

2021-2022 BCBSM LDA Leadership Team 3
The incoming executive team starts in July 2021

A portrait of a man with short brown hair, wearing a dark blue suit jacket, a white shirt, and a patterned tie. He is smiling slightly and looking towards the camera. The background is a textured, light-colored wall.

Monthly member meeting 7
Stepping up – leading during the unexpected



GET INVOLVED!

PD exchange 11

Join the Professional Development Committee today!



From the Desk of Our President



Sharese Hogan

BCBSM LDA President, 2021-2022

Greetings BCBSM LDA Members:

It is with great appreciation that I return as your President for the 2021-2022 chapter year.

If you tuned into the end of the chapter year message from our President and CEO, Daniel J. Loepp, you were likely inspired to “step up” as things begin to change around us. This thought of stepping up can impact your personal and professional lives, and BCBSM LDA would like to be a part of your journey. The incoming executive team and I are committed to supporting you by offering meetings and opportunities that provide an avenue for the next phase of your journey or to simply learn something new for your current role.

As we plan for the chapter year, it's important that we focus on you by listening to what you want, need and feel pertaining to personal development and professional development. We will continue to follow the five Es:

- Encouragement – as we lead with compassion
- Engagement – as we work to create events that fit your needs
- Energy – as we step up to the challenge with positive vibes
- Excellence – as we continue to develop quality programming
- Entertainment – as we plan to connect and celebrate small and big accomplishments together



Please feel free to schedule time on my calendar, email, IM, Teams chat or call me with your ideas, suggestions, or feedback. I would love to hear from you.

Last, but not least, please take note of my amazing team of VPs (pictured below). I will speak for us all when I say that we look forward to your participation and involvement with BCBSM LDA. If you have interest with event coordination, communications, finance, meeting planning, community service, design, technology, or website support, please reach out to the team and we will direct you further.

Let's “step up” and get ready for a great year!

Sharese Hogan, 2021-2022
President ▪ BCBSM Leadership
Development Association ▪
Chapter #141



2021-2022 Officers (Incoming)



Ta-Tanisha Baldwin
VP Finance



Kaitlyn Bradley
VP Professional Development



Sarah Cheaito
VP Program Administration



Carla Harris
VP Awards and Recognition



Terrence Puryear
VP of Public Relations

Welcome 2021-2022 BCBSM LDA Leadership Team

By Erica Addison, team leader

What an exciting time! The incoming BCBSM LDA Executive Team is currently preparing to start their terms July 2021. Please welcome Ta-Tanisha Baldwin, VP of Finance, Kaitlyn Bradley, VP of Professional Development, Sarah Cheaito, VP of Program Administration, Carla Harris, VP of Awards and Recognition and Terrance Puryear, VP of Public Relations. Each vice president will be new in their role and have the opportunity of serving with current BCBSM LDA President, Sharese Hogan as she embarks on her second term.



Vice President of Finance-Ta-Tanisha Baldwin

Ta-Tanisha Baldwin has been at the Blue Cross Blue Shield of Michigan for eight years. Her current role is Senior Corporate Auditor in Corporate Audit and Advisory Services. Ta-Tanisha has been a member of BCBSM-LDA since she joined the organization. She has three daughters, her youngest is 13 years old and her eldest two daughters attend North Carolina A & T State University. A fun fact about Ta-Tanisha is that she was a former stage mom to her youngest daughter. Ta-Tanisha enjoys reading Black historical romance novels, her favorite author is Beverly Jenkins. In her role as Vice President of Finance, Ta-Tanisha states that her goal is to ensure timely, complete, and accurate reporting.

Vice President of Professional Development-Kaitlyn Bradley

Kaitlyn Bradley is a Health Care Analyst in the Provider Engagement & Transformation department. She has been with Blue Cross Blue Shield of Michigan for just over three years and has become very involved during that time. In addition to her involvement on BCBSM LDA's Professional Development Committee, Kaitlyn is active in several ERNs including the Young Professionals Network and Equally Blue. She is passionate about helping others succeed and addressing health care disparities. Kaitlyn received her Bachelor of Applied Arts Degree in Healthcare Administration and a minor in Accounting from Central Michigan University, and she will be starting coursework for a Master of Public Health at the University of Michigan in August 2021. In her free time, you'll likely find Kaitlyn line dancing or enjoying the great outdoors.



