



September 2020

From the Desk of Our President 2

Fall represents change. Try new and creative ways to stay positive, connected and healthy.



New Member Corner 3

Welcome Chapter 141 new members! Information on member benefits and how to get involved.

New Member Spotlight: 4

Emily Judd is team lead of the Senior Health Services Social Work team. Learn more about her and the social work's team role and how they help members.



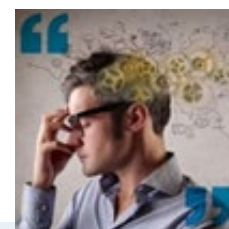
September Monthly Member Meeting 5

Tony Michaels, President and CEO of The Parade Company talks about leading outside the box and being all-in.



NMA Webinar: Mastering the Millennial Mindset 7

Understanding the Millennial Mindset and its impact on the workforce.



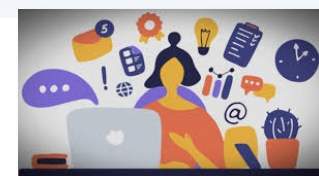
Calendar of Events 8

October Monthly Virtual Meeting with Olga Stella and the Community Involvement event: "Adopt-A-Highway."



Volunteer Opportunity! 9

Want to get involved? Program Administration is looking for volunteers.

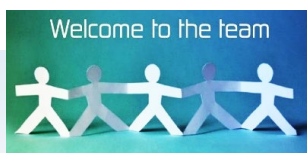


Join Our Team 10

We're looking for writers!

PD Exchange 11

TED Talk - You're Always On: Your Career Development Cycle





From the Desk of Our President

Greetings Fellow BCBSM LDA Members,



Sharese Hogan
BCBSM LDA President, 2020-2021

Welcome to fall - first days of school, sweater weather, pumpkin spice flavored everything, apple orchards, bonfires, Halloween, and this year, Election Day!

As we approach the upcoming months, let's make sure we stay connected to the people around us and continue dialogue about the things that are important in our lives. Fall represents change, the change from warm summer nights and being outside in the fresh air to cooler evenings that require us to stay inside. During this season this can present a challenge since we are still working to stay safe and maintain good health. I encourage you to try new and creative things to stay positive while staying safe in the colder months ahead; but for times that require an additional push, make a call or jump on a video to stay connected and to keep your summer energy going.

Like the fall season, 2020 has brought many changes. Some have magnified our thoughts about things we see and hear, while others have intensified our feelings about the world around us. For me, I'm happy we're talking and connecting in healthy ways about what affects our future. Let's keep it up by making sure we're encouraging our family, friends and colleagues (in the most appropriate way) to register to vote and understand the voting process for the election on November 3. I'm proud to serve as your president and excited for what's to come. Thank you for joining us as my team kicked off our year of programs and please keep signing on until we can meet in person again. Look for invites to register for the October events in your inboxes soon.

Happy Fall and Stay Safe!

In Service,

A handwritten signature in black ink that reads 'Sharese Hogan'.

Sharese Hogan, 2020-2021 President ▪ BCBSM Leadership Development Association ▪ Chapter #141



New Member Corner

OUR NEW TEAM MEMBERS
Welcome



Ann Mansour
William Sims

As a member of BCBSM LDA you're 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 *Calendar of 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

It's a bird, it's a plane, it's Senior Health Services Social Work team!

The social work team lead by Emily Judd are personal heroes to the members they serve. They work closely with nurse case managers who've identified a need in which they can help to improve the member's health.

The COVID pandemic has affected many of the senior population's [social conditions](#). The isolation they're experiencing due to the pandemic can have a huge effect on their mental and physical health. For some members, the social worker is their only contact to the outside world.

Emily explained that some of the main referrals as a result of COVID-19 have to do with technology (the member is having a hard time doing a virtual visit with their doctor), not being able to see family or simply going for a walk where they can greet neighbors or strike up a conversation with a passerby.

"Being social, even just saying 'hello' to someone on the street gives connection. That connection is meaning, it's how people see themselves, by telling stories and asking about things. So much of our value is relating to somebody else. [Without this social interaction] they're sense of intention is gone," said Emily.

As a leader, Emily has had to acknowledge with her team that some of the resources they used to service the members is not available right now because of the pandemic. She said her job is to encourage her staff to be that somebody who checks in on the member.

"Sometimes just letting people know we're here for them offers them hope," said Emily.

Emily describes her career path as an evolution. Her dad was an Episcopal priest and her mom was a nurse. She took both their guidance in pastoral counseling and healing and made it into her work goal. She graduated from Wayne State University with a master's in social work and a doctorate in psychology from The Michigan School of Psychology. Before she joined the Blue Cross organization, she had her own psychology practice.

