



February 2021



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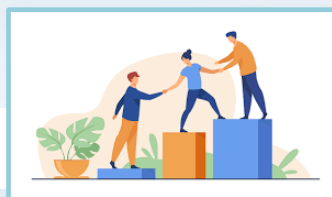


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From the Desk of Our President



Sharese Hogan

BCBSM LDA President, 2020-2021

Greetings BCBSM LDA members,

As we near the end of February, I'm excited for what the remainder of the year will bring.

We have a dynamic roster of events to finish the year strong. We kicked off this month with an inspiring message from the CEO of Blue Care Network and Vice President of Blue Cross Blue Shield of Michigan, Kathryn Levine, who shared her unconventional path to leadership and her focus on personal development to be her best self. Next up we'll hear from our amazing young future leaders during the annual BCBSM LDA Leadership Speech Contest in March, with Master of Ceremony Dan D'Amico. We'll end the year with Dan Loep's address to the BCBSM LDA membership in June. We also have numerous networking and learning opportunities in between, including Professional Development Lunch and Learn sessions, Coffee Hours, activity based BlueNightsSM Mixers, Community Involvement events and Monthly Member Meeting speakers.

We, your BCBSM LDA leadership team, are committed to bringing value to our members. Please remain engaged and if you would like to be more involved, feel free to reach out to me and I'll be happy to talk to you about the benefits of BCBSM LDA based on my many experiences and various roles from a chair to VP to board member to board chair and now as president. It has been a rewarding and exciting journey. My calendar is up to date, so feel free to call or add a meeting to Outlook – it will be great to connect.

Along with your registration and attendance of our monthly events, we look forward to your participation at the upcoming BCBSM LDA Board of Directors Elections taking place the week of March 8th – 12th. These elections are important and support the organization by providing oversight and executive support. If you have questions pertaining the elections, please refer to page 3.

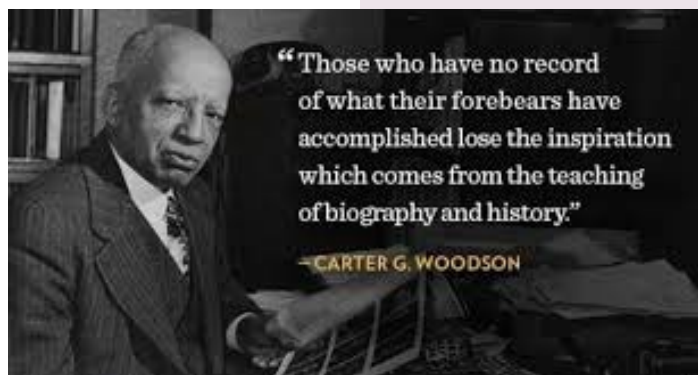
As I close out this month's message, I would like to thank all who observed Black History Month. This month is important for numerous reasons, but mainly as a time to give more formal honor and recognition to the African Americans who have contributed to our country and around the globe. Please take a moment to read the articles on page 9 and click on the [History.com](https://www.history.com) link to learn about Dr. Carter G. Woodson, the Man Behind Black History Month, by Sarah Pruitt.

Thank you for being a member of BCBSM LDA, let's continue to grow, learn and develop together.

Stay Warm and Stay Connected!

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

STAY ENGAGED





Leadership Development Association board polls

NMA Chapter #141

BCBSM LDA members,

We received an overwhelming response to this year's election. The elections committee is pleased to announce that we received 15 qualified candidates to fill the six open Board of Directors positions. The six open Board of Directors positions will serve as follows:

- Three open positions to complete a full 3-year term through 6/30/2024
- One open position will complete a 2-year term through 6/30/2023
- One open position will complete a 1-year term through 6/30/2022
- One open position (At-Large) will serve a 1-year term through 6/30/2022

Candidates receiving the top three highest numbers of votes will be offered to serve on 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 and 1-year term, completing the remainder of the 3-year terms that were vacated early. There are two candidates for the one 'At-Large' position, serving a 1-year term through 6/30/2022.

Good luck to all candidates!