Vice President of Program Administration-Sarah Cheaito



Sarah Cheaito joined Blue Cross Blue Shield of Michigan in 2019 as a Senior Compliance Analyst. Prior to joining the Blue Cross Blue Shield of Michigan, Sarah worked at Henry Ford Health System in Compliance. She has five years of experience working in areas of compliance such as HR compliance, regulatory compliance, and ethics and third-party compliance. Sarah graduated from University of Michigan-Dearborn with her Bachelor of Arts Degree in Health Policy Studies. In her free time, she enjoys hiking and exploring new places. As she begins her new role as Vice President of Program Administration, Sarah's goal is to provide our members with great quality programs so that they can leverage their professional and personal development. Sarah adds that she wants BCBSM LDA members to get the most out of their membership and experience all BCBSM LDA has to offer by bringing awareness, inclusion, and interactive opportunities to all our events. Sarah is very excited to begin this transition and she believes that the 2021-2022 BCBSM LDA year will be filled with great opportunities and engaging events that everyone may enjoy.

Vice President of Award and Recognition-Carla Harris

Carla has been with Blue Care Network for 11 years. She currently serves as a Business Analyst within the BCN Automated Group Reporting Team. Previously, she served as a BCNA Provider and Customer Service Representative for six years. Carla has been very involved with BCBSM LDA, she previously served as 2019-2020 NMA Meeting Planning Chairperson. During 2018-2019, Carla was NMA Communications Chairperson. Personally, Carla is very passionate about Creative Arts, Sports (Volleyball, Golf, Swimming, Basketball) her family and church!



Vice President of Public Relations-Terrance Puryear

Terrance started his Blue Cross journey as a contractor in October 2018. He's a passionate leader with over 14 years of leadership and training experience. He joined BCBSM LDA in 2019 and was nominated to be chair for Community Involvement in 2020. In 2020, Terrance joined ODLM as a Master Coach. Terrance earned his Bachelor of Arts degree from Eastern Michigan University with a focus in communication. He's also a leadership trainer, public speaker and enjoys being active in community service. He and his wife are the proud parents of three wonderful daughters. As Vice President of Public Relations, Terrance states that he will continue to honor the committee's commitment to being a strong presence in the community through building relationships and doing work that makes a difference.

New Member Corner

OUR NEW TEAM MEMBERS
Welcome



*Sharon Berry
Tyra Biddles
Suzanne Miller Allen
Jared Peck
Wai Yau*

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 in upcoming issues 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

Going the extra mile is what Chris Kelley does in his professional and personal life.

As a senior project consultant under Director Ethics & 3rd Party Compliance Somerset Black at Blue Cross Blue Shield of Michigan, Chris and his team help Blue Cross, “put our values into action and make the right decisions every day.”

Chris works on projects like the vendor compliance summit – an event that provides training and education to Blue Cross vendors about industry compliance. His team also manages inquiries that come into the Office of Civil Rights Coordinator. This year his team sent out the Ethic’s survey to employees to benchmark how the Blue Cross enterprise stands on their code of business conduct, including creating a culture of integrity and compliance.

Chris Kelley



Chris with wife Caitlin and Boston Terrier George

Chris’ dedication to working in the health care industry happened when he was diagnosed with ulcerative colitis in college. This was his first experience with Blue Cross and he was very grateful to have their support in his time of need. He realized the important role health plans play in the care of their members. The support he received from Blue Cross and their dedication to their members and community is why Chris wanted to work for them.

Chris also goes the extra mile by putting his values into action in his personal life. He and his wife Caitlin volunteer with the [Belle Isle Cleanup](#) and [Life Remodeled](#), an organization dedicated to cleaning up blight in Detroit.

Chris went the extra mile, or 2,800 miles in college, when he participated with [The Ability Experience](#), in their “Journey of Hope,” a cross country bike ride from San Francisco to Washington D.C., a charity event for the empowerment of people with disabilities.

Chris joined BCBSM LDA for the learning opportunities and networking. He saw the work Sarah Cheaito was doing to promote BCBSM LDA Management Week and wanted to become a member. One of his favorite events was “[So you want to be a healthcare executive](#),” presented by Ken Rates, who hosts a podcast by the same name.

