



August 2020

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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.



From the Desk of Our President



Sharese Hogan

BCBSM LDA President, 2020-2021

Greetings Fellow BCBSM LDA Members,

In the previous *blueprint* article, a [survey link](#) was included to gather your input and overall feedback. Why another survey? So glad you asked! Surveys are a great way to gauge your views and help BCBSM LDA make important decisions that we hope will enhance your member experience and continue to build on the dedication of BCBSM LDA to develop members professionally and personally. Thank you to those who responded and please continue to share your thoughts – we are listening and using your commentary for planning purposes.

I hope you're ready to kick off the 2020-2021 BCBSM LDA events. The VP teams have been working diligently to schedule informative and relevant programming to encourage your participation and demonstrate what leading outside the box means from our team to your calendars. It will be great to hear from our 2019 Hall of Fame winner Tony Michaels, President & CEO of the Parade Company – yes, leader of the team who brings our families great joy each Thanksgiving and lights up Woodward with new ways to entertain the national TV viewers. Talk about leading outside the box and making our city shine!

Also look for these new updates and opportunities:

- Joslynn Collins, VP of Awards and Recognition (including e-Business) is working to ensure the website remains current while preparing ways to recognize volunteers and outstanding chapter contributions.
- Charles Schultz, VP of Professional Development (PD) is doing things different with his new PD Book Club and collaborations with internal and external organization interactive noon day meetings. Please look out for opportunities to sign up for these activities.
- Heidi Saucier, VP of Program Administration has completely embraced a new way to manage monthly meetings. She's connecting with an excellent line up of speakers from different regions of Michigan who will incorporate our theme, *Lead Outside the Box*. You'll notice a new way to register and add meetings to your calendars.
- Erica Addison, VP of Public Relations has found creative ways to network and serve our community. We'll host our very first BCBSM LDA virtual mixer and we're joining the enterprise effort to support the first virtual Big Brother Big Sister event. Please join our team [LDA(NMA) Pin Droppers] and help support this important cause. I truly believe the children are the future.
- Ann Charlick, VP of Finance is the glue that holds us together. She's constantly auditing our finances and processes to align with corporate and NMA standards.
- Dana Johnson, Regional Director is closing the gap between our Southeast, Mid and West regional areas of Michigan. It's important to recognize this role with our new One Blue LDA member focus.

In these very unusual times, it's important to stay connected and continue to grow our knowledge, so please keep your momentum and join us online until we can meet in person. Soon, you'll start to receive emails to promote registration for our opening events: a Professional Development event, in collaboration with Young Professionals Network held on September 17; a Monthly Meeting on September 24; and a Community Involvement event on October 3.

I look forward to engaging with you soon, so join me on video next month.

In Service,

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

New Member Corner

OUR NEW TEAM MEMBERS
Welcome

*Emily Judd
Amy Hughes
Timberly Simmons*

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



Shine Abraham

Shine Abraham is a nurse of all trades as a registered nurse in the Care Management department at Senior Health Services.

Her role is to coordinate care for members who have been hospitalized or who have comorbidities or require complex care. She collaborates with a multidisciplinary team to integrate care for Blue Cross members. On a typical day she'll reach out to members to see how they're doing or to educate them on how to take care of their health. She'll coordinate care with their doctors and even set up [Mom's Meals](#), a free food-delivery service, for members recently discharged from the hospital.

"We're a voice for the patients who can't speak for themselves."

But what's also important is the community she's building with the members. She's part of their support system over the next few weeks, as they transition from hospital care to home.

"I see the [members'] appreciation while [I'm] engaging with them and sharing important health information they didn't hear from their doctors. In this type of relationship the members really open up about themselves."

Shine obtained her dual master's degree in nursing and health administration through the Blue Cross tuition reimbursement program. She joined BCBSM LDA under the recommendation of her team lead, Stephanie Bracken. She's looking forward to enhancing her leadership skills to position herself for promotional opportunities. She currently exercises her leadership qualities by mentoring and training new nurses within the Blue Cross organization.

More about Shine...

- She likes to stay active by playing badminton, pickleball and tennis with her family and church group.
- She volunteers by doing church fundraisers and plays.
- Her favorite travel spots are the Caribbean and London.



Caribbean



London



Shine playing badminton with her youngest son Benjamin, 10 years old



Congratulations to our two Chapter 141 NMA National Award winners!

Executive Vice President and President of Emerging Markets, Liz Haar, received the 2020 *Executive of the Year*.

Congratulations to Liz Haar for winning the 2020 NMA Executive of the Year. Liz's innovative leadership and tireless work ethic are respected throughout our organization. I commend her and the teams at Emerging Markets and AF Group for their continued efforts in helping lead our company forward.