Voting open March 8th – March 12th

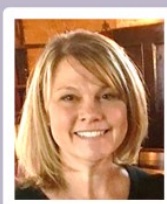
2021 Board of Director Nominees



Erica Addison



Dana Bell



Kelli Corner



DeAndre Elliott



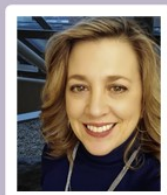
Nichole Gilbertson



Vaneitta Goines



Patrece Hamblin



Jennifer Pakkala



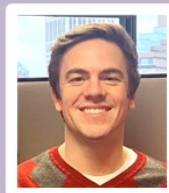
Mitchell Pike



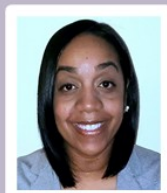
Jingjing Pursell



Heidi Saucier



Charlie Schultz

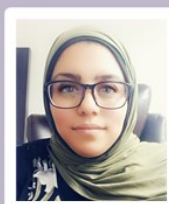


Monique Shoulders

2021 Board of Director – At Large Nominees



Shine Abraham



Samah Hamam

New Member Corner

Welcome OUR NEW TEAM MEMBERS



*Julia Dessert
Sundus Osman*

As a member of BCBSM LDA you are now a part of a great group of leaders, striving to live out our theme, "Leading Outside the Box." 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

Ken Hayward has a history of hitting home runs. First as a baseball player at University of Michigan (he has the title of one of the school's 10 greatest players), second as the managing director at the Grand Hotel on Mackinac Island and his new role as VP Special Assistant to the President for Community Relations.

Ken came to Blue Cross Blue Shield of Michigan after working at the Grand Hotel for 35 years. He's excited about his new role and the synergy he can bring to the health care industry from working in the hospitality industry.

"Hospitality transcends whatever business you're in. It's about communicating effectively, solving problems and being familiar with the stakeholders. The principals of hospitality are how you do business. It's how you treat people and having a pulse on what's going on in the community."

He's looking forward to working closely with Suzanne Miller Allen, Senior Director of Community Responsibility and Social Mission and Pam Yager, Director of Social Mission on member and community outreach, government, and community programming and to make sure Blue Cross is well represented. Their goal is to support the mission of the company by improving access to quality health care and community programming.

"I feel strongly about the [Blue Cross] brand and a responsibility because of the magnitude and importance of the impact we have on the people in the state of Michigan."

Ken joined BCSBM LDA to immerse himself in the culture, meet people in different parts of the company and spread the word about what he and his team do, which we're sure will be hitting home runs.

Kenneth Hayward



Fun facts

- His favorite travel buddy is his wife, Nancy. Their favorite travel spots are warm weather locations and historic resorts.
- He's a sports fan; he plays golf and played baseball and hockey.
- He has two adult children, Zach and Alexandria and a 14-year-old Cockapoo, Coach, who runs the show.



Ken's wife Nancy with him at St. Pete Beach in Florida



Ken with hockey legend Red Berenson

Monthly Member Meeting

By Fonda Overton, senior analyst



Kathryn Levine

“Embrace everything you’ve done over time. Everything you’ve done at this point is connected.”

Bring Yourself and Your Own Experiences was the topic of our February monthly meeting. That’s exactly what our host, Kathryn Levine, President and CEO of Blue Care Network and Vice President of Blue Cross Blue Shield of Michigan does in her career.

Kathryn shared how her own unconventional career path led her to where she is today.

“Lean on your own experiences about the work you do today. Honor that, be authentic. As a leader, appreciate your team and the paths they took to get there and adapt and move with your team. That’s authenticity.”

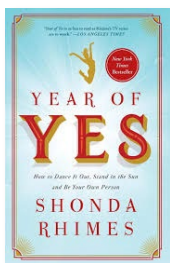
Kathryn’s previous jobs have had an influence on the person she is today. She thrives when she taps into all her experiences to lead and move her teams toward their goals. Leaders and their team are at their best when they’re being themselves.

Leadership: Be Yourself



Kathryn’s words of wisdom:

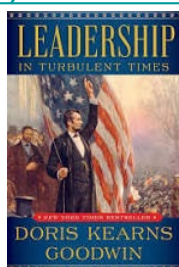
- Show up to life by bringing yourself and your own experiences every day
- Be yourself while understanding the structure and processes of the organization
- You’re more effective when you accept who you are



Kathryn suggested some great reads for Personal Development

[Year of Yes: How to Dance it Out, Stand in the Sun and Be Your Own Person](#)
by Shonda Rhimes

[Leadership: In Turbulent Times](#)
by Doris Kearns Goodwin



[Click here](#) to view the full meeting.

