



## January 2020

### Inside This Issue

From the Desk of Our President	2
New Member Corner	3
New Member Spotlight Alyta Gordon	4
Calendar of Events	5
Traits of a good leader	6
PD Exchange Book Review and Upcoming Events	8



# Discovering Your Leadership Identity

## From the Desk of Our President

Happy New Year Blue Cross LDA Members:

I hope everyone had a happy holiday season and your new year is off to a great start. This is my first address of 2020 and I couldn't be more excited about the programming we have in store for the remainder of the year.

There are several opportunities in the coming months for you to engage with some dynamic speakers, participate in community involvement events and leverage professional development sessions.

Every year in February we host the Annual Student Leadership Speech Contest which is an opportunity for youth leaders to demonstrate and deliver their understanding of leadership through speaking. This event consistently delivers motivational leadership messages from high school students in the Metro Detroit area. I look forward to seeing you on Thursday, February 20 at the Whitmer Auditorium for the annual Blue Cross Blue Shield of Michigan LDA Student Leadership Speech Contest.

Stay tuned for communications regarding upcoming dates and ensure that you have saved the dates of the membership meetings published at the end of this issue. Additionally, these dates can be found on our website, the link can be found on BluesLink under Personal Growth.

Best wishes,

Tory Niceswander



**Tory Niceswander**  
*Blue Cross Blue Shield of  
Michigan LDA President,  
2019-2020*



## New Member Corner

OUR NEW TEAM MEMBERS  
Welcome

*Rikki Barnett  
Glenda Gogoleski  
Monisha Harris  
Anita Hart  
Matthew Keeney  
Marvelous Massey  
Rachel Richert  
Nicole Silas  
Xuelian Zhu*

*As a member of Blue Cross 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. For more information, you can always go to our [SharePoint](#) site*



### 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!

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We also perform various community involvement services throughout the year. We'd love for you to take part.

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**We look forward to seeing you at the next event!**

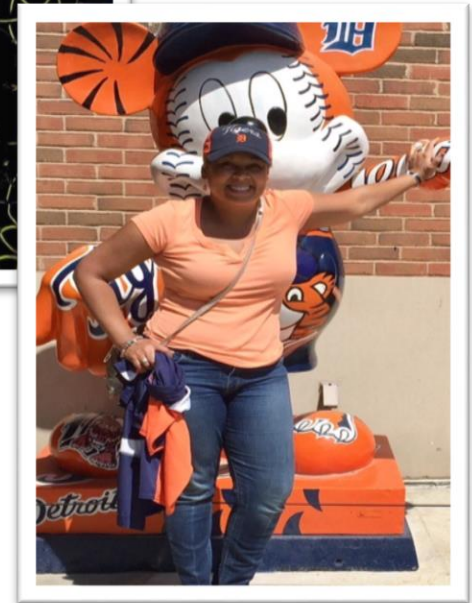
Get Acquainted

# New Member Spotlight

By Chantay Marshall, analyst



## Alyta Gordon



Alyta Gordon began her journey at Blue Cross Blue Shield of Michigan in April 2019 as a manager in Corporate Procurement. Coming from a manufacturing background, procurement or purchasing is a perfect fit for Alyta. She applies what she's learned from her previous position to her management role at Blue Cross.

Alyta joined the Blue Cross Leadership Development Association to connect with other leaders and adapt culturally within the Blue Cross acumen. Her mentor, senior procurement director Jim Line, reinforced the importance of relationships both inside and outside of the Blue Cross enterprise. Being a part of LDA encourages her to mentor others and be exposed to the contagious passion and energy within her mentees.

Alyta's favorite charities are [St. Jude Children's Hospital](#), [Detroit Dog Rescue](#), and the youth organization [Detroit Impact](#). Why are these charities special to Alyta? Her response was simple: "The organizations I listed reflect my personal interest to help those who can't help themselves".

### Let's get to know Alyta!

- Favorite snack: Kettle chips
- Favorite TV shows: The Crown, Versailles or Godfather of Harlem
- Daily affirmation: "Do better"

## Do Better. Be Better.



# CALENDAR of EVENTS

Feb  
20

## **Blue Cross LDA 2020 Speech Writing Contest**

Contestant Check-in Time:

4:30p.m. - 5:00p.m.

Meeting Start Time:

5:30p.m.

Blue Cross Blue Shield of Michigan

Whitmer Auditorium



**Our special guest the Detroit Youth Choir and speaker Mr. Anthony White, director of the Detroit Youth Choir**

The choir will be performing at the event. Mr. White will be speaking about his topic, Phoenix Rising: Overcoming the Odds.

Feb  
22

## **Community Involvement Event**

### **Mittens for Detroit**

9:00a.m. – 12:00p.m.

600 Woodward Ave., Detroit, MI 48226

The volunteer team will sort and pack winter items for schools across Michigan. A sign-up link will be available soon!

# Traits of a good leader

## Summary of CCL's blog "What are the characteristics of a good leader"

By Michelle Banaszak, communication specialist

What would you say makes a good leader? While everyone's answer might be a little different, most people can agree that good leaders have certain characteristics and qualities. The Center for Creative Leadership recently wrote a blog called "[What are the characteristics of a good leader?](#)" Based on their research, they found some common traits:

- Honesty
- Ability to delegate
- Sense of humor
- Confidence
- Commitment
- Positive attitude
- Creativity
- Ability to inspire
- Intuition
- Courage
- Caring
- Optimism
- Self-control
- Communication

The blog calls out the last five qualities as being especially important.

It talks about moral courage, or standing up for your beliefs and values, even in the face of opposition. Just like having moral courage, a good leader must have self-control. They need to decide what they will do and not do, both as a leader and as a person. These assets show a leader is motivated, focused and responsible.

The blog also suggests that leaders who show sincere interest, care and concern for others may be rewarded with loyal, supportive behavior.

"Caring does not mean tolerating or ignoring shoddy performance, violations of company policies, bad attitudes or dishonesty. What it does mean is seeing humans as the most important resource in an organization – and the resource with the most overall potential."

The CCL blog also discusses that optimism may also help get people on board with your leadership. Positive attitude and reinforcement are great ways to draw others in. And, of course, communication between you and your team is key. Effective written, verbal and nonverbal communication can really make the difference between being just a manager and being a true leader.

Take a look at the list of characteristics above and pick a few you can work on to sharpen your leadership skills. Whether you're in a leadership position now or aspire to be in the future, these are good traits for everyone to improve on. Like any skill, being a great leader takes time and effort.

To read the full article, visit the [CCL website](#).

**Leadership is not a position or a title, it is action and example.**

*Harold S. Geneen*



# The PD Exchange...

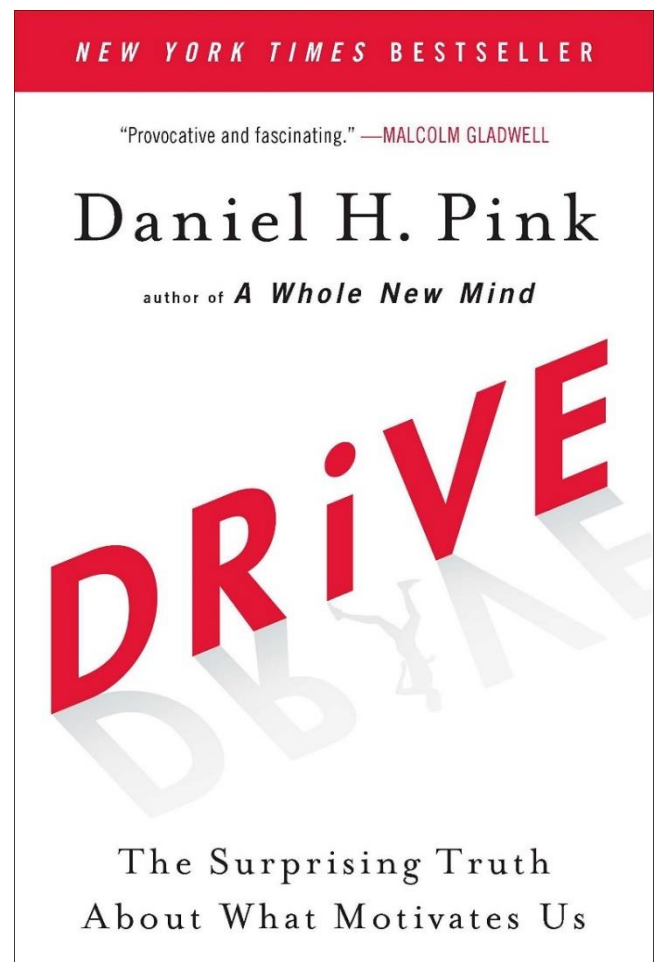
By Ernest Morris, analyst

## January Book Review

Daniel Pink is an author with modern cutting edge thinking in all of his works and he delivers nothing less in *Drive*.

*Drive* dares to suggest that becoming a good leader begins with letting go of incentives. Leaders shouldn't "dangle carrots" in front of their team to inspire them to feats of greatness. Instead, a leader should help develop their skills and sense of purpose.

I also recommend Pink's *A Whole New Mind: Why Right-Brainers Will Rule the Future*, an innovative message to enhance your confidence, leadership and creativity.



Marschelle Drake – VP, Professional Development  
Tia Heilig and Sarah Cheaito – Chairs, Professional Development  
Victoria Palmer – Chair, Continuing Education  
Edward Lanigan and Charles Schultz – Chairs, Certified Manager

## Upcoming Professional Development Events

**February 20**

Blue Cross Blue Shield of Michigan  
LDA Speech Contest  
featuring the Detroit Youth Choir

*Whitmer Auditorium, Detroit, MI*

**March 26**

Bob Crawford, vice president,  
Corporate Marketing and  
Customer Experience,  
Blue Cross Blue Shield of Michigan

*The Mint at Michigan First  
Conference Center, Southfield, MI*

**April 21**

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- I will assume that all individuals want to do their best.
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- 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.

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- 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.

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Photography: Christopher Brantley, Christina Frison, Ju Fonda Overton and Dana Bartell

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Website: <http://sps-corp/nma/default.aspx>

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President: Tory Niceswander  
President-Elect: Sharese Hogan

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Angela Hollis  
Patrice Matejka  
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Angela Tanner

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New Member Corner	2
LDA Board Polls	3
New Member Spotlight Marvelous Massey	4
Celebrating Black History Month	5
Chapter 141 LDA Speech Contest	6
Calendar of Events	8
PD Exchange/Upcoming Events	9
Upcoming Professional Development Events	10



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



## New Member Corner

OUR NEW TEAM MEMBERS  
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Laretha Gordon-Williams  
Shannon McCarthy  
Nicole Mills  
Liane Schall  
Erin Wallen  
Michelle Weatherspoon*

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**We look forward to seeing you at the next event!**

Get Acquainted

## LDA Board Polls

We received six qualified candidate nominations to fill the six open Board of Directors positions. The six open Board of Directors positions will serve as follows:

- Three open positions complete a full 3-year term through 6/30/2023
- Two open position will complete a 2-year term through 6/30/2022
- One open position (At-Large) will serve a 1-year term through 6/30/2021

Candidates receiving the top three highest numbers of votes will be offered to serve 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 term, completing the remainder of the 3-year term. There is one candidate for the “at-large” Board of Director’s position.

Voting opens on March 9<sup>th</sup> and ends on March 13<sup>th</sup>

Our 2020  
Candidates are:



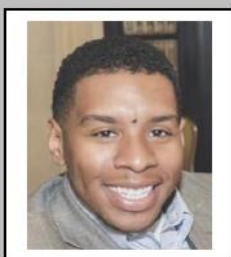
Dana  
Bartell



Ronnie  
Adams



Tia  
Heilig



Leonard  
Alford, III



Christina  
Frison



Vaneitta  
Goines



# New Member Spotlight

Written Chantay Marshall, analyst



## *Marvelous Massey*

One of the great debates — who's better, Marvel or DC? I bet if I asked our newest featured member in the spotlight it'd be a no brainer: Marvel. Marvelous Massey is a huge fan of the Marvel franchise.

Married since 2008, Marvelous is a loving husband and father of two sons, who are two and seven years old. His family is the most important thing in his life. His dream is to take them to Disney World on vacation, which is the place where his favorite character's ride is featured: The Hulk.



Born and raised in Detroit, Marvelous isn't a stranger to one of the city's gems, Buddy's Pizza. "Buddy's Pizza holds special memories for me because whenever I did great in school, my mom rewarded me with Buddy's. I continue this tradition with my son when he brings home stellar report cards." Whether it's a good report card or an academic award, pizza is on the menu. It's a tradition special and unique to his family.

Marvelous currently works as an analyst in our Operations Development Learning Management (ODLM) department. Starting with the company in September 2017, he feels he has grown tremendously over the years.

"I love the networking opportunities here at Blue Cross," and being a member of the LDA is an example. On his career path to be a director, networking is important in addition to exemplifying the things he admires in a leader: knowledge, integrity and being a role model.



# Celebrating Black History Month

By Krishan Dawson, senior analyst

Since February is Black History Month, we wanted to celebrate one of our local gems, the [Charles H. Wright Museum of African American History](#). During the month of February, the Charles H. Wright Museum honored Black History Month by hosting several unique showcases and extending their hours of operations. But a trip to the Charles H. Wright Museum is well worth a visit any time of the year.

The museum was founded in 1965, and holds the title of the “World’s largest” permanent African American culture exhibit. The 120,000 square foot facility is located in the heart of Midtown Detroit. Unbeknownst to many—the museum was once located at 1549 West Grand Boulevard, in a home that the founder, Dr. Charles H. Wright, owned.

In 1997, the museum made a groundbreaking transition to its state-of-the-art facility and has since continued to gain support on both a local and national level—receiving more than \$1 million in donations annually.

Currently, the Charles H. Wright Museum is home to more than 35,000 artifacts. Each year more than half a million people flood the museum to engage with its unparalleled collection. Some of its most notable attractions include collections from “The Blanche Coggin Underground Railroad”, “Harriet Tubman” and “Coleman A. Young”, “And Still We Rise”—an interactive journey through African American History, “The Louise Lovett Wright Library” and the “General Motors Theater”—a 317 seat facility for presentations, live performances and other theatrical productions.

With an unyielding commitment to community development and education, Charles H. Wright has become not only a museum but an invaluable pillar to the City of Detroit. From its elaborate exhibits and tours to its educational workshops and youth summer camps, the legacy that the Charles H. Wright Museum of African American History has built will impact the lives of Detroiters and visitors from around the world, for generations to come.

**Plan a visit to the Charles H. Wright Museum of African American History and join the movement to *Rejoice Relive Reconnect*. Check out their [current exhibitions](#).**



*“The Charles H. Wright Museum opens minds and changes lives through the exploration and celebration of African American History & Culture.”*

# Chapter 141 LDA Speech Contest

By Barbara Krajenke, communication specialist

“The world is run by those who show up”, Executive Vice President, Chief of Staff and Corporate Secretary Tricia Keith’s opening comment. And that’s just what 12 high school students did; they showed up.

Chapter 141’s annual LDA Leadership Speech Contest was held on Feb. 21, in the Whitmer Auditorium. The contestants, high school students from Southeast Michigan, captivated the audience with their speeches on leadership.

Opening comments by Tricia Keith and Chapter 141 BCBSM LDA President, Tory Niceswander, set the tone by discussing discovering your leadership identity and your brand. The concept of brand was explained by Executive Vice President Tricia as she challenged the contestants and audience to discover their brand.

“Your brand is how you represent yourself and how you show-up. It’s about developing your leadership identity and investing in this part of yourself. It’s what people think when they think about you.”



**Above: Tricia Keith speaks to the audience about discovering their brand**

**Below (L to R): 3<sup>rd</sup> place: Kamika Kaur, 2<sup>nd</sup> place: Saket Kulkarni, 1<sup>st</sup> place: Arthur Harrington**



**The contestants eagerly await the speech contest**

The emcee, Labor Relations and Specialty Accounts Dan D’Amico, kept the audience engaged in between speeches. The contest concluded on a high note, with a demo by Skillmasters Club 7236 of Toastmasters International, headed by Kristi Stocker, and closed with a performance by the Detroit Youth Choir.

The goal of the speech contest is more than honing public speaking skills. It’s a way for the contestants (and audience) to better understand the leadership role and acquire the communication skills needed when entering the workforce and continuing their education.

The contestants had the opportunity to work under the guidance of the Blue Cross Skillmasters and supporting Toastmasters clubs to perfect their skills and prepare them for the contest. The Skillmasters and supporting clubs also volunteered by acting as judges for the contest.

The four- to six- minute speeches were judged on:

- Content (worth 50%)
- Delivery (worth 30%)
- Language (worth 20%)



# Chapter 141 LDA Speech Contest

*Continued from Page 7*

“Leadership isn’t about having power *over* people, but having power *with* people to work together as a greater unit to achieve success.”

