



FROM THE DESK OF OUR PRESIDENT

Greetings BCBSM LDA Members:

Wow, I cannot believe this is my final president's message. I would like to start by thanking a number of people who helped through the last two years as president during a time of great change, unexpected life circumstances and two + years of the most unprecedented season of most of our lives.

Thank you to the most amazing team of VPs. Terrance, Sarah, Kaitlyn, Carla, Joslynn and Charles; I appreciate the time, energy, leadership and consistency you exhibited over the past year. You're the absolute best.



Sharese Hogan

BCBSM LDA President, 2021-2022

Thank you to the committee chairs and volunteers for helping the events run smoothly.

Thank you to our amazing Blue Cross leaders who presented to the BCBSM LDA membership with valuable topics and messages for leadership growth.

Thank you to the BCBSM LDA Board of Directors for your support and guidance as we navigated the last years.

Thank you to my mentors who gave me tips and helped me grow as a leader.

I type this message with tears in my eyes because I have been a member of BCBSM LDA since the early 2000s. During that time, I served on numerous committees (committee chair, VP of Professional Development, board member and two years as Board Chair. During each of these roles I was able to learn and develop by receiving energy from the membership and Blue Cross leaders by networking at BCBSM LDA events and sharing career changing conversations at Blues MixersSM, Monthly Member Meetings and Professional Development sessions. Then, I decided to run for president and the world shut down and like many of you, I was alone in an office making strategic plans for the same events, but in a virtual setting. I worked hard to maintain my wellbeing



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FROM THE DESK OF OUR PRESIDENT

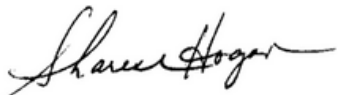
and display the most positive composure; but it was tough. Of course, I didn't want to seem self-centered by screaming, I REALLY WANT TO BE AT THE SWANKY MIXER VENUES and DINE AT THE COOL MONTHLY MEETING LOCATIONS; but the reality of it was, I was officially your pandemic president. This is momentous!

At this very moment, I feel like this year was bigger and better than I could have planned. During our 2020 Mixer, Sharon Gipson (VP of Corporate Audit and Executive Advisor of BCBSM LDA) shared a message titled Intentional Collisions which is a concept designed to create connections and drive value creation. Based on that message, I decided to be extremely intentional for myself and for each of you. It began to matter less that I was remote and more important to have meaningful conversations with different leaders and members to drive growth and development, but in a different way. I devised a plan to build my network using the tips I learned from the presenters on how to seize important moments and step up with fearlessness. I worked with my team to design a theme that we thought would touch us all (Step Up: Restore, Reboot, Recreate) with a goal to encourage you as the world slowly reopened and things became a little more normal. We also created a new recruitment campaign for new hires since we could not recruit in person (as typically done) – welcome to our new BCBSM LDA members who we'll meet soon. These were pivotal!

Remember to do what you can to make someone's day with a smile, a fun emoji, a creative chat message, or a joke. That will be meaningful!

As I complete this message, it was an honor to serve you all and thanks for supporting BCBSM LDA as we close out the first and (hopefully) the last virtual BCBSM LDA term of our organization's lifetime.

Your Pandemic President,



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



Thank You!



Leadership Development Association

Save the date!

**BCBSM LDA Annual Member
Meeting**

Keynote Speaker:

Daniel J. Loepp

President and CEO

Blue Cross Blue Shield of Michigan

Monday, June 13, 2022

Program begins at noon.



[Register Here](#)

NEW MEMBER CORNER



Member Benefits

- Networking through monthly meeting 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!

Susan Kuypers
Teresa Robertson
Mai Yang

As a member of BCBSM LDA you are now a part of a great group of leaders, striving to live out our theme, "Step Up." We encourage you to connect with our members and learn something new about the organization.

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

Welcome OUR NEW TEAM MEMBERS

NEW MEMBER SPOTLIGHT

by Sarah Cheatio, Compliance Senior Analyst

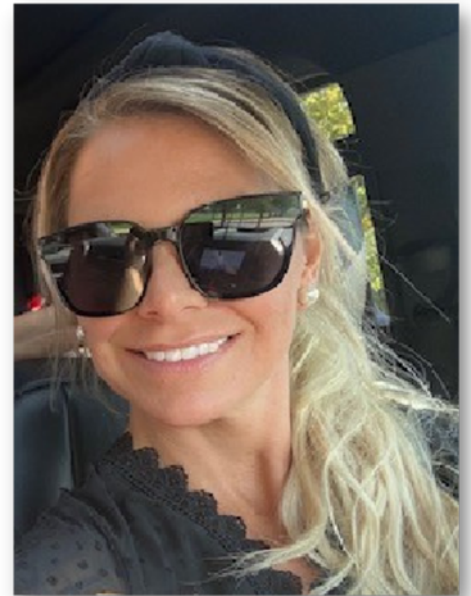
Meet our new member, Rachel Landoski, the IT Manager I with the mostest. She started at Blue Cross Blue Shield of Michigan in 2014 in Risk Adjustment where she held various roles in project and product management. That led her to Market Solutions as a GTM (go-to-market) manager and came over to IT as product manager in late 2020.