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

BCBSM LDA Chapter 141 Board Member, Jennifer Pakkala, received the 2020 *Member of the Year*.

I'm so excited to see that Jennifer Pakkala received the National honor, she was such an integral part of the 145 Chapter and not for just one reason, Jennifer wore many hats, and she wore them well. Her leadership and drive is something that should be celebrated and I couldn't be happier knowing that she will be recognized on the National front. Jennifer kept us all motivated and striving to be our very best, and now she takes that energy to the 141 Board where I know she will continue to shine.

Thank you, Jennifer, for the years of support and for always being a rock for our chapter.

--Arianne Overholtz, senior analyst of Quality Programs Administration

Thank you both for your leadership!



Lead Outside the Box

By Misty Woods-Barnett, manager of Service Operations, State Accounts, Employee Inquiry & Statewide Walk-in Centers

This year's BCBSM LDA theme is Lead Outside the Box. I have been asked to contribute an article on the theme and what it means to me. If I wrote this article in 2019, it would read differently. There would be examples of creative ideas used to engage, recognize and reward my team. As a leader, I would have conveyed how it was essential to empower and encourage my team. All of these things still hold true. However, this year I had to re-evaluate and think about new ways to best lead and support my team. Truthfully, it was extremely challenging to lead my team through what has probably been the most uncertain of times for me and the team because of the COVID-19 crisis.

In March, dynamics for Blue Cross Blue Shield of Michigan changed quickly to respond to the health and safety of employees due to the pandemic. For my division, Service Operations, many groups began working remotely. Some role responsibilities changed to make sure that member servicing continued. I believe that many leaders found themselves thinking of non-traditional ways to lead and support their teams.

BCBSM LDA President Sharese Hogan rolled out the Five E's: encouragement, engagement, energy, excellence and entertainment. With my team, there was a concentrated focus on encouragement (leading with compassion). Like some other service operations teams this year, my group took on different roles to support the business needs. As a team, we were secure and more than ready to do our part to service. But this was another layer of uncertainty that my group was experiencing. It was vital for me to encourage my team and build confidence in their new roles. I set realistic expectations and did check-ins. I also felt it was necessary to schedule well-being check-in meetings where we only had discussions on how we were feeling, home life, kids, gardening, sports (lack thereof), etc. This broke up the monotony of stressful days. More importantly, it allowed my team to support one another and be encouraging when needed.



Think outside the box is a metaphor for thinking beyond the typical or doing differently than you usually would. It's the same with leading. As a leader, how do I continue to *Lead Outside the Box*? In essence, *Lead Outside the Box* provides an advantage in solving challenging problems and unusual situations. That's why it's beneficial to not restrict ourselves to the normal. There doesn't have to be grand gestures or massive plans to lead differently: assessing, thinking differently when necessary, and applying these ideas are all gestures that help my team feel more balanced and valued in these unprecedented times.

CALENDAR of EVENTS



September
17

Closing the Deal Series: Career Panel

12:00 - 1:00 p.m.

The YPN and LDA have partnered to bring our members career insights from some of BCBSM’s executives. This event will feature panelists Tiffany Albert, Bill Fandrich, Steve Anderson, Amy Frenzel, and Cindy Dion.

Via WebEx - Sign up on [BlueTalent](#)

September
24

September Monthly Member Virtual Meeting

12:00 – 1:00 p.m.

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

Speaker:

Tony Michaels

President and CEO, Parade Company



September
30

BCBSM LDA Book Club

5:00 p.m.

This month's book club will cover Stephen Covey's *7 Habits of Highly Effective People*.

See page 10 for more information.

Coming in October!

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.

October 29: October Monthly Member Virtual Meeting

12:00 – 1:00 p.m.

Link to virtual meeting will be sent prior to the session

Speaker: Olga Stella, Executive Director, Design Core Detroit

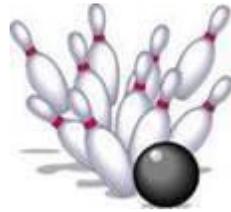




Did you know that an estimated 10.1% of Michigan's youth are at-risk? For the last 22 years, BCBSM has partnered with Big Brothers Big Sisters in raising funds to support their mentorship program for local at-risk youth. In previous years, the Bowl for Kids' Sake (BFKS) event has collected donations and later celebrated during a local bowling party. Although this year's program will be held **virtually** due to COVID-19, the need to support the community is even greater than before!

The BCBSM Leadership Development Association (NMA) is supporting the BFKS virtual fundraising event from **now until October 17** through our team [LDA \(NMA\) Pin Droppers](#).

