter of the national association, which remains NMA. However, we want to clarify that this group is open to all levels – not just management. BCBSM 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.

# CALENDAR of EVENTS



What a great year of learning about leadership through BCBSM LDA events and programs!

More events to come in September.

Look out for email invites.

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



# BCBSM LDA Membership Experience Survey

We want to hear from you! Click on this [link](#) to take a quick survey about how we can best serve our BCBSM LDA members.

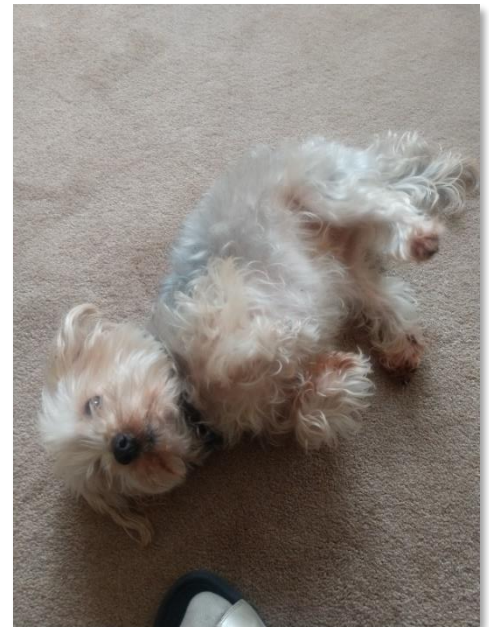
## Picture Time!



**Supervisor Benton**

*Submitted by Mitch Pike  
Senior Analyst, Claims, Enrollment  
& Group Benefit Support*

Benton is Mitch's work from home supervisor. He likes to hang out at the pool and go to birthday parties. He really knows how to delegate the workload. He's lucky Mitch is such a hard worker!



**Supervisor Harley**

*Submitted by Jennifer Pakkala  
Specialist Human Performance Technology*

**"Stop working and give me a belly rub."**

Jennifer's work from home supervisor, Haley, is always demanding belly rubs. Fortunately, Jennifer is very good at multi-tasking!

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

# PD Exchange

## Leadership Development Association Book Club

Starting in September, the BCBSM Leadership Development Association will be hosting the first book club meeting for our chapter. We'll be reading Stephen Covey's *7 Habits of Highly Effective People*. The book club will meet once a month and discuss different topics, as well as how they can be applied to everyone's unique situation. For many, this may be the second time through the book. Having an open forum for discussion, will allow us to learn from each other. For those who are interested in participating, please reach out to Charlie Schultz at [CSchultz@bcbsm.com](mailto:CSchultz@bcbsm.com) for the schedule and details about the book club.

## What would you like to ask BCBSM Senior Leaders?

This year, BCBSM LDA and the Young Professionals Network are partnering to host a professional development career panel on September 17. The panel includes Tiffany Albert, Bill Fandrich, Steve Anderson, Amy Frenzel and Cindy Dion. If you'd like to submit a question to the panel, email your questions to Charles Schultz at [CSchultz@bcbsm.com](mailto:CSchultz@bcbsm.com). Please note: all questions will be reviewed; however, not all questions will be chosen.

## Professional Development 2020-2021 Outlook

So far in 2020, our organization has overcome adversity and adapted to the new normal. While we're focused on overcoming our own organizational and personal challenges, we must take time to recognize and thank those who continue their work on the front lines. Without their dedication and resilience, our country and state would not be able to overcome this pandemic.

The BCBSM LDA Professional Development committee is dedicated to providing our members with a wide array of learning opportunities through webinars, guest speakers and workshops. Traditionally, these events were hosted at a variety of venues throughout the organization. Today, we're unable to provide the in-person learning and networking events. In order to offer you the same experiences that we have in previous years, we'll be transitioning to a virtual platform for the remainder of the 2020 calendar year. Until we can meet face-to-face, our committee is hopeful that we'll see continued participation at LDA events. Participation is an asset for all members, as we can learn more as a group, rather than as individuals.

If you have any suggestions or insights that will improve your professional development experience with BCBSM LDA, please reach out to me at [CSchultz@bcbsm.com](mailto:CSchultz@bcbsm.com). We have some great events planned for the upcoming year to help you grow personally and professionally. I look forward to interacting with all of you in this new normal. Take care and stay safe.

-Charlie Schultz, VP Professional Development



### 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 globaleconomy.
- 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: Barbara Krajenke, Michelle Banaszak,  
Ju Fonda Overton, Jennifer Pakkala

Designer: Carena Freeman

Photographers: Michelle Banaszak, Ju Fonda Overton

Dustin Freeze, Internet public domain

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

### BCBSM LDA Board Officers

Board Chair: Tia Heilig

President: Sharese Hogan

President-Elect: Ronnie Adams

### Board Members

Ronnie Adams

Leonard Alford III

Dana Bartell

Karema Bobbitt

Christina Frison

Vaneitta Goines

Tia Heilig

Patrice Matejka

Jennifer Pakkala

Mitchell Pike

Tory Niceswander

Angella 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 of Public Relations: Erica Addison

VP of Finance: Ann Charlick

VP of Awards and Recognition: Joslynn Collins

Regional Director: Dana Johnson

VP of Program Administration: Heidi Saucier

VP of Professional Development: Charles Schultz