"I came to the IT side to challenge myself and learn a part of the enterprise that I was unfamiliar with. It also has given me an opportunity to meet and work with people with various backgrounds and skills that I am able to learn from and vice versa."

In her current role, Rachel supports IT and business teams that oversee member and customer initiatives. She's currently working with Market Solutions to support integration of the Product Catalog for commercial self-funded groups and with Senior Health Services for fully insured and self-funded groups. She also supports the Michigan Shared Services Network (MiHIN), a nonprofit statewide health information network in Michigan and other member- and customer-focused initiatives.

Before her career at Blue Cross, Rachel attended Western Michigan University for her undergrad in business and is three classes away from obtaining her Master of Science in Management Strategy and Leadership at Michigan State University! Way to go, Rachel!

Rachel joined BCBSM LDA because she wants to meet more people throughout the enterprise, become more involved and continue to learn and grow personally and professionally. "I look forward to becoming more engaged with what BCBSM LDA offers."



Rachel and her two sons



Rachel taking a flight lesson over Clearwater, Florida

A FEW MORE THINGS ABOUT RACHEL:

- She has two boys, ages 7 and (almost) 6, who keep her very busy.
- She loves the outdoors and summer is her favorite time of year.
- She's been coming to the BCBSM Tower since she was a kid - her dad retired from here and they would visit for lunch every so often.
- Traveling is her passion. She once traveled to London, Nairobi, Seychelles, Dubai and Amsterdam all in one week!

LIFT EVERY VOICE AND SING

CELEBRATING JUNETEENTH

By David Shelby Jr., Coordinator



**Terrance Puryear BCBSM LDA
Vice President of Public Relations**

The song, [Lift Every Voice and Sing](#) is ingrained in America's consciousness. Affectionately known as the Black National Anthem it's a song with various meanings depending on who you ask. As we celebrate Juneteenth, I had the pleasure of asking BCBSM LDA Public Relations VP Terrance Puryear **about the song and it's impact.**

David: "What does the song, Lift Every Voice and Sing mean to you and what does it mean?"

Terrance: "The song itself is referred to as the Black National Anthem. It does have some context around celebrating, like a rally cry for the civil rights movement in the 1950's and 60's. It's celebrating the achievements of the rights for African Americans in society post the movement. It's celebrating with a loud voice freedom and equal rights."

David: "How does he use his voice to uplift?"



Terrance: "I take it as a responsibility to promote this idea of a freedom and opportunities for all people. I use my voice and I know it sounds strange but to use my privilege because many times we think that minorities and I hate that word minority. But we often think we don't have privilege. But to be honest, as a male I know I have privilege because I'm given certain advantages because I'm a male. It's not fair, so I use my voice when I see someone who is not male being discriminated against or being treated not fairly. I speak out against that as someone apart of that privileged class. Or for someone who is a degree holder, because I went to school I'm sometimes regarded as better than someone who does not have a degree".

David: "Why is it important to lift every voice?"

Terrance: "Knowing the option to lift your voice is there because the message of the song, it provides what all of so desperately need and that is hope".

Interviewing Terrance was inspiring. He brought up some great points that defines what it means to lift every voice without restrictions based on our biases or beliefs. The deeper meaning in the song and lifting your voice is hope, through that hope we get to celebrate Juneteenth and all the victories to come.

Click on the link to listen to [Lift Every Voice and Sing](#) (and try not to get teary-eyed).



BCBSM LDA CELEBRATES 2022 NATIONAL MANAGEMENT WEEK

By Timbra Hinton, team leader II

BSBSM LDA celebrated National Management Week in America May 9, 2022 - May 12, 2022. The mission of Management Week is to inspire and transform members at all career stages to achieve success in their professional and personal lives. There was something for everyone, whether you wanted to learn more about NMA, how to get more from your BCBSM LDA membership, diversity and inclusion in leadership or win some great prizes



May 9 - Leadership Development

We kicked off Management Week with the theme of leadership development. Participants learned about the history of Management Week in America and its purpose. Did you know that the first NMA Management Week was celebrated in 1978? Although we recognized National Management Week early so new members could be included in the June meeting with Dan Loepp, the actual week is the first full week of June. There was also a fun interactive Kahoot! game led by DeNae Shelton, P.O.W.E.R. ERN Co-Chair, which gave participants a chance to win a prize and learn more about NMA. In the afternoon, Nicole Ezell, Specialist in Leadership Development, led a discussion on how leaders can inspire and influence others while achieving results:

- Practice Organizational Intelligence
- Create a Promotion Strategy
- Build and Maintain Trust
- Leverage Your Network

Nicole said by following these steps, results will follow. The takeaway from the event was to remember that influence is our superpower.

