

Hello, Chapter 141.

I'm a Marvel movie fan! Sorry, DC lovers. The co-creator of the comic books, Stan Lee, had a well-known vision that has surpassed him in death. His vision was to create a universe that was diverse, inclusive and a representation of the world that the fans of the comics and movies lived in. Today, the vision has been achieved through comic books, TV shows and the big screen around the Marvel Universe. This month's seed is Vision. A vision must have value which means the following:



*DeAndre K. Elliott*  
**BCBSM LDA President, 2022-2023**

- A vision must unite – it will bring people together
- A vision provides a center for leadership – represents your strongest values
- A vision dominates inner conversation – is the glue against setback
- A vision inspires greatness – provides an opportunity to lead
- A vision attracts others to the leader – they will joyfully ask how they can help

BCBSM LDA members, when you're placed in a position where you must rally, lead or create a team, keep these items in mind before you speak. On Nov. 17, BCBSM's very own CIO, Bill Fandrich, will be planting the Seed of Vision as our speaker during the first quarterly in-person event at the Gem Theatre.

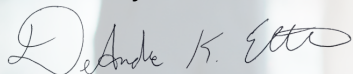
This event is at capacity, but you can join the waiting list [here](#).

## WHAT'S IN THIS ISSUE

- 02** New member corner
- 03** New member spotlight
- 04** BCBSM LDA is hiring!
- 05** Create Community
- 06** Calendar of events
- 07** The Unexpected Leader
- 08** Authentic Leadership
- 09** A Leap of Faith
- 10** BlueNights<sup>SM</sup> Mixer
- 11** Happy Thanksgiving!



Yours truly,



DeAndre K. Elliott



BCBSM  
Leadership Development Association

NIMA Chapter #141



# NEW MEMBER CORNER



Welcome OUR NEW TEAM MEMBERS

To'inia Adams  
Ebony Billups  
Andrew Bozzini  
Dasianae Burt  
Lisa Cole-Robertson  
Charlene Dickman  
Carrie Durchman  
Travon Hamilton  
Mallory Harris  
Deidra Jarmon  
Christin Johnson  
Scott Johnson  
Maria Khoury  
Chai-Zean Kinney  
Rahsaan Lewis  
Tami Page  
Melissa Powers  
Amber Spells-Ford  
Valerie Stevenson  
Marla Sweet  
Andrea Takach  
Tiana Turner  
Tierra Turner  
Taneisha Wardlow  
Charice Willis

## 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!

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



# MEET NEW MEMBER DENAE SHELTON

by Kelly Hall, Senior Project Consultant

New BCBSM LDA member DeNae Shelton believes in letting her light shine. She notes her core values are excellence, leadership, being team-oriented and being of service. DeNae joined BCBSM LDA because she believes it aligns with where she sees herself moving in the organization as a developing leader. She looks forward to the connections she will make and believes ***"being plugged in with the right energy makes all the difference."***

This Cass Tech graduate also attended the HBCU Kentucky State University, on academic and volleyball scholarships, where she earned her bachelor's degree. She also has a master's degree from Walsh College. DeNae first worked at Blue Cross Blue Shield of Michigan from 2012 to 2015, and liked it so much she rejoined in 2018. She is currently a senior financial analyst. She enjoys this role because it allows her to work with numerous business areas throughout the organization. Her propensity towards detail and investigation perfectly fits the auditing work required in her position.



**DeNae Shelton**

Don't think for a moment DeNae is only about numbers. She is definitely a Jill of All Trades. DeNae is a very competitive proven athlete who has played softball, tennis and flag football. She was on her college volleyball team and coaches at both the high school and collegiate levels, while continuing to play volleyball in her spare time. She is a karaoke enthusiast and sang backup on "The Mickens Family Project" gospel album. She is an actress who has performed in the stage play "Shady" and was an extra in the 2012 movie "Sparkle" with Whitney Houston. During quarantine DeNae picked up painting as a hobby and says she finds it relaxing to create something from imagination.

In service to others, DeNae launched a mentoring group for middle and high school young women. She is passionate about preparing others for success and sees her mentoring program as a step in doing so. She is also co-chair of the POWER ERN at Blue Cross where she focuses on mentorships, professional development and increased engagement.

DeNae is certainly a light in this world and wants to encourage others to be the same.