First place went to Arthur Harrington, who was honored with a \$500 scholarship and a chance to compete in the national contest for a \$4,000 scholarship. His speech reflected on how much leadership affects us at every level of society. Saket Kulkarni placed second and was awarded a \$250 scholarship. His speech focused on perseverance by giving an example of J.K. Rowling, the author of Harry Potter. The third place winner, Kamika Kaur, described leadership as a piece that completes the puzzle. Kamika was awarded a \$100 scholarship.

The winning speech began by engaging the audience to repeat “I can, I will, I must be a leader.” In his speech, Arthur defined his four characteristics of a leader:

- Teamwork
- Influence
- Integrity
- Determination

The contest was closed by Director of the Detroit Youth Choir, Anthony T. White, who spoke about overcoming the odds. Anthony related his journey with the Children’s Youth Choir, which began as seven members and grew into the Detroit Youth Choir with 125 members and a \$1 million endowment. He described how the growth of the choir and his role in it was accomplished by overcoming negativity and practicing patience.

Congratulations are in order for all the contestants who participated. All the contestants did a stellar job on their speeches and engaging the audience.

The Chapter 141 LDA Speech Contest was possible by a combined effort from the following:

BCBSM LDA Speech Contest Committee

Chair: Erica Addison

Co-chairs: Lydia Officer, Sheryl Johnson-Fambro

Karen Baird

Kirbionne Brackins

Lanita Collins

Angelia Johnson

And Blue Acts: Andre Smith and Sharese Hogan

In addition, several volunteers from our BCBSM LDA chapter, Blue Acts, and Toastmasters chapters within Blue Cross and the surrounding area helped to make the event a success.



*The Detroit Youth Choir performs*

# CALENDAR of EVENTS

Mar  
21

**Community Involvement Event  
Cass Community Kitchen**

8:45 a.m. – 12:00 p.m.

11850 Woodrow Wilson St., Detroit, MI 48206

Volunteers will help prepare and serve a meal for our community members. Parking is around the side of the building in a gated lot.

Volunteers should arrive between 8:45 a.m. and 9:00 a.m.

Watch your email for a registration link.

Mar  
26

**Monthly Member Meeting**

4:50 p.m. – 8:00 p.m.

The Mint at Michigan First Conference Center  
27000 Evergreen Road, Lathrup Village, MI 48076

Speaker: Bob Crawford, Vice President of Corporate Marketing & Customer Experience, Blue Cross Blue Shield of Michigan

Topic: Lessons in Leadership

Watch your email for a registration link.



# The PD Exchange...

## Opportunities to Develop



**Detroit Tower: April 1, 11:00 a.m. – 2:00 p.m.**  
**Renaissance Center: April 24, 11:00 a.m. – 2:00 p.m.**  
**BCN Commons: April 30, 11:00 a.m. – 2:00 p.m.**

Come and learn more about how to take advantage of  
continuing education opportunities

Blue Cross Blue Shield of Michigan and Blue Care Network have to offer.

Meet with recruiters from the following colleges and universities:



***Ashford University***

***Central Michigan University***

***Concordia University***

***Davenport University***

***Eastern Michigan University***

***Madonna University***

***Marygrove College***

***Northwood University***

***Oakland University***

***Siena Heights University***

***State of Michigan – Michigan Education Trust***

***University of Michigan, Law***

***University of Michigan – Flint***

***Walsh College***

***Wayne State University – Engineering***

***Wayne State University: Mike Ilitch School of Business***



Marschelle Drake – VP, Professional Development  
Tia Heilig and Sarah Cheaito – Chairs, Professional Development  
Victoria Palmer – Chair, Continuing Education  
Edward Lanigan and Charles Schultz – Chairs, Certified Manager



## Upcoming Professional Development Events

**March 19**

**Shari Storm, owner,  
Category 6 Consulting**

NMA Monthly National Webinar  
"Recruit, Retain, Mentor, Motivate"

**March 26**

**Bob Crawford, vice president,  
Corporate Marketing and  
Customer Experience,  
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*The Mint at Michigan First  
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# blueprint<sup>®</sup>



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From the Desk of Our President	2
New Member Corner	4
2020 LDA Board of Election Results Announced	5
10 Things Parenting Taught Me About Leadership	6
Join Our Team	8
BCBSM LDA March Membership Meeting	9
April Monthly Member Meeting Guest speaker: Dr. Lee E. Meadows	11

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# Discovering Your Leadership Identity



**Tory Niceswander**

*BCBSM LDA President, 2019-2020*

## From the Desk of Our President

Greetings BCBSM Leadership Development Association Members:

A lot in the world has changed since my last address. We are experiencing an unprecedented time in our history that is allowing us to embrace a new approach in how we do things. These concerns have led to a tremendous amount of change in the way we operate as a company, chapter, and individually. Corporately, we've highlighted our level of resiliency and flexibility. Finding your leadership identity is more prevalent now than ever and I want to personally thank you for committing to your development during this time. Finally, I want to thank you all for the tireless work you are doing to maintain operations for our members, families, and friends.

This past Thursday, we held our first virtual monthly membership meeting featuring keynote speaker Bob Crawford, VP Corporate Marketing and Customer Experience. We had over 100 members login to participate.

Congratulations to Shunda Jones, Sharon Foulks, and Denise Hein for winning the giveaways. Also, you should have recently received a survey seeking your feedback. We want to ensure we are delivering the best experience possible during this temporary "new normal." If you haven't already done so, please take a few moments to submit your feedback.

I encourage you to take time to connect with your family, friends, and co-workers. Remember, we don't have to be together physically – connect through letters, phone calls, or video conferencing – as we all try to normalize our lives working through this crisis. Some of us are still working in the office; however, most of us are now remote, some with our children (including our four-legged children) as our new co-workers. Others are busy caring for aging parents or those affected by this pandemic in their lives. To help cope with this "cabin fever", I've compiled a list of resources to help through this time of transition:

### COVID-19 Resources:

[State of Michigan – Coronavirus Updates](#)  
[Centers for Disease Control \(CDC\)](#)  
[World Health Organization \(WHO\)](#)

### Educational Resources:

[Recommended Daily Schedule for Kids 2-18 from Khan Academy](#)  
[Remote Learning Resources from Khan Academy](#)  
[Mystery Science – Offering Free Science Lessons](#)



# Discovering Your Leadership Identity

## Educational Resources Continued:

[Scholastic Learn At Home – Day-by-day Projects to Keep Students Reading, Thinking, and Growing](#)

[Michigan Open Book Project – Social Studies Resources for K-12](#)

[BrainPOP – Learning Resources for K-12 and Adults too!](#)

## Well-being & Leisure Resources:

[BCBSM MI Blues Perspectives](#)

[Nike Training Club – Offering Fitness Routines and NTC](#)

[Premium is Now Free](#)

[PlayingCards.io – Play Card Games Remotely](#)

[BreakoutEDU – Fun Games @ Home](#)

[hoopla – Your Public Library Online or Via Mobile App](#)

[Audible – Offering Free Kids Stories During School Closures](#)

[Storyline Online – Stories with Celebrities](#)

[Story Time from Space – Stories with Astronauts in Space](#)

## Virtual Tour Resources:

[Smithsonian's National Zoo](#)

[Google Earth's National Park Tours – 31 National](#)

[Parks Available](#)

[Boston's Children Museum](#)

[Georgia Aquarium](#)

[The Louvre](#)

[The Metropolitan Opera](#)



**My new co-workers!**

As we look to April, I am happy to announce we will be holding our second virtual Monthly Membership Meeting on Tuesday, April 21, 2020, featuring Dr. Lee Meadows, Professor of Management, Walsh College to discuss another wonderful leadership focus. My team and I are exploring more options for virtual professional development sessions and community involvement opportunities. I look forward to connecting with you at one of the upcoming events.

Remember to stay home when you can and stay healthy,

Tory Niceswander



## New Member Corner

OUR NEW TEAM MEMBERS  
Welcome

*John Azzouz  
Larry Duren  
Janeela Herrington  
Katryn Johnson  
JaNae Johnson-Hawkins  
Jason Kaminski  
Bryan Walker*

*As a member of Blue Cross 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. For more information, you can always go to our [SharePoint site](#)*



### 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 Blue Cross 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 Blue Cross [LDA's site.](#)

**We look forward to seeing you at the next event!**

Get  
Acquainted



## 2020 LDA Board Election Results Announced

BCBSM Leadership Development Association recently held an election that ended on March 13, 2020, to fill six open Board of Directors positions. It is with great pleasure we introduce our new and re-elected members of the BCBSM LDA Board of Directors.

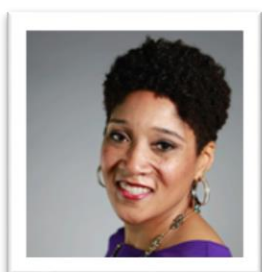
### Serving three-year terms (July 1, 2020 – June 30, 2023):



**Leonard Alford III**

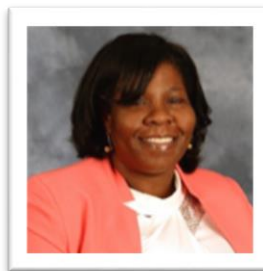


**Christina Frison**

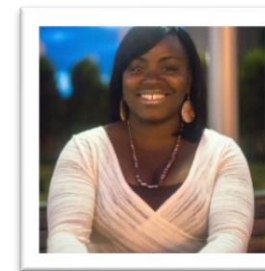


**Tia Heilig**

### Serving two-year terms (July 1, 2020 – June 30, 2022):



**Ronnie Adams**



**Dana Bartell**

### Serving as Elected At-Large Director, one-year term (July 1, 2020 – June 30, 2021):



**Vaneitta Goines**

You will be able to congratulate our new board members when they are inducted at the annual meeting in June where our president and CEO, Daniel J. Loepp, will be our keynote speaker.

Leonard, Christina, Tia, Ronnie, Dana, and Vaneitta, on behalf of the BCBSM Leadership Development Association, please accept our congratulations for being elected to serve on the governing body!

**Sharon Sheppard,**  
**Elections Committee**  
BCBSM Leadership  
Development Association  
(LDA)  
Board of Directors

# 10 Things Parenting Taught Me about Leadership

Executive changes. Hurricanes. And now, global pandemics. Corporate Communications requires strategic thinking, creativity, and most of all, leadership through some challenging times.

But believe it or not, being a parent might be the truest test of a person's leadership skills. As a parent you've taken on the responsibility of guiding a person through life, then ushering them into adulthood as productive contributors to our world. Lofty? Yes. Important? Absolutely.



**Lisa Bond Brewer**  
*Director, External Affairs  
& Communications*

Now, I'm not saying you *must* be a parent to be a leader or that your employees are like children. What I'm saying is in my evolution as a leader, I've learned to reflect on all the ways that being a parent honed, buffed, polished and even reinforced my leadership style. It's through my role as a mother of three daughters (a set of twins and a single), that I became a better leader.



Over the span of my career I've managed dozens of employees and the lessons I've learned – and continue to learn – are many. Some of them are concrete, while others are less tangible, but here are 10 lessons that stuck out the most:

1. *Have a vision* – Communicate your vision clearly and passionately to your team. It'll motivate them to act with passion and purpose to move the company forward.
2. *Set Expectations* – It's important to set expectations for your department, to hold your team to a higher standard. When you hold people accountable, they tend to strive to achieve.
3. *Don't be afraid to lead* – Don't let fear be your enemy. You were hired to be a leader, now lead. Seek feedback from your team because you won't have all the answers. Then, make your decision and stand behind it confidently.
4. *Everyone is different* – There's no 'one-size-fits-all' recipe. Like your children, everyone is different. Get to know the members of your team, understand their strengths and weaknesses. When you know them, you can help them grow in their positions.

## 10 Things Parenting Taught Me About Leadership

*Continued from Page 5*

5. *Model behavior* – The “Do as I say do, not as I do,” philosophy doesn’t work. Be the example. Your team, like your children, are watching everything you do. Model the behavior you want to see in them.
6. *Use the Golden Rule* – It’s simple: treat your team the way you want to be treated.
7. *Be honest* – The core of any great relationship, whether personal or professional is honesty, because without it there is no trust.
8. *Empower your team* – Help your team to be secure enough to make their own decisions. When you must, show them the way.
9. *Don’t run from conflict* – There are times you’ll have to have hard conversations. It’s not fun, it’s a part of the job.
10. *Be a cheerleader* – Encourage, support, and advocate. If an employee knows you care and have their back, they’ll produce better work and be more engaged.
11. *BONUS! Have fun* – You spend over 40 hours a week working together; make it enjoyable.

I know ... I have 11 lessons in my Top 10 list? Well, I told you to have fun, didn’t I?

*Lisa Bond Brewer is the Director of External Affairs and Communications for Emerging Markets. She’s directed communications teams in the health care, financial and educational sectors across her award-winning career. She’s also a mother of three daughters and a new grandmother.*





# JOIN OUR TEAM

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 occur in the evenings and during lunchtime.

We're also looking for several **formatters** who enjoy working with PowerPoint to keep *blueprint* looking its best. If you're searching for a creative outlet, this is the job for you.

Do you love taking pictures? We're always looking for more **photographers**. Whether you have photography experience or just like capturing exciting moments on your phone, we want you on the *blueprint* crew!

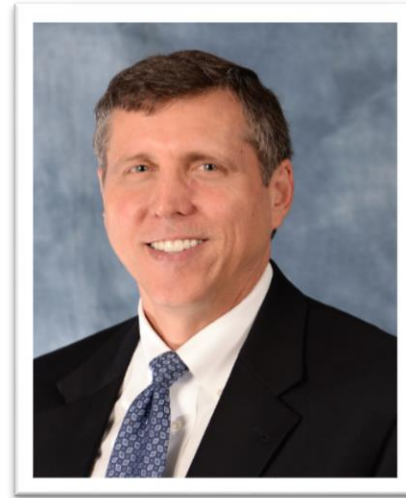
If you are interested in joining the team, please contact [Christina Frison](#), [Barbara Krajenke](#) or [Michelle Banaszak](#) for more information.



# BCBSM LDA March Membership Meeting

By Barbara Krajenke, communications specialist

Perseverance. That's the one word that stuck with our March Monthly Member Meeting guest speaker, Bob Crawford, vice president, Corporate Marketing and Customer Experience at Blue Cross Blue Shield of Michigan. When Bob was in middle school, he remembers the first time he learned the meaning of this word and the impact it still has on him today. Bob used the example of this impact to show that leadership identity doesn't start when you become a leader. Leadership identity is a culmination of who you are as a person and your experiences, whether big or small, that have an impact on who you are and how you lead.



**Bob Crawford**  
VP Corp Marketing and  
Customer Experience

Bob's five points about discovering leadership identity and the qualities of a good leader are:

1. Know who you are
2. Follow your gut
3. Collect your experiences
4. A place to start
5. Leading in a crisis

## **Know who you are**

"Understanding yourself is critical to determine how you operate and how you will influence others."

Becoming a good leader is about introspection. It's about your personal journey and discovering who you are, what's unique about you and what's important to you. It's your personal brand.

One way you can discover who you are is by networking and talking to other people. Learning more about someone and how they got to where they are can shed light on what you stand for and who you want to be as a leader.

## **Follow your gut**

"Understand and watch others and try to lead yourself."

Following your gut is being true to yourself and your inner voice, while being open to new experiences. It's how you think about things and the amount of confidence you gain through this experience.

Look within your organization to seek strong leaders; there's much you can learn from others. Learning from them teaches you more about yourself and gives you the confidence to intuitively do what needs to be done.

<b>ISTJ</b> Responsible Executors	<b>ISFJ</b> Dedicated Stewards	<b>INFJ</b> Insightful Motivators	<b>INTJ</b> Visionary Strategists
<b>ISTP</b> Nimble Pragmatics	<b>ISFP</b> Practical Custodians	<b>INFP</b> Inspired Crusaders	<b>INTP</b> Expansive Analysts
<b>ESTP</b> Dynamic Mavericks	<b>ESFP</b> Enthusiastic Improvisors	<b>ENFP</b> Impassioned Catalysts	<b>ENTP</b> Innovative Explorers
<b>ESTJ</b> Efficient Drivers	<b>ESFJ</b> Committed Builders	<b>ENFJ</b> Engaging Mobilizers	<b>ENTJ</b> Strategic Directors

## BCBSM LDA March Membership Meeting

*Continued from Page 8*

### **Collect your experiences**

*“Take your strengths and use them so you can deliver more.”*

You always want to move closer to your goal. Making tactile decisions is a collection of your experiences that result from what you’ve learned. They guide your journey to the next step that gets you closer to your goal.

Having an open mind in professional opportunities gives you a broad skillset, and can teach you more about your strengths and make you a better leader.

### **A place to start**

*“The seeds that become your identity are the people you meet and your experiences.”*

Your attitude and approach are the first step to getting started. Be open to new experiences and opportunities; these are great ways to learn a new skill and develop your leadership identity.

