



# NMA

THE Leadership Development Organization

## Breaktime

### NMA Board of Directors look to future at July meeting

The NMA Board of Directors met July 23 in Dayton, OH following two days of officer, staff, and planning meetings. One highlight was a strategic planning meeting that will seek to guide NMA from 2023-2025 as NMA approaches its 100th anniversary in 2025.

Other actions of note included:

- Approval of seed funding to allow each chapter to utilize Professional Development offerings of NMA and to offer a review of those courses.
- Approval of the development of an app to support the Association's members.
- Nominations were accepted for the 2023 Executive Committee. Nominations will be finalized once those nominated formally accept.

The Board will meet again in October as part of the NMA Annual Conference in Louisville.

### Driving Leadership Growth



*Driving Leadership Growth has been selected as the theme for the 2022 NMA Annual Conference at the Galt House in Louisville, KY.*

## Registration Underway for NMA Annual Conference

Registration is underway for the NMA Annual Conference in Louisville, KY. The conference will begin on October 12 with a welcome mixer and end with the Executive of the Year banquet on Saturday, October 15. [Complete conference information including speakers, tentative schedule, hotel and city information, as well as a registration link can be found here.](#) Important dates are coming up for this year's conference. The **early bird discount** is available through **September 10**, and the **hotel cutoff date** is **September 21** at which time the availability of a room and NMA's negotiated rate cannot be guaranteed! Don't wait—register today!

## LMLA Kings Bay (Chapter 542) awards scholarships

The Lockheed Martin Leadership Association (LMLA) Chapter 542-Kings Bay awarded a total of \$3,000 in scholarships to two commendable high-school graduates at a banquet held in their honor June 7, 2022. Applicants were asked to submit a written essay describing a change they would like to make in the world; what change they would put in place and what obstacles they might encounter along the way.



*Kaitlyn "Gracie" Dillingham (left) and Addison Gowen (right) were recently awarded scholarships by Lockheed Martin Leadership Association in Kings Bay, GA.*

Kaitlyn "Gracie" Dillingham, daughter of Christopher and Allison Dillingham

of Fernandina Beach, was awarded a \$1,000 scholarship for her essay. Ms. Dillingham is a recent honor graduate of Fernandina Beach High School and a 4.8 GPA. She will be attending Rollins College in the fall to study Psychology and Neuroscience in pursuit of a doctorate. Gracie is a strong advocate for mental health awareness. Addison Gowen daughter of Kristy and Joseph Gowen of Woodbine, was awarded a \$2,000 scholarship. Ms. Gowen recently graduated Summa Cum Laude from Camden County High School where she was a part of the National Honor Society and Senior Beta Club. She plans to attend Georgia Southern University in the fall to major in Exercise Science, then continue her education to become a Physician's Assistant.

## YOUR Donation is Needed for the Shorey Silent Auction!

The Shorey Silent Auction is a great event held in conjunction with the Annual Conference to raise funds to support the NMA Leadership Speech Contest. Named for Dot and Forrest Shorey, the Auction remembers the original founders of the Silent Auction who saw it as a fun way of raising funds to support the Speech Contest.

This will be the 34th year for the Speech Contest and the 21st year for the Auction and we need your support in two ways! **First, we need your donations.** One of the fun things about the auction is seeing the different baskets and collectibles donated by chapters and individuals far and wide! From gourmet food baskets, NASA bling, a 50/50 drawing, and even sports memorabilia – there's something at the auction for everyone!

There's two ways to get your donations to the Auction – the easiest is simply to bring your item when you travel to the conference. However, if your travel plans make that impractical, you can also ship your item marked for the Auction to the NMA office:

**National Management Association  
3055 Kettering Blvd. Suite 210  
Dayton, OH 45439**

**Please ship your item to arrive at NMA no later than October 3, 2022.**

Once you are at the conference, we need your bids! Bid early and bid often. 100% of the proceeds of the Auction benefit the NMA Leadership Speech Contest directly.

This year's speech contest promises to feature six very talented high school students. NMA thanks you for your support!