## MORE ABOUT DENAE



DeNae, pictured on the right, singing in the studio



DeNae pictured in first row, third from right with "The Mickens Family Project"

DeNae finds inspiration in the poem Our Deepest Fear by Marianne Williamson.



*Our deepest fear is not that we are inadequate.  
Our deepest fear is that we are powerful beyond measure.  
It is our light, not our darkness that most frightens us.  
We ask ourselves, "Who am I to be brilliant, gorgeous, talented, fabulous?"  
Actually, who are you not to be? You are a child of God.  
Your playing small does not serve the world.  
There's nothing enlightened about shrinking so that other people won't feel insecure around you.  
We are all meant to shine, as children do.  
We were born to make manifest the glory of God that is within us.  
It's not just in some of us; it's in everyone.  
And as we let our own light shine, we unconsciously give other people permission to do the same.  
As we're liberated from our own fear, our presence automatically liberates others.*





# HEIGHTEN YOUR LEADERSHIP SKILLS AND JOIN A GREAT TEAM!

**BCBSM LDA is looking for motivated members to apply for the following positions:**

-  **Public Relations: Member Recruitment and Retention (1 Chair / 1 Co-Chair)**  
Attend bi-weekly new hire orientations. Deliver email blast to new hire's that details benefits of BCBSM LDA and NMA and current events happening. Develop and create ways to retain and increase membership. Identify opportunities for growth and communicate through the appropriate channels.
-  **Public Relations: BlueNights Mixers (1 Chair / 1 Co-Chair)**  
Plan monthly mixers by selecting and booking venues, obtaining a host, selecting a menu and any other activities that will be included in the event.
-  **Public Relations: Community Involvement (Support Staff Members)**  
Identify and plan monthly events that allow the members of BCBSM LDA to volunteer and give back to the community.
-  **Public Relations: *blueprint* newsletter (2 Writers)**  
Work on the *blueprint* newsletter writing team. Cover virtual or in-person events and/or write ad hoc articles for the newsletter. Work closely with the writing manger, co-char and chair of the newsletter.
-  **Public Relations: *blueprint* newsletter (4 Photographers)**  
Work on the *blueprint* newsletter by covering in-person events by taking photos of the events and participants. Can use professional equipment or mobile phone to take the pics. Work closely with the writing manger, co-chair and chair of the newsletter. Will be more in demand once in-person events are scheduled.
-  **Program Administration: Leadership Speech Contest (1 Chair / Support Staff Members)**  
Chair: Overall leadership for planning and delivery of the event. With the support of a committee, works in partnership with Toastmasters and other groups to recruit contestants, provide coaching opportunities for contestants, and logistics planning for the event. Committee members: Assist with planning, contestant selection, coaching for contestants, and other logistics leading up to and during the event.
-  **Program Administration: Program Development (1 Co-Chair / Possible Openings for Support Staff Members)**  
Creates surveys for monthly meetings. Engages with new members that attend monthly meetings either in person or following an event, which includes providing a new member packet with additional chapter information and resources.



[NMAChapter141@bcbsm.com](mailto:NMAChapter141@bcbsm.com)

Subject: Public Relations or Program Administration

Include the role you're interested in as part of the email



# BUILDING COMMUNITY: REDFORD BRIGHTMOOR INITIATIVE COMMUNITY LUNCH PROGRAM & ADOPT A HIGHWAY

*By Janeela Tucker, Senior Analyst*

The BCBSM LDA Community Involvement team had a wonderful turnout of volunteers who showed up to participate in the Redford Brightmoor Initiative Community Lunch program on Oct. 21.

This program provides a free meal to visitors after they have shopped in the Free Store, where clothing, household and personal-care items, toys, books and more are also given at no charge. Volunteers were able to support the Community Lunch event by making monetary contributions or by providing a food item. This year's volunteers included Tammy Latimer, Roylynn D. Price, Laeki Hester, Terrance Puryear, Greg Teklinski, Demetrius Mapp, Renee Rabideau, Lydia Officer, Alecea Hinton, Vinodh Mudaliar, Davena Johnson, Jacquelyn Edwards, Joseph Hillman, Tiffany Darby and Janeela Tucker.

Volunteers were split into three groups. One group prepared 60 lunches that included sandwiches, pasta salad, chips, cookies and water. Another group assisted with sorting Halloween costumes, while the last group helped organize the Free Store. This year, BCBSM LDA has had the privilege of volunteering for two programs offered through the Redford Brightmoor Initiative.