Ask yourself, “what is the ‘why’ that drives me? Why are you drawn to certain positions and what strengths do you bring to a particular role? For example, are you a people-person drawn to work with the public? Is your strength communicating, which allows you deliver more to this role? Think about the experiences where you thrived, or a particular talent you’d like to hone in on.

### **Leading in a crisis**

*“Communicate. A leader always needs to be communicating and sharing, especially in a crisis.”*

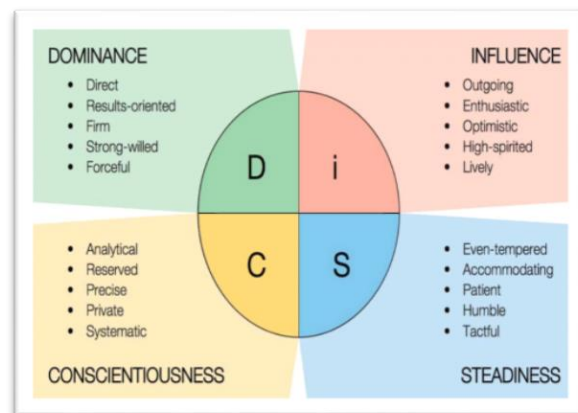
Good leaders have empathy. They realize that work is just one piece of life. During a crisis, they focus on the critical things that need to be done. At the same time, a good leader will figure out how they can be there for their employees and focus on the individual, not just what’s got to be done.

If you’d like to delve more into discovering your leadership identity, Bob suggests taking the [Disc Profile](#) or the [Myers-Brigg](#) personality test. These tests are a great way to learn more about yourself, your perceptions and your communication style.

Congratulations to our giveaway winners for the March Monthly Member Meeting!

Shunda Jones and Denise Hein, who won copies of the books, “Outside-In” and “The First 90 Days”, and Sharon Foulks, who won a one-hour mentoring session with Bob Crawford.

Thank you to everyone who attended. We look forward to meeting again virtually for our April Monthly Member Meeting.





## Keep your eyes open for your invite to our virtual April Monthly Member Meeting with guest speaker Dr. Lee E. Meadows

Lee E. Meadows is a Professor of Management at Walsh College and a consultant with over 30 years of experience working in the field of Leadership Development.

His practical experiences include having worked at Michigan State University, General Motors, the Kellogg Foundation, EDS, A.T. Kearney Consulting Services, Con-Way Transportation Services and Davenport University Eastern Campus.

He attended Michigan State University where he received a Bachelor of Arts, a Masters in Counseling and a Ph.D. in Higher Education.

Lee currently serves as board president for three non-profit organizations.

When he is not teaching undergraduate and graduate courses in leadership, management and human resources for Walsh College, he is developing leadership programs.

He publishes monthly articles on his LinkedIn page and remains active in working with youth.

He is the author of the business leadership fable, “Take the Lull by the Horns: Closing the Leadership Gap” and the Lincoln Keller Mystery Novels.

Lee grew up on the North End of Detroit and graduated from Northern High School.



## 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

Writers and Editors: Barbara Krajenke, Michelle Banaszak, Chantay Marshall, Dana Bartell, Christina Frison, Mia Harris, Victoria Palmer, Krishan Dawson and Tory Niceswander

## Creative Team

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Photography: Christopher Brantley, Kristie Stocker, Christina Frison, Michelle Banaszak, Ju Fonda Overton and Dana Bartell

Dustin Freeze, Internet public domain

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

## Blue Cross LDA Board Officers

Board Chair: Karema Bobbitt  
President: Tory Niceswander  
President-Elect: Sharese Hogan

## Board Members

Ronnie Adams  
Stephanie Bracken  
Tia Heilig  
Angela Hollis  
Patrice Matejka  
Maryann McKenna  
Sharon Sheppard  
Angela 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 Professional Development: Marschelle Drake  
VP Program Administration: Heidi Saucier  
VP Public Relations: Christina Frison  
VP Finance: Shari N. Goodwin  
VP Administration and Recognition: Joslynn Collins

# blueprint<sup>®</sup>



## April 2020

### Inside This Issue

From the Desk of Our President	2
New Member Corner	3
A Message from our National Director	4
Leading with Influence – April's Virtual Monthly Meeting	5
Handling Stress During These Unprecedented Times	7
Calendar of Events	9
Join Our Team	10

### NMA National Mission Statement

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





# Discovering Your Leadership Identity

## From the Desk of Our President

Greetings BCBSM LDA Members:

I hope you and your loved ones are all in good health.

As we close out another month and move into the month of May, during this global pandemic, it is important to take time for ourselves. May is National Mental Health Awareness Month. Even though we are apart, it is important to take the time to check in on our co-workers, friends, and family members during this period of transition. Remind them, they are not alone in this. It is important we have meaningful dialogue around these topics and begin to break the stigma associated with mental illness. Take care of yourself and others.

I want to remind everyone to be on the lookout for an email expected during the week of May 18<sup>th</sup> from Survey Monkey to vote on the merger of our two Blue Cross chapters. Make sure to take time that week to vote. This is an exciting time for the chapter to expand our horizons and operate in a new capacity.

Stay safe; stay healthy,

Tory Niceswander



**Tory Niceswander**  
*BCBSM LDA President, 2019-2020*

## New member corner

OUR NEW TEAM MEMBERS  
Welcome

*Cheryl Dean  
Tamieka Thornton*

*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.*



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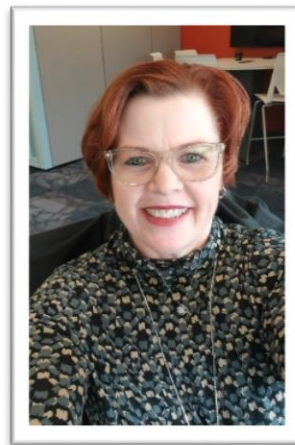
Get  
Acquainted

# A message from our National Director

I'm BACK! I'll be serving as BCBSM Leadership Development Association's National Director alongside Matt Zelman as National Secretary. I previously served as this chapter's National Director in 2011. Because it's been a while since we appointed a new National Director, I thought I would share a few aspects of my role with you and some key areas NMA is focusing on this year.

The role of the National Director is to:

- First and foremost, represent our chapter as a member of the national board and contribute to the progress of the BCBSM LDA.
- Attend three national level board meetings a year, and participate on two committees; co-chair of the Professional Development committee and as a member of the Association Development & Services committee.
- Regularly participate in committee discussions on professional development tools and resources, as well as growth and services opportunities.
- Be a liaison between the chapter and the national staff.



**Nancy Bennett, National Director**  
**BCBSM Leadership Development Association**

This past weekend, the 2020-2021 leadership team attended the virtual Chapter Leadership Training (CLT) hosted by NMA. This fall, I am scheduled to join the team at the NMA's annual conference in Greenville, SC. Both events give me and the chapter's leadership team the opportunity to share what our chapter is doing and learn some best practices from chapters across the country.

One of the first items on the national agenda this year was to develop the national NMA strategic plan. The board of directors identified key areas of focus to address the ever-changing climate facing our organization:

- Professional Development
- Marketing
- Membership Growth and Value
- Technology

We've identified objectives, long- and short-term goals and key initiatives for each area. This plan will soon be shared with our chapter's board of directors to help align chapter plans with the national NMA organization.

One NMA national initiative I am particularly excited about is under the area of new professional development products. At the end of 2019, NMA released the revised FaciSkills product that speaks to the importance of collaborative relationships, which open the door, foster productivity and produce results. NMA released six e-learning:

- Assertiveness and Self Confidence
- Change Management
- Emotional Intelligence
- Generation Gap
- Goal Setting
- Leadership and Influence

You can find more information about these offerings at [nma1.org](http://nma1.org) under the Professional Development section.

I am very excited about taking on this role of National Director. In the coming months, I look forward to sharing more about what NMA is doing and working with our chapter to help us be even more successful.



# Leading with influence – April's virtual monthly meeting

Written by Michelle Banaszak, communications specialist

*"In order to make a difference, YOU have to be the difference." – Lee Meadows*

Our virtual April member meeting, "Using influence to achieve outcomes," was led by Lee Meadows, Ph.D., Professor of Management at Walsh College. It was amazing to see how many of you are still staying involved during these virtual meetings – we had over 100 attendees!

Dr. Meadows began by talking about how we can use influence to achieve outcomes in all aspects of our life, both professionally and personally. He said, "Leadership comes from a variety of different places and perspectives."

While some of us may have leadership titles, Meadows believes the greater influence is done by people who are not in designated leader roles. Influential leadership is defined as using influence to create followers who *want* to follow, as opposed to followers who believe they *have to* follow. This happens in a variety of ways, including leadership on TV, in politics and at church.

Whether you know it or not, you're leading and influencing others in your daily life. Individuals may seek you out for your expertise, because they share a common interest with you, or because they look up to you and want to follow you. No matter the reason, Meadows shared "The Influential L.E.A.D Model" to keep in mind when others are looking to you for leadership.

- **Lead toward outcomes.** Any time your influence is being used, ask yourself, "What outcome am I trying to achieve? What outcome is the follower trying to achieve?"
- **Engage for commitment.** Help them realize what they want to achieve and how they can do it, because you can't do it for them.
- **Advocate to inspire.** People look at who you are as a role model. They draw inspiration from the things that you do and say.
- **Develop for tomorrow.** Encourage them to think about not only what they want for today, but things they might want later on.

So, what is the roadmap to becoming influential? Meadows stressed the point that less people are in formal leadership roles than people who do not have leadership titles. If you don't have a formal title, how can you make a difference in the organization and with people around you?

1. **Establish credibility.** You can do this with the consistency of how you deliver outcomes based on your experience.
2. **Engage others and build a connection.** Have a good understanding of how you're connected with individuals around you.
3. **Clarify expectations and practice accountability.** How accountable can you be with people you're working with? How can you help them achieve their goals?
4. **Share your passion.** Once you have credibility with others, sharing your passion allows that credibility to grow.
5. **Be open to influence.** Take stock in how others have influenced you. Who do you go to for advice or engagement?



**Lee Meadows, Ph.D., Professor of  
Management at Walsh College**

# Leading with influence – April's virtual monthly meeting

Continued from Page 5

After you've created connections with others, begin thinking about the best way to lead them. This may look different for each person you're influencing. A few questions to ask yourself:

- What are my values?
- What is it that I'm trying to accomplish?
- How will I motive them?
- What is my leadership style?
- Is my influence indirect or direct? Direct meaning that your advice is primary, long term with few barriers and a high impact on change; for instance, being someone's manager or team lead. Indirect meaning that your advice is secondary, short term with more barriers and a lower impact on change; for instance, offering advice as a coworker or on a team for one project.

Once you've answered these questions, the leadership road ahead will become much clearer.

Finally, Dr. Meadows talked about three types of influencer roles:

- Asset role. An asset influencer has a direct and immediate expertise that's available. There's a certain thing they know or do well.
- Advocate role. An advocate influencer uses their influence to help others. They understand others' strengths, abilities and values, and they will advocate for them.
- Ally role. An ally influencer uses collaboration and coordination. They may be able to use one of their strengths to help another person, while also receiving help in return.



"LEADERS BECOME GREAT, NOT BECAUSE OF THEIR POWER, BUT BECAUSE OF THEIR ABILITY TO EMPOWER OTHERS."

JOHN MAXWELL

You may be any of these types of influencers, or a combination of them. It may depend on the person you're leading or the situation. Take some time to think about what your role as a leader is in each circumstance.

Meadows finished the meeting by encouraging listeners to leverage their networks. He talked about core networks - individuals you know such as family, friends and coworkers. Those individuals may know someone else who could help you with something you need. From time to time, do an analysis of your network, both who you know and who they know.

While practicing your leadership skills, remember to have inclusive conversations with others. This will help grow your network and help you to gain credibility. Support others with decision making by asking questions to help them gain clarity. Influencing is not a one-time event, but a continuous process and investment that we make throughout our careers.

# Handling stress during these unprecedented times

Written by Fonda Overton, senior analyst

What's going on? When will this be over? What is the cure?

We ask these questions on a daily basis. As we look for answers from the news and expert doctors, it seems as if we are playing the waiting game. No one truly knows the answer. We are just hoping for a cure or a vaccine that will make all of this stop.

As we read and look at the horrific outcomes of COVID-19, it makes us fear for ourselves and our loved ones. We are told to social distance ourselves from everyone. What?! Is this really happening? Yes, because our lives have completely changed.

Just three months ago, we were able to freely go to the grocery store, go to restaurants and see our favorite teams play at stadiums. Now, it's almost summer and we can't even have a family picnic at the park. And what if you live alone? There is no one else there, and that can cause loneliness.

COVID-19 has taught us how to *"MacGyver"* (v. *'to solve a problem in a creative, resourceful way with what is conveniently on hand'*) our lives and find some semblance of enjoyment during this season of "shelter in place." We need to keep our sanity, refuse depression and promote our mental health.

Watching the news, reading social media, and being stuck inside the house can cause anxiety. So, what can we do? Take a step back and think about better times: less stress, less rushing, no hustling to work. For many of us, there are no worries of traffic, or running to drop off/pick up the kids.

Here are a few ways to enjoy this new-found time that is open to possibilities.

1. Limit television. You already know that COVID-19 is the main discussion on the news. Cut your television time down to a few hours a day. Do you have Netflix or Hulu? Let's watch a movie.
2. Read a book. Listen to Audible while doing something else. Try a Facebook or Goodreads book club to discuss a book or get ideas on what to read.
3. Find a hobby or project. Have you been wanting to learn how to paint, but never had the time? What about creating your own "relax room"? Spruce up your space with some new pillows or other new items from online stores like Wayfair or Overstock. You can also redecorate by rearranging furniture in a room.
4. Meditate. There are plenty of apps with short or long meditations and calming music that help you stay focused. Try breathing exercises, which can assist with relaxation. There are also sermons and mediation classes to review on YouTube.





# Handling stress during these unprecedented times

Continued from Page 7

5. Dance. Turn on some music and dance around the house. Enjoy yourself and sing at the top of your lungs! Kids love to dance around, so get the entire family involved.
6. Exercise. Did you have an exercise schedule before all of this started? Make a room or a corner into your small gym. YouTube has free online exercise programs. Type in “country dance exercises,” “hip hop dance,” or try yoga for the first time. It’s free, why not?
7. Reach out to others. Do you have family members living in another state? Zoom can come in handy. Invite family or friends to a virtual dinner party. After dinner, play some games. Everyone can participate and enjoy.
8. Keep the kids entertained. Visit virtual destinations. Go to YouTube, and search for “virtual 3D spaceship” or “virtual museums around the world.” You can also type in “easy science experiments.” It can be a fun learning project. Some theme parks even have videos to let you virtually ride their rides.
9. Order carry-out. Bring your favorite restaurant to your home by ordering out and dining in. Get a nice tablecloth, bring out the special glassware, and set the mood with light music.
10. Participate in acts of kindness. Check in on the seniors you know. Say a kind word to a stranger (from six feet away, of course). Send a virtual hug or a funny GIF through text or social media to brighten someone’s day.

Keep in mind, everyone has different ways of handling stress. The main thing to focus on is what will help you during this strange time. Don’t get discouraged for feeling down, and don’t be too hard on yourself. Above all else remember, we are in this together.





# CALENDAR of EVENTS

May  
14

## **May Monthly Member Meeting**

12:00 – 1:00 p.m.

WebEx – link will be sent prior to the session

### **Speaker:**

Karmyn Norwood, Deputy Vice President of Sensors and Global Sustainment and Vice President of Rotary Wing & Ground Programs, Lockheed Martin

### **Topic:**

“Thriving in your career: Through building culture, authenticity and accountability”



Watch your email for a registration link.

# JOIN OUR TEAM

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 occur in the evenings and during lunchtime.

We're also looking for several **formatters** who enjoy working with PowerPoint to keep *blueprint* looking its best. If you're searching for a creative outlet, this is the job for you.

Do you love taking pictures? We're always looking for more **photographers**. Whether you have photography experience or just like capturing exciting moments on your phone, we want you on the *blueprint* crew!

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## BCBSM LDA Code of Ethics

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- I will assume that all individuals want to do their best.
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- 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.
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President: Tory Niceswander  
President-Elect: Sharese Hogan

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Angela Hollis  
Patrice Matejka  
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**May 2020**

## Inside This Issue

From the Desk of Our President	2
New Member Corner	3
New Member Spotlight: Tamieka Thornton	4
May Monthly Member Meeting: Thriving in your career	5
Calendar of Events	7
Picture Time	8
Join Our Team	9





# Discovering Your Leadership Identity



**Tory Niceswander**  
*BCBSM LDA President, 2019-2020*

## From the Desk of Our President

Greetings BCBSM LDA Members:

June is upon us and it brings with it several exciting times – all which deserve special recognition and celebration: the end of the school year, the beginning of summer, the recognition of LGBTQ Pride and Men's Health month. Let's take some time to celebrate the class of 2020 and the changing of seasons, engage in virtual Pride celebrations that are occurring, and remind the men in our lives the importance of health screenings and preventive care. Many of us are still facing varying challenges as we navigate another month during this global pandemic. Let's help to foster a culture of inclusion and compassion.