CALENDAR of EVENTS

March
10

Morning Coffee Break with BCBSM LDA

8:00 – 9:00 a.m.

This will be our third morning coffee session, hosted by Kirk Roy, Vice President of Underwriting and Actuarial Trend.

We will be featuring breakout rooms to facilitate dialogue over a morning cup of coffee.

[Link to register](#)



March
25

BCBSM LDA Spring Fling Mixer

12:00 – 1:00 p.m.

Please join us for the BCBSM LDA's Spring Fling Mixer, details to follow.



March
26

BCBSM LDA Book Club Meeting

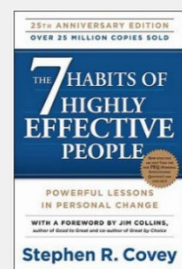
12:00 – 1:00 p.m.

We'll be starting our discussion of Habit 6: Synergize.

Facilitator:

Charles Schultz, BCBSM LDA VP of Professional Development

[Link to register](#)



March
31

March Monthly Member Meeting: 2021 BCBSM LDA Youth Speech Contest

4:30 p.m.

[Link to register](#)





BCBSM LDA website

Hey BCBSM LDA members!

Did you know you can access information about our events and other resources on our chapter website?

Click on the [BCBSM NMA chapter 141](#) and favorite the page for easy access and to stay up to date on what's happening.



Greetings BCBSM Leadership Development Association Members!

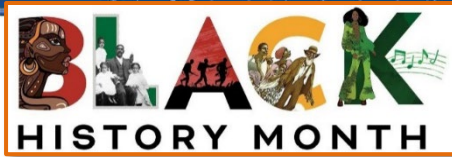


Do you have a work friend interested in opportunities for growth and development?

Invite them to attend one of our monthly meetings

- Register for the Monthly Member Meeting
- Share the webinar link with your friend
- NBU Employees Only
- Non LDA Members allowed

Celebrating



By Michelle Banaszak, communication specialist

As you know, February is Black History Month. While we celebrate and benefit from African American history on a daily basis, February is a great reminder to really reflect and revel in the advancements of our country – and the world – because of strong African American leaders and members of the Black community.

To help us reflect, Terrance Puryear, secretary of BlueACTS, and Tangie Haines, co-chair of AAIM-UP, have offered their insights on Black history and what this month means to them.

What Black history figure inspires you the most?

Terrance: [Harriet Tubman](#). She had the innovative notion that freedom was a right to every person. She wasn't limited by something she was born into – she had a mission to make sure other people had opportunities to liberty.

Tangie: [The Tuskegee Airmen](#). They were the first Black military aviators in the U.S. Army Air Corps. They endured so much to get to that level, which reminds me that, given the opportunity, people can be successful.



Terrance Puryear
secretary of BlueACTS



Tangie Haines
co-chair of AAIM-UP

What is a fact about Black history that may not be well-known to our readers?

Terrance: Black history is not just a celebration of black culture, it's a celebration of American culture. It's part of our society and part of the history of our nation. Without the contribution of African Americans, our country wouldn't be what it is today.



Tangie: African Americans built a large community known as [Black Wall Street](#) during a time when they were barred from socializing and shopping elsewhere. Unfortunately, the community was destroyed by a white mob in May of 1921, resulting in one of the worst race riots in American history. This is significant because it paved the way for future Black communities and businesses to thrive.

What does Black History Month mean to you?

Terrance: It provides an opportunity for education, to undo ignorance, appreciate another culture and celebrate how we're different. The goal is to make Black history a part of everyday history, embrace curiosity, develop empathy and promote efforts toward equality and representation.

Tangie: It's a reminder of everything our ancestors did. We can rejoice and celebrate African Americans for giving us hope, wisdom to endure what's going on in the present, leadership and determination.

BlueACTS is Blue Cross' African Ancestry Employee Resource Network. [BlueACTS](#) stand for African Ancestry Committed To Success.

AAIM-UP is another Employee Resource Network (for Emergent Holdings) that stands for [African American Inclusion Members for Upward Progress](#).

2021 BCBSM Leadership Development Association Membership and Youth Leadership Speech Contest

By Sheryl A. Johnson-Fambro – communication specialist



The BCBSM LDA Youth Leadership Speech contest will be held virtually, March 31 at 4:30 p.m. The meeting will be facilitated by Blue Cross personality, Dan D'Amico, Medicare Sales Consultant, Senior Health Services.

