



April 2021



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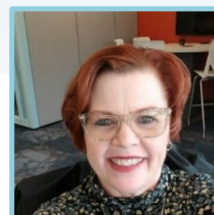


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From the Desk of Our President



Sharese Hogan

BCBSM LDA President, 2020-2022

Greetings BCBSM LDA Members:

This message will be short, sweet and hopefully one of the most impactful of the year.

TAKE CARE OF YOURSELF AND YOUR LOVED ONES by paying close attention to signs of behavioral and emotional changes.

The month of May is observed in the United States as Mental Health Awareness Month. It's an opportune time to have meaningful dialogue around topics pertaining to well-being, understanding stigma and thinking about health from a more holistic perspective. Please take time to read and share some of the great resources that will be available on media outlets, online, podcasts and more during the month of May and beyond.



Here are a few online resources that I have found helpful:

- [Bcbsm.com/mentalhealth](https://bcbsm.com/mentalhealth)
- [Blue Cross Virtual Well-Being Webinars](#)
- [Mental Health Toolkit by New Directions](#)
- [How to Build Resilience](#)

I also want to remind you that we have some great events coming your way in the months of May and June, please check out [page 7](#) and [page 10](#) for more details.

Stay safe. Stay healthy. Be well.

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

Sharese Hogan, 2020-2022 President ▪
BCBSM Leadership Development Association ▪
Chapter #141





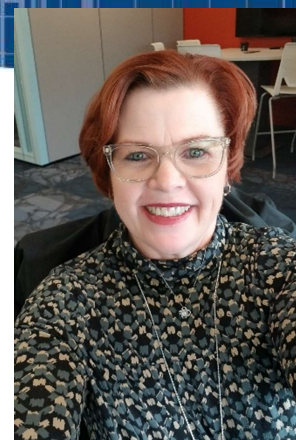
BCBSM LDA Celebrates 35 years

Congratulations! - from Nancy Bennett, NMA Lifetime National Director and Chapter 141 assigned National Director.

I'm very excited to congratulate BCBSM LDA Chapter 141 on its 35th Anniversary. I've had the privilege of representing our consistently award-winning chapter for 11 years on the NMA national board of directors. We're so proud of how we've helped shape the national organization!

Our rich tradition of leadership by nominating individuals who have won induction into the national NMA Hall of Fame:

- Will Kellogg
- Florine Mark
- Anthony Filippis Sr.
- Michael and Marian Illitch
- Peter Karmanos
- Greg Sudderth (BCBSM, Chairman of the Board)
- Tony Michaels



Nancy Bennett

We achieved success in nominating chapter leaders who won recognition as NMA's National Member of the year:

- Michael Dowding (2008)
- Angela Hollis (2013)
- Arianne Overholtz (2014)
- Heather Brazee (2015)
- Jennifer Pakkala (2020)

We also achieved success in nominating corporate executive leaders who won recognition as NMA's National Executive of the Year:

- Tricia Keith (2012)
- Michelle Billingsley (2016)
- Tiffany Albert (2018)
- Liz Haar (2020)

We can also be proud of the chapter leadership over the years who dedicated their own time and energy toward the chapter's success. They also contributed directly to the professional and personal development of our members. In recognition, BCBSM LDA Chapter 141 has received the following national chapter awards:

- Outstanding Award (26 times)
- Publication 1st place (14 times)
- Community Service 1st place (15 times)
- Growth Award (7 times)
- Professional Development Award (2 times)

BCBSM LDA proudly hosted the 2003 NMA Annual Conference and 2012 East Leadership Development Conference. Chapter members stepped up in many ways to partner with the NMA national staff related to conference logistics, securing speakers, and providing opportunities to explore the City of Detroit through walking tours in their spare time.

NMA has enabled us to reach out beyond our corporate walls as well to enrich the lives of high school students through our Leadership Speech Contest program. Of the speech contestants who competed at the national level over the years, we had one 1st place winner, one 2nd place winner, and three 3rd place winners.

As I reflect on the accomplishments of Chapter 141 over the past 35 years, I am filled with pride and gratitude. Our chapter remains a strong contributor to the national organization, through willingness to support and subsequently providing value to our members by keeping all these connections strong. On a personal note, I am forever grateful to the BCBSM LDA NMA chapter for the professional and leadership development opportunities as well as supporting me as your national director.