One of the most exciting times on the agenda is the closing of another chapter year. With that, remember to register for the upcoming June Membership Meeting scheduled for June 10, featuring Blue Cross Blue Shield of Michigan President and CEO, Daniel J. Loepp. This event will be held virtually from noon – 1 p.m. During this meeting, we will take time to celebrate our accomplishments and recognize some outstanding individuals. Finally, I am pleased to announce the passing of our chapter constitution updates regarding the merger of our Detroit and Lansing Blue Cross chapters! We already are working cooperatively during this period of transition and will begin to operate together (officially) effective July 1, 2020.

Stay safe; stay healthy,

Tory Niceswander



## New Member Corner

Welcome OUR NEW TEAM MEMBERS

Invite your friends and coworkers to join BCBSM LDA. It's a great way to network, make friends and learn about leadership!

*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!

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For more information about all other upcoming events, please visit BCBSM [LDA's site.](#)

**We look forward to seeing you at the next event!**

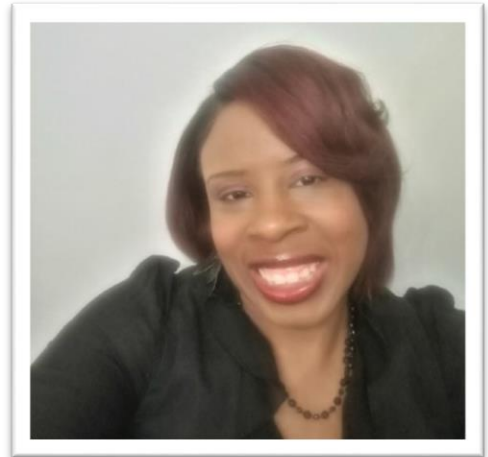
Get Acquainted

# New Member Spotlight

By Chantay Marshall, Analyst



## *Tamieka Thornton*



During the coronavirus pandemic, it's especially important to recognize those who work on the front lines. That's why we're showcasing our new member, Tamieka Thornton, one of our nurses at Blue Cross Blue Shield of Michigan.

Tamieka has been with Blue Cross for nine years as an RN Care Manager in Health Plan Business – Care Management. Since starting, she's embraced becoming a team player and enhanced her nursing and leadership skills. She admires a leader who does what it takes to set their team members up to win and succeed.

When Tamieka isn't working, she enjoys volunteering at her favorite charity, a young adult Christian ministry called The Gathering.

She said, "The Gathering is my favorite charity because of its mission – to spread the love of Christ to young adults – and its leadership. The leadership makes sure that these young adults' needs are met spiritually, emotionally and physically through food, fun and fellowship. The Gathering also allows me to be a part of something bigger than myself, attending to the needs of others and giving them an opportunity to receive the sense of community they need and long for. Ultimately, it provides a platform to pursue my passion, which is helping people."



Tamieka's advice for adjusting to life during this pandemic: "We all should adapt. Try not to worry about things we have no control over. And remember to focus on the people in your life who matter most; let them know at every chance they're loved and appreciated."

Thank you, Tamieka, for your insight and service.

# May Monthly Member Meeting

By Fonda Overton, Senior Analyst

Our virtual BCBSM LDA May Monthly Meeting was hosted by the phenomenal Deputy Vice President at Lockheed Martin, Karmyn Norwood. Karmyn's presentation for the May meeting was about "Thriving in your career: Through building culture, authenticity and accountability."

Karmyn eloquently explained there may be times you're in an environment or situation where you don't feel embraced for the efforts you put into your work. She handles these types of situations by adhering to her daily affirmation, "You don't want to just survive; you want to thrive." You want to be in a career that you are advancing and developing.

Karmyn noted that one major component of building culture in the workplace is having authenticity. Authenticity means setting up an environment where employees are allowed to bring their whole self to work. Setting up this culture involves employees owning their responsibilities and being held accountable. This type of environment makes employees feel welcome and gives them a space where they can be their authentic self.



**Karmyn Norwood**  
Deputy Vice President  
Lockheed Martin

*"Yes, we are paid to do a job and perform at the company, but sprinkle some authenticity on it. Learn to engage with people, give positive feedback, have a real open-door policy, be inviting."*

Leaders can promote a culture of authenticity by:

- Being diverse
- Having goals as a leader — not becoming complacent
- Creating a type of environment and culture that allows employees to speak and be heard





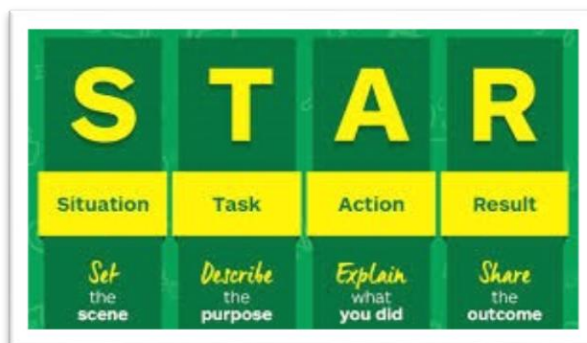
# May Monthly Member Meeting

(Continued from page 5)

Karmyn gave the analogy of the North Star when dealing with challenges in your work environment. When you find yourself facing challenges at work, identify with your North Star. Your North Star is your guide in life, a guide to your destination.

Your North Star guide is:

- Situation: Set the scene
- Task: Describe the purpose
- Action: Explain what you did
- Result: Share the outcome



*Sometimes your challenge may be finding out what your next step is. No matter what...remain positive and do your best in whatever position you're working.*

In Karmyn's personal North Star experiences, she said she stepped down from some exciting jobs to lower paying positions, guiding her in a new direction. Don't allow your job to shape how you think about yourself.

Karmyn added one thing we should all have is a career survival kit. The tools in your kit are your mind set and being open to new opportunities:

- Remind yourself who you are
- Always perform in an exceptional way
- Be consistent
- Be competitive for the next job
- Think about your new direction, your new career
- Learn and keep learning to make sure you are competitive in the job market

Apply the North Star guide to your next career destination. Stay focused on your end goal and your North Star will lead you to the right experience.

*Karmyn earned her bachelor's degree in Mathematics and a master's degree in Electrical Engineering. She has been an avid member of National Management Association for over 18 years.*

# CALENDAR of EVENTS

June  
10

## June Monthly Member Meeting

12:00 – 1:00 p.m.

Link to virtual meeting will be sent prior to the session

### Speaker:

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

### Topic:

Annual end of year meeting and  
chapter recognition

Use this [link](#) to register for the  
event. Registration is open until  
6 p.m. on June 9.



June  
18

## National NMA June Webinar

12:00 p.m. & 3:00 p.m.

### Speaker:

Joyce Weiss  
Corporate Communication  
Strategist and Career Coach

### Topic:

Kick conflict to the curb: Get the  
respect YOU deserve



## Picture Time!

We know it's safer for everyone to practice social distancing, but we miss your beautiful faces!

While we're at home and working remotely, we can still find ways to stay connected.

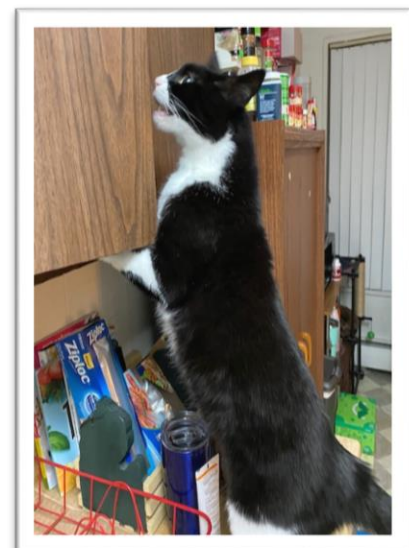
Take a selfie while you're attending our next BCSBM LDA Monthly Member Meeting.

We'd also love to meet your new coworkers; I'm sure they're some characters!

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.



**My new coworker has a keen fashion sense for business casual.**  
*Submitted by Barbara Krajenke – Communications Specialist*



**My coworker can't help but look for snacks while we work from home.**  
*Submitted by Michelle Banaszak – Communications Specialist*



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# blueprint<sup>®</sup>



## 2020 Honorees



## June 2020

### Inside This Issue

From the Desk of Our President	2
New Member Corner	3
NMA's Live Online Webinar: Kick Conflict to the Curb	4
Lift Every Voice and Sing – The Spirit of Juneteenth	5
June Monthly Member Meeting	6
Calendar of Events	7
Picture Time!	9

### NMA National Mission Statement

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







# Discovering Your Leadership Identity

## From the Desk of Our President

Greetings BCBSM LDA Members:

This is my final address serving as your president. I will say it has been such a pleasure and an enriching experience to serve you over the past two years. We have seen our challenges during this time, and have traversed through them swiftly. We have seen the rewards of our efforts through the successful merger of the once two Blue Cross chapters into the now unified BCBSM Leadership Development Association (NMA Chapter 141). We are positioned to better serve the enterprise as an incubator of leadership talent. Additionally, we responded swiftly adapting our operations to accommodate the need to come together virtually as a result of the COVID-19 global pandemic. This, too, will allow us to better serve members working remotely. I would like to give a special thank you to all who have supported me and my growth and the growth of our organization. Thank

you to Sharon Gipson, Kirk Roy, Bridget Hurd, Tricia Keith, Bob Crawford, Daniel J. Loepp, my fellow board members, the committee chairs, volunteers and to each of you reading this.

To my VP team members – Heidi Saucier and Joslynn Collins, I wish you the best during the next year in your roles. You will continue to drive change and deliver results under the leadership of incoming president, Sharese Hogan. Christina Frison, I am so excited for you to join me as a board member to lend your years of expertise in chapter operations to the governing body of our chapter. Shari Goodwin, thank you for your dedication over the past two years in finance to improve safeguards and ensure ongoing compliance of standards. Marschelle Drake, thank you for your contributions to the professional development efforts. To incoming VPs Erica Addison, Ann Charlick and Charlie Schultz, each of you have and will continue to be integral in the success that is yet to come.

There have been so many successes to celebrate throughout this past year, I can't list them all. However, we launched our new [website](#) to expand access to members across the enterprise. We saw another year of significant increases in member attendance rates for both monthly meetings and BlueNights<sup>SM</sup> Mixers. Finally, we used modern technology to increase access and conduct monthly member meetings.

In closing, I can't express enough how humbled I am to have been entrusted with this opportunity to lead the organization. I look forward to serving the remainder of my term supporting the broadened efforts of the organization from the board. I wish the incoming executive team much success – know I will be here to support you every step of the way.

Best wishes,

Tory Niceswander

## New Member Corner

OUR NEW TEAM MEMBERS

Welcome

*Tiffany Dangerfield  
Dolores Kaschalk  
Pamela Kroussakis*

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Get  
Acquainted

# NMA's Live Online Webinar: Kick Conflict to the Curb

By Fonda Overton, Senior Analyst

NMA's Live Online Webinar, How to Kick Conflict to the Curb: Get the Respect You Deserve, was held on June 18, with guest facilitator Joyce Weiss.

In Joyce's presentation, she explained how every working environment is different and there may be times when co-workers, "just won't play fair in the sand."

But she also explained that it's up to you to remember that we get what we tolerate.

Joyce described two different types of conflict people:

- **Screamers:** They're the volcanos that erupt
- **Ducks:** They hold their head in the water and act like they don't see the problem

When dealing with conflict, remember Verbal Aikido. This strategy is to neutralize, not harm the other person.

## The Verbal Aikido strategy:

- Puts you back in control
- Don't react to the attack
- Focus on what can be done

Practicing Verbal Aikido can help you communicate effectively and help you gain respect:

**Yield and Stay** This is when you keep to your point of view while recognizing the other person also has their point of view.

**Flatter** When someone is verbally attacking you, compliment them on something.

**Confrontation** Explain that you may have made a mistake, but the other person doesn't have the right to treat you with disrespect. Let them know you'd like an apology.

When conflicts arise you must deal with it – it won't go away on its own. You need to get to the root of the issue to solve it. The best way to resolve conflict is to confront it and communicate, be direct and sincere.



## Helpful tips:

- *Make conversations safe*
- *Use "Be Direct with Respect"*
- *Learn Verbal Aikido*



# Lift Every Voice and Sing – The Spirit of Juneteenth

By Barbara Krajenke, Communications Specialist

On June 19 we honored Juneteenth, the liberation of African American slaves through President Lincoln's [Emancipation Proclamation](#). Slavery is more than physical oppression; it's oppression of opportunity, acknowledgement, education, dignity, family and so much more. Freedom IS a natural birthright; to take it away from anyone is unnatural and diabolical. Slavery is a horrific part of our nation's history, one we need to heal from. It brings no nation, community or family honor to oppress another person.

But Juneteenth is more than acknowledging struggle; it's about acknowledging true freedom and the accomplishments, spirit, wisdom and contributions of African Americans, today and tomorrow. It's about honoring our nation's African American ancestors, making the present better and embracing hope for the future.

"[Lift Every Voice and Sing](#)" is the African American national anthem, a cry for liberation and affirmation for African-American people and hope for the future.

**JUNETEENTH**

**Celebrate Freedom**

**JUNE 19**

## Lift Every Voice and Sing

*Lift ev'ry voice and sing  
'Til earth and heaven ring  
with the harmonies of Liberty  
Let our rejoicing rise  
High as the list'ning skies  
Let it resound loud as the rolling sea  
Sing a song full of the faith that the dark past has taught us  
Sing a song full of the hope that the present has brought us  
Facing the rising sun of our new day begun  
Let us march on 'til victory is won  
Stony the road we trod  
Bitter the chastening rod  
Felt in the days when hope unborn had died  
Yet with a steady beat  
Have not our weary feet  
Come to the place for which our fathers sighed?  
We have come over a way that with tears has been watered  
We have come, treading our path through the blood of the slaughtered  
Out from the gloomy past  
'Til now we stand at last  
Where the white gleam of our bright star is cast  
God of our weary years  
God of our silent tears  
Thou who has brought us thus far on the way  
Thou who has by Thy might  
Led us into the light  
Keep us forever in the path, we pray  
Lest our feet stray from the places, our God, where we met Thee  
Lest, our hearts drunk with the wine of the world, we forget Thee  
Shadowed beneath Thy hand  
May we forever stand  
True to our God  
True to our native land*

Source: [LyricFind](#), Songwriters: J. Rosamond Johnson/James Johnson  
Lift Every Voice and Sing lyrics © Carlin America Inc



# June Monthly Member Meeting

By Michelle Banaszak, Communication Specialist

In June, we celebrated the end of the BCBSM LDA year with a virtual meeting led by our very own Blue Cross Blue Shield of Michigan CEO and President, Daniel J. Loepp.

2019-2020 BCBSM LDA President, Tory Niceswander, set the stage for Dan to talk about the past few months, including COVID-19 and the civil unrest in our country.

With Diversity & Inclusion as the cornerstone of our culture at Blue Cross, Dan reiterated that we all need to address the issues of social inequality. Dan said the company's commitment to diversity and inclusion has never been greater, but they will continue working together to do better. The company and its leaders can make a difference by having more listening sessions and fully embracing D&I. Leaders need to be able to drive change. Dan acknowledged BCBSM LDA as having a history of inspiring and supporting its members to develop into highly effective leaders.

**"Talking is good," Dan said, "but doing is better."**

With COVID-19 hitting the U.S. hard in March, Dan talked about how critical it is to have effective leaders. The ability to leverage change and build upon challenges are critical development skills. Because of the innovation at Blue Cross, we are prepared for what may come next. Dan said that Blue Cross is bursting with talented leaders, both leaders in managerial roles and employees who lead in their everyday lives.

"Because of the efforts of our workforce, we were able to quickly and effectively adapt to the "new normal" and make sure our 5 million members still had access to health care. Throughout these vulnerable times, we have been able to support our members, customers and each other. **Our success could not have occurred without great leadership.**"

Dan reminded listeners that for us to have a highly effective enterprise, we must first invest in our employees. **Employees who are empowered are better able to deliver results that really matter.** He encouraged everyone on the Zoom call to keep thinking about their career paths, especially as we work through these challenges. Follow through with your leadership identity and continue to grow and develop yourself, because that will keep all of us on track for success.

## 2020 BCBSM LDA Award Winners

### **National Hall of Fame**

Fran Parker  
Retired Executive Director  
URMBT

### **Executive of the Year**

Liz Harr  
EVP & President  
Emerging Markets

### **Art Seidler Leader of the Year**

Helen Stojic  
Director  
Corporate Affairs

### **Member of the Year**

Erica Addison  
Team Leader  
A/N BlueCard Home Claims



Continued from Page 6

### Q&A with Dan Loepp

BCBSM LDA members were asked to submit questions for Dan prior to the meeting. Tory chose some of the most common questions that were asked to hear Dan's input.