Anyone interested in finding out about RBI's programs can visit [rbidetroit.org](http://rbidetroit.org).



---

## SMALL BUT MIGHTY

*by Janeela Tucker, Senior Analyst*

Oct. 1, the BCBSM LDA Community Involvement Team continued their annual tradition of over 16 years by volunteering and partnering with MDOT to participate in the Adopt-a-Highway initiative. As in the past, the team was responsible for cleaning up the median on Woodward Avenue from I-696 to 12 Mile Road. This year the team consisted of Erica Addison, Tiffany Darby, Derek Stoffers, Janeela Tucker and Matthew Zelman. The team was small but mighty in their volunteering efforts. It was quite rewarding and fulfilling to make a difference and beautify the community at the same time. Please look out for next year's opportunity to volunteer for the Adopt-A-Highway event!





# CALENDAR of EVENTS

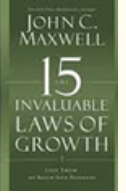
Nov.  
16

## PD November 2022 Book Club Meeting

12:00 - 1:00 p.m.

Join the Professional Development Committee for their November Book Club Meeting! The Book Club will be discussing chapters 5 and 6 of "The 15 Invaluable Laws of Growth – Live them and Reach your Potential" by John C. Maxwell.

If you have any questions, contact Stephanie Warren at [swarren2@bcbsm.com](mailto:swarren2@bcbsm.com), Chloe Redeye at [credeye@bcbsm.com](mailto:credeye@bcbsm.com) or Crystal Lee at [clee@bcbsm.com](mailto:clee@bcbsm.com).



[Link to register](#)

Nov.  
17

## NMA LiveOnline "Integrity IS the Plug" with Terrance Puryear

12:00 - 1:00 p.m.

In this webinar, Terrance will discuss how daily healthy decisions and integrity promote and sustain personal and professional growth.

Terrance Puryear is a leadership expert, speaker and author from southeastern Michigan. Terrance founded TLP Business Solutions, LLC in 2016 shortly after graduating from Eastern Michigan University with his bachelor's degree in literature and communications.



[Link to register](#)

Nov.  
17

## In-person Monthly Member Meeting: Vision on Leadership

4:30 - 7:00 p.m.

Join us for the first in-person membership meeting featuring our very own SVP & CIO Bill Fandrich at the Gem Theatre. There will be networking, food, and an opportunity to further develop your leadership skills with insight from Bill Fandrich on the importance of vision to leadership.

Gem Theatre  
333 Madison Street  
Detroit, MI 48226



[Join the waiting list](#)

Nov.  
19

## Northville Holiday Home Tour

9:30 a.m. - 12:45 p.m. or 12:30 - 4:00 p.m.

Each year the Northville Community Foundation holds its Holiday Home Tour where several privately-owned homes are decorated for the holiday season and made available for public viewing.

Volunteers will participate as hosts or hostesses at one of the homes and assist with greeting visitors, checking tickets, and helping show off the beautiful homes. Please direct any additional questions to Janeela Tucker, [jtucker1@bcbsm.com](mailto:jtucker1@bcbsm.com).

[Link to register](#)





# MONTHLY MEMBER MEETING: THE UNEXPECTED LEADER

by Michelle Banaszak, Communication Specialist

This month, we had the pleasure of welcoming podcast producer and author, Jacqueline Baker, to our Monthly Member Meeting. She recently came out with her second book, "The Unexpected Leader", and spent the hour sharing how we can embrace unexpected opportunities to grow and connect and elevate as leaders in unexpected spaces and places.