A little more about Chris

- Favorite podcasts are sports. But Chris really likes the golf podcast “No Laying Up”
- Chris likes all kinds of food, but his favorite food is Italian, especially pizza and charcuterie boards
- Favorite Fourth of July activity is being outside and seeing friends and family



Chris (third row, 2nd from right) and The Journey of Hope crew at the U.S. Capitol

Community involvement – A Place to Grow

by Janeela T. Herrington, analyst



From left to right
Erica Addison, Janeela Herrington,
Lisa Hardeman, Remy Woods

BCBSM LDA Community Involvement volunteers teamed up with the Capuchin Earthwork's Urban Farm on June 26. Earthworks is a community-based farm, seeking to build a more sustainable fresh food system and maintain a connection to the environment. The urban farm works to build a beautiful food system by using its produce to support the Capuchin Soup Kitchen and to provide to local gardens. Volunteers assisted with harvesting fresh herbs, such as basil, which will be provided to local gardeners in the community.

Don't worry if you missed the opportunity to volunteer. BCBSM LDA is committed to serving the community and has volunteer events scheduled throughout the year. Keep an eye on the calendar of events page and BCBSM LDA emails for more opportunities to volunteer.



Lisa Hardeman



Erica Addison



Write with us!

Get creative and join our award-winning *blueprint* team!

We currently need writers – individuals who are able to write articles about our Monthly Member Meetings, events and various other leadership and informational topics.

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

Monthly Member Meeting – Leading through a crisis

by Michelle Banaszak, communication specialist

Our June Monthly Member Meeting featured keynote speaker, Daniel J. Loepp, President and CEO of Blue Cross Blue Shield of Michigan. He began by expressing how valuable the BCBSM Leadership Development Association is to promoting professional development and employee growth.



Daniel J. Loepp

“Blue Cross is committed to supporting opportunities for our workforce by continuing professional development. In that journey, BCBSM LDA is one of the important ways we invest in our future. It enriches our business and helps position our company for sustainability and continued growth.”

Dan gave examples on how leaders throughout the enterprise have led during the crisis of the COVID-19 virus pandemic. These leaders “lead outside the box,” which was crucial over the last year to keep the health care ecosystem, our communities and our business strong.

Our company has needed to quickly develop new and unconventional approaches. We’ve shifted our operations and embraced opportunities. Dan said, “This wouldn’t have been possible without the strength of our leadership and the teams they develop and manage.”

The enterprise’s external response during the pandemic has been Dan’s proudest time in the 15 years he’s served as President and CEO. When the world changed, those we served and collaborated when faced with incredible uncertainty. “Blue Cross stepped up and was there for them, just as we’ve been for 82 years.”

Blue Cross and its leaders also took steps to ensure safety for the employees. By creating new policies, revamping workspaces and altering how we interact with each other as colleagues, we were able to safely sustain our business, which benefitted both employees and members.

Blue Cross has been recognized as a leader in inclusion and diversity. During the pandemic, they continued their social mission by working with our communities and partners to combat food insecurity, care scarcity and social and health inequities and injustices. This is part of the fabric of our culture; we continue to build on our commitment to equity and equality.



These are just a few examples of how leaders at Blue Cross have led outside the box through this pandemic. To achieve our goals in 2021 and beyond, we must continue to drive towards our objectives with collaboration. When we as a company are aligned, we improve our capabilities and ensure the continued growth and evolution of our enterprise.

The June Monthly Member Meeting continued with a Q&A session with Dan Loepp, and our 2021 BCBSM LDA award winners were announced. Congratulations to our winners!

- 2021 Hall of Fame – Dr. Thomas Simmer
- 2021 Executive of the Year – Bridget Hurd
- 2021 Art Seidler Leader of the Year – Dr. Jann Caison-Sorey
- 2021 Member of the Year – Charles Schultz

[Click here](#) to watch the full June Monthly Member Meeting.



Dr. Thomas Simmer



Bridget Hurd



Dr. Jann Caison-Sorey



Charles Schultz

Celebrating the meaning of the Fourth of July with veterans

by Barbara Krajenke, communications specialist

Today the United States Independence Day is usually a fun-filled summer celebration with parades, fireworks and BBQ get togethers. But the origins of why we celebrate were quite revolutionary in their day. The U.S. declared their independence from the monarchical rule of Great Britain. The time was one of bravery, innovation, new beginnings, new ideas and a new nation.