#### How have we supported the people of Michigan during this pandemic?

We've been waving copays and deductibles, we've increased access to get prescriptions – such as our 90-day script program, and we've expanded telehealth. Internally, we've paid close attention to social distancing, deep-cleaning buildings, and added flexibility to work situations and schedules. In the community, we spent over half a million dollars with various charities around the state, especially helping to feed children who haven't been getting lunches at school. The bottom line is that we are keeping the health care eco-system running during this unprecedented time.



**Daniel J. Loepp**  
**President & CEO**  
**BCBSM**

#### How is Blue Cross addressing health disparities during COVID-19?

Unfortunately, it took this pandemic to really show how much of an issue health disparities are. Statistics have shown that people of color have been more susceptible to catching the virus. Low-income areas may struggle to see a primary care doctor and they tend to have higher morbidity issues. It's our role to get into the neighborhoods, work with safety net programs, increase testing for at-risk members and educate the public. The more people we get healthy, the bigger the difference for both the families who are affected, and the cost of health care for everyone.

#### How is BlueSpace (remote workspace) going?

We are being conservative in our approach to working from home. The last thing we want to do is put everyone back in the workplace, have the numbers shoot up, and have to send people home again. The transition was much easier for us than for other companies because we already had BlueSpace going. We've seen that productivity has been way up, especially over the last three months. That's great, but just a reminder, sometimes you need to stop and clear your brain. I want you to work hard, but make sure you're taking time for you. Working hard and being successful is a whole-body issue.

#### What are the biggest differences in people and performance at BCBSM between the past 10 years and now?

We've invested in employees, training and education. The ability for us to learn and grow is much stronger, the talent is better, and we have a mission. When it's clear what you're trying to do as a company, it's a motivator. Our job as leaders is to empower others, and we couldn't have done this without all the people on the call and our associates. By allowing employees to make decisions and mistakes, and giving them the equipment, information and training they need, that makes them better employees.

Our new BCBSM LDA President for 2020-2021, Sharese Hogan, closed the meeting by reminding listeners that BCBSM LDA is built on leading and it's bigger than managing people; it's the space you own, professional development, your personal growth, and progressing through accomplishing your goals. Now is an opportune time to lead. Lead different, lead creatively, lead strategically, lead thoughtfully.

We are excited to welcome Sharese as our new president, and want to thank Tory for his service and dedication to BCBSM LDA over the past year.







# CALENDAR of EVENTS

What a great year of learning about leadership through our Monthly Member Meetings!

The Monthly Member Meetings are on hiatus until September.

Email invites for our next meeting will be sent out closer to the September meeting date.

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

## Picture Time!



**Ace**

*Submitted by Dana Bell  
Senior Analyst*

Dana Bells' new co-worker, Ace, may not look like it in the picture, but he has a lot to say during conference calls. He's a nice guy, but doesn't really practice social distancing. His hiring package includes belly rubs and must be included in all meeting invites.



**Maliq**

*Submitted by Dana Bell  
Senior Analyst*

Maliq is Dana's second new co-worker. He appears at the house every morning. His hiring package includes three meals a day, help with online homework and games for his Nintendo Switch.

*Wanted:* Dana is currently seeking a chef and tutor.



**Lovelie**

*Submitted by Fonda Overton  
Senior Analyst*

Fonda's new co-worker is Lovelie. Her job title is Senior Master Cuddling Analyst. Her hiring package includes lots of kisses and treats.



**Simba**

*Submitted by Lidia Bayliss  
Senior Analyst Lead*

Simba is Lidia's new work buddy who's an expert in lounging. His hiring package includes multiple lounging areas and more purring opportunities.

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.

## 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.

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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

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Dustin Freeze, Internet public domain

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

## BCBSM LDA Board Officers

Board Chair: Karema Bobbitt

President: Tory Niceswander

President-Elect: Sharese Hogan

## Board Members

Ronnie Adams

Stephanie Bracken

Tia Heilig

Angela Hollis

Patrice Matejka

Maryann McKenna

Sharon Sheppard

Angela 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 Professional Development: Marschelle Drake

VP Program Administration: Heidi Saucier

VP Public Relations: Christina Frison

VP Finance: Shari N. Goodwin

VP Administration and Recognition: Joslynn Collins



# blueprint<sup>®</sup>



## 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



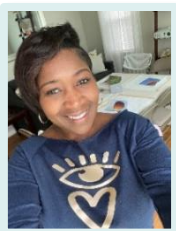
Even though we haven't been able to meet in person over the last several months, our need to stay connected is vital. It's mine and the leadership team's commitment, to focus on delivering quality programs that meet and support your growth and development as a leader.

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!

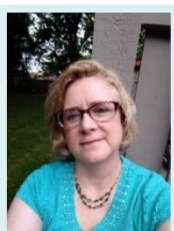
Sharese Hogan



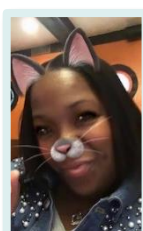
**Sharese Hogan**  
President



**Erica Addison**  
VP of Public Relations



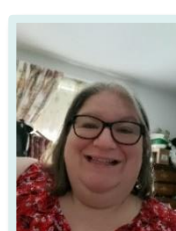
**Ann Charlick**  
VP of Finance



**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/) 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.

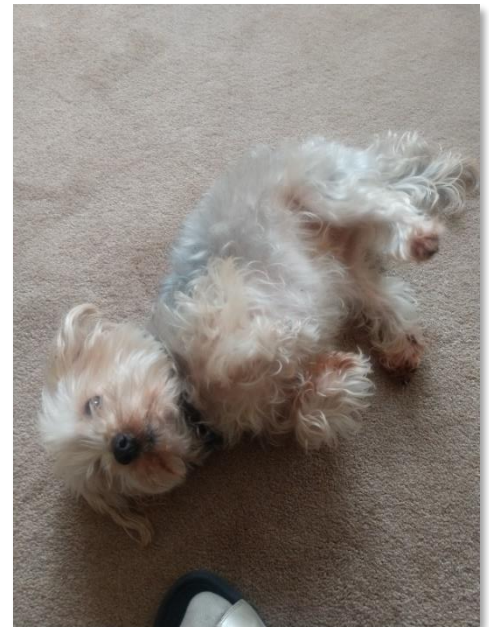
## Picture Time!



**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



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President: Sharese Hogan

President-Elect: Ronnie Adams

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VP of Finance: Ann Charlick

VP of Awards and Recognition: Joslynn Collins

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VP of Program Administration: Heidi Saucier

VP of Professional Development: Charles Schultz



## August 2020

### Inside This Issue

From the Desk of Our President	2
New Member Corner	3
New Member Spotlight	4
NMA National Award Winners	5
Lead Outside the Box	6
Staying Connected During COVID-19	7
Calendar of Events	8
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Leadership Development Association

NMA Chapter #141





## 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,

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

*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.*



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**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

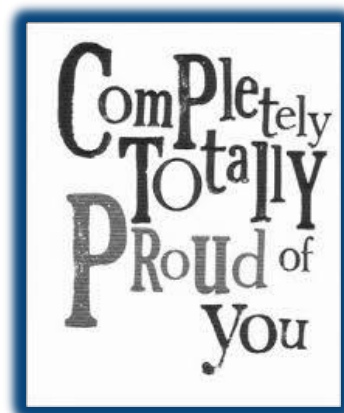
BCBSM LDA Chapter 141 Board Member, Jennifer Pakkala, received the 2020 *Member of the Year*.

*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.

By Fonda Overton, senior analyst



# 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





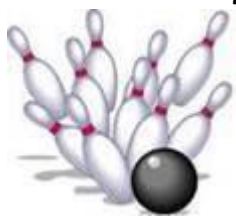


***Did you know that an estimated 10.1% of Michigan's youth are at-risk?*** For the last 22 years, BCBSM has partnered with Big Brothers Big Sisters in raising funds to support their mentorship program for local at-risk youth. In previous years, the Bowl for Kids' Sake (BFKS) event has collected donations 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

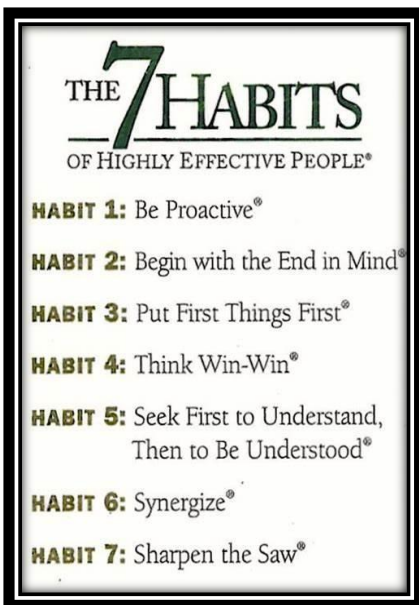
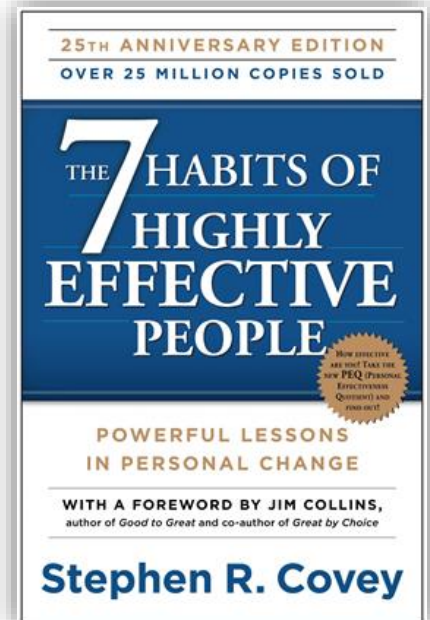
Hello everyone,

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](mailto: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

Writers: Barbara Krajenke, Michelle Banaszak, Ju Fonda Overton, Jennifer Pakkala

Designer: Carena Freeman

Photographers: Christopher Brantley, Christina Frison, 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

Leonard Alford III

Dana Bartell

Karema Bobbitt

Christina Frison

Vaneitta Goines

Patrice Matejka

Jennifer Pakkala

Mitchell Pike

Angela Tanner

## Board Secretary

Christina Frison

## 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: 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





## 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.*



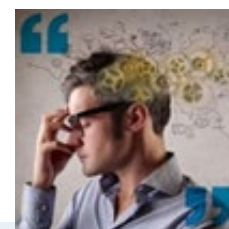
### September Monthly Member Meeting 5

*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.*



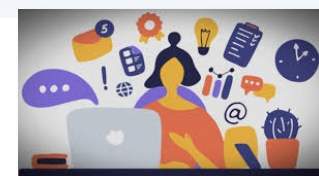
### Calendar of Events 8

*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.*

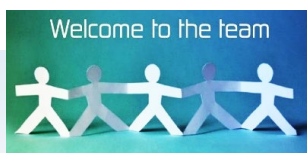


### Join Our Team 10

*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.



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



Ethan, 5 and Josh, 7

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



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!





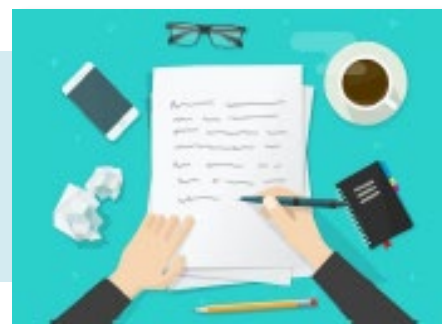
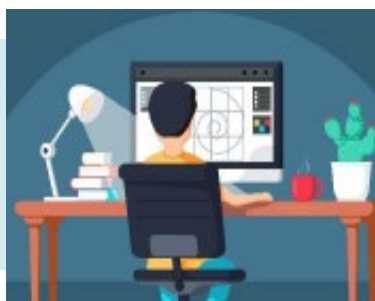
# JOIN OUR TEAM

## 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

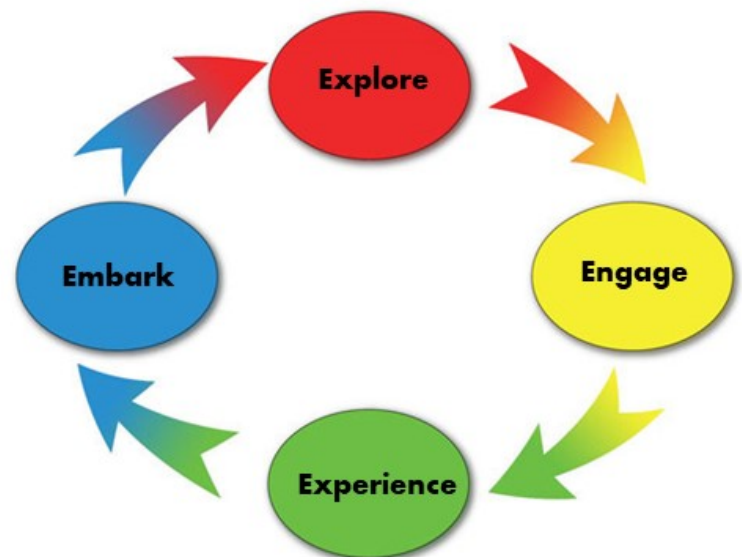
Hello Everyone,

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

Writers: Barbara Krajenke, Michelle Banaszak, Ju Fonda Overton, Jennifer Pakkala, David Shelby Jr.

Designer: Carena Freeman

Photographers: Christopher Brantley, Christina Frison, Michelle Banaszak, Ju Fonda Overton

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

### BCBSM LDA Board Officers

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President-Elect: Ronnie Adams

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Lifetime National Director: Nancy Bennett

Lifetime National Director: Cathy Longo

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VP of Public Relations: Erica Addison

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

### NMA National Mission Statement

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





October 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

*Learn more about how William uses his personality, skills and experiences to create connections and opportunities.*



## October Monthly Member Meeting 5

*Problem Solving in the New Normal.*



## October Mixer 6

*Dancing in our seats, Musical Bingo Mixer with Sharon Gipson.*



## Calendar of Events 8

*Upcoming November BCBSM LDA events.*



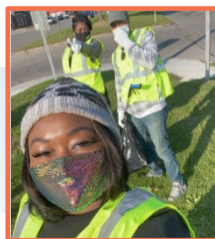
## Breast Cancer: Understand the disparities, risks 9

*We're wrapping up Breast Cancer Awareness Month. Do you know your risk?*



## Adopt-A-Highway 10

*Trash didn't stand a chance against our Community Involvement team.*



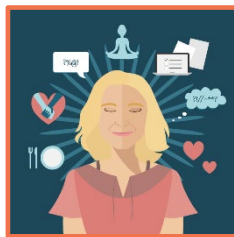
## Thank You! 11

*We appreciate our members.*



## PD Exchange 12

*Define productivity in your own terms and prioritize what's important to you.*





# From the Desk of Our President



**Sharese Hogan**  
BCBSM LDA President, 2020-2021

Greetings BCBSM LDA Members,

## HOW ARE YOU?

I ask that as one of the most important questions we can pose to a person while in our virtual world. Just remember, when the person responds, listen effectively and intently because you may be able to support an important goal, be there if they need a good chat or provide knowledge about a topic.

## WHAT ARE YOUR PLANS FOR THE MONTH OF NOVEMBER?

There's so much we can do! Attend leadership development events planned by the BCBSM LDA executive team, prepare your harvest plans with family and friends, begin 2021 goal setting and most importantly, *vote on Tuesday November 3rd.*

## ARE YOU LEADING OUTSIDE THE BOX?

Doing things outside the box is key to leadership development. So, it's my hope that you attended last week's Virtual Mixer with Musical Bingo with Guest Host Sharon



Gipson, VP of Corporate Audit, tuned in to hear Tony Michaels, CEO of the Parade Company share how he executed the first ever virtual fireworks and the upcoming Thanksgiving Day Parade, donated to Big Brother Big Sister's first virtual Bowls for Kids' Sake event (thanks for helping us exceed our goal) or logged in to our first LDA Book Club Meeting (Book: 7 Habits of Highly Effective People).

## WHERE CAN YOU FIND BCBSM LDA EVENTS AND PROGRAMS?

- Check out the **events** tab on the [BCBSM LDA website](https://www.bcbasm.com)
- Look for registration emails from the NMA Chapter 141 mailbox [NMAChapter141@bcbasm.com](mailto:NMAChapter141@bcbasm.com)
- Ask one of the following VPs:
  - Charles Schultz about joining the first LDA Book Club or a Professional Development Lunch & Learn
  - Heidi Saucier about registering for a Monthly Meeting
  - Erica Addison about signing up to volunteer or attend a BlueNights<sup>sm</sup> Mixer



We want you to know that you're appreciated and to show you our gratitude, go to [page 11](#) for a special gift opportunity.