## Be intentional

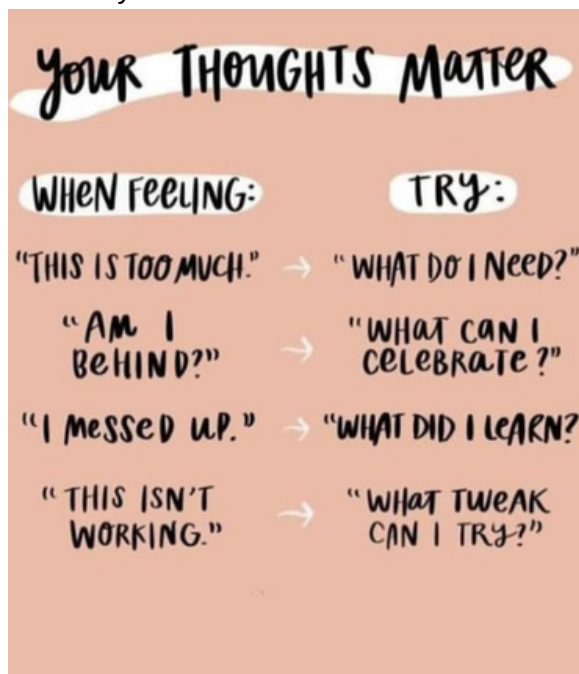
There is power in intention. Try to make time in your schedule to be intentional, it helps you make decisions and productively plan your time. For instance, set aside an hour each week as "learning time" for yourself. Think of it as an appointment you can't miss. Periodically do an audit of how you're spending your time to make sure you're spending it wisely.

## Identify your leadership legacy

What keeps positively showing up in your life? What are you really good at? With no judgement, no fears and no limits, what kind of leader do you want to be? What deeply moves and motivates you? Once you're able to answer these questions, you can start to define and identify your leadership legacy and life thesis.

## Reframe

Reframe your mind when the unexpected pops up. The idea of reframing your thoughts starts with realizing those thoughts aren't necessarily true just because you have them. A lot of people focus on a single negative aspect of something, overgeneralize, make hasty conclusions before they get the facts. These negative ways of thinking creep into our work lives. You can bounce back by asking questions to recognize what your default is. But catch yourself and challenge your thoughts; "Am I falling into a thinking trap?", "What would I tell a friend?" Your word choice and selection can also help reframe your mind.



Jacqueline Baker



## Deal with discomfort

Jacqueline mentioned that every time she speaks in public, she deals with anxiety. Yet, earlier in the session, she listed public speaking as something she's really good at. Unfortunately, many of us don't go after the things we want to do because we're afraid. But remember, the things we want to accomplish are more important than something like temporary anxiety. Instead of avoiding something because of fear, acknowledge your fear and use it to keep yourself going. Visualize the win rather than what could go wrong.

## Just start

On this path of being a stronger leader, many of your questions will get answered in action, even in the space of being uncomfortable. Give yourself permission to start, restart, evolve and create your leadership legacy.

[Click here](#) to watch the full session and download Jacqueline's Legacy Leadership guide [here](#).



# JUST A TOUCH OF "AUTHENTIC LEADERSHIP"

By Andrew Bozzini, Senior Developer

Oct. 25, we had the honor to chat with Dr. Reginald H. Turner. Dr. Turner is President and CEO of Turner Integrated Management Enterprise (T.I.M.E.) a firm that works with companies and executives for leadership development, maximizing performance and helping leaders live more successful and happier lives.

Dr. Turner is an executive coach, life coach and organizational consultant with more than 25 years of experience enhancing the performance of individual executives, teams and organizations. Dr. Turner has more than 10,000 hours of coaching experience with mid- to senior-level executives from Fortune 100 companies and believes the true value of life, beyond awards and accolades, is best measured in the lives that are touched.



Dr. Reginald H. Turner

Here are just a few points from our phenomenal session...

## **Q: What does authentic leadership mean to you?**

**A:** Authentic leadership is about acknowledging the fact that we are all vulnerable. We are all imperfect human beings doing the best we can, and it means that we have the courage to take risks, to speak up, to have compassion, to ask for help, to connect with others in a genuine way and to allow us to be truly seen.

For authentic leadership to be created, the leader must first be introspective – self-critical of one's history of thoughts, behaviors and interactions.

## **Q: How does character play into being an authentic leader?**

**A:** Leaders of high character instill trust, and without trust, you don't have a real solid team working together to accomplish any goals.

When leaders communicate a vision and give directions to followers, they help to push them out of their comfort zones. They help them take risks, and they help deal with the natural resistance to change.

## **Q: What mirrors are you using to help ensure authenticity in your own leadership practice?**

**A:** Here are some of the things that I ask myself; am I being real, and am I being genuine, or am I doing what we call "fake it until we make it?"

## **How would you answer these questions about your leadership journey:**

Am I constantly growing, am I rigid, or am I flexible in all situations?

Am I matching my behavior to the context?

Am I trying to be perfect or authentic?

How am I being sensitive and empathetic?