The courage of [the military](#), the founding fathers and all the others who aided in this fight for freedom is why we hold this day in reverence. To help honor this day we spoke with one of the leadership team of the Blue Cross Blue Shield of Michigan's Veterans' ERN, Lori Galloway, and David Brown, co-chair of the Emerging Markets Veteran ERN, to get their thoughts on their experiences in the military and what the United States' Independence Day means to them.

What branch of the military do you belong to? Were you drafted or did you enlist? If you enlisted, what were some of your reasons for enlisting?

David: I enlisted in the Marines at 17; in fact, I turned 18 in boot camp. There were many reasons why I enlisted: I was a child military dependent and had lived in England and in various stations in the U.S. My teen angst of living in a small Washington mill town made me want to do something different, and to see more of the world, and not just work in the local industries.

The Marine Corps trained me to be a Field Radio Operator, and I was assigned to an infantry battalion at Camp Pendleton, CA.

Three years after my discharge, I re-enlisted in the Air National Guard. There I had several different assignments. I retired in 2005.

Lori: I enlisted in the U.S. Navy. I wanted to serve my country and gain invaluable experience dealing with people from all walks of life.

Were you deployed? What were some things you missed about civilian life?

David: Several times, luckily never to a combat zone. During my time in the Corps, I was deployed overseas to both Japan and Korea, and I loved visiting both.

I had several assignments with the Air National Guard. I began in Antenna Construction (think 300-ft. high towers) and then as a telephone lineman. Then Air Traffic Control Radar Installations. I also spent several years helping the cable/fiber teams install LANs/WANs, etc., worldwide; this included various U.S. locations such as Hawaii, Cape Cod, the Arctic Circle, and again to Japan and Korea. I also performed several disaster relief missions in Washington State, including floods, winter storms, wildfires, etc.

Two days after 9/11, I was activated for three years to work at the North American Aerospace Command (NORAD), doing homeland security before there was a Homeland Security.



David Brown
Enterprise Business Continuity
Program Manager – Emergent
Holdings



Lori Galloway
Rating and Underwriting
analyst BCBSM

Celebrating the meaning of the Fourth of July with veterans (continued)

David (continued):

I really felt fortunate to be able to experience the cultures of the places I visited, even within the U.S.

The main thing I really missed about civilian life was family, events, staying at my grandparents' river cabin in the Cascade mountains, and mom and Gramma's cooking.

Lori: I was deployed overseas for one year at Guantanamo Bay Cuba and then transferred to Treasure Island San Francisco for four years as a dental hygienist. I was also on the Navy Dive Team when I was stationed in Cuba. When I was overseas, I really missed "fresh" food and the homemade meals that my family made. I missed celebrating the holidays with my family the most. I would try to come home for Christmas when I could, but it didn't always work out. That's when you really start to appreciate all those special moments with your family.

What does the Fourth of July mean to you?

David: The Fourth of July signifies a commemoration of the declaration of independence from our empirical king, with the first implementation of a governmental structure that was based upon citizen governance with constitutionally guaranteed rights.

Despite some significant flaws and remembering the context of that period, the Constitution meant to break the colonies from monarchical rule to establish a system that was granted rule by the power of the people.

I think that everyone should read the Constitution and then I would suggest reading some of the historical and legal interpretations and contextual explanations of the various parts. Again, remembering the time that it was written, it was a powerful statement to begin with "We the people..."

Lori: It's all about "freedom" for me. It is a time to reflect on the true meaning of the holiday - freedom to believe what I want and speak what I feel. The Fourth of July is not just another day to have a picnic or a BBQ, but to reflect on the fact that America is home of the free because of the brave!



[We the people of the United States of America](#)



[History of the Fourth of July](#)



[The shot heard round the world](#)

The battle of Lexington, by William Barnes Wollen

Fourth of July

Let's get the grill going, with the hot dogs and barbeque and pass the potato salad. Did you say dessert? Let's get ready to celebrate the 4th of July 2021. BCBSM LDA wishes all of you a happy holiday!