Happy Fall and Stay Safe!

In Service,

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





## New Member Corner

OUR NEW TEAM MEMBERS  
Welcome

Invite your friends and coworkers to join BCBSM LDA. It's a great way to network, make friends and learn about leadership!

*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 Michelle Banaszak, communications specialist

William Sims IV, an analyst in Medicare Advantage Servicing Partnerships, loves to learn and grow through everything he does. William has been working at Blue Cross Blue Shield of Michigan for 12 years, starting as a customer service representative.

While William enjoyed customer service, he's always wanted to use his personality and experiences to do something different. He focused on learning all he could about his role and the company, and took all opportunities head on. He's welcomed title changes, team reassignment and chances to soak up as much information as he could.

As an analyst, William can get more of an insight about what it takes to run the business by taking a deeper dive into why certain calls and inquiries come in. Being on this side of customer service puts everything in a whole new light for him.

William's favorite part about working for Blue Cross is the ability to make connections across the company. He enjoys coming into the office and offering smiles, head nods and good mornings as he walks past colleagues. "You never know who you're talking to or what connection you might be building, and just doing that has gotten me into quite a few places while I've been at Blue Cross."

William admires leaders who have the ability to draw out the best from their employees and followers.

*"Not everyone is Michael Jordan or Kobe Bryant. The key to success is understanding that while you may have a specific talent on your team, you have to bring up the others on the team so they know they're just as important as the 'star player'. Everyone shines in their own way, whether it's being in the spotlight, making sure the spotlight is working or making sure it's aimed in the right direction."*

## William Sims IV



### William's Favorite Things

Favorite restaurant: Benihana or Maggiano's. But he prefers his own cooking. In fact, he's been a chef and caterer for over 20 years. He especially loves smoking foods; lamb chops and macaroni and cheese are some of his favorite items to smoke!

Favorite things to do outside of work: Cooking and volunteering with [Arise Detroit](#) and [Detroit PAL](#), and motivational speaking.

Some places William would like to travel: Mexico, Japan and Thailand, mostly to study different (you guessed it!) cooking traditions.



# October Monthly Member Meeting – Problem Solving in the New Normal

By David Shelby Jr., coordinator

It's a cold and bland day here in Michigan. The sunshine is minimal, and fall is in full swing. Normally during this time of the year there's a festive feeling, employees gorging on candy and other sweets at each other's desk. Recaps in the break room about their family's trip to the cider mill and the constant reminder as Blue Cross Employees to get your flu shot. Including in that conversation is the talk about the CMS stars. That's the normal process. As employees who are members in BCSBM LDA we arrived at this month's membership meeting with our current reality all the more present. We're in a pandemic and the tone of the pandemic certainly affects everything we do.

Our speaker bright and ready to engage with the membership is viewed on WebEx. The ever-present reality of the workforce today. We've lost the physical touch but increased our virtual presence. Included all the challenges of technology. The irony of the reality is the subject matter in which speaker Olga Stella discusses. The topic is based on the challenges of dealing with really hard work. I cannot speak for every employee, but I certainly can understand why that statement may have made one sit up in their chair and make personal notes and suggestions based on her four strategies.

The first strategy is a bit of monster, yes, a monster. She suggests that you **Plan!** Shocker there but before you assume you know she provides a great suggestive tip. **"A little planning goes a long way."** If one sees that statement too fast with digesting the meat of the statement it may go over their head. What was not said in that statement came later. Too much planning will cause challenges. Find a balance by defining the problem you're trying to solve. If you don't define the problem your solutions will not allow for you to get to your goal. That is the gist of our world now. There are more challenges employees face working from home due to the pandemic. It's ever more evident that is quite difficult to plan anything massive when you are during a pandemic. "People freak out" Stella said when questioned on her difficulty of planning currently. Think small and be direct.



**Guest Speaker**  
**Olga Stella**  
*Executive Director  
Design Core Detroit*





# October Monthly Member Meeting

Continued

The second strategy was to focus on Building Relationships.

“Relationships are everything. Relationships will help find a way to common ground in problem solving” she said. This is vital at this point. What has gotten employee’s and company’s by is the strength of the relationships that they have built in the past. The world has learned during this pandemic that the only way forward is together. We’re all a small piece of a large whole. There is real life value in problem solving with people you know. It allows for you to problem solve with understood skill set and design plan geared towards success.

The third strategy is to Keep It Simple. “Plans that are too complicated typically do not get done.” I think that is evident with the American Government’s handling of the pandemic response. Perhaps making a massive plan without considering the little important steps along the way is part of the reason the pandemic is still a challenge. Simplicity and keeping it in people’s brain are a positive.

The fourth strategy is Telling Your Story and Making it Resonate. This is true. When you’re in the midst of problem solving and getting hard work done it’s vital that those you are working with understand your story or understand your why. This ties all three previous steps in, especially the key step of relationship building. You are not going to solve problems by yourself and in order for you to receive the assistance you need you are going to need to express why you need it and what you are truly trying to solve.

Olga provided another key important piece that fit nicely with today’s session. “Are you learning at work or are you working at work?” she asked. That question stuck with me for the remainder of the presentation and even afterwards. As a budding professional looking for advancement in growth this statement turned the lightbulb on in my head. Are you learning at work? That is perhaps the only way one can grow and develop. Logging in everyday and simply completing your assigned task is not going to do anything to help with your advancement. It is best practice to show what you have learned and better yet that you can learn while working.

As the meeting closed the haze of great advice and conversation dissipates and here, we are working on our assigned laptops. To my left is a bottle of water and to my right is what is left of my Caesar Salad. During a busy workday during a pandemic that has altered life itself. This is the new normal, perhaps we can apply Olga’s suggestions to problem solving to the normal we have now.





# October Mixer

By Fonda Overton, senior analyst



## Guest Speaker

**Sharon Gipson**

VP of Corporate Audit

The BCBSM LDA Chapter 141 first ever virtual mixer was held jointly by the LDA Mixer Committee and the BCBSM Multicultural Network on October 22. The celebration, held by Zoom, was fun and an educational event featuring musical bingo, spun by DJ Base and hosted by guest speaker Sharon Gipson, VP of Corporate Audit. Before the bingo and music, Sharon spoke about her meaning of this year's theme, Lead Outside the Box, and shared tips how applying the theme can lead us to be more intentionally inclusive.



Sharon said one way to drive innovation across the workforce is to not only work **within** our personal teams, but also **between** other teams to become more inclusive.

The remote workspace has put us in a new environment. The days of meeting up at the water cooler to say hi to a friend and walking down the hallway seeing people from other departments are in the past. However, that means we now must put more effort into reaching out to each other. We must find ways to create "intentional collisions" with each other, such as phone calls and lunch dates.

Sharon used an example from an article she read about echo chambers and silos, "[Echo-chambers and silos: Why they're dangerous and a constant impediment to progress](#)" that explains how we work in closed networks, not purposefully venturing into unfamiliar territories. To change this, we must not exclude ourselves and instead we must be intentional to reach out to others. We usually leave our home life at home, and once we come to work, we only focus on work. Nowadays, we could be working every day from home, and some of us are with our families. We're learning how to balance the work and home lives together.

After Sharon spoke, we had a blast and danced in our seats while we played music-based bingo to see who could remember the names of some of our old favorite songs. Congratulations to our bingo winners: **Tiffany Albert, Kelly Brittain, Barb Stockman!** Thanks DJ Base for the fun tunes and a dance down memory lane. What a great way to end 2020!



## What does Echo Chamber mean?

"Echo chamber" is a term widely used in today's lexicon, that describes a situation where certain ideas, beliefs or data points are reinforced through repetition of a closed system that does not allow for the free movement of alternative or competing ideas or concepts. In an echo chamber, there is the implication that certain ideas or outcomes win out because of an inherent unfairness in how input is gathered.

*Techopedia "Echo Chamber" May 17, 2018*



## What is Silo culture?

A silo mentality can occur when a team or department shares common tasks but derives their power and status from their group. They are less likely to share resources or ideas with other groups or welcome suggestions as to how they might improve. Collaboration in a business culture with silos among teams or departments will be limited, unless collaboration benefits the members of the department. In addition, the members of a silo tend to think alike. They get their power from association with their function and their shared technical knowledge.

*azcentral. "What Do Silos Mean in Business Culture?" n/a*

# CALENDAR of EVENTS

November  
4

## Professional Development Lunch & Learn

Time 12:00 – 1:00 p.m.

Topic: Be the Leader You Wished You Had

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

### Facilitator:

Jon Reusch, CEO/Operating Principal, Keller Williams Lakeside

[Register](#)



November  
17

## LDA Book Club Meeting

12:00 – 1:00 p.m.

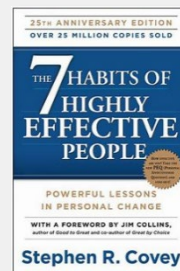
We'll be discussing Habit 2: Begin with the end in mind.

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

### Facilitator:

Charles Schultz, LDA VP of Professional Development, Blue Cross Blue Shield of Michigan

[Register](#)



November  
19

## November Monthly Member Virtual Meeting

12:00 – 1:00 p.m.

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

### Speaker:

Liz Haar, Executive Vice President and President of Emerging Markets, Blue Cross Blue Shield of Michigan

[Register](#)



# Breast Cancer: Understand the disparities, risks

By Jennifer Pakkala, specialist, Human Performance Technology

October is Breast Cancer Awareness month, and it's important to know it is yet another disease where racial disparities exist and what increases your risk of developing breast cancer. We did some research on [cancer.org](https://www.cancer.org) to find the latest statistics and information provided by the American Cancer Society.

White women are diagnosed with breast cancer at a slightly greater rate than African American women; however, African American women are 40% more likely to die from the disease.

One of the reasons for the disparity is due to biological factors. African American women are about twice as likely as white women to be diagnosed with more aggressive forms of tumors, such as triple-negative breast cancer.

Studies show African American women have a higher incidence of diabetes, heart disease, and obesity, and are less likely to breastfeed after childbirth — all of which are risk factors for breast cancer.

Other reasons can be attributed to their interactions with the health care system. Research has revealed African American women are often diagnosed at more advanced stages and tend to experience delays in treatment of two or more months after initial diagnosis. They are also more likely to be screened at lower resourced and nonaccredited facilities, go longer between mammograms, and wait longer for a follow-up exam after getting an abnormal result.

## How do we reduce the divide?

- **Increase access** to the entire delivery of health care, from testing through treatment
- Offer **patient navigation** through the health care system, especially in vulnerable individuals and populations, by eliminating barriers to accessing high-quality services across the delivery of health care for all phases of the diagnosis
- **Reduce risk factors** for breast cancer, such as reducing obesity with increased access to healthy foods and physical activity

In addition to moving more and attaining a healthy weight, there are other ways to reduce one's risk of getting breast cancer. The American Cancer Society estimates that nearly 280,000 Americans will be diagnosed with breast cancer this year, with an estimated 8,800 coming from Michigan. Could you or someone you know be one of them?

*A look at the latest statistics from the American Cancer Society.*

### Incidence rates, 2012-2016

by race and ethnicity, for breast (female)

Average annual rate per 100,000, age adjusted to the 2000 US standard population.

#### Non-Hispanic white

130.8

#### Non-Hispanic black

126.7

#### American Indian and Alaska Native

94.7

#### Hispanic

93.8

#### Asian and Pacific Islander

93.2

Data Sources: North American Association of Central Cancer Registries (NAACCR), 2019

© 2020 American Cancer Society

CancerStatisticsCenter.cancer.org

### Death rates, 2013-2017

by race and ethnicity, for breast (female)

Average annual rate per 100,000, age adjusted to the 2000 US standard population.

Rates for PR are for 2011-2015.

#### Non-Hispanic black

28.4

#### Non-Hispanic white

20.3

#### American Indian and Alaska Native

14.6

#### Hispanic

14

#### Asian and Pacific Islander

11.4

Data Sources: National Center for Health Statistics (NCHS), Centers for Disease Control and Prevention, 2019

© 2020 American Cancer Society

CancerStatisticsCenter.cancer.org



# Breast Cancer *Continued*

Some risk factors associated with breast cancer can't be changed, such as getting older, having genetic mutations, having received radiation therapy, having dense breasts and having personal or a family history of breast and ovarian cancer.

However, some risk factors people can change:

- **Not being physically active.** Women who are not physically active have a higher risk of getting breast cancer. Postmenopausal women who walk at least seven hours a week may help lower their risk of developing breast cancer by 14%.
- **Being overweight or obese after menopause.** Older women who are overweight or obese have a higher risk of getting breast cancer than those at a normal weight. Studies suggest postmenopausal women who lose 10 or more pounds and keep it off for at least five years might reduce their risk for breast cancer.
- **Taking hormones.** Some forms of hormone replacement therapy (those that include both estrogen and progesterone) taken during menopause can raise risk for breast cancer when taken for more than five years. Certain oral contraceptives also have been found to raise breast cancer risk.
- **Reproductive history.** Having the first pregnancy after age 30, not breastfeeding, and never having a full-term pregnancy can raise breast cancer risk.
- **Drinking alcohol.** Studies show that a woman's risk for breast cancer increases with the more alcohol she drinks.
- **Smoking.** Women who smoke may be at an increased risk for developing breast cancer.



Want to know your risk? Head to [assessyourrisk.org](https://assessyourrisk.org) and take a quick assessment.

## Adopt-A-Highway By Erica Addison, team lead

Trash didn't stand a chance against the BCBSM LDA Community Involvement team. The Adopt-A-Highway volunteer event, a 16-year partnership with MDOT, wasn't derailed despite the COVID-19 health crisis.

The volunteers met on Oct. 3, split up in two teams, led by Community Involvement Chairpersons Terrance Puryear and Janeela Herrington, and cleaned up one mile of the median on Woodward Avenue from I-696 to 12 Mile Road.

After the hard work, the volunteers dug into a delicious breakfast at I-Hop, which gave them an opportunity to safely enjoy time to network.

Adopt-A-Highway is a rewarding and fulfilling way to make a difference in beautifying our community. Volunteer with us next year and find out!



Janella Herrington,  
co-chairman

Socially distanced and  
wearing personal  
protective gear



Dana Bartell, BCBSM LDA Board  
Member & Sharese Hogan,  
BCBSM LDA President



Community  
Involvement team  
takes on trash

# Thank You!

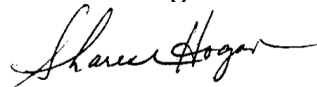
It has been tough being your “virtual” President and VP Executive Team, as opposed to having face time with you. However, I appreciate that you have remained engaged members. I see your names on our virtual meetings, your messages after you read the blueprint (e-newsletter), and your responses to interest surveys. Please continue to participate as we work diligently to deliver quality programming with various speakers, guests and joint collaborations with other Blue Cross organizations. We’ll continue to provide events to support your leadership and professional development.

For your commitment to Leadership Development, membership in BCBSM LDA and participation in our virtual events, please accept this Fall Gift of Gratitude.

In Service,

Your 2020-2021 BCBSM LDA President

Sharese Hogan




Follow these steps to order your gift:

1. Go to the secure Drive website <https://www.drivesupplies.net/lda-blue-cross-blue-shield/>. The site will load automatically to the BCBSM LDA page. You can also select the SHOP BY COMPANY tab to find the LDA/Blue Cross Blue Shield link.
2. Click the Add to Cart button to select one of each LDA branded items to your cart. Your total cart should not exceed three items.

*Example: Select 1 Face Mask + 1 Tote Bag + 1 Microfiber Cloth = Total of 3 Items*



3. When you have selected one of each item, go to the cart icon in the top right corner of the site. It should read three items (or less). Please check your total order amount to ensure it totals three items (a maximum of one of each of the items).
4. Submit your order:
  - 1) Click Proceed to Checkout
  - 2) Enter your address
  - 3) Click Place Order

Please note: The site will close for orders on Wednesday, November 18th.

Expect delivery of your Fall Gift between November 30th –December 11th.

## **Your 2020-2021 BCBSM LDA Executive Team**

Sharese Hogan – **President**  
 Joslynn Collins – *VP of Award & Recognition*  
 Charles Schultz – *VP of Professional Development*  
 Heidi Saucier – *VP of Program Administration*  
 Erica Addison – *VP of Public Relations*  
 Ann Charlick – *VP of Finance*  
 Dana Johnson – *Regional Director*



# PD Exchange

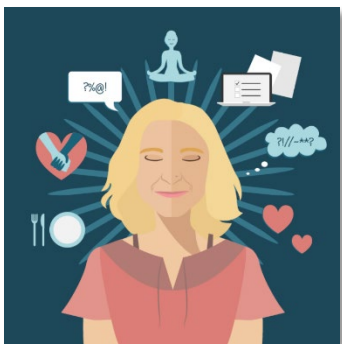
## Are you being productive?