WE NEED YOUR HELP! LDA-NMA'S GOAL IS TO RAISE \$600 AS A CHAPTER



Listed below are steps to follow if: (1) you would like to donate or (2) if you would like to join the virtual team to help raise funds.

To donate to the LDA (NMA) "Pin Droppers" Team Members:

Click the following link: [LDA \(NMA\) Pin Droppers](#)

1. Click the "Donate" link
2. Select "Just the team"
3. Enter the amount you wish to donate & follow instructions as prompted

To join our commitment as a Team Member:

Click the following link: [LDA \(NMA\) Pin Droppers](#)

1. Click the "Participate by joining this team!"
2. Complete the registration form
3. Follow instructions as prompted

(We ask that you commit to donating a minimum of \$50 to help us reach our fundraising goal. The funds can be by way of donation from yourself or family, friends or co-workers.)

Thank you for your effort to keeping our youth engaged and making sure they can reach their full potential!

If you have any questions, please contact: Team Captains – Terrance Puryear, Chris Gillett or Janeela Herrington.

PD Exchange

LDA Book Club: Stephen Covey's Seven Habits of Highly Effective People

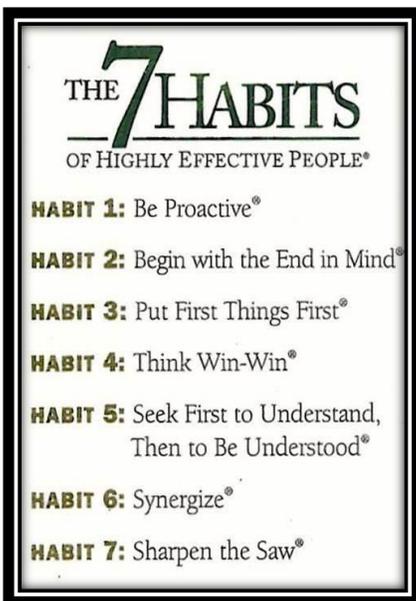
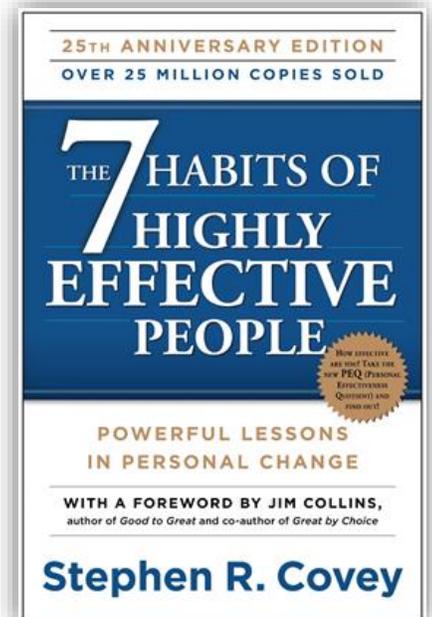
Hello everyone,

In last month's edition of *blueprint*, BCBSM LDA promoted our first book club. The first book that we will be covering is Stephen Covey's *Seven Habits of Highly Effective People*.

For those who aren't familiar with the book, Covey introduces a principle-centered approach to personal and interpersonal effectiveness. Rather than focusing on altering an individual's outward behaviors and attitudes, the approach aims to adapt your inner core, character and motives.

The BCBSM LDA book club will be covering the seven habits throughout the course of the year. Our group will be meeting during lunch on the last Wednesday of each month.

Our first meeting will be on Wednesday, September 30, from 12:00 to 1:00 pm. This meeting will serve as an opportunity to introduce ourselves to the group. We'll also be discussing the beginning of Part One: Paradigms and Principles, titled "Inside-Out." Each reading that we will cover will be about 35-50 pages per month.



Copies of Stephen Covey's *Seven Habits of Highly Effective People* can be found on eBay or Amazon new or used.

This will be a great opportunity for us to share and learn from our collective experiences. I'm confident this will be a worthwhile investment in our professional development. The book club will also provide us opportunities to network in a virtual environment. I know that I've missed the social interactions at our face-to-face meetings, and I'm looking forward to seeing our group on a regular basis.

Thank you again for your support of our BCBSM LDA chapter. I look forward to seeing you all on September 30! If you're interested in joining, email me at CSchultz@bcbsm.com.

Sincerely,

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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Dustin Freeze, Internet public domain

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BCBSM LDA Board Officers

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President: Sharese Hogan

President-Elect: Ronnie Adams

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Karema Bobbitt

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Lifetime National Director: Cathy Longo

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BCBSM LDA Officers

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VP of Finance: Joslynn Collins

VP of Awards and Recognition: Joslynn Collins

Regional Director: Dana Johnson

VP of Program Administration: Heidi Saucier

VP of Professional Development: Charles Schultz