Happy International Joke Day! Laugh with me, for your health

By Terrance Puryear, VP of public relations and master coach



In celebration of International Joke Day, July 1, we have a few jokes to help make you chuckle. Why should we celebrate this day? Well, how many times have you heard that laughter is the best medicine? It may surprise you to discover that there is science that supports the notion that laughter is good for our physical and mental well-being. Gelotology, the study of laughter's effects on the human body, suggests that jokes and comedic works in film, literature, and tv shows can help to reduce blood pressure, boost the immune system, and reduce stress hormones. A widely respected Proverb even states that *a merry heart doeth good like a medicine*. Many sources attribute the origin of International Joke Day to Wayne Reinagel who created the day in 1994 as a way to promote his fantasy books. Whether we give Reinagel the credit for inventing this day or not, we can all agree that having laughter in our daily lives can be a good thing.

Trying to reduce the tension in the room? Perhaps you need a clever way to start a speech. Maybe you just need a great way to embarrass your kids. Here are a few dad jokes for you for some inspiration.



- What did the drummer call his twin daughters?
 - Anna one, Anna two!
- Why is it a bad idea to iron a four-leaf clover?
 - Because you shouldn't press your luck!
- Why do melons have weddings?
 - Because they cantaloupe!



PD Exchange

Join the Professional Development Committee Today!

By Kaitlyn Bradley, VP of Professional Development

“A year from now you may wish you had started today.” – Karen Lamb

As I reflect on the past year, I realize how grateful I am that I got involved with BCBSM LDA. Joining the organization’s Professional Development Committee allowed me to continue networking and learning when the rest of the world seemed to stand still. I didn’t wait for the world to open back up, but instead I took the opportunity to connect with many new colleagues, facilitate several engaging conversations, and cultivate my own leadership skills.

Now we lead into a new year for the chapter, and I’m beyond excited to serve as this year’s Vice President of Professional Development. A new year means new possibilities, and a chance for you to meet your professional goals that you might be “saving for later.”



The Professional Development Committee can help you meet your goals by offering opportunities to:

- Brainstorm, coordinate, and facilitate professional development events
- Listen to guest speakers
- Get involved in our book club
- Participating in networking events
- Continuing education opportunities

The benefit of PD is that it allows you to expand your network and enrich your professional life by being involved in a community of people with a growth mindset.

If you’d like to become involved and improve your leadership skills, you can volunteer as a PD Committee Chairperson.

If you’re interested in joining the Professional Development Committee, email kbradley@bcbsm.com or NMAChapter141@bcbsm.com.

GET INVOLVED!

BCBSM LDA Code of Ethics

- I will recognize that all individuals inherently desire to practice their occupations to the best of their ability.
- I will assume that all individuals want to do their best.
- I will maintain a broad and balanced outlook and will recognize value in the ideas and opinions of others.
- I will be guided in all my activities by truth, accuracy, fair dealing and good taste.
- I will keep informed on the latest developments in techniques, equipment, and process. I will recommend or initiate methods to increase productivity and efficiency.
- I will support efforts to strengthen the management profession through training and education.
- I will help my associates reach personal and professional fulfillment.
- I will earn and carefully guard my reputation for good moral character and good citizenship.
- I will promote the principles of our American Enterprise System to others, by highlighting its accomplishments and displaying confidence in its future.
- I will recognize that leadership is a call to service.

Statement of Principles

BCBSM LDA is dedicated to managerial excellence, personal and professional growth, and leadership development. The following principles identify BCBSM LDA's core beliefs and provide the basis for the Association's Mission Statement.

- We believe in the highest standards of personal and organizational integrity and respect for the individual.
- We believe in lifelong learning, continuous improvement, and the development of a workforce capable of sustaining a competitive posture in the global economy.
- We believe management is a creative, dynamic, and essential process enabling people to achieve personal and organizational objectives.
- We believe that managerial responsibility is shared among all individuals at all levels of the organization and that leadership is critical to management success.
- We believe that individuals and organizations have a community and civic responsibility.

blueprint team

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BCBSM LDA Board Officers

Board Chair: TBD
 President: Sharese Hogan
 President-Elect: TBD

Board Members

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 Leonard Alford III
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 Lifetime National Director: Cathy Longo

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BCBSM LDA Officers

VP of Public Relations: Terrance Puryear
 VP of Finance: Ta-Tanisha Baldwin
 VP of Awards and Recognition: Carla Harris
 VP of Program Administration: Sarah Cheaito
 VP of Professional Development: Kaitlyn Bradley

NMA National Mission Statement

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