I found myself faced with this question on a Sunday evening walk that I forced myself to take after what seemed like a rather unproductive weekend. I opened Spotify as I left my house, and instead of selecting one of my go-to playlists, I decided to search “productivity” in the podcast episodes category, thinking this might create a more meaningful experience than my typical walks. I soon found myself listening to an episode titled [Maximize Productivity with Mindfulness](#) on the *Being Well with Dr. Rick Hanson* podcast. Let me tell you, it did not disappoint.

In this episode, Chris Bailey — who delivered a TEDx Talk in 2019 titled [How to Get Your Brain to Focus](#) — describes his ideas about what it means to be productive. His main point is that productivity revolves around **accomplishing what we intend to do**. So long as we are intentional about doing the things we value most, we can be productive.

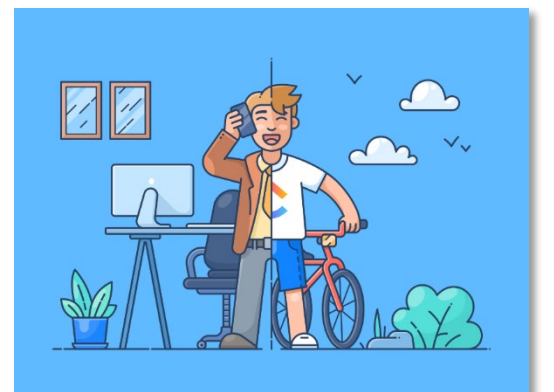


One way to do this is to start each morning, week or even month with a list of three things that you want to accomplish. These three things can be related to work, house projects, relationships, relaxing or anything else that **you** define as important.



As I reflected on these ideas during my walk, I quickly realized that what society may define as an unproductive weekend was actually perfectly productive for **me**. Although I spent most of the time relaxing, I started each morning with a short list of things I wanted to accomplish, and I was able to complete that list each day. The most important task on my list was the last one: Relax and spend time with loved ones, and that’s exactly what I did.

So, now I ask you the same question: Are you being productive? This month, I challenge you to take some time to align your definition of productivity with your personal values. This will not only improve your personal wellbeing but will also allow you to create more space to improve productivity at work.



Kaitlyn Bradley  
Management Week Chairperson, PD Exchange



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- I will assume that all individuals want to do their best.
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- 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.
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### blueprint team

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Designer: Carena Freeman

Photographers: Christopher Brantley, Christina Frison, Michelle Banaszak, Ju Fonda Overton

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

### BCBSM LDA Board Officers

Board Chair: Tory Niceswander

President: Sharese Hogan

President-Elect: Ronnie Adams

### Board Members

Leonard Alford III

Dana Bartell

Karema Bobbitt

Christina Frison

Vaneitta Goines

Patrice Matejka

Jennifer Pakkala

Mitchell Pike

Angela Tanner

### Board Secretary

Christina Frison

### 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: 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

### NMA National Mission Statement

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

## November 2020

### From the Desk of Our President 2

*Happy Holidays! A season to be thankful, sharing and caring*



### New Member Corner 3

*Information on member benefits and how to get involved*

### Congratulations Arthur Harrington! 4

*NMA National Speech Contest winner*



### Virtual Mixers 5

*Add a pinch of fun to your work week*

### November Monthly Meeting 6

*Leadership in Crisis*



### Calendar of Events 7

*Upcoming December BCBSM LDA events*

### Cheery and Bright 8

*Tips to help you have a happy, healthy holiday*



### PD Exchange 10

*The Importance of Saying no*



## From the Desk of Our President



Sharese Hogan

BCBSM LDA President, 2020-2021

Greetings BCBSM LDA Members, This month is the start of my favorite holiday season. The season to be thankful, sharing and caring.

Personally, I have so much to be thankful for including family, friends, my Blue Cross Blue Shield organization teams, our Blue Cross organization executive leadership and the entire BCBSM LDA membership. You are the people who give me joy, share my common interests, make this organization successful and help make my role as President special.

During this time of thanks, I encourage you to:

- Review the [Blue Cross tips for holiday conversations 2020](#)
- Make safe decisions for your family
- Take time to share what you're thankful for with your loved ones
- Remember the people around us who are most vulnerable

Thank you also for attending the October and November events and ordering your fall gifts.

For upcoming events, please check out the events tab on the [BCSBM LDA website](#).

Happy Thanksgiving from my family to yours!

In Service,

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

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

*Thankful For You!*





## New Member Corner

Welcome OUR NEW TEAM MEMBERS

Invite your friends and coworkers to join BCBSM LDA. It's a great way to network, make friends and learn about leadership!

*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

## Detroit chapter speech contestant wins national competition

*By Barbara Krajenke – communications specialist*

Congratulations to Arthur Harrington who won the NMA National Speech Contest and was awarded a \$4,000 scholarship. Arthur won the BCBSM LDA Chapter 141 contest held in February with his speech “I can, I will, I must be a leader.” The national contest was held October 2020 and open to high school students.

Arthur participated in the speech contest because he was looking for a challenge. He said the speech contest helped to sharpen his speech capabilities and gain insight into connecting with his audience. He said crowd participation was a key that brought his speech to life, as he had the audience repeat, “I can, I will, I must be a leader,” throughout the speech.

Giving a speech can give anyone anxiety at any age or experience. Arthur said he staved off his nerves by taking deep breaths, having confidence and believing in himself. He said practice and repetition helped him prepare to deliver his speech. The preparation and coaching from his [Toastmaster](#) helped his confidence in his delivery.

“I enjoyed being on stage in front of the audience. I enjoyed feeding off of their energy as I presented my speech. I believe the audience betters me as a speaker and presenter.”

Arthur was ecstatic when he won the chapter and national contest, coming up against some other very qualified speakers.

Arthur is hoping that he’ll gain positive exposure as a young African American male making waves in the community as a leader.

“I’m hoping that many scholarships and public speaking opportunities will come from representing the great state of Michigan and the amazing city of Detroit on a national level - and winning.”

Way to go Arthur! Keep shining bright!



**Arthur Harrington**  
2020 winner of the  
NMA National Speech Contest

# Virtual Mixers – Add a pinch of spice to your work week

by Ju Fonda Overton, senior analyst



Add a little fun to your work week and join us for our next Virtual Mixer on December 9. You ask what exactly is a Virtual Mixer? Virtual Mixers are a way we can network, learn new skills, chat via Zoom and mingle with leaders in a casual setting. Mixers also add a little fun by playing interactive games like Music Bingo.



Our Virtual Mixers have become very popular because it's a way to stay connected while we're unable to meet face-to-face.

There are many benefits in attending a Virtual Mixer:

- There's no commuting required
- It allows everyone to connect, see each other and converse
- The mixers are usually held during lunchtime, allowing us to sign on the event when we're not busy working on our projects

If you'd to learn more about the LDA Virtual Mixers contact Erica Addison at [EAddison@bcbsm.com](mailto:EAddison@bcbsm.com)



**Qunita Williamson, Director**  
State Accounts and Specialty Servicing

*Virtual Mixer – Please join us to discuss*

**Health and Beyond**  
**Praise Often, Self Care & Believing in Yourself**

***Be Ready to enjoy a fun virtual game!***



**Jason Loepp, Director**  
Customer Analytics



Wednesday, December 9, 2020  
12:00 p.m. – 1:00 p.m.



# November Monthly Member Meeting – Leadership amid a crisis

By David Shelby Jr., team coordinator



**Guest Speaker**

**Darcy Kerr**

*Senior Vice President of Emergent Holdings*

Thanksgiving is right around the corner. In the state I live in, Michigan, however we are advised to cancel it. Really, cancel a day of expressing thanks and gratitude. That's the world we live in, right now. We have seen an uptick in the spread of the COVID-19 virus and are temporarily back on lockdown. As I sit at my kitchen table and plan for a dinner that will no longer include 14 people and prepare for a dinner of two, I'm reminded of the challenges this pandemic has brought.

The theme of this meeting was *Leading in the Midst of a Crisis*. Our speaker, Senior Vice President of Emergent Holdings, Darcy Kerr, could not have spoken on a more appropriate topic.

Darcy shared an important reality with us all. Working outside your comfort zone is a reality. The moment you attempt to become comfortable, you are pivoting to a vital change or handling a challenge you are unfamiliar with. The challenges of the pandemic have brought 2020 widespread changes, including lack of entertainment outlets, closed beaches, social distancing from family members, fear for the elderly, a contentious election and now phase two of a pandemic. When has anyone had the opportunity to develop a comfort zone?

Leadership is best defined by not only your ability to lead others but your ability to adapt in the ways in which you lead. Darcy spoke on the workforce changes. Due to the pandemic, the majority of the company workforce is at home. That environment workforce change presents a set of challenges that being on-site would not produce. This requires leaders to adapt to the challenges of their staff and to learn and grow as leader.

For example, working from home offers technical challenges. Pre-pandemic, it was rather easy and expedient to get assistance from IT when they had on-site staff. Now the Helpdesk requires a longer wait to get help and a greater chance at work stoppage. The lesson is even when you feel comfortable, you need to be adaptable. Everything that is planned can change, you must remain flexible.

Darcy gave us one of her favorite quotes from author, Viktor Frankl, "When we are no longer able to change a situation, we are challenged to change ourselves." This is such an appropriate quote for the times we're living in. Many of us have had to look inward due to the current pandemic, change our habits and expectations. With these new challenges of leading and working we must change within ourselves for us to be the best we can be.



# CALENDAR of EVENTS

December  
9

## Virtual LDA Mixer

12:00 – 1:00 p.m.

Topic: Health and Beyond – Praise Often, Self Care & Believing in Yourself.

Bring your artistic talents for virtual Pictionary

### Facilitators:

Jason Loepp, Director, Customer Analytics, Blue Cross Blue Shield of Michigan

Qunita Williamson, Director, State Accounts and Specialty Servicing, Blue Cross Blue Shield of Michigan

[Register](#)



December  
15

## LDA Book Club Meeting

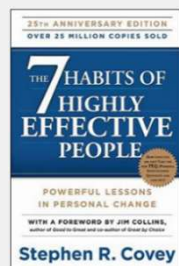
12:00 – 1:00 p.m.

We'll be wrapping up our discussion of Habit 2: Begin with the end in mind.

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

### Facilitator:

Charles Schultz, LDA VP of Professional Development, Blue Cross Blue Shield of Michigan



December  
17

## December Monthly Member Virtual Meeting

12:00 – 1:00 p.m.

Topic: Join us 15 minutes before the meeting for a time of virtual networking! Our speaker will be Reverend Faith Fowler, Executive Director, Cass Community Social Services.

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

### Speaker:

Reverend Faith Fowler, Executive Director, Cass Community Social Services

[Register](#)



Miss the Monthly Member Meeting? No worries.

Here's the link if you want to check it out:

[November](#), [October](#) and [September](#)

# Cheery, bright and staying safe this holiday season

By Michelle Banaszak, communication specialist



With COVID-19 cases rising again, it's more important than ever to be diligent over the holidays. Most years, we mainly worry about flu season, but this year we need to be extra cautious when planning and attending gatherings. The pandemic won't be over soon, but it also won't last forever, we can still enjoy the holidays with friends and family, while minimizing risk.

While this year's holidays are going to look different from what we're used to, we can still find ways to celebrate with those we love. Innovation is key for the next few months:

- If you're planning a holiday party, wedding, funeral, or other large gathering, consider having a small, intimate or fully-online event now, and a larger in-person event in the future.
- Have Zoom parties with your friends and family. This will keep everyone in their own households, while still giving you the fellowship and fun you're looking for.
- If you're celebrating an event, consider having a "drive-by" party with a caravan of cars. If people want to stop, make sure they stay on front porches and sidewalks.
- Shop online over the next few months. We know local businesses are hurting right now, but a lot of them are doing curbside pickup. If they don't have a website, give them a call and find out what their protocol is.
- Spread happiness to others. Send heartfelt cards or letters, buy a funny mask to wear while you're out, or do something nice for someone you know who's been struggling. Some of your family, friends or neighbors may be at higher risk for COVID-19. Consider preparing or picking up food and delivering it to them without person-to-person contact.

Here are some ways you can minimize risk to yourself and loved ones:

1. **Get your flu shot.** By getting a flu shot, you're taking the first step towards a healthy winter. The flu shot can protect not only yourself, but those around you.
2. **Wear a mask.** Wear a mask whenever you are around people outside of your household when it's not possible to be six feet or more away from others.
3. **Wash your hands.** Washing your hands frequently for at least 20 seconds and using hand sanitizer in between washes can help you and those around you stay safe.
4. **Outdoor gatherings are better than indoor events.** We know it's about to get pretty chilly for most of us. Take this fall-to-winter transition time and enjoy gatherings outdoors. This means getting creative with activities, wearing layers and setting up yards and outdoor spaces in new ways. Some restaurants have outdoor seating available, complete with heaters and safety guidelines in place. If you have to have an event indoors, think about opening windows and coming up with creative ways to spread people throughout the space.







## Cheery, bright and staying safe this holiday season

*Continued*

5. **Have a plan for quarantining after the gathering.** In case you or someone in your household has been exposed to COVID-19 at the event, it's important to know how you'll handle it. Find out [where you can be tested](#), think about how you'll implement a 14-day quarantine and how you might isolate and care for an infected person in your home.
6. **Think carefully before traveling.** Traveling brings new risks to the table. If you are thinking about visiting someone or having visitors from another area, here are some things to consider:
  - Driving is safer than flying.
  - Research the area you'll be traveling to or having visitors from. Some areas are "hot spots" for community transmission.
  - Consider asking everyone in your group to get a COVID-19 test about a week prior to the event.
  - Plan for the possibility of a longer stay. If you are exposed at a gathering, you may have to stay in that area for 14 days before you can return home.

One of the most important keys to enjoying the holidays is practicing gratitude. This year has been difficult on all of us, but remembering to be thankful is key. Whether you're thankful to still have a job, when many have lost theirs, thankful for your health, when so many have been affected by the virus and other health issues, or thankful for daily commodities like having a place to live or food on the table, take time each day to practice gratitude. Studies have shown that gratitude can help your health and well-being. Research suggests that grateful people may have better sleep, healthier hearts, fewer aches and pains, and potentially even counteract depression. Take a look at these articles about how being thankful can benefit you:

- [Why is it good for your health to practice gratitude?](#)
- [Is gratitude good for your health?](#)
- [Giving thanks can make you happier](#)

The blueprint team wishes you a happy and healthy holiday season. Send a picture of your holiday decorations, festive pets, or safe family and friend gatherings to Barbara Krajenke at [Barbara.Krajenke@advantasure.com](mailto:Barbara.Krajenke@advantasure.com) and Michelle Banaszak at [MBanaszak@bcbsm.com](mailto:MBanaszak@bcbsm.com) by December 21 to be featured in our January issue!



# PD Exchange

## The importance of saying no

By Michael Laurence, business application developer



An important lesson I learned in my early career was learning how to say no. This was something that I originally struggled with when I entered the workforce, I felt the pressure to never want to say no. The issue with not being able to say no is the risk of overwhelming yourself and having to let people down. The biggest benefits I've gained from learning how to say no is respect from my employers and prioritizing quality over quantity.

Most of the time when I say no now, it is due to having more pressing issues already in my workload. Learning to say no is about leaving room in your time to accomplish the workload you already have before taking on more work.

**I've learned that you can gain more respect by prioritizing the work you've been assigned rather than trying to prioritize everything.**

Along with being able to prioritize my current workload, I've learned that taking on more work risks the quality of my work. I found the more work I took, the less quality of work I was putting out because I was trying to accomplish everything instead focusing on completing the current work with high detail. I had originally thought that the more work you put out the better you look. But I've learned that you can gain the same respect by putting out quality over quantity.

Overall, learning how to say no in my career has benefitted myself more than I would've thought. I've been able to gain respect in the quality of work I produce. Nobody can do everything, focus on putting out quality work over quantity. Learning this skill is a step towards becoming a better professional.



### 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

Writers: Barbara Krajenke, Michelle Banaszak, Ju Fonda Overton, Jennifer Pakkala, David Shelby Jr.