Emily joined BCBSM LDA at the suggestion of her team leader Stephanie Bracken, RN. Emily liked LDA's focus on community involvement. As leader she wanted opportunities to connect and meet with other people in different roles that she would not normally meet.

Emily Judd



Husband Darren and Emily winning an award at a classic car show



Ethan, 5 and Josh, 7

Emily is currently transitioning to rural life in Clio, Michigan, where she moved from Ferndale.

One of her favorite activities is going to classic car shows with her husband, Darren. They have seven cars in their collection, but their main car is a 1974 Cheval Station Wagon.

Her family just purchased an RV, which they plan on using to visit to all the national parks. This summer her and Darren travelled throughout Michigan with their two boys, Josh and Ethan.



Emily Judd RV camping



September Monthly Member Meeting

By Barbara Krajenke, communications specialist

Tony Michaels, President and CEO of [The Parade Company](#), leads with an all-in philosophy. He said his role as a CEO is to make the organization successful, an organization where people can grow and have a future. One way his all-in philosophy is practiced is by having a team that thinks outside of the box. As Chapter 141 President, Sharese Hogan said, "Tony has built a team that has produced some of the great traditions of the city of Detroit."

Tony and his team are always striving to make the organization better. He says that having a great team is a contribution to his success which puts his team in a position to grow within the company. A successful team is one that's not afraid to express their thoughts or creative ideas that will help move the company ahead.

"A career doesn't happen without a team. It happens when the team thinks freely and isn't afraid to bring their ideas, it's thinking out of the box."



When you think out of the box, you're all-in. You're in it for your job, department and company. If you're only half-in, you don't have a full grasp of where your company's going. Being all-in means you understand the company's mission, where it's going and what you and your team need to achieve to make a difference. It's about being a team player and presenting ideas that are valuable to the organization. It's asking yourself; how can I help?

Tony's advice for thinking out of the box – don't be afraid. Leaders want to know what you have to say, they want you to contribute and be a part of the team. Step out of the box and speak your ideas. He explained it like this: you have two boxes; the small box is you and the big box is your organization. Sometimes the small box is hard to open, but inside it's pretty special. That's really the theory of thinking outside the box. When you're thinking outside of the box there's pretty special things that can come out. Sharing your ideas will move them to the big box and impart your value and growth of the organization, which will lead to your growth. When you're thinking out of the box, that's the full package.

"If thoughts get stuck in a box, it's not a good thing. They don't come out and they don't flourish. But when we say think out of the box, there's really a bigger box, which is the mission of your organization and the mission statement of what you do as a company, organization and department," said Tony.



Tony lives by his goal post thought. In between the goal posts is the word *great*. The field in between the goal post is free thought. Everything that goes through that goal post must be great. If what goes through the goal post isn't as great as they can make it, he and his team pull back, stop, talk about it and think about what the next step should be. He said they don't get to the point of greatness without exploring creative ideas to get to a solution.



September Monthly Member Meeting

Continued

People at the top of their departments and corporations are all-in, even before their current position. They really get the company's mission and where it's headed. Your goal is to get in tune with what's going on in your company and have a grasp to where it's moving. Sometimes you feel boxed in and think maybe I shouldn't say this, but don't be afraid because great leaders like to hear what you have to say. Sharing ideas is how your company will get to where it needs to go. If you're afraid to speak your ideas, it could be viewed that you're not all-in. Be your best friend, not your worst enemy.

Tony says don't be afraid of change or get too comfortable. Don't change for change sake, but make a change only when it will make your organization better. That change should come from really knowing what your department or company needs to move ahead. Being comfortable is good, being too comfortable isn't good. The moment you're feeling too comfortable something will come out of the blue and catch you. Don't get too comfortable and when you change, change for the right reasons. Being all-in is not getting lazy or too comfortable because there's always greatness to strive for. It's more fun that way. Catch yourself in those too comfortable moments and step outside of the box.

Tony would like to thank Chair of The Parade Company, President and CEO of Blue Cross Blue Shield of Michigan, Dan Loepp and board member, Executive Vice President Chief Administration Officer, Trisha Keith.



Tony Michaels is President and CEO of The Parade Company. He also serves on the board of the Detroit Economic Club and Community Foundation of Greater Rochester. He's the Executive Director of the Woodward Dream Cruise and Brand Advisor for the Detroit Jazz Festival. Tony was the BCBSM NMA National Hall of Fame recipient in 2019.