May 10 - Diversity and Inclusion

The morning featured a video [from Bridget Hurd](#), Blue Cross Vice President of Inclusion and Diversity. She was a participant of the 2021 Detroit Policy Conference, which gave her the platform to discuss how to create an inclusive workplace. In the afternoon, we had the pleasure of learning about inclusive leadership from Amazon's Global Senior Manager for Consumer Talent, Jillian Blackwell. She shared her own firsthand experiences and how it shaped her into the leader she is today, emphasizing how inclusive leadership is a form of great leadership.



May 11 – Team Engagement

In the spirit of team engagement, we kicked off the day with morning motivation to help improve wellness and keep us engaged. This started our day on a positive note and got us ready for the for the afternoon's panel discussion, "How do I keep my team engaged?" Our panelists included:

- Kirk Roy, Senior Vice President, Chief Actuary
- Osborne "Oz" David, Director, HPB Innovation & Delivery
- Lois Dent, Manager, Regional Sales
- Blonnie Taylor, Team Leader II, Enterprise Records & Information Management (eRIM)
- Sarah Cheaito, Compliance Senior Analyst, BCBSM LDA Vice President of Program Administration

BCBSM LDA CELEBRATES 2022 NATIONAL MANAGEMENT WEEK CONT.

The panelists discussed topics on how to motivate and keep your team engaged, having difficult conversations, making sure your team feels represented and how to remain professional in difficult situations. All the panelists agree on is that communication is key. Without it, continuous team engagement will be difficult.

May 12 – Theme: BCBSM LDA Day

The events of the last day centered on the benefits of a BCBSM LDA membership. BCBSM LDA Board Member Vaneitta Goines discussed what a BCBSM LDA membership meant to her and how she utilized her membership to connect, learn, and grow. She encouraged everyone to align their networking and learning goals to opportunities, and showcase their value as a leader or employee. We also interviewed *blueprint's* new member spotlight, Nicole Dudley hosted by Michelle Banaszak, *blueprint* Co-Chair. Nicole gave her perspective as a new BCBSM LDA member and how it will help her career as a nurse care manager.

Nancy Bennett, BCBSM LDA National Lifetime Director, was the speaker for the afternoon. Participants learned about the [Institute of Certified Professional Managers \(ICPM\)](#) and two of the products they offer, the Certified Manager and Certified Supervisor certificates. These products are credentialing programs that verify an individual's ability to manage and lead. If you're interested in enrolling in the certificate program and want to learn more about pricing, reach out to Kaitlyn Sibai (ksibai@bcbsm.com) and Veronica Beasley-Robinson (vbeasley-robinson@bcbsm.com).

In addition to the information and fun events, Management Week gave the BCBSM LDA team an opportunity to work closely with other enterprise organizations including P.O.W.E.R. and BlueACTS Employee Resource Networks. It was a fantastic opportunity to teach others about the BCBSM LDA chapter of NMA while simultaneously transforming careers and having some fun. If you did not get a chance to participate in the week or missed a particular event, all sessions were recorded and are available at <https://nma1.org/141/meeting-recordings/>. The slide decks are also available in the meeting invites or by emailing your request to NMAChapter141@bcbsm.com.

Don't forget to invite your colleagues to join BCBSM Leadership Development Association. To join, visit <https://nma1.org/141> and click "Join Now!" or [click here](#) to fill out the form.

Thank you to everyone that participated in our management week activities and congratulations to those who won a prize! We would also like to send a special thank you to everyone who helped make this week successful, including the BCBSM LDA Professional Development team!



Veronica Beasley-Robinson
Management Week &
Continuing Education
Chair



Shine Abraham
Professional
Development Chair



Kaitlyn Sibai
PD Vice President



Michael Laurence
PD Committee
Member



Tamba Hinton
PD Committee
Member

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: Heidi Saucier
President: Sharese Hogan
President-Elect: DeAndre Elliott

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Erica Addison
Dana Bartell
Dana Bell
Karema Bobbitt
DeAndre Elliott
Christina Frison
Vaneitta Goines
Samah Hamam
Sharese Hogan
Jason Loepp
Heidi Saucier

Board Secretary

Christina Frison

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Lifetime National Director: Nancy Bennett
Lifetime National Director: Cathy Longo

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Sharon Gipson
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VP of Public Relations: Terrance Puryear
VP of Finance: Charles Schultz
VP of Awards and Recognition: Carla Harris
VP of Program Administration: Sarah Cheaito
VP of Professional Development: Kaitlyn Sibai

NMA National Mission Statement

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