# A LEAP OF FAITH

By David Shelby Jr., Team Coordinator



Kristie Stocker - CEO of Kinetik Edge, LLC

Oct. 20, we were introduced to former BCBSM employee, Kristie Stocker, a leadership consultant, a success coach and CEO of Kinetik Edge, LLC, who stepped out on faith to live her dream.

Kristie challenged us to look inward to determine the lives we want. While she was successful and happy at Blue Cross, she had a desire for more. She left the company and now runs a business where she encourages others to be their best selves.

Kristi's energy is contagious, and the Teams chat was on fire while she spoke. She revealed the exact steps it takes to accomplish big goals and gain the results you want. She challenged participants to move out of your comfort zone. Your dreams and ambitions do not grow in comfort.

We were also given practical advice to identify your passion. You need to get comfortable with being uncomfortable as it is necessary to take the leap of faith and make your dreams happen. No one is going to hand you the keys to your happiness.

Kristie also suggested we find our tribe (cheerleaders) and search for a mentor to help us along the journey. She gave us the full blueprint to improve our lives.

You can visit her site to learn more at [www.kristiestocker.com](http://www.kristiestocker.com).





# BLUENIGHTS<sup>SM</sup> MIXER - NETWORKING ON THE WATER

By Barbara Krajenke, Communications Specialist

From starboard to port, the first in-person BlueNights Mixer was a wave a success. Members mingled and networked cruising the Detroit River on the Detroit Belle.

Director of Procurement Janessa Huston-Banks and Director of HPB Strategic Programs Jason Thomas inspired members as they spoke about the October seed of the month: Character. It was a great way to meet old mates and make new ones while getting insight from expert leaders, Janessa and Jason.

Missed the event? No worries! Keep an eye out for email invites or visit the blueprint Calendar of Events page.



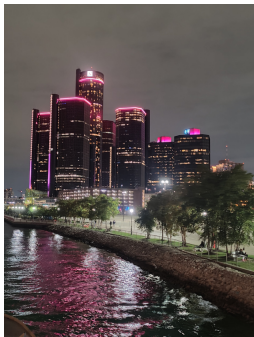
Janessa Huston-Banks



Jason Thomas



Andrea Takach, Tonia Carruthers, Alita Gordon



Jagdeep Monga, Carla Harris, Matt Zelman



Eric Cash, Larry Duren, Terrance Puryear, Leland Walker, Jagdeep Mong, Bryan Walker



The Diamond Belle should change her name to the Tiffany Belle (Darby)



DeAndre Elliott



YuanJing Pursell and Barbara Krajenke excitingly waiting to board the Detroit Belle





# HAPPY THANKSGIVING

What are you thankful for this year? People across the United States gather on the fourth Thursday of November, with family and friends, to celebrate. Thanksgiving for the harvest and blessings of the past year.

You may find stuffing, turkey, mashed potatoes and gravy, green beans and cranberry sauce at the dinner table. Every family has their own traditions which may include watching football or getting ready for holiday sales.

Which family tradition are you looking forward to celebrating?



## 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

Chair: Michelle Banaszak

Co-Chair: Kelly Hall

Writers: Barbara Krajenke, Erica Addison, Michelle Banaszak, Ju Fonda Overton, Jennifer Pakkala, David Shelby Jr., Ebony Benson, Kaylan Matsumoto, Kelly Hall

Designers: Heather Brazee, Sophia Pipis

Photographers: Michelle Banaszak, Ju Fonda Overton

Internet public domain website: <https://nma1.org/141/>:

## BCBSM LDA Board Officers

Board Chair: Heidi Saucier

President: DeAndre Elliott

## Board Members

Erica Addison

Dana Bell

DeAndre Elliott

Christina Frison

Vaneitta Goines

Samah Hamam

Sharese Hogan

Jason Loepp

JinJing Pursell

Heidi Saucier

Kaitlyn Sibai

## Board Secretary

Christina Frison

## Chapter Representatives

National Director: Nancy Bennett

Lifetime National Director: Nancy Bennett

Lifetime National Director: Cathy Longo

NMA Board Chairman: Matt Zelman

## Executive Advisors

Cassandra Alston-Childs

Jac Amerell

## BCBSM LDA Officers

VP of Public Relations: Tiffany Darby

VP of Finance: Angela Haygood

VP of Awards and Recognition: Carla Harris

VP of Program Administration: Lydia Officer

VP of Professional Development: Veronica Beasley-Robinson

## NMA National Mission Statement

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