National Webinar – Mastering the Millennial Mindset

By Jennifer Pakkala, specialist, Human Performance Technology

“Mastering the Millennial Mindset”, a [Live Online webinar](#) presented by Lisa Ryan of Grategy on September 17, emphasized the shaping of Corporate America due to the start of mass retirements, a worker shortage and frequent job-hopping.

There are currently 44 million Baby Boomers still in the workforce, but Lisa said workers in this generation are retiring at a clip of 10,000 people per day. Lisa expects that pace to quicken as Boomers are now enjoying the work-life balance prized by Millennials and Gen Zers that was brought on by the global pandemic.

Ryan reported there’s a shortage of 8.2 million workers, and the U.S. is experiencing the lowest-ever labor force participation at 62.8%. That’s in part because younger generations are making money outside the traditional workplaces in the areas like social media and video gaming.

Additionally, Millennial and Gen Z workers are more comfortable job-hopping: 60% are open to new job opportunities at any time and 21% changed jobs last year. Retirements, worker shortages and job-hopping mean companies need to work hard to attract and retain workers in the younger generations.

So how do companies keep their younger workers?

For the 73 million Millennials (the oldest of whom, by the way, will turn 40 soon), it’s important to provide frequent performance feedback—the annual review just won’t do. They crave personal development and management training, and they want coaches, not bosses. They look to develop their strengths, not fix their weaknesses. Also, Millennials desire opportunities for teamwork and collaboration.

When it comes to the racially and ethnically diverse Gen Z workers, robust diversity and inclusion programs are a must. Many in this generation tend to enjoy individual tasks— independence, but not isolation. They prefer industries they interact with and expect personalization and customization. Flexible hours are key for them to achieve their work-life balance.

Companies can also keep younger workers by outlining career paths, ensuring their voices are heard and making them feel valued. Attracting them means companies need to keep their expectations realistic, such as lowering education and experience requirements.

Lisa pointed out how the “gift of COVID” shoved Corporate America toward the preferred communication styles of Millennials and Gen Zers, as corporate activities such as training shifted from the in-person classroom to making virtual experiences available when the learner wants to engage. Companies should be more flexible in communication styles since it’s important for attracting and retaining these workers.

She also recommends that leaders get to know personal preferences of their employees, such as favorite snacks, their hobbies and their preferred recognition style so they can recognize employees specifically. She concluded the webinar with an important reminder – you can’t assume everyone within a given generation has all the defining workplace mindset characteristics. The best way to understand what makes your employees tick is simply getting to know them.

Lisa Ryan is the author of [“To Have and to Hold: 101 Smart Strategies to Engage Employees.”](#)



How the workplace mindset varies for each generation:

- **Traditionalists**
(born 1928-1945):
Their paycheck is their reward and recognition
- **Baby Boomers**
(born 1946-1964):
Work defines them, they live to work
- **Generation X**
(born: 1965-1980):
Independent, the ones who started “work-life balance”
- **Millennials**
(born: 1981-1995):
Purpose over paycheck, comfortable job-hopping, optimistic
- **Generation Z**
(born 1996-2012):
Competitive, entrepreneurial, yet prioritize financial security (FIRE: First Invest, Retire Early) because they watched their parents lose everything





CALENDAR of EVENTS

October
3

October 3: "Adopt-A-Highway"

8:30 – 11:00 a.m., Woodward between 11 & 12 Mile Roads

Our chapter has adopted the stretch of highway (median) on Woodward Avenue from I-696 to 12 Mile Road. Volunteers are needed to ensure that we honor our commitment to keeping the state's roadsides clean and attractive.

[Register](#)

October
29

October Monthly Member Virtual Meeting

12:00 – 1:00 p.m.

Link to the virtual meeting will be sent prior to the session.

Speaker:

Olga Stella, Executive Director,
Design Core Detroit

[Register](#)



Coming in November!

November 19: November Monthly Member Virtual Meeting

12:00 – 1:00 p.m.

Watch your email for registration details.

Speaker:

Liz Haar, Executive Vice President and President, Emerging Markets, Blue Cross Blue Shield of Michigan and 2020 National NMA Executive of the Year.

Volunteer Opportunity!

Do you like to help plan and promote meetings? We need you! Program Administration has volunteer opportunities for the following committees:

- **Meeting Planning:** Do you have experience with WebEx? We're looking for people to support virtual events. If you don't have WebEx experience, we can help train you on how to use the tool. We're also looking for people to help brainstorm ideas for increasing interaction at virtual and in-person meetings in the future.
- **Meeting Support:** Do you like to promote events? We're looking for people to help create flyers for our monthly events. PowerPoint experience is helpful, but not necessary.
- **Program Development:** Do you like reviewing feedback and brainstorming ways to improve events? Are you interested in reaching out to new members? This committee is looking for people to review feedback from meeting surveys and find ways to implement solutions. Part of this role is reaching out to new members when they attend their first meeting to welcome them and point them to chapter resources.