High school contestants, qualified from a pool of South East Michigan applicants, who'll compete for both a chapter scholarship and the opportunity to advance to the 2021 National Management Association National Convention for a chance at a \$4,000 grand prize college scholarship.



Left to right:
3rd Kamika Kaur, 2nd Saket Kulkarni,
1st Arthur Harrington

With more than two decades of continuous competition, this year's contest proceeds in the face of pandemic challenges. With leadership as the contest's theme, these bright young minds have offered to compete at a level never before experienced. Former student speakers have electrified Blue Cross audiences with unexpected levels of maturity and presence. This year's contestants are establishing new frameworks of excellence for all future competitors.

BCBSM LDA in partnership with Toastmasters: Blue Cross Skillmasters, Club 7236 and Metromasters, Club 9197 will serve as contest officials. Experienced judges, evaluators, timers and ballot counters apply skills used during traditional Toastmasters contests to ensure an unbiased, efficiently-run event.

You can reach out to [Lydia Officer](#) if you're interested in volunteering for the event.

This evening spent on youthful competitors, is a highlight of our chapter year. You won't want to miss this special evening. [Click here](#) to register to attend the event.

Get to know the *blueprint* team



Barbara Krajenke
blueprint chair & writer

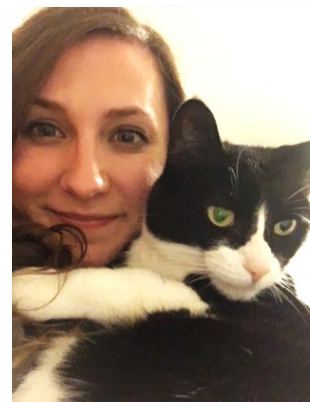
Hello BCBSM LDA members! I'd thought it would be a great way to start the year by introducing the *blueprint* team. I'm chair of the newsletter, Michelle Banaszak is the co-chair, in other words my right hand. I'm so proud of everyone on the team, including our fearless leader, Erica Addison, VP of public relations. We have an amazing team of writers, designers and photographers who work hard, yet we still manage to have some fun. We hope we're bringing you insightful coverage of the BCBSM LDA events and inspiring articles about leadership.

When not volunteering on *blueprint*, I work at Advantasure on the Operational Communications team. Some fun facts – I eat chocolate for breakfast, it's a great pick me up! I love nature and working in the garden. I used to study classical piano, which is something I'd like to pick up again one day.

You can always reach out to me if you have questions or interest in joining the team Barbara.Krajenke@advantasure.com.

Hello BCBSM LDA members! I've been working on the *blueprint* team as a writer, photographer and the co-chair since the fall of 2019. I'm so proud to be a part of this amazing association and I am constantly surprised by the talent and dedication of our team. BCBSM LDA has been a great way to meet new people, participate in fun events and learn more about leadership.

I started with Blue Cross in January 2019, and work as a communication specialist in the Market Communications department. My co-worker, Butters, keeps me on track with deadlines and emails, but makes sure I take breaks to give her plenty of belly rubs. When I'm not busy writing and editing, I love to sing, take photographs, and binge-watch true crime documentaries. Being at home since March has given me plenty of time to work on my detective skills!



Michelle Banaszak
blueprint co-chair & writer



Fonda Overton
blueprint writer & photographer

My name is Fonda Overton.

I assist the *blueprint* team with taking pictures for the events, editing the articles and making the monthly event flyers that are received by email.

I'm happy to be a part of the *blueprint* team because I have meet extraordinary people, especially during the mixers and networking events. I feel that being part of the newsletter has allowed me to truly get to know our BCBSM VPs and CEOs. It's been an exciting journey!

A fun fact about me is that I love warm weather. I went to college in Atlanta and I did not miss the cold. I do not need the four seasons or the snow on Christmas. Beautiful weather is good with me.

Get to know the *blueprint* team (continued)



Jennifer Pakkala
blueprint writer &
BCBSM LDA Board officer

Hi, I'm Jennifer Pakkala, but you can call me JP. I work in Operations Development & Learning Management for Blue Cross, which is the team that supports the development of those in our customer service centers. In ODLM, I'm primarily responsible for developing mass emails and the divisional newsletter. I'm a Spartan and a third-generation, die-hard Chicago Cubs fan. I also run my school district's Destination Imagination program, which is a STEAM-based extracurricular activity that strives to develop creativity and teamwork. Prior to joining the *blueprint* team, I worked on the award-winning newsletter for the former NMA Chapter 145.