## Bill Swan Receives Servant Leader Award

Following a Zoom ceremony in late April, Bill Swan's well-deserved Servant Leader Award was delivered today to his home. Bill is a former NMA Chairman and one of the longest serving and most involved members of the Collins Leadership Association:

### Bill Swan, Servant Leader

- Started at Collins Aerospace in 1967
- Charter member of (Rockwell) Collins leadership Association in 1976: 1,200 chapter members
- (Rockwell) Collins Leadership Association President in 1986/1987
- National Director in 1987
- National Executive Committee in 1988: Initiated Speech Contest
- National Chairman in 1997: 35,000 NMA members
- Participated in Junior Achievement and Enterprise City
- 46 years of contributions to Collins Leadership Association and NMA



*Former NMA Chairman Bill Swan (left) receives NMA's Servant Leader Award from 2022 Chairman of the Board Scott Chesnut.*

## Chairman's Corner



**Matt Zelman**

**NMA Chairman of the Board**

Greetings! The NMA Board and Staff concluded a very productive set of Board meetings in July. A few of those highlights are noted on page 1 of *Breaktime*. In addition, several other NMA successes in 2022 include:

- Onboarding of Abbie Funke to replace retiree Robin Furlong
- Implementation of MemberClicks and QuickBooks to streamline operations
- Conducted a successful virtual Chapter Leader Training for chapter leaders
- Individual Member Chapter formally chartered to capture growing segment
- Signed a professional development programs agreement with Kettering Health Physician Partners.

Finally, as Board Chairman it is my duty to inform you that Executive Director Brian Berg has departed the association. Despite that setback, you can see from the list above that NMA is still moving forward thanks in no small part to the extremely dedicated two member staff in Dayton!

If you are interested in contributing even more to NMA's future progress by joining the Board as a National or Associate Director, please let us know.

Thank you again for choosing NMA to be a partner in your leadership development journey!



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**ICPM**



***KBR Leadership Association in Huntsville, an NMA Chapter, volunteered at the Three Tails Thrift Store to benefit the Greater Huntsville Humane Society!***

## **MemberClicks Training is underway!**

The NMA National staff have been conducting training for chapter leaders on MemberClicks – NMA's new Member-Only platform. This training is open to all chapter leaders and even members as you see fit. Training usually lasts about 30 minutes and will include login information, registration for webinars and other events, as well as highlighting the features that are unique to each chapter's area on the site.

We will be offering multiple sessions spread out over the next couple of months so hopefully we can find a day/time that is convenient for you. Chapters that have attended a session have definitely found them useful.

If the times we schedule don't work well for your chapter, we will work with you to find a time that works. All sessions will be identical and conducted via zoom unless you need a different platform.

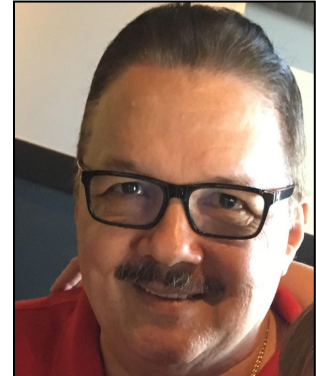
Also, we have created a brief video introduction that also will walk you and your members through the basics. Click here to view it:

**[NMA MEMBERCLICKS TRAINING VIDEO](#)**

# Chapter Leadership Engagement, Recruiting, and Retention

**By Wendell Pichon, CM**  
**2022 Recognition Committee Chair**

Each year, every professional organization must include, and action, a high priority, goal of focusing on Engagement, Recruitment and Retention.



One of the most common problems for chapters these days is keeping members engaged. But in order to better understand member engagement we must accept the fact that our members will be the first to tell you that they have a small fraction of free time for themselves and that they would only consider giving that time up if their return upon surrendering that time was of significant value. That statement alone makes the job of member engagement much more challenging for chapter leaders today. We will need to develop better ways to not only accept that challenge but achieve success. One of the best options, is one my boss use to share with his work group. If you have an issue, a problem or just a concern bring it on. Remember, for every issue, problem or concern you bring, it must be accompanied with a solution. If not be prepared to be held accountable and/or committed to finding a solution.