If you're interested in being on one of these committees or have any questions about the volunteer roles, you can reach out to [Heidi Saucier](#), Vice President of Program Administration. We hope you will join us in bringing the best experience possible to our member meetings!



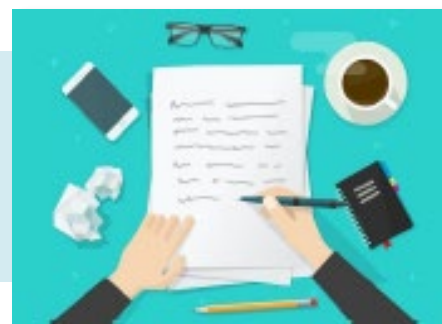
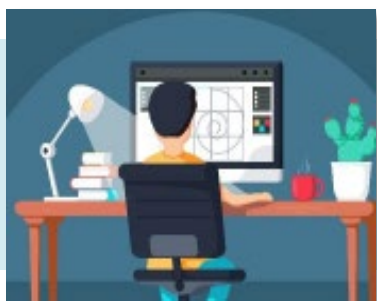
JOIN OUR TEAM

We're seeking writers!

Our newsletter, *blueprint*, has an award-winning team of writers, editors, photographers and formatters who publish on a monthly basis.

Our greatest need right now is for **writers** – individuals who are able to cover our monthly member meetings, mixers and other events. Our events are virtual, until further notice, and usually occur in the evenings and during lunchtime.

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



PD Exchange

TED Talk - You're Always On: Your Career Development Cycle

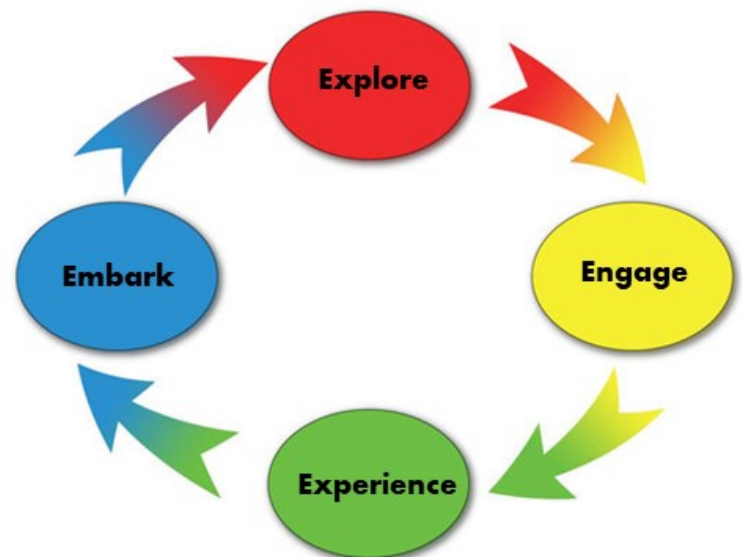
Hello Everyone,

For the September edition of our LDA blueprint, I'm going to try something new. Since we're currently adapting to our new and ever-changing environment by networking and learning virtually, I felt that a new spin on our PD Corner would be appropriate.

Here's a link to the TED Talk, "[You're Always On: Your Career Development Cycle](#)," by Dr. Greg Shirley, who works at the Lockheed Martin Career Development Center at University of Texas at Arlington. Dr. Shirley gave his perspective on the career development cycle for young professionals and mid-level management, the 4 Es: Explore, Engage, Experience, Embark.

- Explore different areas of interest by stepping out of your comfort zone.
- Engage by joining a professional development group and setting up informational interviews with people working in your interested field.
- Experience the day-to-day activities of the job by getting insight from people working in the position within your organization.
- Embark on the next phase of your journey. Don't be afraid to try something new.

Career Development Cycle



Dr. Shirley says to take next step and accept new challenges. What opportunities are on the table that you haven't considered?

Take care,

Charlie Schultz

VP of 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 global economy.
- We believe management is a creative, dynamic, and essential process enabling people to achieve personal and organizational objectives.
- We believe that managerial responsibility is shared among all individuals at all levels of the organization and that leadership is critical to management success.
- We believe that individuals and organizations have a community and civic responsibility.

blueprint team

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NMA National Mission Statement

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