My name is David Shelby Jr. I am a graduate of Eastern Michigan University with a degree in Journalism. I consider myself a creative person. I am currently working on a book and I am 20 chapters in. I also run two blogs (tracknerd2.blogspot.com) which is a blog based on discussing and reviewing topics centered around college track and field. My second blog is (www.atthemovieswithdave.blogspot.com) is a film review blog where I review the latest films at the cinematic theatre. I am a lover of pasta and sandwiches. I enjoy poetry and reading. My favorite type of book is epic fantasy fiction along with a good old fashion superhero comic.



David Shelby Jr.
blueprint writer

Hello fellow BCBSM LDA members, I'm Carena Freeman. I volunteer on the *blueprint* team as the newsletter designer. I really enjoy working with the wonderful *blueprint* staff!

I work in Individual Business as a senior analyst, mainly working on procurement for our department. I've been with Blue Cross Blue Shield of Michigan over five years, starting as a contract project coordinator.

Outside of work, I live with and I am the caregiver for my mom, Jean, who has dementia. We share the home with our two crazy dogs and one noisy parakeet. I have two grown daughters and three grandkids (one a newborn). I also volunteer on a gospel artist's ministry team as a web/graphic designer and executive assistant. I enjoy hanging out and playing games with my family, cooking, learning new things, binge watching shows with my mom, and dabbling in arts and crafts. I also played an instrument, the clarinet, and I really want to start playing again.



Carena Freeman
blueprint designer

PD Exchange

How do I find a mentor when working from home?




By Sarah Cheaito, chair of continuing education

We all know 2020 has been rough, emotionally, physically, and mentally. As we have entered 2021, we are finally starting to see a bit of light at the end of the tunnel. However, this pandemic is not fully over just yet. Therefore, most of us will continue to work remotely from the comfort of our homes. If you're like me, then you're probably wondering how do I find a decent mentor when I'm stuck at home?



According to research, mentorship can be very valuable in helping you succeed in your career. It can speed up a job promotion, increase your salary, and even decrease burn out. A study from Olivet Nazarene University, has found that 76% of 3,000 surveyed American professionals believe that mentorship is important, but only 37% have one. Interestingly, 61% of those that responded, expressed that they never asked someone to be their mentor, instead the mentoring relationship grew organically.

Here are some tips that can help you meet potential mentors, when working remotely:

-  **Attend virtual events, webinars, or online groups:** Since you're a member of the BCBSM Leadership Development Association, you already have a head start! Take advantage of our networking events, like our virtual monthly morning coffee and networking, where you can connect with BCBSM LDA members and leaders across the enterprise.
-  **Reach out to your friends:** More than likely, you'll have a friend, or a friend of a friend that you can consider when looking for a mentor. A good mentee-mentor relationship is built on a foundation of trust, respect, and mutual understanding. What better mentor than a friend who already possesses those characteristics. Build on your conversations with them to understand if you're aligned based on your professional goals, or if they can assist you in connecting with someone that would be a good fit.
-  **Social media:** Lastly, this may come as no surprise but, utilize social media to your advantage. We are living in a digital age, so we can reach people at the tip of our fingers. Have you made a LinkedIn account? If not, then what are you waiting for? LinkedIn is a great website to explore as you can connect with thousands of professionals around the world, and it can make your search for a perfect mentor that much easier. If you're not interested in LinkedIn, feel free to explore other viable options that may be available.

Remember, the mentee-mentor relationship does not happen overnight. So be patient, open, and the rest will take its course.

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 BCBSM 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: Barbara Krajenke, Michelle Banaszak, Ju Fonda Overton, Jennifer Pakkala, David Shelby Jr.
 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: Jennifer Pakkala
 President: Sharese Hogan
 President-Elect: Sharese Hogan

Board Members

Leonard Alford III
 Dana Bartell
 Corrie Beaverson
 Dana Bell
 Karema Bobbitt
 Christina Frison
 Nichole Gilbertson
 Vaneitta Goines
 Angela Hollis
 Mitchell Pike
 Angela Tanner

Board Secretary

Christina Frison

Chapter Representatives

National Director: Matthew Zel man
 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

NMA National Mission Statement

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