New Member Corner

OUR NEW TEAM MEMBERS

Welcome



Corrie Beaverson

Catherine Belte

Angie Fisher

Karen Harreld

Judy Pike

Francisco Ponce de Leon IV

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 Jennifer Pakkala, health care communications analyst

Now that we've entered lawn-mowing season, many hope to come across a teen willing to tackle the chore...but not new member Nicole Greenhoe.

"I love to garden and mow my lawn," said Nicole, who lives in Six Lakes (about an hour northeast of Grand Rapids). "Everybody makes fun of how much I enjoy mowing my lawn. I find it kind of peaceful to put on headphones, listen to music or read a book, and then mow."

Finding peace is sometimes necessary in Nicole's home, which she describes as "full of kids and grandkids." Family dinners often include her four children (ages 26, 18, 16 and 9), her fiancé's son (age 9) and her two grandchildren.

Nicole, who became an analyst in Project Oversight within Operations Development and Learning Management in December, joined BCBSM LDA at the suggestion of some of her coworkers.

"I wanted to be able to network and meet people in different areas," she said. "When I learned about the resources available and the leadership opportunities, I thought it would be a good fit."

Nicole has been with Blue Cross Blue Shield of Michigan for almost 15 years, working in several different areas, including customer service, provider servicing and quality program management. She's currently working on her bachelor's degree in business administration and leadership.

"I admire leaders who are willing to develop people on their team," she said. "If you invest in your employees, you get the best version of them, and if you encourage them to continue on their journey, it's beneficial for everyone."

Nicole encourages people to be willing to branch out in their career. "I've always encouraged those around me to participate in opportunities, try something new, job shadow, and see what their niche is. I've known people who were in their positions a long time, but then tried something new and enjoyed it."

Nicole also enjoys:

- Circuit training at home about five days a week, which she began during the pandemic
- Camping, having lots of bonfires, and floating in the pool
- Kayaking with a group of friends a few times a year
- Reading anything and everything, especially historical dramas
- Going to concerts for every kind of music

Nicole Greenhoe



Nicole's
family
photo album



Lochlan, Nicole and Ellie



Mike, Nicole, all the kids and the two grand kids

2021 BCBSM LDA Youth Leadership Speech Contest

By Michelle Banaszak, communication specialist



Jayanti Gupta



Saket Kulkarni



Shivangi Bhatt

While this year's BCBSM LDA Youth Leadership Speech Contest looked a little different from previous years, one thing remained the same: the contestants delivered powerful, inspirational speeches about leadership. On March 31, BCBSM LDA members gathered around their computers to watch the virtual contest. The contest was facilitated by Blue Cross personality, Dan D'Amico, Medicare Sales Consultant, Senior Health Services. This year, 13 students from southeast Michigan applied and qualified to compete.

Each contestant was given four to six minutes to address the audience on the topic of leadership. We saw some familiar faces from previous years, and plenty of new faces. During the contest, we heard personal stories, examples of leaders throughout history, student's own definitions of leadership, and samples of skills and personality traits that make a person a leader.

Once the last contestant finished, the judges were able to digitally submit their ballots and the scores were tallied by the ballot counters and the chief judge. While the ballots were counted, BCBSM LDA members had the privilege to hear from three talented orators.

The first two speakers were from the Michigan Humanities [Poetry Out Loud](#) competition. First runner-up in the Poetry Out Loud State Finals, Elaiyna Schwartzkopf, recited "The Properly Scholarly Attitude" by Adelaide Crapsey. The 2021 State Champion, Madison Ganzak, recited "Tarantulas on the Lifebuoy" by Thomas Lux.

The third speaker came from InsideOut's [Citywide Poets](#). Ife Martin, a member of InsideOut's youth advisory board, performed her own poem, "Silence."

Chera Best, President of the Blue Cross Toastmasters club, led the audience in Table Topics. Volunteers were given one to two minutes to answer random questions chosen by Best.

Finally, the moment we had all been waiting for, D'Amico announced the winners. In third place, Shivangi Bhatt from Salem High School; in second place, Saket Kulkarni from Northville High School; and in first place, Jayanti Gupta from International Academy East. Gupta will advance to the National NMA Leadership Speech Contest for a chance to win the \$4,000 top prize.

[Click here](#) to watch the full speech contest.

For more information about the [annual speech contest](#), visit our chapter's website at nma1.org/141.