Designer: Carena Freeman

Photographers: Christopher Brantley, Christina Frison, Michelle Banaszak, Ju Fonda Overton

Dustin Freeze, Internet public domain

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

### BCBSM LDA Board Officers

Board Chair: Tory Niceswander

President: Sharese Hogan

President-Elect: Ronnie Adams

### Board Members

Leonard Alford III

Dana Bartell

Karema Bobbitt

Christina Frison

Vaneitta Goines

Patrice Matejka

Jennifer Pakkala

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December 2020



From the Desk of Our President 2  
*Happy Holidays and a great New Year from my family to yours*

New Member Corner 3  
*Information on member benefits and how to get involved*



December Monthly Meeting 4  
*Tiny homes, big ideas*

Calendar of Events 6  
*Upcoming January BCBSM LDA events*



Having Courage, Wisdom and Strength 7  
*Having what it takes when it matters most*



Happy Holidays from the BCBSM LDA Board 8  
*Warmest wishes from our hearts to yours*



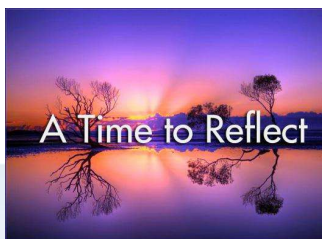
Bon Voyage! 8  
*Thank you to our members taking VSO*



December Virtual Mixer 9  
*Praise often, self-care and believing in yourself*



PD Exchange 10  
*2021 professional goals – preparing for the new year*



BCBSM LDA PD Networking 11





## From the Desk of Our President



Sharese Hogan

BCBSM LDA President, 2020-2021

Greetings BCBSM LDA members,

This year will surely go down in history with a long list of firsts. Like, the first in my lifetime that wearing a mask in a bank was acceptable, people admitted to running out of toilet tissue, and the most relevant to many of us, wishing we were in traffic driving to work. I hope this made you smile because this is the season to find cheer, despite all that is happening around us.

In a typical December message, I would have said thank you to all who have contributed to the BCBSM LDA for the first six months of the term, but this is not a typical December. So, I would like to use this time to wish you hope, ask that you embrace new traditions and encourage you to create an opportunity to be lighthearted.

Happy Holidays and a great New Year!

From my family to yours,

*Sharese Hogan*

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





## New Member Corner

OUR NEW TEAM MEMBERS  
Welcome



*Aji Abraham  
Lori Aronson  
Stephanie Graves*

*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



# December Monthly Member Meeting

By Michelle Banaszak – communication specialist



**Guest Speaker**

**Reverend Faith Fowler**  
Executive Director,  
Cass Community Social Services



If anyone knows how to lead outside the box, it's Reverend Faith Fowler, who led our virtual December BCBSM LDA member meeting. She is the pastor of Cass Community United Methodist Church in Detroit, and the Executive Director of Cass Community Social Services, a nonprofit agency that provides food, housing, medical, mental health and employment programs for people living in areas of concentrated poverty.

Rev. Fowler said because of a lack of financial and human resources, she and her team have had to think outside the box to serve people in the community who need help. Their mission began with a food plan. They wanted to provide meals for the homeless and underprivileged people of Detroit. They started with about 7,000 meals a year, but COVID-19 has made that number skyrocket. Since March, they've also been delivering free groceries all around the city.

As poverty and demand have grown over the years, Rev. Fowler knew her team needed more help. The first idea she thought of was fundraising, although she said traditional fundraisers wouldn't work for Cass Community. They didn't have the resources for dinners, auctions or other main fundraising events. So, they had to think outside the box again.

One way they were able to fundraise was by making meals for others to generate funds for the free meals they provided. Rev. Fowler got in contact with a local prison, and her team began making around 1,200 sandwiches a day for the detainees. "We even made them during a 10-day blackout with no electricity. You always have to be able to think on the fly."

When the recession hit in 2007-2008, Rev. Fowler knew of so many in her community that needed jobs. Many of the adults in the area had developmental disabilities, mental illnesses, a history of substance abuse, physical restrictions or had formerly experienced homelessness, war or prison. That's why she started looking for ways to create jobs. She got an idea from a Native American tribe to make mud mats out of illegally dumped tires. She hired several homeless people to do this originally, and it grew from there. The mud mats are still being sold on [Cass Community's website](#).

Since that idea worked so well, Rev. Fowler thought more about linking together jobs and the environment. She came up with Green Industries, which not only helps to employ adults in need, but also helps the environment by repurposing and recycling materials that would otherwise end up in a landfill, the city incinerator or remain part of the garbage on vacant lots in Detroit. The team even started creating solar powered generators.

While cleaning up the city and using recycled materials and solar energy was a great start, Rev. Fowler and her team realized they could do more. A constant problem remained: People were still homeless and out of work. Cass Community had already been housing the homeless in shelters, and the new increase in work was giving some job opportunities.

But those who had the job opportunities would work with Cass Community for a while, leave for another job, and return more depressed and defeated. The return usually had to do with hours being cut or being completely laid off. "They were doing everything right, and it still didn't work. That was the genesis of the Tiny Homes program."

## December Monthly Member Meeting

### *Continued*

Since 2016, Cass Community has built 24 tiny homes, and their 25th will be finished next year. Each home is built by a general contractor on a 30 x 100 foot lot. Once the home is built, volunteers manage all the finishing jobs, including tiling, drywalling, painting and building decks. Each home has a porch or deck, full appliances, all furnishings, landscaping, a security system and solar-powered electricity. Rev. Fowler said, "When others hear about the program through volunteers or residents, they want to help."



She talked about contractors donating materials and knowledge, and the security system company, who offered them a very low rate. When she called the company to find out why the rate was so low, the man on the phone said he used to deal with substance abuse and wanted to help with such a great cause.

Residents also have access to services on Cass' pedestrian campus, which offers a food program, computer lab, literacy classes, counselors, outdoor parks and more, all within walking distance. Rev. Fowler said, "We wanted to give them the opportunity to have economic mobility, and we wanted people to be proud of their homes."

Some residents can "rent then own" the tiny houses. To own the home, residents need to make between \$7,000 and \$15,000 a year. Rev. Fowler explained that this program is for people who might be ready for a home but wouldn't qualify for a mortgage.

Residents pay \$1 per square foot, so if a home is 300 square feet, they'll pay \$300 per month. They need go to a homeowner's group once a month, where they'll learn the ins-and-outs of homeownership. They'll also have a personal financial coach to help them learn how to be smart with their finances and discover ways to make more money.

Lastly, everyone in the homes has to volunteer by building the neighborhood. They don't actually build homes, but they help out in the community by cleaning up, helping their neighbors and even setting up events like trick-or-treating. This allows them to get to know their neighbors and build a real community.

After seven years, residents who have paid their rent and participated in the required steps will have the option to own their house. Rev. Fowler mentioned that shelters and alternative homes have so many guidelines. People living there can't choose when they want to eat or shower, and they have rules about guests and overnight stays. But renting and owning a tiny home gives people the freedom to live how they want to live. "If you want to eat dinner at midnight, or have your girlfriend or boyfriend spend the night, you have the freedom to do that."

In the future, Rev. Fowler's team will continue to build more tiny homes, and they're also getting ready to start building a commercial strip for the community. Based on history, it's doubtful the team will stop there, and we can't wait to see what they come up with next.

To learn more about the work Cass Community Social Services is doing, visit [casscommunity.org](https://casscommunity.org). You can also purchase Rev. Fowler's book, *Tiny Homes in a Big City*, at [ccpublishinghouse.org](https://ccpublishinghouse.org).

[Watch the recording of the December Monthly Member Meeting](#)





# CALENDAR of EVENTS

January  
14

## Networking Virtual Coffee Hour

8:00 – 9:00 a.m.

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



January  
21

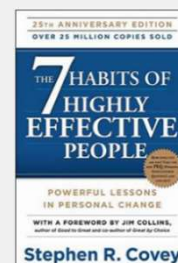
## LDA Book Club Meeting

12:00 – 1:00 p.m.

We'll be starting our discussion of Habit 4: Think Win/Win.  
Link to the virtual meeting will be sent prior to the session.

### Facilitator:

Charles Schultz, LDA VP of Professional Development



February  
16

## February Monthly Member Virtual Meeting

*(no January meeting being held in 2021)*

12:00 – 1:00 p.m.

### Speaker:

Tonya Allen, President and CEO, Skillman Foundation

Join us 15 minutes before the meeting for a time of virtual networking!  
Watch your email in January for more details!

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

## Coming in March: Save the date!

### March 31: BCBSM LDA Annual Speech Contest

4:30 p.m.

Watch your email for registration details.



# Having Courage, Wisdom and Strength

By David Shelby Jr. – coordinator

Here we are, the end of 2020. Like you I am anxiously awaiting the end to what has been a tumultuous year. We have watched film after film of what life would be like in a pandemic and yet we still are learning as we go. Real life is nothing like the movies and no screenwriter could have written a better script. The COVID-19 pandemic has affected the entire world.

Thankfully, we have reached the first sign of the end of this national nightmare; the vaccine has been made and is in process to be distributed. No, it does not mean end social distancing, it just gives us a plan that our current reality will soon be over.

I want us to recognize the tremendous work that we have done as people. Wherever you are reading this, know that it took courage for you to be here today. You weathered the storm of a trying pandemic. You made it through an array of constant negativity. Here you are in this moment stronger and more fortifiable. It is also vital that we remain courageous during this second wave and serve as a point of confidence to our communities. This vaccine has arrived but will not be easily accessible until at least spring 2021. Social distancing efforts are still required, but now that we can see the finish line, let's have the courage to finish the race.

While focusing on closing this horrible chapter in world history, let us also think on the positives. Not only are we here, but we are fighting a trying pandemic from inside our homes, still employed. We have a financial blessing that comes to us every other week. In our positions, most of us can work from home. There are a few of us who still make the journey to the office daily. Either way, we are gainfully employed, we aid first responders and support millions of people who count on us. Yes, there are challenges, but with positive thinking we recognize the honor bestowed upon us to help end this pandemic and serve our community as helpers and leaders. The wisdom in positive thinking during this pandemic is that you don't let your problems or challenges define you. You are defined by the work you do to solve problems and create solutions.

The most important thing for you to remember about 2020 is that you had the strength to finish. If you have social media, you know that the coming weeks will be filled with stories about how individuals were able to accomplish their goals, go beyond their limits, break expectations and do amazing things in the midst of a pandemic, real or fake. Those stories are going to come, but they shouldn't minimize your accomplishments. Just getting through to the finish line of 2020 with all the challenges that came with it is an accomplishment that requires strength. You are here reading this article. That is an indication of your strength and ability to conquer. Everyone has their own set of goals and although you may not have had an opportunity to meet yours, who's to say you won't in 2021? You may have such an amazing year in 2021 that you even impress yourself. Do not get lost in the comparison game. You have lived and earned the experience muscles that you've developed. The strength you have now will serve you well in the future. For the few short weeks we have left in 2020, remember to be good to yourself.

**you are  
stronger  
than you  
know**



You gain strength, courage, and confidence by every experience in which you really stop to look fear in the face. You are able to say to yourself, "I lived through this horror. I can take the next thing that comes along."

~ Eleanor Roosevelt

**Women**  
TAKING THE LEAD

## Happy Holidays from the BCBSM LDA Board!



The BCBSM LDA Board sends you—our treasured members—their warmest wishes this holiday season. May you find and embrace the true spirit of the season and may it fill your heart with joy. Whatever is beautiful, whatever is meaningful, and whatever brings happiness, may it be yours this holiday season and throughout the coming year.

## Bon Voyage!

To those members who have accepted a Voluntary Separation Offer, we would like to thank you for being a part of BCBSM LDA. You will be greatly missed! We wish you the best in the next phase of your journey, that you continue to develop on a professional and personal level. Remember to reach out and keep us in the loop about future successes. This association would not be possible without members like you.



# December Virtual Mixer – Praise often, self-care and believing in yourself

by Ju Fonda Overton, senior analyst

Our December virtual mixer hosts were Quinta Williamson and Jason Loepp. Qunita Williamson, Director of State Accounts and Special Servicing, has been part of the Blues for more than 24 years. She is also a licensed and ordained minister. Jason Loepp, Director of Customer Analytics, has been part of the Blues since 2008 and loves everything hockey.

At the beginning of the mixer, the hosts were asked several questions about important topics. The first topic had to do with praise at work.

Qunita started off by saying, praising often doesn't cost a thing. Praise is one powerful tool a leader can use. She suggested that when we see employees thinking outside the box, give them cards that say, "level up." That will let the employee know they have gone above and beyond, and they are recognized. It's a fact that employees who receive regular praise will produce more results.

Jason said that praising often has a positive impact on a person's brain. Use words such as *great* and *amazing* and compliment their efforts. Make it a habit to praise rather than condemn and people will be willing to help out.

Qunita gave some tips on self care:

**Emotional:** Cope with difficult emotions. Use yoga, meditation and deep breathing.

**Physical:** Stay active with exercise like walking or virtual Zumba and eat well.

**Mental:** Use positive affirmations and take care of your mind. Examples of Christian affirmations: I can do all things through God who strengthens me. No weapon against me shall prosper.

**Social:** Participate in Zoom meetings or small socially-distanced events.

**Spiritual:** Nourish your soul with virtual religious meetings and worship.

**Practical:** Reduce stress with relaxing experiences like massages and pedicures.

**Professional:** Make use of Blue Talent, take virtual classes or find a virtual mentor.



Some of Jason's favorite self-care tactics:

Use a smart watch to help with breathing techniques.

Watch and listen to inspirational speakers on YouTube or through podcasts. He enjoys listening to [Shannon Cohen](#).

Crank up the music and have a good time. Jason especially enjoys listening to Broadway shows, including the [Hamilton soundtrack](#).

Check in with yourself. How are you doing? How is your mental health? Use micro moments; take two minutes before a meeting or ten minutes on the way to work.

The December mixer ended with a fun round of virtual Pictionary. Qunita and Jason drew items on the screen and the group had the opportunity to guess what each item was. We hope you'll join us for our 2021 virtual mixers – keep an eye out for an email announcing the next date!



**Qunita Williams, Director**  
State Accounts and  
Speciality Servicing



**Jason Loepp, Director**  
Customer Analytics



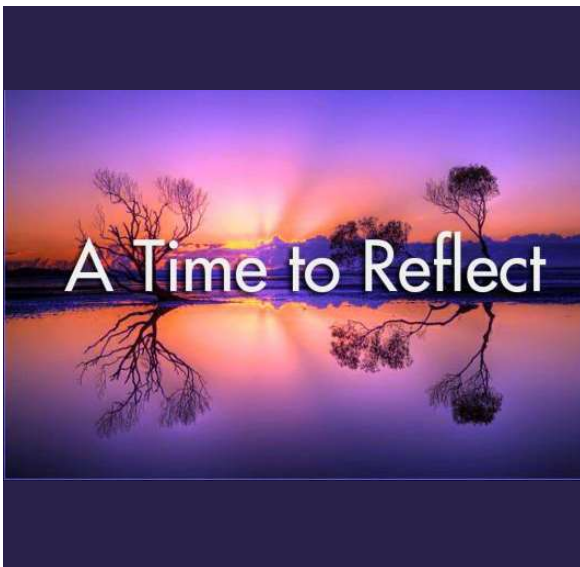
# PD Exchange

## 2021 Professional Goals – Preparing for the New Year

*By Kaitlyn Bradley, Management Week Chairperson & PD Exchange Author*

Normally, December tends to be a remarkably busy month for many people. Our agendas are usually packed tight with shopping, baking, large family gatherings, gift exchanges, holiday work parties and so much more. But, in typical 2020 fashion, December probably looks a bit different this year. If nothing else, I believe 2020 has given us something incredibly important: The time to reflect.

Although your shopping may be online, your baked goods might be made in smaller batches, your work and family gatherings might happen via Zoom, and your gift exchanges may involve porch drop-offs, you can still enjoy the year-end activities and use your extra time to reflect on what happened in 2020. Use this information to help shape your goals and mindset for the new year ahead. Here are some things you can think about:



- What went well? Think about all the positive things – both planned and unexpected – that happened in 2020. What accomplishments are you most proud of?
- What do you wish you would have done differently? Maybe you wished you had spent more time learning new skills or meeting new people. Perhaps you wish you hadn't been as affected by the pandemic. Think about how you can change your goals and priorities in the new year to accomplish these things.
- What roadblocks did you encounter? COVID-19 might be the source of many obstacles but identifying those barriers can help you find creative solutions to avoid them in 2021.

The insights that you gather from your reflections should provide a solid starting point when defining your 2021 goals. Your new goals can help you expand upon your accomplishments, achieve those things you wish you had done, and learn from the roadblocks you encountered in 2020. Remember to set S.M.A.R.T. goals – Specific, Measurable, Achievable, Relevant, and Time-bound.

Whatever you chose to focus on in 2021, it will be worthwhile to set aside reflection time and position yourself for a successful year ahead.

I challenge you to make the commitment to invest in yourself in 2021; you are worth it!



## BCBSM LDA Professional Development Committee Networking Event

The BCBSM LDA Professional Development Committee hosted its first networking event on December 10. The session offered LDA members a chance to immerse themselves in a new networking experience. By utilizing WebEx breakout rooms, members were able to connect on a more personal level. The discussions were a mixture of fun and professional development-related topics. Many of our attendees were enthusiastic about their plans to travel post pandemic, and some of the attendees shared their accomplishments for 2020. Thank you to all those who participated!

If you missed out on the last professional development networking session, we will be hosting another session on January 14! For January, we will be doing a morning coffee break to accommodate our early morning members. Our discussion will be both fun and productive. We look forward to seeing you there!



### 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.

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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.