In a volunteer organization this may seem a bit awkward for chapter leaders in the beginning, but the overall impact can be a life changing experience for our members who has never had the opportunity to interact face to face with other leaders within your organization. What a great opportunity for a genuine learning experience for our members! After all isn't that what we are all about?

The other essential part of this process that goes hand in hand with engagement is recruitment and retention which are both vital parts of our entire membership drive campaign. You have heard the statement made many times, that when we conduct membership drives, we must also focus on keeping the back door closed during a membership drive. It has a very high potential to defeat the whole purpose of a successful membership campaign. Membership committees need a key strategy in place to mainly focus on our newest members, we need to get them involved and through that first year of membership. Research tells us it is much harder to recruit a new member than it is to reinstate a former member. But we must never lose hope or sight of our former members. The majority of our members who leave our organizations never share the reasons why they leave, and chapters never seek that information.

I myself, am a true believer in exit interviews. There is much to be gained! We may have the opportunity to right a wrong or more importantly, reflect on the reason. Many times, it is just pure and simple a personal reason, but that in itself is good feedback. Again, we must never ever lose hope or sight of our former members. In the near future we will have the opportunity to reach out to those former members and be totally surprised to discover that this one little notion made all the difference in the world from permanently losing a former member to reinstating that member.

A chapters Membership Committee should have a plan that includes monitoring and focusing on those members that drop their membership without reason. Gathering the reasons and determining if the reason should be shared up the organization or evaluated. If the reason is deserving to be shared up the organization, it is also deserving of feedback to the former member. One or two former members can have ripple effect to four or six more.

All organizations must remember that if they want to survive their organization must be flexible. They should all have strategic planning committees whose primary objective is to constantly evaluate the operations of the organization to ensure that they do not become static and are always looking to having effective engagement, recruiting and retention initiatives in place.





**The 2022 Membership Campaign is underway. Chapters may select any two “Sale” months (of your choice) until December 2022.**

**The One-Time New Member Registration Fee has just been lowered to \$10!! This fee is further reduced to \$5 per new member during this promo. No special forms are required, simply indicate “Sale Month” on the Chapter Dues Worksheet.**

**This discount applies to all new Individual Members joining through December 2022 as well.**

**Contact Abbie Funke with Membership Campaign questions  
Abbie.Funke@nma1.org or call 937-294-0421**

## ***Mark Your Calendars for these Important Dates!***

Monday, August 22	12/3 PM	NMA LiveOnline—Impact Players with Liz Wiseman
Thursday, September 8	8-9 PM	NMA Individual Meeting via Zoom
<b>Saturday, September 10</b>		<b>Conference Early Bird Deadline</b>
Thursday, September 22	12/3 PM	NMA LiveOnline—Focus Your Locus with Suzy Siegle
<b>Wednesday, September 21</b>		<b>Conference hotel cutoff date</b>
Wednesday, October 12		NMA Board of Directors Meeting, Louisville, KY
October 12-15		2022 NMA Annual Conference, Louisville, KY

***Be sure to check out the new calendar on the NMA website that includes registration links!***

***<https://nma1.org/events-and-meetings/>***

## **Meet Alex Weber**



Alex Weber is an International Speaker, Award-Winning Performer, and American Ninja Warrior positively impacting over 3.5 Million people worldwide to overcome obstacles, fears, and even failures to achieve their goals. Alex has also been awarded US Lacrosse Coach of the Year honors, holds a World Record, and is a 5x TEDx Speaker. Alex empowers individuals to take action as Leaders, realize your fullest potential, inspire the best of others, and accomplish your goals!

Alex and NMA have partnered to offer both individuals and chapters including the Complete Leadership Bundle which includes three sessions for just \$50/participant. Alex also offers a la carte bundles built around individual, chapter, or even organizational needs.

To get more information or to purchase these courses, contact Director of Member Services Abbie Funke at (937) 294-0421 or by email at [abbie.funke@nma1.org](mailto:abbie.funke@nma1.org).

***“A leader is one who knows the way, goes the way, and shows the way.” -  
John C. Maxwell***

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Development Organization**  
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