CALENDAR of EVENTS

May
13

May Monthly Member Meeting

12:00 – 1:00 p.m.

Join us 11:45 a.m. – 12:00 p.m. for virtual networking.

Speaker: Vincent Kirkwood, Senior Director of Diversity & Inclusion, MRA Experiential Marketing

Topic: Communication, Culture, and Diversity in Leadership

[Link to register](#)



May
20

BCBSM LDA Mixer – HBCU Experience

12:00 – 1:00 p.m.

Join BCBSM LDA and Blue Acts ERN for our Blue Mixer featuring Qunita Williams, Director of State Accounts and Special Servicing for an enjoyable lesson about HBCUs. We will also have a quiz bowl with an opportunity to win an HBCU swag bag.

[Link to register](#)



May
21

Panel Discussion

12:00 – 1:00 p.m.

Join the BCBSM LDA as four panelists discuss their experiences balancing fatherhood and a full-time career.

[Link to register](#)



Management Week: May 10-13

Join us to celebrate Management Week!

We have several engaging events lined up to network and increase your leadership skills. See [page 10](#) for event details.

Monthly Member Meeting – Mentoring Leaders

By David Shelby Jr., care management team coordinator



Ted Ma

As members of a leadership development organization, we all hope to be impactful members of our professional communities. There's often a question that one may ask internally, what type of leader am I? Or the more important question, am I leader? We even ponder that question what makes a leader?

Luckily as part of our BCBSM LDA Monthly Member Meeting, we were treated to a speaker, Ted Ma, an elder millennial that coach's professionals into becoming leaders. Entering this conversation with an open mind I looked for clues on how to answer those questions.

Ted began the conversation with what a leader needs to be, a mentor. The first thing a leader must do is consider everyone else and how to inspire them to be the best versions of themselves. Leaders are mentors and are mentored. One of the best ways to hone your leadership skills is to find a mentor who'll guide and challenge you.

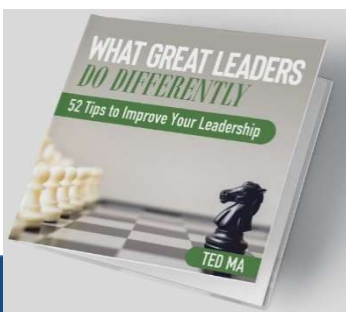
How can you find an effective mentor? Here are seven characteristics to help recognize a quality mentor:

- Positive role model
- Trustworthy
- Transparent
- Active listener
- Empathic
- Integrity
- Lifelong learner



Pay it forward. Use what Ted referred to as the mentorship cycle, by sharing the knowledge you gained from your mentor to help others.

- **Invest** your time and knowledge to develop someone else
- **Assign** tasks to help your mentee grow and encourage them to reach their greatest potential
- **Assess** by providing constructive feedback



Click on the [link](#) to access the full meeting.

What to learn more about how to be a great leader? Read Ted Ma's book, "[What Great Leaders do Differently, 52 Tips to Improve Your Leadership.](#)"

2021 Art Seidler Memorial Leader of the Year award

Recognize an outstanding leader by submitting him or her for the 2021 Art Seidler Memorial Leader of the Year award.

The nominee must be a team lead, manager or director and a member of BCBSM LDA. Click on link to nominate a great leader and submission details. Nominations will be accepted until May 31.

[BCBSM Leader of the Year Spotlight Nomination](#)



Lessons learned from leading a great American Company

By Fonda Overton, senior analyst MA servicing partnerships



Jeff Immelt

BCBSM LDA members were offered the opportunity to attend a lunch and learn with former CEO of General Electric Jeff Immelt, hosted by Steve Grigorian from the Detroit Economic Club.

Jeff explained how he started his employment selling plastics in the auto industry and became a CEO of GE. When he decided to leave GE he then wrote a book called "[Hot Seat](#)".



Jeff wrote the book because he wanted to tell a story of what went right and what went wrong while he was the CEO of the GE Company. When he took over the reigns it was difficult because he was replacing a person that everyone adored and considered the best manager of the century.



He tells the story of his first day at work, which was in September just after [911](#) and the [ENRON scandal](#). The timing of his CEO position was challenging, to say the least, but forced Jeff to think outside the box to push the company to the next level. This taught him that even when times are rough, you need to keep showing up. In his book he also talked about how he had to learn to become more global through investing and hired leaders that would help trailblaze the company to the future.



Jeff's thoughts on the global economy:

The two biggest economies in the world are China and the United States. In the future he sees the two going towards a trade war. Jeff's advice for the U.S. is that we need to know how to compete in China, which he's teaching his students at Dartmouth University and Harvard University.



Jeff's book recommendation:

Military books are a great way to learn about leadership. They show you how to lead and how to manage during failure and how to apply strategies when the odds are stacked against you.



Join us May 10-13 to celebrate Management Week!

Monday May 10th

9:00-10:00am
Management Week
Kickoff – Trivia &
Giveaways!



2:00-3:00pm
TEDTalk and Panel
Discussion with
LDA Executives



**May 10 Management
Week Kickoff**
[Registration](#)

**May 10 TEDTalk and
Panel Discussion**
[Registration](#)

Tuesday May 11th

8:00-9:00am
Morning
Wellness Yoga



12:00-1:00pm
 Kenneth Rates –
*Top Qualities of
Healthcare Executives*

2:00-3:00pm
Information Session –
Certified Manager &
Certified Supervisor
Development Program




**May 11 Morning
Wellness Yoga**
[Registration](#)

**May 11 Top Qualities
of Healthcare
Executives**
[Registration](#)

**May 11 Certified
Manager and
Supervisor
Information Session**
[Registration](#)

Wednesday May 12th

9:00-10:00am
 Resume Writing
Workshop

12:00-1:00pm
Paul Dank,
President and CEO –
ASG Investigations

3:00-4:00pm
Management Panel –
Developing Excellent Teams

**May 12 Resume
Writing Workshop**
[Registration](#)

**May 12 Presentation
with Paul Dank**
[Registration](#)

**May 12 Developing
Excellent Teams**
[Registration](#)

Thursday May 13th

8:00-9:00am
 Virtual Coffee Hour
with Cathy Longo

12:00-1:00pm
LDA Member Meeting with
Vincent Kirkwood



**May 13 Virtual Coffee
Hour**
[Registration](#)

LDA welcomes all NBU employees to join our Management Week events.
Help us spread the word by sharing the flier with your coworkers and bringing your friends to these events!
NBU employees of BCBSM and their subsidiaries can join LDA by visiting <https://nma1.org/141/join-now/>.

Contacts for all events: Charles Schultz or Kaitlyn Bradley

PD Exchange

Lessons Learned from Aji Abraham's Leadership Journey

By Kaitlyn Bradley, Management Week chairperson and PD Exchange author

During April's Virtual Networking Coffee Hour, Vice President of Health Plan Business Innovation and Market Solutions, Aji Abraham, shared his career journey with BCSBM LDA members. From his upbringing in central Pennsylvania, to an internship that he secured during a billiards game with a Pennsylvania congressman and his experience in the health insurance industry, Aji learned many lessons that have shaped his leadership style.



Aji Abraham

Always try to do the right thing. Even if doing the right thing doesn't help you make more money or win a trial, it will earn the trust of those around you.

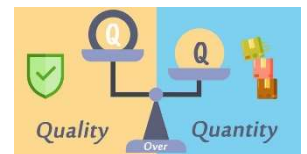


Build and reinforce personal connections before you need them. You'll be much more successful when you need help in the future if you've already created and fostered relationships within your network. Make the time to meet new people and to reinforce relationships you've already created.

Seize opportunity when it presents itself. You never know where an opportunity will take you. Don't let it pass you by.

Listen first, learn about the situation, then speak. People want to feel heard and understood. Be humble enough to recognize that you don't know everything. Empower others to help you better understand the situation and find a solution together.

Focus on the quality of your work, not the quantity. "Don't hang onto the work, hang onto the work ethic."



Work to solve complex problems. Don't get too attached to work tasks, as they often get passed to someone else.

Accountability exceeds your authority. Everyone has a duty to speak up when something isn't right. Even if a problem is not assigned to you, you should always try to do the right thing. Speak up, and don't wait for someone else to fix it.

During his final remarks, Aji reflected on the opportunities he sees within the health care industry. He said, "competition is coming," and we need to be prepared to disrupt ourselves before others do it for us. Aji's role as the Vice President of Innovation and Market Solution will allow him to assist Blue Cross Blue Shield of Michigan in being a thought leader in Michigan and nationwide.

Thank you again to Aji for providing insights on leadership and the next generation of health care!

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

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Dustin Freeze, Internet public domain

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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.